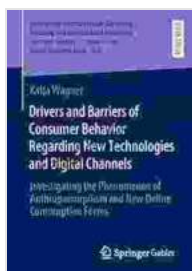


Drivers and Barriers of Consumer Behavior Regarding New Technologies

In today's rapidly evolving technological landscape, understanding consumer behavior towards new technologies is crucial for businesses and policymakers alike. This article aims to provide a comprehensive analysis of the key drivers and barriers that influence consumer adoption of new technologies. By delving into the psychological, social, and economic factors that shape technology adoption, we can gain insights into how to effectively market and implement new technologies in a way that resonates with consumers.



Drivers and Barriers of Consumer Behavior Regarding New Technologies and Digital Channels: Investigating the Phenomenon of Anthropomorphism and New Online ... Retailing and International Marketing)

by Rumiko Takahashi

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Enhanced typesetting : Enabled
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Drivers of Consumer Behavior

1. Need Fulfillment

One of the primary drivers of consumer behavior is the perceived need for a new technology to fulfill a specific desire or solve a problem. When a new technology offers a solution to a pain point or enhances an aspect of our lives, consumers are more likely to adopt it. For example, the widespread adoption of smartphones can be attributed to their ability to meet multiple needs, such as communication, information access, and entertainment.

2. Perceived Benefits

Related to need fulfillment, consumers are more likely to adopt new technologies that they perceive as offering significant benefits. These benefits can include improved efficiency, convenience, cost savings, or increased enjoyment. When consumers believe that a new technology will enhance their lives in some way, they are more likely to invest in it.

3. Social Influence

Social influence plays a significant role in consumer behavior, including technology adoption. Individuals are often influenced by the opinions, behaviors, and recommendations of their peers, family members, and other social groups. Positive word-of-mouth, endorsements from trusted sources, and the perception of a technology as "cool" or "trendy" can all drive consumer adoption.

4. Curiosity and Novelty

Some consumers are driven to adopt new technologies simply out of curiosity and a desire to experience something new. They may be intrigued by the latest gadgets, innovative features, or the promise of a more futuristic lifestyle. This driver is particularly relevant in the early stages of

technology adoption, when novelty and excitement can generate hype and attract early adopters.

Barriers to Consumer Behavior

1. Technological Complexity

Complexity can be a major barrier to consumer adoption of new technologies. If a technology is perceived as too difficult to understand or use, consumers may be hesitant to invest in it. This is especially true for older adults and those with limited technological proficiency. User-friendly interfaces, clear instructions, and accessible support can help overcome this barrier.

2. Privacy and Security Concerns

Consumers are increasingly concerned about the privacy and security implications of using new technologies. They worry about data breaches, identity theft, and the potential misuse of their personal information. Addressing these concerns through transparent privacy policies, strong security measures, and consumer education can help build trust and reduce adoption barriers.

3. Cost and Accessibility

Cost can be a significant barrier to consumer adoption of new technologies, especially for price-sensitive consumers. The affordability of a technology, as well as its availability and accessibility, can impact its adoption rate. Subsidies, installment plans, and widespread availability can help make new technologies more accessible to a broader range of consumers.

4. Resistance to Change

Some consumers may resist adopting new technologies simply because they are comfortable with the status quo or fear change. They may be reluctant to abandon familiar habits and routines, even if new technologies offer potential benefits. Marketing campaigns that emphasize the ease of transition and the benefits of change can help address this barrier.

Understanding the drivers and barriers of consumer behavior towards new technologies is essential for businesses, policymakers, and researchers alike. By considering the psychological, social, and economic factors that influence technology adoption, we can develop more effective strategies for marketing, implementing, and regulating new technologies in a way that aligns with consumer needs and values. As new technologies continue to emerge and transform our lives, it will be increasingly important to monitor and adapt to the evolving drivers and barriers that shape consumer behavior.



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