Impact of Technology and Governance on Consumer Behaviour:
A Systematic Review

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ABSTRACT

This comprehensive systematic analysis examines the complicated interplay between technology, governance, and consumer behavior. Technological advancement and shifting governance systems affect consumer behavior; therefore, understanding how they do so is vital. This review meticulously analyzes a variety of literature to elucidate the complex relationships between technology, government, and consumer behavior in many fields. The study highlights how technological advances and governance systems affect customer preferences, attitudes, and decision-making. Governance systems can also regulate how technology affects consumer behavior, according to the paper. This systematic review consolidates current information and identifies promising research areas, offering future directions including technological and governance advances. This review aims to inform strategic decision-making, policy development, and scholarly inquiry in a networked and digitally mediated society.

KEYWORDS

Consumer Behaviour, Decision-Making, Governance, Technology

1. INTRODUCTION

The landscape of consumer behaviour within the technological and governance context emerges as a highly multidimensional and continually evolving sphere, exerting profound influence on various facets of business management. Acquiring a nuanced understanding of how consumers interact with the business environment is imperative for successfully addressing their needs, preferences, and expectations. This comprehension forms the bedrock for crafting effective marketing strategies, optimizing store layouts, formulating pricing strategies, and implementing initiatives related to customer relationship management (Ahmed, S et al. (2023)). At the core of every business's fundamental objective is not only to attract new consumers but also to foster the recurring patronage

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of existing consumers, emphasizing the significance of sustained footfall. For the success of this scenario, the most important rule is customer satisfaction.

As per Figure 1, through the technology like AI recommendation systems, once a business has sensed its target audience, it will be very easy to serve the right products to its consumers to satisfy their needs under the umbrella of a wide range of cost-effective brands inclusive of government policy. In last so many years, research on consumer behaviour covered a wide range of topics, including technology, governance, consumer decision-making, perception, motivation, attitude, and loyalty, among others. This paper emphasises on review of the literatures available on consumer behaviour, with the objective of summarising the key findings, identifying research trends, and proposing future research directions in this field.

It is very easy for a company to sense consumer behaviour while developing a product, but at the same time it's a herculean task to sense the exact needs of its customers to choose the most suitable, known, favourable, eye-catching, and pocket-friendly brands to satisfy its customers. Within the intricate framework of "Impact of Technology and Governance on Consumer Behaviour," the centrality of the customer's ego becomes a pivotal focus in the domain of business management. While they boast an extensive array of products and brands, the quintessential aspect of business management lies in the art of serving the customer, acknowledging the paramount importance of customer-centric practices Airoldi, M et al.(2022). Guided by the principles of 'SERVE,' this customer-centric approach manifests as a strategic imperative for business, shaping the trajectory of customer relationships. 'SERVE' a smile to your 'CUSTOMER,' and 'CUSTOMER' will allow you to 'RE-SERVE' Airoldi, M., & Rokka, J. (2022). Serving a customer has many aspects:

Parking Space: Ensuring convenient and accessible parking facilities.
**Greetings:** Creating a welcoming atmosphere through genuine and friendly greetings.
Attractive and eye-catching Display: Presenting products in an eye-catching and appealing manner.
Clean and Reachable Shelves: Maintaining organized and easily accessible merchandise.
Polite and Helpful Staff: Cultivating a team that prioritizes politeness and helpfulness.

Figure 1. Customer satisfaction by involving technology, governance, and business
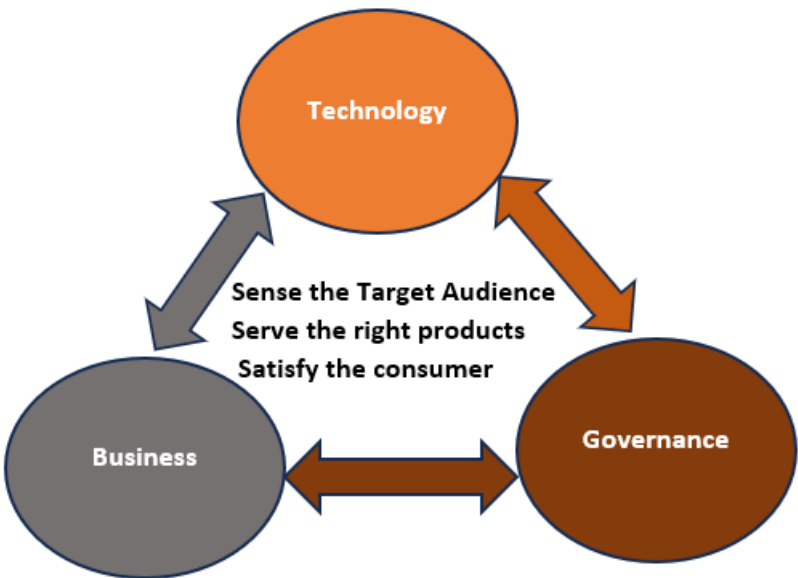
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