

Role of Information and Communication Technologies (ICTs) in Understanding Consumer Awareness

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Abstract: Information and Communication Technologies (ICTs) is a professional, clear, and clean platform that promises its subscribers a hassle-free environment to conduct their businesses. ICT framework integrated with ICT tools used by citizens to aware about government services and Social media to make aware the population living in developed towns and country. Technology is playing a crucial role in empowering the consumer by providing them limitless access to information. Products and services are readily available at the touch of a button. As consumer behaviour trends grow in speed, brands must evolve to keep up with them. New technology has empowered consumers. They have unlimited access to information and demand products and services when they want. Social media has given consumers a bigger voice and new channels to communicate with brands and share their opinions with peers. As the speed of technology and trends in consumer behaviour accelerate, companies have to evolve quickly. The brands that deliver on consumer demands will thrive, and those that are slow to react will not survive. Consumers are more connected to business than ever before. Using smartphones, they can research products, ask sales questions, and purchase products no matter where they are and what they are doing.

Trends which are driven by consumer behaviour are

Personalisation: People want to interact with people, pieces of content, or software that give them the impression that their preferences and interests are being considered. The constant increase in awareness of latest and unique has given rise to personalisation. A lot of companies use personalised technology or products like monitors and other gadgets which are custom-made as per their needs.

Ease of access to information: A decade back, buying decisions were based on advertisements, word of mouth and past experiences. However, the choices are now made on the basis of the information of product or service available on the search engines. The more presentable and effective the information is; the more impact it will make on the purchase decision of the consumer.

Creating an experience: The customers not only look forward to uniqueness in a product/ service or technology, but they also rather demand an experience which can leave

an impression on their minds. The brands are using technology as their pillar of support to create such experiences with new trends like AR and VR.

Moment optimisation: The customer journey has changed dramatically since the lives have become connected and the introduction of smart gadget and, with them, micro-moments. Consumers make decisions faster than ever before and find the information they need in even less time. Chances that a customer has already made up his mind to buy a certain product is greater than 90 % to any channel whether it is offline or online. It is no longer a straight line from A to Z via B, C, D, and so on. This journey now includes hundreds of different stops where we visit apps, social media, and websites. Since the customers are living in the moment, the brands, therefore, are using these moments through various technology trends to make the most of moment specific impulses of the consumer

New communication channels: Responding to consumer needs and behaviour through emails and phone calls is a thing of the past. With the advent of new platforms owing to the evolving technologies, it has become imperative for the brands/companies to create a recall value for their products and services on these platforms as well.

Role of ICTs in Consumer Awareness

To take advantage of this change in consumer behaviour, it's vital that the brand has a strong social media and digital presence. That starts with Companies need to integrate all marketing channels to deliver a cohesive customer experience irrespective of the channel used to reach your business. There are more opportunities to engage consumers and improve sales revenue, but only if your business is equipped with the right tools and data infrastructure to capitalize. Companies need a deep understanding of their customers and their shopping behaviour to deliver seamless experiences consumers demand. That's only possible when customer data is effectively utilized. The success of an Omni channel marketing strategy depends entirely on the end-user experience the customer. As consumers switch between channels, devices, e-commerce, and brick-and-mortar stores, the transition should be seamless. For example, a shopper might discover a product on Facebook and ask a sales question on the

platform. After receiving an answer, the shopper visits the company website to complete the purchase but elects to pick up the product in-store. The transition between digital channels and E-Commerce to brick-and-mortar should be smooth.

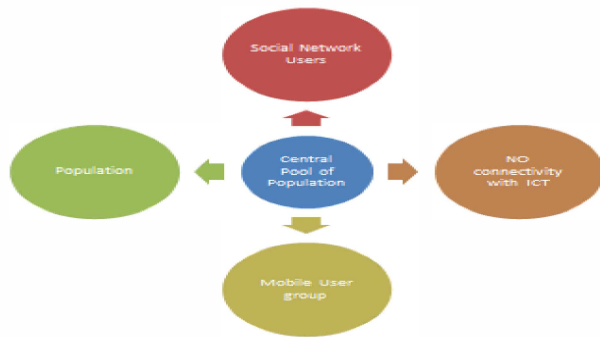


Figure 1: Division of Society on the basis of targeted groups

All of the touchpoints in the journey contribute to a strong customer experience and a successful omni channel marketing strategy. Consumer's Expectations are at an all-time high as a result of the influence of technology. With digital pioneers continually raising the bar, your customers compare the experience of buying from you to your competitors and the experience they receive from Amazon, Netflix, etc. Consumers expect more responsive, relevant and targeted communication, products, and services from the companies they buy from. Companies used to have set business hours, and consumers would have to wait before contacting a customer service representative or purchasing a product. Consumers now expect tailored experiences on demand. If a consumer is forced to wait for a response from customer service or to buy a product, they will find a competitor that offers a better experience. The bar for Satisfactory customer experience is higher, with consumers expecting more and more from companies. For business that fail to acknowledge and meet consumer demands, smaller market share and irrelevance will result.

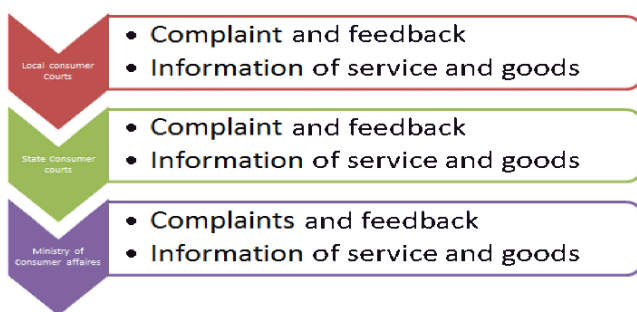


Figure 2: Information that need to be transferred to groups

This has a significant impact on customer service, and the experience brands can offer to their customers. Consumers are also increasingly more willing to purchase directly through chatbots. According to HubSpot's research, 47% of consumers are open to making a purchase from a chatbot. As more and more companies utilize AI to empower their customer communications and marketing, consumer expectations will increase even further. Companies need to prepare and equip their departments with the tools they need to provide a consistently high quality experience that exceeds their customer's expectations.

Conclusion

Technology is continually evolving and will always impact consumer behaviour. The speed of that change is getting faster and faster. With IoT and 5G still emerging, companies need to prepare by identifying trends now and capitalizing before it is too late. The influence of ICT is a powerful catalyst for change. If companies don't move with technology, they will be left behind and see their market share fall. The evolving behaviour of the consumer has also led to the integration of some of the latest and biggest technology trends. Responding to the consumer's behaviour innovatively and creatively is the need of the hour and hence, the brands should be able to strike a balance between the right technology and the needs of the consumer to be able to stimulate and retain the consumer and optimise the growth.

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