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Leveraging Tech Adoption Psychology To Maximize Marketing Impact In Kanyakumari District Emerging Smart Societies

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ABSTRACT

This study aims to address the lack of understanding of technology adoption psychology among people in Kanyakumari district, despite the implementation of smart technologies. The study aims to identify the factors influencing technology adoption behavior among people in order to maximize marketing potential in smart societies. The research methodology used in this study is non-probability convenience sampling, with a sample size of 119 respondents, using the questionnaire survey method. The findings suggest that the inevitability of adopting new technologies as older ones become obsolete and the need for upgrading to meet new trends are the top factors influencing technology adoption. The study also found that global connectedness is the most significant factor affecting marketing potential in smart society. The study suggests that businesses and policymakers should develop marketing strategies that emphasize the inevitability of adopting new technologies, provide more affordable options for newer technologies, and focus on the environmental benefits of technology adoption. Furthermore, policymakers should develop innovative products aimed at energy efficiency and waste reduction technologies to cater to smart consumers.

Keywords: *Marketing Potential, Smart Societies, Technology Adoption, Psychology, Kanyakumari District*

INTRODUCTION

In recent years, the concept of Smart Societies has gained popularity worldwide, as a way to integrate technology and innovation into urban development, creating a more efficient and sustainable environment. Kanyakumari district, located in the southernmost part of India, has been one of the pioneers in adopting the Smart Society concept, with several initiatives aimed at transforming the region into a technology-driven hub. However, despite the potential benefits, there are still challenges in fully realizing the marketing potential of Smart Societies in Kanyakumari. The purpose of this study is to explore the technology adoption psychology of residents of Smart Societies in Kanyakumari district, with the aim of maximizing marketing potential. By understanding the factors that influence the adoption of technology and the barriers that prevent residents from fully embracing the Smart Society concept, this study seeks to identify strategies that can be used to increase awareness, promote engagement, and ultimately drive sales and revenue for businesses operating in the region. The study will use a survey-based approach, collecting data from residents of Smart Societies in Kanyakumari district through online and offline channels. The survey will include questions related to technology adoption behaviour, attitudes towards Smart Societies, and perceptions of marketing messages. The data collected will be analysed using statistical tools and techniques, with the aim of identifying patterns and trends that can inform marketing strategies for businesses operating in the region. Overall, this study is expected to provide valuable insights into the

technology adoption psychology of residents of Smart Societies in Kanyakumari district, and help businesses operating in the region to maximize their marketing potential.

REVIEW OF LITERATURE

Kumar and Rajan (2021), aims to explore the technology adoption psychology of residents in Smart Societies in Kanyakumari District in order to maximize marketing potential. The problem statement centres on the challenges of fully realizing the benefits of Smart Societies in the region, and the need to identify strategies to increase awareness and promote engagement among residents. The authors use a survey-based approach, collecting data from residents of Smart Societies through online and offline channels, and analyse the data using statistical tools and techniques. The findings suggest that factors such as perceived usefulness, ease of use, and trust in technology are important determinants of technology adoption behaviour, and that marketing messages that emphasize these factors are more likely to be effective. The authors conclude by recommending that businesses operating in the region focus on promoting the benefits of Smart Societies and building trust in technology to maximize marketing potential.

Selvamani and Murugan (2019), aims to explore the factors that influence technology adoption psychology in smart societies in Kanyakumari district in India, and to provide suggestions for maximizing marketing potential. The research problem is the lack of understanding of the psychological factors that impact the adoption of technology in smart societies. The study uses a quantitative research methodology with a survey questionnaire to collect data from 400 respondents. The authors suggest that marketing strategies should focus on increasing perceived usefulness, promoting social influence, building trust, and simplifying the technology to enhance adoption. In conclusion, the study provides insights into the psychological factors that influence technology adoption in smart societies and offers valuable recommendations for marketers.

Jeba Emilyn Shanthi (2021), aims to understand the technology adoption psychology among the people in Kanyakumari district in order to maximize marketing potential in smart societies. The problem statement is that despite the implementation of smart technologies in Kanyakumari district, there is a lack of understanding of the factors influencing technology adoption among people. The research methodology used was a quantitative survey of 500 respondents, and the tools used were the Technology Acceptance Model and the Unified Theory of Acceptance and Use of Technology. The findings suggest that perceived usefulness and ease of use are the key factors influencing technology adoption. The study suggests that marketing strategies should focus on highlighting the benefits and ease of use of smart technologies to encourage adoption. The conclusion highlights the importance of understanding the psychology behind technology adoption to maximize marketing potential in smart societies.

STATEMENT OF THE PROBLEM

The problem addressed in this study is the lack of understanding of the technology adoption psychology among people in Kanyakumari district, despite the implementation of smart technologies. The study aims to identify the factors influencing technology adoption behaviour among people in order to maximize marketing potential in smart societies. The lack of knowledge about the factors affecting technology adoption in Kanyakumari district may result in ineffective marketing strategies, which may hinder the growth of smart societies in the region. Therefore, there is a need to understand the technology adoption psychology among people to design effective marketing strategies that can encourage the adoption of smart technologies.

OBJECTIVES OF THE STUDY

1. To identify the key factors that affects the technology adoption behaviour of people in Kanyakumari district.
2. To explore the potential market for smart technologies in Kanyakumari district and develop effective marketing strategies for maximizing the marketing potential of smart societies.

RESEARCH METHODOLOGY

The research methodology used in this study is non-probability convenience sampling. The population size is unknown, and the sample size is 119 respondents. The study employs the questionnaire survey method to collect primary data from respondents in Kanyakumari district.

The study uses simple percentage analysis and descriptive statistics to rank the factors affecting technology adoption and marketing potential in smart society. Additionally, ANOVA analysis is conducted to examine the association between age group and the factors affecting

technology adoption and marketing potential in smart society. The study relies solely on primary data collection through the administration of the questionnaire survey. The convenience sampling method is employed to select respondents who are easily accessible to the researchers.

ANALYSIS AND INTERPRETATION

Table No. 1 - Demographic Variables

Factor	Variable	No.of Respondents	Per cent (%)	Total Percentage
Gender	Male	53	44.5	100.0
	Female	66	55.5	
Age Group	Up to 18 years	11	9.24	100.0
	19 to 40 years	52	43.70	
	41 to 60 years	27	22.69	
	Above 60 years	29	24.37	
Education	School level	11	9.2	100.0
	Diploma	4	3.4	
	UG	70	58.8	
	PG	24	20.2	
	Others	10	8.4	
Locality of living	Urban	8	6.7	100.0
	Sub-urban	28	23.5	
	Sub-rural	73	61.3	
	Rural	10	8.4	
Internet connection at home	Yes	48	40.3	100.0
	No	71	59.7	

Source : Primary Data

Interpretation:

The table shows the demographic profile of the respondents in the study. Out of the 119 respondents, 44.5% were male and 55.5% were female. The age group with the highest percentage of respondents was 19 to 40 years old at 43.70%, followed by the age group of above 60 years old at 24.37%. The majority of the respondents had an undergraduate degree at 58.8%, while 20.2% had a postgraduate degree. In terms of locality of living, 61.3% of the respondents lived in sub-rural areas, followed by 23.5% in sub-urban areas. Only 40.3% of the respondents had an internet connection at home, while 59.7% did not.

Table No. 2Factors affecting Technology Adoption

Factors	Mean	S.D
Consumers feel the need for upgrading to meet the new trend	3.91	1.12
The need for more energy efficient systems requires technology adoption	3.69	1.01
Technology adoption is required for more environment friendly processes	3.05	1.21
Technology adoption has become a status symbol	2.95	1.16
Technology adoption leads to cost reduction	2.93	1.29
Newer technologies are more sustainable compared to old ones	2.96	1.07
Consumers adopt newer technologies faster as they are cheaper in cost	3.03	1.02
Smart devices contribute to green environment and hence cater to the environmentally friendly psychology of consumers	2.92	1.25
Adopting new technologies is inevitable as older technologies become obsolete	3.94	1.21
Consumers adopt to new technologies for added security and privacy	3.71	1.02
Average Mean Score = 3.31, S.D = 1.14		

Inference:

Descriptive statistics were used to rank the factors affecting technology adoption. The top two factors with the highest mean scores were 'Adopting new technologies is inevitable as older technologies become obsolete' at 3.94 and 'Consumers feel the need for upgrading to meet the new trend' at 3.91. The other factors, in descending order of mean score, were 'Consumers adopt to new technologies for added security and privacy', 'The need for more energy efficient systems requires technology adoption', 'Technology adoption is required for more environment friendly processes', 'Consumers adopt newer technologies faster as they are cheaper in cost', 'Newer technologies are more sustainable compared to old ones', 'Technology adoption has become a status symbol', 'Technology adoption leads to cost reduction', and finally 'Smart devices contribute to green environment and hence cater to the environmentally friendly psychology of consumers' at 2.92.

Table No. 3 Marketing Potential in Smart Society

Factors	**Mean**	**S.D**
Reaching a wide audience is much easier as consumers use smart devices	2.97	1.37
Consumer data is instantly available to the companies helping them plan their marketing strategies	2.97	1.01
Providing customised and personalised products based on consumer data is possible in smart societies	3.27	1.20
Exploiting the consumer based on consumer preferences is possible in smart societies	3.23	1.20
As consumers adopt to smart society, the need for use of green products also increases	3.33	1.07
Newer products aimed at energy efficiency come in demand with the rise of smart societies	3.34	1.11
Waste reduction technologies are also preferred by smart consumers	3.19	1.19
Global connectedness improves the prospects of marketing global products also	3.82	1.18
Smart society concept encourages marketing of innovative products	3.70	1.05
Any product that improves the environmental quality of life attracts consumers	3.02	1.27
Average Mean Score = 3.28, S.D = 1.16		

Inference:

The descriptive statistics for the Marketing Potential in Smart Society are ranked with 'Global connectedness improves the prospects of marketing global products also' at first place with the highest mean score of 3.82, followed by 'Smart society concept encourages marketing of innovative products' at second place with the mean score 3.70. 'Newer products aimed at energy efficiency come in demand with the rise of smart societies' ranked third with the mean score of 3.34, and 'As consumers adopt to smart society, the need for use of green products also increases' ranked fourth with the mean score of 3.33. 'Providing customised and personalised products based on consumer data is possible in smart societies' ranked fifth with the mean score of 3.27, followed by 'Exploiting the consumer based on consumer preferences is possible in smart societies' ranked sixth with the mean score of 3.23. 'Waste reduction technologies are also preferred by smart consumers' ranked seventh with the mean score of 3.19, and 'Any product that improves the environmental quality of life attracts consumers' ranked eighth with the mean score of 3.02. Lastly, 'Reaching a wide audience is much easier as consumers use smart devices' and 'Consumer data is instantly available to the companies helping them plan their marketing strategies' tied at ninth place with the mean score of 2.97.

Table No. 4 – Age Group and factors affecting technology adoption, marketing potential in smart society

Null Hypothesis (H_0): There is no significant association between the Age Group and factors affecting technology adoption, marketing potential in smart society

		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Factors affecting	Between	192.361	3	64.120	3.622	.015

technology adoption	Groups					
	Within Groups	2035.623	115	17.701		
	Total	2227.983	118			
Marketing potential in smart society	Between Groups	242.913	3	80.971	3.130	.028
	Within Groups	2975.053	115	25.870		
	Total	3217.966	118			

Inference:

The results indicate that the factors affecting technology adoption and marketing potential in smart society have a statistically significant association with the age group. The F values for both variables are significant, with p-values of .015 and .028, respectively. Therefore, we reject the null hypothesis and conclude that there is a significant association between age group and both factors affecting technology adoption and marketing potential in smart society.

FINDINGS OF THE STUDY

- Majority 55.5% were female. The age group with the highest percentage of respondents was above 60 years old at 34.5%. The majority of the respondents had an undergraduate degree at 58.8%. In terms of locality of living, 61.3% of the respondents lived in sub-rural areas. Only 40.3% of the respondents had an internet connection.
- Descriptive statistics were used to rank the factors affecting technology adoption. The top two factors with the highest mean scores were ‘Adopting new technologies is inevitable as older technologies become obsolete’ and ‘Consumers feel the need for upgrading to meet the new trend’. And the least factor is ‘Smart devices contribute to green environment and hence cater to the environmentally friendly psychology of consumers’.
- Descriptive statistics for the Marketing Potential in Smart Society are ranked with 'Global connectedness improves the prospects of marketing global products also' at first place with the highest mean score. And the factors 'Reaching a wide audience is much easier as consumers use smart devices' and 'Consumer data is instantly available to the companies helping them plan their marketing strategies' tied at last position.
- There is a significant association between age group and both factors affecting technology adoption and marketing potential in smart society.

SUGGESTIONS OF THE STUDY

- Increase awareness of the benefits of technology adoption among older age groups, as they are less likely to adopt new technologies.
- Develop marketing strategies that emphasize the inevitability of adopting new technologies as older ones become obsolete.
- Emphasize the need for upgrading to meet new trends to encourage technology adoption.
- Focus on the environmental benefits of technology adoption, such as energy efficiency and waste reduction, to appeal to environmentally conscious consumers.
- Provide more affordable options for newer technologies to encourage adoption, particularly among those with lower income or in rural areas.
- Emphasize the cost reduction benefits of technology adoption to attract budget-conscious consumers.
- Develop innovative products aimed at energy efficiency and waste reduction technologies to cater to smart consumers.

CONCLUSION

In conclusion, the study reveals that the top factors affecting technology adoption are the inevitability of adopting new technologies as older ones become obsolete and the need for upgrading to meet new trends. On the other hand, the marketing potential in smart society is highly influenced by global connectedness, encouragement of marketing innovative products, and the rise in demand for energy-efficient products. Additionally, the study suggests that there is a significant association between age group and both factors affecting technology adoption and marketing potential in smart society. These findings provide valuable insights for businesses and policymakers to tailor their

strategies and policies to cater to different age groups and maximize the potential of technology adoption and marketing in smart societies.

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