



INFLUENCE OF TECHNOLOGY TO IMPROVE CUSTOMER BUYING BEHAVIOUR

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Abstract

The rapid progression of technology has profoundly altered consumer purchase behaviour, redefining how buyers seek information, assess options, and make buying choices. Digital advances, including e-commerce platforms, AI-driven suggestions, mobile apps, and social media marketing, have improved ease, accessibility, and personalisation in shopping experiences. Technologies such as big data analytics and customer relationship management systems enable firms to comprehend consumer preferences more effectively, resulting in tailored marketing campaigns that affect buy intentions. The use of virtual reality (VR), augmented reality (AR), and chatbots has enhanced consumer engagement, trust, and satisfaction, thereby bolstering brand loyalty. Nonetheless, issues such as digital trust, privacy concerns, and excessive dependence on technology persist as significant factors. This research underscores the impact of technology on contemporary consumer behaviour, accentuating its role in influencing purchase choices, enhancing customer relationships, and transforming the competitive dynamics of enterprises.

Keywords: Technology adoption, Customer buying behavior, Digital marketing, E-commerce, Artificial intelligence (AI), Consumer decision-making, Online shopping.

INTRODUCTION

Every aspect of its existence is drastically impacted as a consequence of the impact that digital technology has had on it. The digital revolution has seamlessly integrated itself into the fabric of modern civilisation, affecting a variety of domains such as communication, entertainment, healthcare, and finance, amongst others. The manner in which we connect with the world at large, pursue professional endeavours, acquire knowledge, and communicate with one another have all been radically changed as a result of the upheaval that digital technology has brought about. The evolution of technology and digitalisation in recent years has not only made it easier for consumers to enjoy a more personalised lifestyle through the use of smartphones, social media, and on-demand service offerings, but it has also had an impact and reshaped the long-established and well-known customer behaviour and trend, shifting from shopping in stores to shopping online. Businesses in the present day have more possibilities to grasp and connect with their target clients in a more expeditious and efficient way using offline and online channels such as shopfronts, e-commerce platforms, official websites, mobile apps, and social media. Offline channels include social

media, mobile applications, and social media platforms. However, at the same time, they are also presented with the difficulty of rising expenses in the process of doing business, especially with respect to branding and marketing efforts to earn the loyalty of clients. This is a dilemma that they face simultaneously. In this age of digitalisation, businesses are eagerly concentrating their attention on comprehending and motivating customers to not only become devoted to the products and services that are being provided, but also to feel motivated and to become brand ambassadors in order to promote those products and services. This is a very exciting development.

Role Of Technology

The marketer was able to interact with clients of all ages and satisfy their expectations by using the process of migrating from old devices to modern gadgets that are capable of transferring data at an extremely high capacity. It is possible for marketers to develop a relationship with consumers via the use of technology, regardless of whether the customers are participating in the activity online or offline. The firm was able to connect with all of its consumers in a more straightforward and expedient manner that was made possible by the fact that technology has the capacity to bring the whole globe together into a single community. During the days gone by, in order for a customer to make a purchase, he was necessary to physically visit the shop during the hours when the establishment was open for business. In the event that it does not take place, he will be unable to get that particular item. On the other side, the advent of e-commerce has made it easy for individuals to make purchases any time of day they want. He is able to get it at a later moment in the event that they are interested in acquiring a product or seeking any information on the product after it has been purchased. At this point in time, each and every client is conscious of the fact that he is the leader of the market and that he owns a great deal more power than the marketer. As a consequence of the advent of these smart devices into our lives, there has also been a substantial shift in the level of expectation that customers have. Since this is the case, it is imperative that every business exercise caution in order to remain current with the changes; otherwise, they run the danger of being driven out of the market. There is a major influence that the utilisation of social media has on the mentality of marketers.

Consumer Behaviour

In the context of choosing, acquiring, using, and disposing of a product or service, the actions and choices that people or households make are referred to as consumer behaviour. Consumer behaviour encompasses all of these activities and decisions. The method in which consumers engage with the market is impacted by a variety of elements, including those that are social, cultural, and psychological in nature. It is a multi-step process that involves defining the concerns that need to be addressed, acquiring information, examining the available alternatives, selecting whether or not to buy, and finally concluding with an evaluation of the experience. When customers are in these stages, they are susceptible to being affected by a wide range of variables, such as their own personal views and values, social norms, marketing activities, product qualities, and environmental situations. companies need to have a good grasp of consumer behaviour in order to build effective marketing strategies and to deliver products and services that satisfy the expectations and wishes of their customers. This awareness is vital for companies to have in order to be successful. Marketers need to be able to assess and interpret data on consumer behaviour because it enables them to detect patterns and trends, forecast demand, and make educated choices about product design, price, marketing, and distribution. This competence is vital for marketers.

individuals's choices on how they will spend their available resources, such as their time, money, and effort, on things that are linked to consumption are referred to as consumer behaviour. Consumer behaviour is a term that describes the decisions that individuals make. Consumer behaviour is impacted by a broad variety of variables, including cultural influences, economic difficulties, psychological aspects, personal characteristics, and technological considerations. These factors all have a role in shaping consumer behaviour. To be more specific, the study lays an emphasis on the ways in which technology aspects may have an influence on the behaviour of customers.

Consumer Buying Behaviour

The buying behaviour of consumers is a phenomenon that is both complex and varied, and it has a substantial impact on both the trends in the market and the tactics that corporations use. In order for companies to be successful in today's highly competitive market, it is very necessary for them to have a comprehensive awareness of the patterns of behaviour that customers exhibit. Individuals are impacted by a broad number of factors, including psychological, social, cultural, and economic consequences, when it comes to making decisions about what to purchase. Other factors include cultural and economic influences. Marketers use a broad range of methods and strategies, such as market research and data analysis, in order to get insights into the behaviours that they are trying to understand. If a company has a comprehensive awareness of what drives consumers, such as their preferences and how they respond to marketing stimuli, then they are able to adapt their goods, services, and advertising campaigns to coincide with the desires and ambitions of customers. This is also possible if the company has a deep understanding of what motivates customers. The study of consumer buying behaviour is a vital component for achieving market success and preserving customer loyalty in an industry that is always undergoing change.

Evolution Of Digital Technology

In the beginning of the era of global connectivity, the development of digital telecommunication networks and the introduction of protocols such as packet switching and ARPANET were the defining characteristics of the beginning of this period. Over the course of the 1960s, people such as Kleinrock and Roberts were the ones who were the first to pioneer this particular breakthrough. The emergence of digital telephony and the Internet has effectively erased the restrictions of both time and distance, which has resulted in a significant change in the manner in which we communicate. This change has been brought about by the widespread use of these technologies. Furthermore, the World Wide Web, which was conceived of by Tim Berners-Lee in 1989, had a key influence in the development of the digital landscape of knowledge exchange and in the expansion of the accessibility of information. Individuals now have the capacity to access online content and services as a consequence of the widespread adoption of smartphones and the pervasiveness of Internet connection, which has effectively bridged the digital divide. This success has allowed individuals to access online content and services. As a result of the proliferation of e-learning platforms, freely accessible educational resources, and digital utilities, educational paradigms have experienced a considerable transition, which has resulted in education being more inclusive and adapted to the specific requirements of each individual. Concurrently, the voices of people have been magnified via the use of social media and digital platforms, which has resulted in the simplification of the channels through which individuals may campaign for social and political problems.

Technology Evolution Impact on Consumer Behavior

As a consequence of the fast growth of technology in industrial revolution 4.0 and internet technology, there has been a quick influence on how people connect with one another, how they work, and how they conduct commercial operations. This has occurred as a direct result of the internet technology. The environment is undergoing a series of changes that will ultimately result in the introduction of new consumer and market perspectives. At some point in the future, the connection that an organisation has with its clients will be impacted by the ongoing development of technology and the enhancement of internet-based services, such as business-to-consumer (B2C) and business-to-business (B2B) environments. The reason for this is that the modern organisation is encountering an increasing difficulty in dealing with a client who is aware and exhibits qualities that are associated with the post-modern era. In light of this, it seems that the future consumer supremacy in the market will be those that are knowledgeable about information technology. There are a number of reasons why the usage of information technology may have a significant influence on the buying and spending behaviour of customers, as shown by the results of research that was conducted not too long ago. The present day has seen a considerable rise in the degree of consumer motivation as a result of the growth of mobile phones, internet shopping, social media, and digital payment systems. Consumers have the belief that technological innovation has the potential to provide solutions that simplify the purchasing journey, improve customer satisfaction, better bargain for time and cost, timely product and service delivery, effective purchasing decisions, choice and variety, record logging, and finally eliminate intermediaries. There is a widespread belief that technical improvement has the potential to make these answers available.

Objectives

1. To examine the role of modern technology in influencing customer buying behavior.
2. To examine how digital platforms, such mobile apps and e-commerce, enhance consumer ease and decision-making

Method

In order to arrive at a conclusion that is based on accurate information, the process of transforming numerical data into a more straightforward form is known as data interpretation. Therefore, the data interpretation is responsible for interpreting and assigning meaning to the information that has been processed by assessing the importance and consequence of the information. Statistical analysis is a process that is often used for the interpretation of data. The data is evaluated with the use of a variety of statistical tools, such as tables, pie charts, and other similar tools. These tools break the data down into sections and show the information in a way that is both intelligible and organised. In the course of the analysis and interpretation of the survey data, descriptive and inferential statistical procedures, which are often used in positivistic research, were utilised. Through the use of descriptive analysis, a snapshot of a sample at a certain time period was shown, which aided in more clearly defining the behaviour that was seen. Creating charts and tables for the purpose of analysing the graphical analysis of the study was accomplished with the assistance of IBM SPSS26 and Spread Sheet 2020. This chapter presents the results of the procedure that is described in the research methodology section in a step-by-step format. Technology has had a significant impact on the tourism industry, allowing it to react to every activity that takes place in the market. Specifically, it encompasses both opportunities and challenges that travel and hospitality companies have when attempting to communicate with their customers. The client experience

on the internet has been shown to be significantly impacted by online travel agents (OTAs), which have shown to be very essential. According to Google Vacation, over seventy-five percent of travellers plan their trips using either the internet or other online platforms.

Data analysis

Demographic Profile

Table 1: Gender wise distribution

Gender	Frequency	Percent
Male	189	49.1
Female	195	50.8
Total	384	100.0

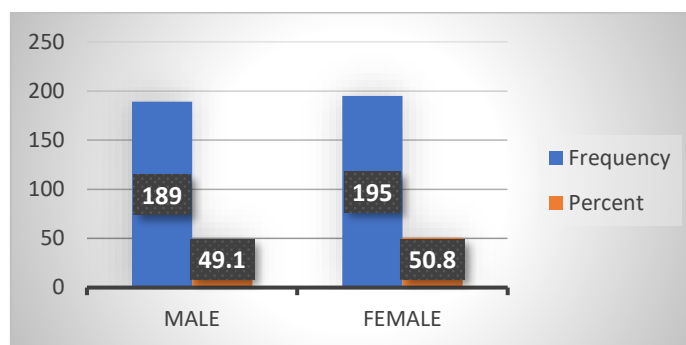


Figure 1: Gender wise distribution

Table 1 and graph 1, which can be seen above, provide the gender breakdown of the participants in the research. Male respondents made up 49.1% of the total, while female respondents made up 50.8% of the total.

Inference:

As a result of the study effort, the survey was completed by 189 men and 195 females, as shown by the table that was presented earlier.

Table 2: Age wise distribution

Age Group:		
	Frequency	Percent

18-25 Years	96	25
25-40 Years	92	24
40-60 Years	111	29
60 above Years	85	22
Total	384	100

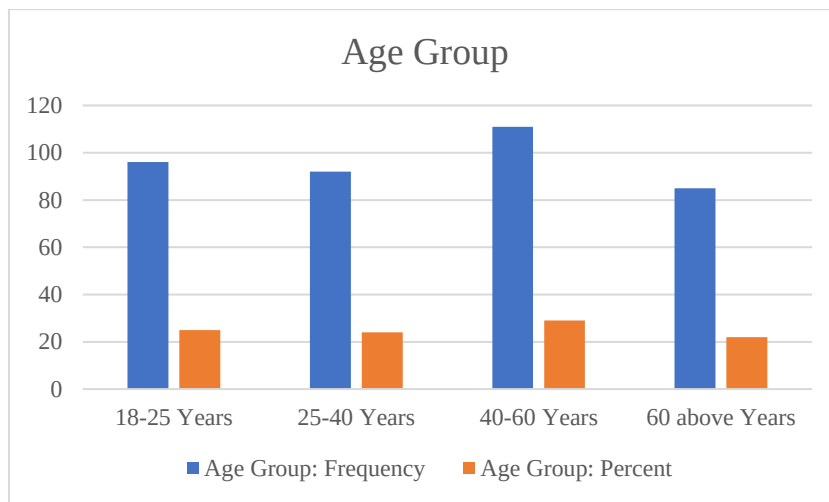


Figure 2: Age wise distribution

Table 2 shows that of the total population, 25% were between the ages of 18 and 25, 24% were between the ages of 25 and 40, 29% were between the ages of 40 and 60, and 22% were 60 and over.

Of the 384 people who took the survey, individuals between the ages of 40 and 60 made up the largest demographic, followed by those between the ages of 25 and 40. The participants in this research are, therefore, all between the ages of 40 and 60, which is the typical age range for consumers to make deliberate decisions about what to purchase.

Table 3: Qualification Wise Distribution

Education Qualification:		
	Frequency	Percent
Foundation	81	21
Diploma	81	21
Degree	69	18

Masters	96	25
Ph.D	57	15
Total	384	100.0

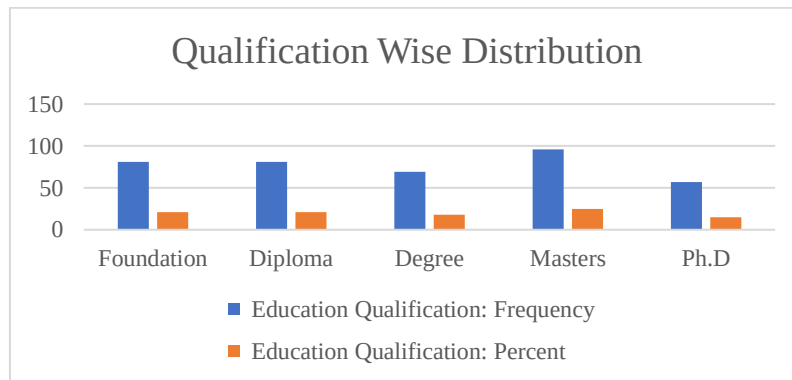


Figure 3: Qualification Wise Distribution

There are 21% of respondents who have finished their basic education (foundation), 21% who have earned their diploma, 18% who have achieved their graduation degree, 25% who have done their master's degree, and 15% who have completed their doctoral degree.

In accordance with the interpretations, it is possible to make the observation that the respondents who were selected for the purpose of this research had the necessary qualifications to make judgements and selections of the items that are both informed and sensible.

Table 4: Occupation wise distribution

Occupation		
	Frequency	Percent
Self Employed	81	21
Service	108	28
Student	99	26
Govt. Services	96	25
Total	384	100.0

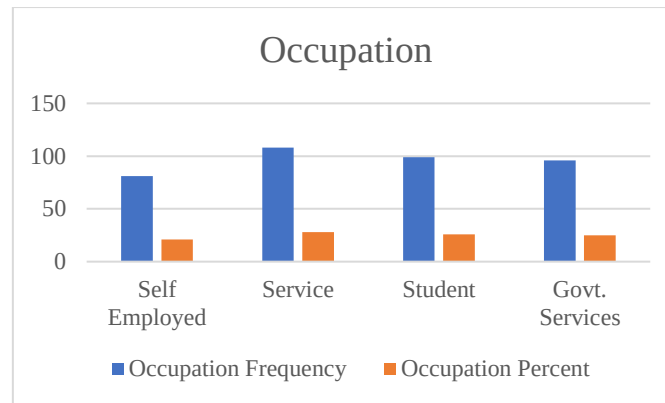


Figure 4: Occupation wise distribution

The positions held by the respondents are detailed in the table 4 that can be seen above. It reveals that 21% of respondents are self-employed, 28% are working in the service industry, 26% are students, and 25% are working in the government service industry.

As a result of the data obtained in response to the occupational component, it has been determined that 28 percent of the respondents are engaged in the provision of services, followed by those who are students, and a smaller number of the respondents are self-employed.

Table 5: Income wise distribution

Annual Income		
	Frequency	Percent
Upto 2 Lacs	54	14
2 - 4 Lacs	69	18
4 - 6 Lacs	65	17
6 - 8 Lacs	62	16
More than 8 Lacs	65	17
Not Applicable	69	18
Total	384	100

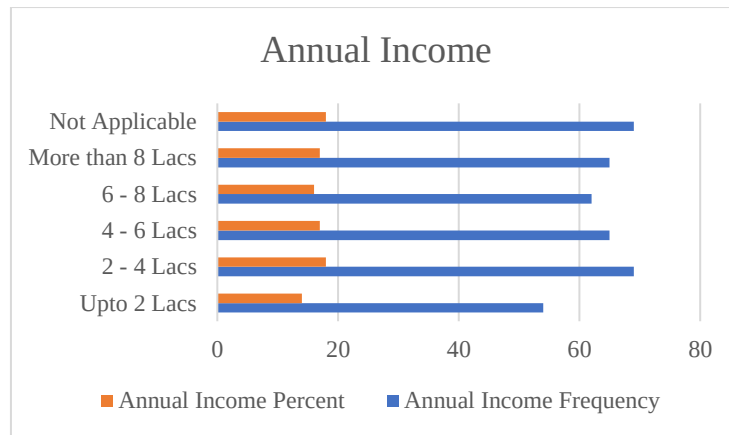


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CONCLUSIONS

A conclusion may be drawn that technology has evolved into a transformational force that is transforming the purchasing behaviour of customers. Businesses now have the ability to understand the preferences of their customers with greater accuracy and to respond in real time thanks to the proliferation of digital platforms, artificial intelligence, big data analytics, and personalised marketing techniques and methods. Technology, which includes interfaces for online purchasing, recommendation algorithms, and mobile applications, not only improves ease and engagement, but it also fosters trust via communication that is both transparent and engaging. Additionally, technologies like as augmented reality (AR), virtual reality (VR), and chatbots are causing a revolution in the manner in which customers investigate, experience, and assess items prior to making a purchase choice. In addition to further strengthening ties between brands and their customers, the seamless integration of payment gateways, customer feedback systems, and loyalty programs encourages customers to make more purchases. Customers are becoming more tech-savvy, and as a result, they are increasing their expectations for purchasing experiences that are personalised, quick, and free of friction. Companies who are able to successfully employ technology to create value, improve the customer experience, and develop emotional connections are thus more likely to influence and maintain favourable purchasing behaviour. When technology is utilised in a manner that is both strategic and ethical, it serves not just as a sales tool but also as an essential bridge between the requirements of customers and the products and services that businesses provide in a market that is becoming increasingly digital.

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