



## INNOVATIVE TECHNIQUES IN DECISION MAKING PROCESS

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### **Abstract**

*Fast development and innovative techniques, equipment and technologies, economic globalization and many other external circumstances stimulate the changes in consumer behavior. Information technologies help in promoting opportunities of knowledge sharing throughout the world. Basic business operations like consumer decision making, customer service, buying behavior, are being reformed with the use of IT. It also plays a vital role in the lives of people. Every field of human activity, may it be his daily life, official life, everything is now influenced under the cover of information technology. For those who are not familiar with the function of the businesses that are involved in the information technology sector, it is a branch of engineering which mainly concentrates on the use of telecommunications and computers to retrieve, store, and then transmit data and information, making it a major player in the computer world.*

**Keywords:** *Information Technology, Buying Behavior, Electronic Environment, Adoption of Technologies.*

### **Introduction**

Due to economic Globalization and innovative techniques forced the human being to change from tradition to digital world. Information technologies help in promoting opportunities of knowledge sharing throughout the world. It also plays a vital role in the lives of people. Every field of human activity, may it be his daily life, official life, everything is now influenced under the cover of information technology. For those who are not familiar with the function of the businesses that are involved in the information technology sector, it is a branch of engineering which mainly concentrates on the use of telecommunications and computers to retrieve, store, and then transmit data and information, making it a major player in the computer world. Customer behavior involves the thoughts and feelings experience and the actions they perform in consumption processes. It also includes all the things in the micro and macro environment that influence these thoughts feelings and actions. These include comments from other customers, advertisements, price information, packaging, product appearance and many others. It is important to recognize from this definition that consumer behavior is dynamic, involves interactions, and involves exchanges. Consumer behavior is dynamic because the thinking, feeling and actions of individual consumers, targeted consumer groups and society at large are constantly changing.

### **Review of Literature**

According to Burke (2002) and Li et al. (1999) education level also influences e- shopping i.e. higher educated consumers are more comfortable using non-store channels, like the Internet for shopping mainly because of the fact that education is often positively correlated with an individual's level of Internet literacy.

Jenefa (2013) Many aspects of the face-to-face interpersonal dynamics in service encounters between sellers and customers have been replaced with advanced technology. Simply satisfying customers may not be enough. The researcher framed an hypotheses that the effect of use of IT on customer buying behaviour and shows a positive effect.

Lee HarSon et al., (2015) With high level of competition, higher customer turnover, improved technology leads to more customer expectations in today competitive world. As far as retail industry is concern due to global developments and lifestyle changes, the retail sector business models and strategies changed now.

Profitability can easily be tracked over time with the use of IT. A company can also maximize return on investment; managers can track sales on daily bases allowing them to immediately reach to lower than expected numbers by boosting employee productivity or reducing rendering a service (Butt, 2015).

Andrew Chibuye (2016), Technology and innovation present banks with not just a great opportunity to enhance their product and service offerings, thereby driving revenue growth, but also a chance to improve efficiency.

### **Research Methodology**

Research design is the blue print for empirical research work that guides the researcher in a scientific way towards the achievement of the objectives. The author employs well-established quantitative and qualitative methods of research: grouping, analysis, statistic method, etc . The IBM Statistical Package for Social Sciences (SPSS) V19 Software was



employed for exploratory factor analysis. Representation like frequency tables were used to ensure easy and quick interpretation of data. Responses were expressed using mean and Chi-square test.

### Participants and Settings

Participants of the study are customers of various young adults, working people and students' from Chipata region. The sample size selected for this research purpose constituted of 100 respondents from structured questionnaire in the natural environment. In this research, researcher used non-probability sampling by using its category of convenience sampling. The reason behind selecting convenience sampling was that because in this, the most easily accessible customers were chosen as subjects of research and it was the quickest, convenient and less expensive technique used.

### Data Collection

Both primary and secondary data were used in conducting the research. Data was collected from the respondents through self-administered questionnaire with minimal interface in no contrived work settings by considering individuals as unit of analysis.

### Analysis

Demographic Variables	No of Respondents	Percentage
<b>Age</b>		
Below 25	30	30
25 to 45	40	40
Above 45	30	30
<b>Gender</b>		
Male	55	55
Female	45	45
<b>Education</b>		
Up to graduation	55	55
Post -graduation	25	25
Professional	20	20
<b>Occupation</b>		
Working	55	55
Student	45	45

Source: Primary Data.

Majority of respondents belong to 25 to 45 age .55percentage of respondents are male.55 percentage of respondents belongs to Upto graduation.55 percentage of respondents belongs to working category.

According to the survey the target group uses the internet tools for:

1. E-mailing (98%).
2. Information search (84%).
3. Social Portals, Peer Group activities (72%).
4. Online banking (48%).
5. Skyping (62%).
6. E-shopping (23%).

Table 2-Chi-Square

	Chi-Square	DF	Table Value	Remark
Reduce cost	4.113	3	7.815	Rejected
Encourage the consumers to purchase new products	9.325	7	14.067	Accepted
Increase efficiency	17.41	4	9.488	Rejected
To customize products	13.722	2	5.991	Rejected
Facilitate consumer in decision making	11.887	2	5.991	Rejected
Easy to make comparison among products	19.41	7	14.067	Rejected

### Level of Significance: 5 per cent

The calculated chi-square value 4.113 is lesser than the table value 7.815 at 5 per cent level of significance. Therefore, the hypothesis framed is accepted. Hence, it is inferred that there exists close association between the reduce cost and use of information technology in purchasing products.



The calculated chi-square value 9.325 is lesser than the table value 14.067 at 5 per cent level of significance. Therefore, the hypothesis framed is accepted. Hence, it is inferred that there exists close association between the possibilities to use the information technology in purchasing products.

### Conclusions

The research contributes to better understanding of the specifics of factors what influences consumer behavior in electronic environment. There are a lot of potential for further analysis of consumer behavior. Therefore it is important to develop new methods and techniques for evaluation of consumer behavior in environment.

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