

THE IMPACT OF INFORMATION SOURCES ON CONSUMER BEHAVIOR IN ORDER TO ADOPT A NEW TECHNOLOGY

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Abstract:

Consumers' knowledge of technologies that aim to offer the highest value to products plays a key role in strategic marketing. Consumers' attitude towards recent technologies forces manufacturers to choose two main ways in which technology can satisfy them: to improve the existing technology by giving it more value or to replace technology with a more efficient one and a better acceptance among consumers.

This paper is an exploratory study of literature approaches on the influence of information sources on consumers' decision to adopt modern technologies and ultimately to acquire innovative technological products. Starting from the question "Can a border be identified between the two categories of adopters of a new technology - innovators and imitators in the process of diffusion of technology?" and aiming to identify consumers' perceptions on the influence factors on the decision to adopt a new technology, the analysis of consumer behaviour from the perspective of external and internal sources of influence on the decision to adopt the new technology, the comparative study of the innovative consumer versus the imitating consumer approaches, we have found that since the launch of the product the marketer aims to attract as many innovators as possible. However, using the Internet as a source of information, the difference between the innovator and the imitator is very small. Thanks to this source of information, we cannot speak of a border between the two categories of adopters of the modern technology, because any further information can make the transition from the innovative adopter to the imitator.

Keywords: technology diffusion; technology adoption; innovative; imitator; mass media; Internet.