

THE IMPLEMENTATION OF CONSUMER KNOWLEDGE OF TECHNOLOGY AND CONSUMER BEHAVIOR: EMPIRICAL EVIDENCE FROM U.S. AND INDIAN CONSUMERS

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ABSTRACT

With the rapidly expanding reach of technology into everyday life, it is important to understand its impact on consumer decision and behavior. This study is interested in understanding Indian and American consumer behavior in terms of technological products, especially where Indian market is in transition from a traditional economy to a modern and technology-focused market. One of the goals of this study is to identify the consumer behavior of U.S. and Indian consumers which have an effect on their technological knowledge. To identify the consumer behavior, ten models were used: security concerns, choice confusion, online versus store usage, impulse buying, materialism, price consciousness, risk attraction, status consumption, time pressure, and mobile phone usage. The results indicate that in both samples, American and Indian, consumers with high knowledge of technology show more confusion when they purchase the products than consumers with low technological knowledge, and they are interested in online purchase than in store. The same consumers are risk takers with the status consumption. The analysis reveals that American consumers demonstrate the same behavior. However, Indian consumers with high knowledge of technology, an addition to the results above, show more impulse buying behavior, as well as intensive mobile phone usage than American consumers. Our findings suggest that technologically knowledgeable American consumers do not care about the status of the products they purchase compared to Indian consumers.

Keywords: American and Indian consumers; consumer knowledge of technology; consumer behavior

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