



## EXPLORING THE MODEL FOR CONSUMER CHARACTERISTICS LINKED WITH TECHNOLOGY MARKETING

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### Abstract

There are significant research studies in Sri Lanka and foreign countries regarding technology aspects and also consumer behavior aspects which are applicable to particular marketing background. But, there are lack of research studies regarding consumer characteristics linked with technology marketing context. The research was conducted during the period of January to May 2017 at the Department of Marketing, University of Jaffna, Sri Lanka. The main objective of this research article is to develop a model to understand the significant role of consumer characteristics in technology marketing. Desk research methodology explores a model which gives a new approaching for marketers' technology usage connected with consumer characteristics surface through reviewing the past researchers' ten theoretical models which were chosen by the researchers. This research paper is concluded by citing the past researchers' models and theories. Finally the researchers have designed a new model for tech-marketers which are explained the important links of consumers' characteristics on technology applicable marketing activities.

**Key words:** Attitudes, Behavior, Characteristics, Information search, Marketing activities, Technology usage.

### Introduction

Now-a-days marketing organizations are having more concern on consumers' study or analysis as well as consumer characteristics and behaviors before they start their marketing activities. According to consumer buying behavior model, marketers know that the consumer buying behavior basically starts from consumer characteristics identification. Therefore, before understanding consumer buying behavior, marketers should be aware how consumer characteristics are important in marketing organizations. According to Nicosia and Francesco (1966), all can recognize some categories of characteristics of consumers like; age and lifecycle stage, occupation, economic situation, lifestyle, personality, motivation, perception, learning, beliefs and attitude and etc. Consumer characteristics knowledge is needed for every marketer because, it's important to design their marketing activities effectively. Especially, when they design their activities based technology usage, it's essential to be aware of consumers' characteristics.

If researchers take into consideration about personal characteristics of consumers; consumers change their preferences and choices in products or services according to their age and lifecycle stage, different occupations of consumers have different needs and wants, consumers' economic situation leads to purchasing pattern, consumers are buying products or services according their lifestyle, personality is unique psychological character of a consumer which leads to different purchasing behavior, motivation is helpful to consumer's actions regarding purchasing, marketers want to

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