Analysis of Relation Between Customer Behavior and Information Technology Market

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Abstract. There are widespread research studies in Sri Lanka and overseas nations regarding information technology aspects and also customer behavior components which can be applicable to precise marketing background. But, there are lack of research studies regarding client traits linked with information technology advertising context. The studies turned into carried out during the length of January to might also 2017 on the department of marketing, university of Jaffna, Sri Lanka. The principle goal of this studies article is to expand a version to understand the full-size function of customer traits in technology advertising and marketing. Studies methodology explores a version which gives a brand new drawing near for marketers’ information technology utilization related with client characteristics surface through reviewing the past researchers’ ten theoretical fashions which have been chosen through the researchers. This research paper is concluded by citing the past researchers’ fashions and theories. Eventually the researchers have designed a brand new version for tech-marketers that are explained the vital relation of consumers’ characteristics on information technology relevant marketing activities.

Keywords: Consumer Characteristics; Marketing Activities; Technology Utilization; Technology Advertising and Marketing
1. Introduction

In recent times marketing companies are having extra concern approximately purchasers’ observe or evaluation as nicely as purchaser traits and behaviors before they begin their marketing activities. In accordance to consumer shopping for behavior model, entrepreneurs realize that the consumer shopping for behavior basically starts from client traits identification. Consequently, earlier than information customer shopping for conduct, marketers should be conscious how purchaser characteristics are crucial in marketing groups. In line with Nicosia and Francesco (1966), all can recognize some categories of traits of purchasers like; age and lifecycle degree, occupation, economic situation, way of life, persona, motivation, perception, studying, ideals and mind-set and etc.

Consumer characteristics information is wanted for each marketer because it’s essential to layout their marketing activities successfully. Particularly, after they layout their activities based totally generation utilization, it’s important to be aware about customers’ traits.

If researchers think about non-public characteristics of purchasers; customers change their possibilities and choices in products or services in keeping with their age and lifecycle degree, specific occupations of purchasers have special wishes and need, customers’ monetary situation leads to buying sample, purchasers are shopping for services or products consistent with their way of life, character is the particular psychological person of a consumer which leads to one of a kind buying behavior, motivation is beneficial to customer’s moves concerning buying, marketers want to analysis purchasers’ thoughts because of exclusive belief from consumer to customer, mastering is an revel in of consumers’ day to day lifestyles, marketers want to adjust their products or services according to consumers’ ideals and mind-set. For the above reasons, customer traits’ information is most crucial for every marketer.

There are research associated with client characteristics around the world along with; the interplay between class traits, purchaser traits, and purchaser activities.
on in-shop selection making (Inman et al., 2009), mental elements Influencing customer conduct (Vainikka 2015), consumer-characteristics as standards for market-segmentation in libraries (Sridhar 1988), A model of online customer behavior all through the initial transaction: Moderating effects of patron characteristics (Ranaweera et al., 2005), the connection between consumer characteristics and mindset closer to on-line purchasing (Shwu-Ing Wu 2003), The contribution of product and purchaser characteristics to consumer’s impulse shopping behavior in Singapore (Chavosh et al., 2011), The influence of man or woman traits, product attributes and utilization conditions on client conduct: An exploratory examine of the new Zealand, Australian, uk and US wine markets (Forbes 2008), traits of the purchaser choices research manner (Voicu 2013), The consequences of stimulus and patron characteristics on the utilization of nutrition information (Moorman 1990), consumer traits and their effect on accepting online shopping, in the context of various product kinds (Keisidou et al.,2011), factors influencing client behavior (Rani 2014) and so on. Despite the fact that, there may be a need for a model in consumer characteristics related with technology marketing.

2. Research Question

There are lack research and exploring models concerning consumer traits related to technology marketing. To fill the gap, this observe solutions the studies query: What exploring model for consumer traits connected with technology marketing is appropriate to a special context approximating Sri Lanka?

3. Research Objectives

- Construct a framework from the literatures on consumer traits connected with technology marketing
- Offer a comprehensive framework intended to guide research attempt focusing technology advertising and marketing
• Provide an extensive delineation as to how consumer traits related to the companies’ overall technology marketing

4. Methodology

This studies region is technology advertising and marketing connected with clients’ traits. The desk research method has been used in this study. Consequently, researchers have decided on ten past researchers’ models and theories regarding client traits and preferred into technology relevant marketing activities from index journals’ publications. Researchers mainly centered on not unusual purchaser traits. Because of the quandary of time constrain, the 10 advertising models have been decided on via the researchers. The research was conducted during the period of January to May, 2017 at Department of marketing, University of Jaffna, Sri Lanka.

5. Result and Discussion

Models related to consumer characteristics and technology in marketing disciplines an expansion of research models are related to client conduct and era, but researchers have identified a gap through the past studies, consequently there may be a need for model building in relation with client traits and technology marketing. In this way researchers have indexed out bellow ten models from past research.

Model 01: Buyers-Black-Box-Model
This model simply illustrates the interaction of stimuli, customer characteristics and decision process and consumer responses. This model is related to the black box theory of behaviorism. Specially, the buyer’s black box includes the buyer characteristics.

Personal and Psychological Factors in the Buyer Black Box:

The Buyer Black Box is very much influenced by personal and psychological characteristics. It shows the relationship between stimuli, consumer characteristics and consumer decision process as well as consumer responses.
Fig. 3: Buying Decision Process

In step with Kotler, the buying process starts with need recognition while customer acknowledges the need. Then, purchaser wants to do not forget their inner and outside stimuli to make the decision. Consequently, they go for statistics searching from diverse assets together with the personal source, business assets, public assets and experimental sources. Then purchaser considers the goods attributes underneath the evaluation of alternatives. At that point, customer develops a hard and fast of brand ideals about where each brand stands on every characteristic. According to the ideas and options of the patron, consumer evaluates the alternative products in place of the use of current products and then ranks all of the brands and makes a purchase aim. After the purchase conduct, there's post-purchase behavior which depends on delight or dissatisfaction with the purchase of a selected product. It starts off evolved with problem identification of clients and the data seek, assessment of alternatives, buys decision and ends up with the post-purchase behavior of clients.

Model – 03: Howard-Sheth Model of Buyer Behavior
This model shows that consumer behavior is a complex process which is applicable to individuals and concepts of learning, perception and attitudes influence consumer behavior. This model has four sets of variables which are: input, perceptual and learning constructs, outputs and exogenous or external variables. It shows that the consumer behavior is concepts of learning, perception and attitudes influence consumer behavior.

Model 04: Theory of Planned Behavior

![Diagram of Theory of Planned Behavior]

Fig. 4: Buyer’s Behavior

![Diagram of Buyer’s Behavior]

Fig. 5: Prediction of Goal Directed Behaviors
This model explains behavioral intentions which are a characteristic of three determinants: A person’s mind-set in the direction of behavior, subjective norms, and perceived behavioral manage at a selected time and place. Behavioral goal is a proxy degree for behavior. It represents someone's motivation in the feel of her or his conscious plan or decision to carry out a positive behavior.

Model 05: The tripartite model of attitude structure

![Attitude Components Diagram]

In accordance this model, consumer attitudes are a composite of a customer’s feelings, ideals and behavioral intentions in the direction of a few item-within the context of marketing. These three additives are looked at together how the consumer will react to the item due to the fact that they are incredibly interdependent and together represent forces. It approach client attitudes mixed of client’s feelings, ideals and behavioral intentions closer to object within the context of marketing.

Model 06: Model of information Search Process
The model describes users’ experience in the method of statistics searching for as a series of mind, emotions, and actions which are expressed in a holistic view of facts in search of from the consumer’s perspective in six tiers. First is an initiation that someone turns into aware of an opening in expertise or a lack of information in which feelings of uncertainty and apprehension are not unusual. At this point, referring to the problem to prior experience and personal know-how and the assignment are to discover a need for statistics. It describes user’s revel inside the technique of information in search of a sequence of mind, feelings and actions. This technique has six levels consisting of; initiation, selection, exploration, formulation, series and presentation.

Model 07: Process model for knowledge transfer (KT)
Fig. 8: Transfer of Knowledge

Model 08: Unified Theory of Acceptance and Use of Technology (UTAUT) with the moderators: gender, age, experience and voluntariness of use.

Fig. 9: Technology Acceptance and Usage

TRA, TAM, Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB (C-TAM-TPB), Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), Social Cognitive Theory (SCT), addressing the new framework of Unified Theory of Acceptance and Use of Technology (UTAUT) are integrated in this model. Four control variables, such as gender,
age, experience and voluntariness of use and performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI), Facilitating Conditions (FC) are four main core determinants mentioned to integrate UTAUT model. UTAUT helps to offer the manager to use and weigh the introduction of new technology and predict user’s accepting behavior of information technology. The purpose of this model is to offer the manager with using tools, the manager can use this model to consider the introduction of new technology and predict, explain the user’s behavior accepting technology.

Model 09: Classic environment model

Fig. 10: Responsive Behaviors through Personality

Fig. 11: Responsive Behaviors through Lifestyle

According above two models, the emotional method of environmental psychology is based upon the feelings which decide human behavior. A sure environment induces emotional reactions in a person which in turn, motive someone to extra or less technique this environment. In the software of change, it’s extra useful to use purchasers’ way of life in vicinity of persona, because the rationale of conduct in a given environment is lifestyle. It’s greater high quality for the application in the exchange to apply customers’ lifestyle in area of character.

Model 10: Technology acceptance model
This model suggested that users’ motivation can be explained by three factors such as perceived ease of use, perceived usefulness and attitude toward using the system. Davis put forward that the attitude of a user toward a system was a major determinant of whether the user will actually use or reject the system. The attitude of the user, in turn, was considered to be influenced by two major beliefs such as perceived usefulness and perceived ease of use, with perceived ease of use having a direct influence on perceived usefulness. It suggested that user’s motivation can be explained by three factors; perceived ease of use, perceived usefulness and attitude toward using the system.

6. Critical Review of Presented Models

Many literatures have supply of various hyperlinks among the variables related to client traits and era. This have a look at has a goal to explore a version which suggests the varied linkages the various variables gathered from the beyond theories. To gain this target gift examine reviewed ten fashions from the literatures and made it as a collaborated version for checking out the estimation in future works.

This explored version and the linkage some of the variables are described inside the discern 13: Explored model for patron characteristics related with technology advertising and marketing and desk 01: The links among every variable inside the researchers’ evolved model.
After mentioned all above cited models and theories researchers have developed a new model through linked the variables collectively proven in parent thirteen: Explored version for patron characteristics related with generation advertising. Motives for hyperlinks are listed right here below and following chart explains approximately the links between each variable in the researchers’ evolved version.

According buyer black box model (Nicosia and Francesco, 1966) and classic environment model (Mehrabian and Russell 1974) as well as modified psychological environment model (Terlutter 2001) personality links with lifestyle (Path - a). Lifestyle leads to attitudes (Nicosia and Francesco, 1966) (Path - f). Attitudes build through beliefs, feelings and behavioral intention (Rosenberg et al., 1960) (Path – b, c and d). Behavioral intention is shaped by motivation (Ajzen and Madden 1986) (Path - k). Howard-Sheth model of buyer behavior (Howard and Sheth 1969) shows perception links with learning (Path - i). Learning, economic situation, attitudes and occupation are joining together to generate consumer behavior (Nicosia and Francesco 1966) (Path – j, g, e and h). Davis (1986)’s behavioral intention to use and actual system use empirical tests in the technology acceptance model applied in new model as behavior links with technology usage (Path - l. Attention leads to information search (Kuhlthau and Lecture 2014; Kotler and Armstrong 1994) (Path - p). Information search leads to behavioral intention (Path - r); it connects with age and lifecycle stage (Howard and Sheth 1969; Venkatesh et al., 2003) (Path - q). Learning leads to technology knowledge (Liyanage et al., 2009) (Path - s). Through Davis’s (1986) technology acceptance model suggestion, marketing activities connect with technology devices and technology knowledge (Path – t and u). Then technology knowledge connects with technology devices (Path - v), it leads to technology usage as mechanism of knowledge transfer (Liyanage et al., 2009) (Path - w). In the figure 13, Marketing activities combine through ten activities such as; marketing communication, Consumer portal and social Interaction, Internal Communication,
Research Links, Delivery Platforms, Customer Relationship Management, Sales Force Automations, Service Process Integration, Money-Making or Profit-Making Transactions, Integrated Promotional Activities (Dilogini and Shivany 2016). These are the relationships to aid researchers linked the variables together. All referred models and their links are explained in the table 01: The links between every variable in the researchers’ developed model.

All in all in the figure 13: Explored model for consumer characteristics linked with technology marketing, explored model consisted of two phases. Phase – I explained the ten different technology applications related to marketing which was explored through a review of literature for conceptual framework development (Dilogini and Shivany 2016). Phase – II is the model building which shows enriched the links among the variables related to consumer characteristics and tech marketing. Present study has an objective to explore the model via the conceptual linkages from the literature survey and theoretical analysis. Future researchers will test this paths and complex relationship among the variables through structural equation model (SEM) as an empirical study.

Fig. 13: Explored model for consumer characteristics linked with technology marketing
Table 1: The links between every variable in the researchers’ developed model

| Denoted by | Referred to have links among variables in the developed model |
|------------|---------------------------------------------------------------|
| a          | Classic environment model and Modified psychological environment model (Model – 9) and Buyer-Black-Box-Model (Model – 1) |
| b, c and d | The tripartite model of attitude structure (Model – 5) |
| e          | Buyers-Black-Box-Model (Model-1) and Technology acceptance model (Model-10) |
| f, g, h, and j | Buyers-Black-Box-Model (Model – 1) |
| i          | Buyers-Black-Box-Model (Model – 1) and Howard-Sheth Model of Buyer Behavior (Model- 3) |
| k          | Theory of Planned Behavior (Model – 4) |
| m, n and o | Howard-Sheth Model of Buyer Behavior (Model – 3) |
| p          | Consumer Buying Decision Process (Model – 2) and Model of information Search Process (Model – 6) |
| q          | Unified Theory of Acceptance and Use of Technology (UTAUT) with the moderators: gender, age, experience and voluntariness of use (Model – 8) |
| r          | Unified Theory of Acceptance and Use of Technology (UTAUT) with the moderators: gender, age, experience and voluntariness of use (Model – 8) |
use (Model – 8) and Howard-Sheth Model of Buyer Behavior 
(Model - 3
s, v and w Process model for knowledge transfer (KT) (Model – 7)
1, t, u, w and x Technology acceptance model (Model – 10)

7. Conclusion

All in all, this desk studies technique article concluded with the clear understanding approximately how advertising sports are linked via generation information, technology gadgets and technology attractiveness behaviors of marketers. especially, this research has been fulfilled the information hole concerning clients traits connected with era marketing sports illustrated via the new version to the entrepreneurs and practitioners.

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