

# FACTORII CARE INFLUENȚEAZĂ ACCESUL LA NOILE TEHNOLOGII DIGITALE

## FACTORS INFLUENCING ACCESS TO NEW DIGITAL TECHNOLOGIES

**Conf.dr. Grația Dana BOCA**

Universitatea Tehnică din Cluj-Napoca, Romania

**Prof.dr. Mustafa KARA**

Rumeli Istanbul University, Turkey

**Abstract:** The new digital technology is an alternative to classical tools. It is used to obtain trade information but also to identify factors that influence various economic and social issues. Also, due to the situation created by the Covid-19 pandemic, digital technology is an educational alternative, but also to stimulate creativity through games and a beneficial alternative in this situation. Lately, digital technology is closely linked to the Industry 4.0 phenomenon in technological processes, procedures and improving product quality and performance. In the recent period, the new technology is also used in the medical field, offering safety, access to information and alternatives to treatments. However, experts point out that these technologies, however comprehensive, cannot replace the engineer, teacher or doctor. To identify the factors influencing the use of new technologies, study participants had to complete a questionnaire. The questionnaire was structured in several parts, to identify individual characteristics (age segment, gender, education, profession), why and how digital technologies are used (type, time, scope), what type of information is accessed. Last but not least, it was possible to identify the reasons that constitute the barriers in the use of digital technologies. The article highlights the situation in the Maramureș area by performing a SWOT analysis of the use of digital technology. The questionnaire was also applied in Istanbul, Turkey to highlight the digital culture.

**Keywords:** new technologies, internet, quality, consumer behavior, consumer attitude, digital culture