

# Consumers and technology essay

[Economics](#), [Trade](#)



Consumers is person who buys and uses merchandises and services.

Consumers besides known as clients, clients, habitues, frequenters and trade. Consumers have their ain demand. Consumer demand led to higher imports of manufactured good.

Good services must be giving to the consumer. Seller must give good services to the consumers. Bestseller demand to cognize what is good for consumers. In this instance, marketer have to do an easy manner to do certain the consumers do non hold any job to purchase and utilize merchandise and services.

Currently, engineering is common to everybody. Every people know how to utilize a engineering. Design of appliances is addition in consumers gustatory sensations. Consumer gustatory sensations besides increase in a generation and pick in media channels and content. Technology suppliers are looking for advanced ways to understand consumers. Technology suppliers need to cognize their demands, penchants, gustatory sensations and desires and how these will determine the hereafter forms of demand. The following new appliance bring, consumers will desire it to be easy-to-use, to be able to personalize it and for it to enrich their lives.

They besides need to pass on with each other and be entertained and informed. Consumer behaviour online is to assist sellers understand how a consumer makes a purchasing determination. This is a theoretical account of consumer behaviour online. It is content independent ( or unmanageable ) variables, step ining or chairing variables and dependent variables. There are some functions that people play in the decision-making procedure. This

procedure content five component, the five component is initiator, influencer, decider, purchaser and user. The consumer decision-making procedure is a generic purchasing-decision theoretical account. Generic purchasing-decision theoretical account include two component.

First component is merchandise brokering and 2nd component is merchant brokering. Merchandise brokering is make up one's mind what merchandise to purchase. Merchant brokering is make up one's mind from whom ( from what merchandiser ) to purchase a merchandise.

Public Technology and Private Technology Harmonizing to book of the appropriate engineering: jobs and promises edited by Nicolas Jequier, engineering motion is non merely to develop new engineering, but besides to construct up an invention system. This can be tackled from two complementary angles which is production and ingestion. Production is represented by the discoverers who develop a new engineering, fabricate a new merchandise or supply a new types of service. Consumption is represented by the people who will purchase or utilizing these new merchandise or services. These two facets are closely inter-linked and any effort to construct an effectual invention system must see them at the same time.

There are three types of engineering. First is private engineering, 2nd is community engineering and 3rd is public engineering. Private engineering is which frequently takes the signifier of consumer goods and particularly lasting consumer goods ( the Sn roof, the wireless, etc. ) and whose debut depends about entirely on the determination of the person and his

household. Community engineering is which include non merely basic substructures like H2O supplies, instruction, transport webs or drainage systems, but besides most of the production engineerings of the single husbandman. Infrastructures are by nature a community engineering, but so are most of the production engineerings since they touch upon the communities collective goods ( land, H2O, economic dealingss, societal constructions, etc. ) . public economic system represented by the big industrial houses which produce consumer goods and the national establishments which supply certain basic services.

Wireless Technology Harmonizing to InfoWorld in 12 Mac 2001 page 53 no 11 v 23, consumers might turn away from wireless engineering because of the trouble bearers have faced in presenting services that equal their initial claims. The mixture of different web types, ordinances, and consumer outlooks have wireless service suppliers in a quandary seeking to happen a consistent manner to present content. Smaller sellers may be agile plenty to maintain up with the altering environment and maintain invention clicking along. iGIZMO is an on-line consumer engineering magazine and web site, published by Dennis Publishing. This engineering covers appliances, nomadic phones, place amusement, personal amusement and gambling merchandises, every bit good as general engineering tendencies.

Its tagline is ‘ Turned on to Technology ’ , and is frequently abbreviated to ‘ iG ’ in editorial transcript and terminal Michigans. Based on InfoWorld in 1 May 2000 v. 22 no. 18 page. 24, Consumers are going more savvy about protecting their personal information online. It ‘ s in the best involvement of

your concern to demo them that you portion their concern. PrivaSeek ' s engineering gives consumers control over their on-line profiles.

Empowering your concern with this engineering let you to talk to your clients in an efficient, permission, one on one attack. With several bundles available, integrating PrivaSeek ' s engineering into your web site is virtually effortless. You will cognize your clients better and your client will hold greater assurance in you. [www. privaseek. com](http://www.privaseek.com) Engadget is a multilingual engineering weblog and podcast about consumer electronics. Engadget presently has nine separate web sites, all operating at the same time with each holding its ain staff, which cover engineering intelligence in different parts of the universe in their several linguistic communications.

Engadget won a 2007 Weblog Award for tech sites. [ 1 ] GfK Technology working with many of the taking engineering, media and nomadic companies to assist them understand how to make out to the progressively connected to the consumer. Some of the countries that we have late been working on include profiling the societal networker, understanding family decision-making in the digital place, seting the client at the Centre of the invention procedure, placing chances for nomadic VoIP, and battling nomadic churn rates in emerging markets. Decision As decision, consumers and engineering is related to each others. Technology aid consumers to catch their demand. Technology besides help consumers bargains and uses merchandises or services right.

There are many engineering that consumers can utilize. With the good engineering, consumers can be more easy to bargains and uses merchandises or services.