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The Impact of Technological Innovation on Consumer Decision Making: A Qualitative Analysis in the Gadget Industry

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ABSTRACT

This study aims to analyze the impact of technological innovation on consumer decision-making in the gadget industry. Using a qualitative approach, this research involves interviews with consumers in various innovation adoption groups, which include innovators, early adopters, early majority, late majority, and slow followers. In addition, this research also studied the concept of consumer satisfaction and how consumer satisfaction with technological innovations affects purchasing decisions in the gadget industry. Through in-depth interviews with consumers, this research generated rich insights into consumers' experiences of adopting technological innovations, factors that influence purchase decisions, and the role of consumer satisfaction in the decision-making process. Qualitative data analysis was conducted to identify patterns, themes, and relationships between the variables studied. The results of this study show that understanding the level of consumer adoption in technological innovation is of key importance for gadget companies. Innovator and early adopter consumers tend to have higher risk, are enthusiastic in trying new technology, and play an important role in influencing others to adopt the innovation. Meanwhile, early majority consumers have a slower adoption rate, but their purchasing decisions are influenced by testimonials from previous adoption groups. Consumer purchase decisions in the gadget industry are also influenced by their satisfaction with technological innovations. Consumers who are satisfied with the user experience of an innovation are likely to recommend it to others and consider purchasing products with similar innovations. Therefore, gadget companies need to pay attention to product development that meets consumer expectations, provides a positive user experience, and provides responsive customer service.

I. Introduction

In this rapidly evolving digital era, technological innovation has become a major catalyst in the transformation of society and the business world. One of the industries most affected by technological innovation is the gadget industry (Adua et al., 2019). Gadgets, including smartphones, tablets, laptops, and other smart electronic devices, have become an integral part of the daily lives of many people around the world (Sugita et al., 2021). The importance of technological innovation in consumer decision-making in the gadget industry cannot be ignored. Technological innovation plays a very important role in influencing consumer preferences, purchase decisions, and satisfaction (Chen & Yuan, 2021; Khoo et al., 2018; Palos-Sanchez et al., 2021). Several reasons why technological innovation is an important factor in consumer decision making: First, technological innovation in the gadget industry contributes significantly to product advancement (D. Yang et al., 2021). Technological developments allow manufacturers to produce more sophisticated, functional, and efficient gadgets over time. New features, the latest software, higher speeds, and better battery life are some examples of technological innovations that can attract consumer interest (Palos-Sanchez et al., 2021). Consumers tend to be attracted to products that offer new capabilities and enhance the user experience. Second, technological innovation allows gadget manufacturers to differentiate their products from competitors (Kabukcu, 2015). In an industry full of similar products, technological innovation becomes a determining factor that differentiates brands and products. Manufacturers who are able to present innovative features and the latest technology have a strong competitive advantage

in attracting consumer interest (Kenny & Regan, 2021). Consumers tend to choose products that offer added value through unique technological innovations (Rosenberg & Blondheim, 2021). Third, technological innovation aims to improve user experience by providing more efficient, intuitive, and satisfying solutions (Chang et al., 2016). The use of innovative technology can make using gadgets easier, faster, and more enjoyable. For example, user-friendly user interfaces, voice recognition, advanced image processing, and better wireless connection capabilities (Cabalquinto & Hutchins, 2020). Such innovations can affect consumers' perceptions of product quality and provide higher satisfaction. Fourth, technological innovation can shape perceptions and brand image in the minds of consumers (Enzmann et al., 2020). When a brand is recognized as a pioneer in technological innovation, consumers tend to associate the brand with quality, sophistication, and progress. This positive perception can influence consumer decisions in choosing gadget products (Alsayed et al., 2020). Consumers tend to choose brands that are considered innovative and reliable in terms of technology. Fourth, technological innovation also allows gadget manufacturers to better respond to consumer needs and wants. With a deep understanding of consumer preferences, manufacturers can develop technological innovations that suit market needs. For example, the use of biometric sensors for personal data security, improved camera quality for mobile photography, or improved connectivity for smooth internet usage. Technological innovations that are responsive to consumer needs can increase consumer satisfaction and loyalty (Kalinowska et al., 2021).

In today's world, the gadget industry continues to experience interesting phenomena related to technological innovation. For example, AI has taken center stage in the gadget industry. The use of AI in gadgets has brought capabilities such as voice recognition, facial recognition, real-time language translation, and intelligent virtual assistants such as Siri, Google Assistant, or Alexa (López-Nicolás et al., 2015). These AI capabilities provide a more interactive, personalized, and efficient user experience. Second, the concept of the Internet of Things, where electronic devices are interconnected and communicate through the internet, has changed the way we interact with gadgets. In the gadget industry, IoT enables better integration and control between devices, for example, allowing users to control smart home devices through their smartphones or collect data from smart health devices. IoT provides greater convenience and connectivity to consumers. Third, the application of 5G networks is a significant trend in the gadget industry (Wang, 2020). Significantly higher internet speeds and smoother connectivity open the door to new technological innovations such as ultra-high definition video streaming, smoother online gaming, and more immersive virtual reality experiences. 5G also facilitates the development of the Internet of Things with more reliable and responsive connectivity. Fourth, Foldable devices are becoming an interesting phenomenon in the gadget industry. These are devices with flexible screens that can be folded into smaller sizes, combining the practicality of a phone with the flexibility of a tablet. Foldable devices bring innovative and flexible experiences to the use of gadgets, opening up new potential in multitasking, larger content display, and creativity of use. Fifth, AR and VR continue to grow in the gadget industry (Ren et al., 2021). AR brings digital experiences that complement the real world, while VR brings fully virtual experiences. Both technologies are used in a variety of applications, including gaming, learning, tourism, and real estate. The use of AR and VR in gadgets provides a higher level of interaction and immersion to consumers. Sixth, With growing concerns about data security and user privacy, the gadget industry has focused on technological innovations that enhance security. Features such as fingerprint scanners, face scanners, data encryption, and stronger privacy settings have been introduced to provide greater protection for consumers.

These phenomena reflect how technological innovation continues to drive the development of the gadget industry in the world. With rapid changes and evolving challenges, gadget manufacturers must continue to innovate to meet increasingly complex consumer needs and preferences (Cecere et al., 2015; Li et al., 2021). The impact of technological innovation on consumer decision-making in the gadget industry has become an interesting research topic. Amid intensifying competition and rapid changes in the industry, gadget manufacturers and marketers need to understand how technological innovations affect consumer purchasing decisions. Do technological innovations increase consumer satisfaction? How do consumers evaluate and select innovative gadget products? Are other factors such as price, brand, and functional needs still key considerations in consumer decision-making?

II. Literature Review

2.1. Consumer Purchase Decision

In an era dominated by technological advances, consumer purchasing decisions in the gadget industry are becoming increasingly complex. Consumers have a wide selection of gadget products that offer various technological innovations, and their preference for innovative products can be a deciding factor in purchase decision-making (Furman & Maison, 2020). Therefore, it is important to further explore consumers' purchasing preferences for innovative gadget products and the extent to which technological innovations influence their purchasing decisions (Chiu et al., 2016; Esmaeilian et al., 2021; Mesak et al., 2020; Zuschke, 2020). Conducting research on the relationship between technological innovation and consumer purchase decisions in the gadget industry has significant urgency (Mintz et al., 2021). First, gadget manufacturers need to understand consumer purchasing preferences to direct their innovation efforts. By studying this variable, manufacturers can identify the types of technological innovations most desired by consumers and direct their resources to develop products that match those preferences (Johnsen, 2018). This can help improve the competitiveness of companies in an increasingly competitive market. Secondly, an in-depth understanding of other factors that influence consumer purchasing decisions, such as price, brand, and functional needs, is also important. Through this research, it will be revealed to what extent technological innovation plays an important role in consumer purchase decisions, compared to other factors that may also influence such purchase decisions. This research will provide insight into the relative weight of these variables in consumer decision-making in the gadget industry. In addition, this research can also make significant contributions to marketing strategies and product development. By understanding consumers' purchasing preferences towards technological innovations in gadgets, companies can direct their marketing efforts to communicate the advantages of their innovations to consumers. This research can also help gadget manufacturers to develop product development strategies that focus on technological innovations that are relevant to consumer needs and preferences. In an ever-evolving global context with intensifying competition, research on consumer purchase preferences for technological innovations in the gadget industry is becoming increasingly important. By understanding the extent to which technological innovations influence consumer purchasing decisions, gadget manufacturers can respond quickly and relevantly to consumer needs, increase consumer satisfaction, and build a strong competitive advantage in a growing market (Pereira et al., 2021). Therefore, it is important to conduct this research to provide deeper insights into the relationship between technological innovation and consumer decision-making in the gadget industry.

2.2. Perception of Technological Innovation

Research on consumer perceptions of technological innovation has an important urgency that needs to be revealed. First, consumer perceptions are key in determining the acceptance and adoption of technological innovations. In the rapidly evolving world of gadgets, gadget manufacturers need to understand how consumers evaluate the technological innovations offered by their products (Camisón-haba et al., 2018). By understanding consumers' perceptions of these innovations, manufacturers can direct their innovation efforts towards aspects that consumers consider important and relevant. This helps improve product appeal and increase the adoption of technological innovations in a competitive market (Ņikitina et al., 2022). Second, research on perceptions of technological innovations is also important for the development of marketing and communication strategies. By understanding how consumers perceive technological innovations in gadgets, companies can direct their marketing messages more effectively (Fujita et al., 2021). They can highlight the added value generated by technological innovations, explain their relevance to consumers' needs and wants, and help overcome any doubts or fears that may arise regarding their adoption (Powell, 2015). Thus, this research can assist gadget manufacturers in developing effective marketing strategies to increase consumer awareness and interest in the technological innovations they offer.

In addition, this research also makes an important contribution to efforts to develop more innovative products. By understanding consumers' perceptions of technological innovations in gadgets, companies can identify features that consumers consider important and integrate them into their product development (Velean et al., 2014). This helps increase product acceptance rates and ensures that the technological innovations offered actually add value to the user experience. In an

environment of fierce competition, research on perceptions of technological innovation becomes an important urgency in an effort to create more attractive and competitive gadget products (Jaakson et al., 2011). In a rapidly changing global context, a deep understanding of consumer perceptions of technological innovations in gadgets is essential. By understanding the extent to which consumers perceive such innovations as important, relevant, and value-added to the user experience, gadget manufacturers can direct their innovation efforts, develop effective marketing strategies, and create products that truly meet consumer expectations and needs (Benczúr et al., 2018; Gruber, 2019; Zscheischler et al., 2022) (Grover et al., 2004). Therefore, this research has an important urgency to be carried out to provide deeper insights into consumer perceptions of technological innovation in the gadget industry.

2.3. Consumer Satisfaction

In the gadget industry, which is full of technological innovations, customer satisfaction is a key factor in maintaining customer loyalty and achieving long-term success for gadget manufacturers (Grover et al., 2004). Therefore, it is important to conduct in-depth research on the level of consumer satisfaction with the use of gadget products that rely on technological innovations. This research involves evaluating whether such innovations meet consumer expectations and provide a better user experience. There are several reasons why this research has an important urgency. First, consumer satisfaction is an important indicator in assessing the success of a product or service (Jackson & Sirianni, 2009). In the competitive gadget industry, manufacturers need to ensure that the technological innovations they offer truly meet the needs and expectations of consumers (Milliman et al., 2018). By understanding the level of consumer satisfaction with the use of innovative gadget products, manufacturers can identify the weaknesses and strengths of their products. This allows them to make improvements and develop better products, increase consumer satisfaction, and maintain customer loyalty (Igreja et al., 2021). Second, research on consumer satisfaction in the use of gadget products that rely on technological innovation can provide valuable insights for manufacturers in directing their innovation efforts (Chan & Gao, 2021). By understanding the extent to which technological innovations affect consumer satisfaction, manufacturers can evaluate their effectiveness in creating a better user experience (Rochmatullah et al., 2022). In the ever-evolving world of gadgets, companies need to adapt to changing consumer needs and produce products that are relevant and provide significant added value. This research can help gadget manufacturers to focus on the most impactful aspects of innovation and create products that provide maximum satisfaction to consumers (Kim et al., 2013).

Third, consumer satisfaction also plays an important role in influencing overall consumer behavior. Satisfied consumers tend to be loyal consumers, who will continue to use and recommend products to others (Mir et al., 2022). Conversely, consumer dissatisfaction can have a negative impact, such as reducing repurchase rates or even causing a poor brand image (Tokay & Argan, 2013). By understanding the level of consumer satisfaction with the use of innovative gadget products, manufacturers can take the necessary actions to increase consumer satisfaction, build long-term relationships, and create sustainable business growth opportunities (Sainju et al., 2021).

In this context, research on consumer satisfaction with the use of gadget products that rely on technological innovation is very important. By understanding the extent to which technological innovations meet consumer expectations and result in a better user experience, gadget manufacturers can improve product quality, maintain and expand market share, and achieve long-term success in a constantly changing and fiercely competitive industry (Marinkovic & Obradovic, 2015; Milliman et al., 2018; Rochmatullah et al., 2022; Zameer et al., 2015). Therefore, this research has an important urgency to be carried out to provide deeper insights into the level of consumer satisfaction in using innovative gadget products.

III. Methods

To answer these questions, this study aims to conduct a qualitative analysis of the impact of technological innovation on consumer decision-making in the gadget industry. Qualitative analysis was chosen because this method allows researchers to deeply understand consumers' perceptions, preferences and attitudes towards technological innovations in the context of their purchase decision-making. In addition, this research will also provide insight into the role that technological innovation plays in creating a competitive advantage for gadget manufacturers. In an industry that continues to

evolve rapidly, manufacturers who are able to produce innovative gadget products that suit consumers' needs and preferences will have a strong position in the market. Therefore, this study will also provide recommendations for gadget manufacturers regarding effective technological innovation strategies to increase consumer satisfaction and preference.

The research methodology is based on a qualitative approach involving in-depth interviews with gadget consumers who have experience in making purchase decisions. The data collected from the interviews will be thematically analyzed to identify common patterns, perceptions, and preferences of consumers regarding technological innovations in gadgets. In addition, secondary data such as literature studies and industry publications will be used to support the qualitative findings and analysis. The informants come from graduate students in Makassar city as many as 20 respondents.

The results of this study are expected to contribute significantly to the understanding of the relationship between technological innovation and consumer decision-making in the gadget industry. These findings will be a valuable source of information for gadget manufacturers to develop more effective marketing strategies and understand consumer needs and preferences better.

IV. Result and Discussion

4.1. Consumer Preference for Technological Innovation in Gadgets

In the connected digital era, consumers tend to want technological innovations that provide convenience and efficiency. One type of innovation that is highly desired is the presence of smart devices that can be integrated with various aspects of daily life (C.-H. Yang et al., 2020). For example, consumers are excited about advances in the Internet of Things (IoT), where household devices such as refrigerators, lights, and security devices can be interconnected and controlled via the internet. The ability to remotely control and monitor the home provides a greater level of convenience and security.

In addition, consumers also want technological innovation in the transportation sector. The ability to own autonomous vehicles that can drive themselves is a big draw. Consumers view this innovation as a step forward that will reduce congestion, improve safety, and provide a more comfortable and efficient driving experience. The second subtheme relates to consumers' perception of the added value of technological innovations. Consumers tend to consider the extent to which technological innovations provide significant benefits in their lives. They look for added value, both in terms of efficiency, ease of use, user experience, and increased productivity. Consumers also tend to prefer technological innovations that are able to simplify complex tasks, save time, or improve their overall quality of life. The last subtheme highlights the factors that influence consumer preferences for technological innovations. One of the main factors is price (Ṇikitina et al., 2022). Consumers will consider the extent to which the price of the technological innovation is proportional to the benefits obtained. In addition, the trust factor also plays an important role. Consumers tend to choose technological innovations from brands or companies that have proven to provide quality products and have a good reputation. Below, the results of interviews with informants are presented.

> *Question: What type of technological innovation do you think is most desirable today?*
>
> *Respondent's Answer: I am very interested in the development of the Internet of Things (IoT). I would like to have household devices that are automatically connected and can be controlled via a smartphone.*
>
> *Question: How do you believe these types of innovations will affect your daily life?*
>
> *Respondent's Answer: I believe with IoT, I will have better control over my home. I can regulate the temperature, maintain security, and save energy easily remotely.*
>
> *Question: What concrete benefits do you expect from the technological innovations you use?*

Respondent's Answer: I expect the technological innovations I use to save me time and effort. For example, by using technology-based transportation applications, I can order and pay for taxis quickly without the need to queue.

Question: How do these technological innovations help improve your efficiency or productivity?

Respondent's Answer: They enable me to do my work more quickly and efficiently. For example, using reminders and task management apps help me stay organized and optimize my work time.

Question: How do reviews or recommendations from people close to you influence your preference for technological innovations?

Respondent's Answer: I rely heavily on reviews and recommendations from my friends. If they give positive reviews about a technological innovation, I am more likely to try it.

Question: How do you consider security and privacy aspects in choosing technological innovations?

Respondent's Answer: Security and privacy are important factors in choosing technological innovations. I tend to choose technological innovations that have strong privacy policies and provide security setting options that I can set according to my preferences.

The interview results illustrate respondents' views on desired technological innovations, their impact in daily life, expected concrete benefits, improving efficiency or productivity, the influence of reviews/recommendations from people nearby, and considerations on security and privacy. Respondents expressed interest in the Internet of Things (IoT) and would like to have household devices connected and controlled via smartphones. This shows their interest in technologies that can facilitate automation and remote control. The respondent believes that with IoT, she will have better control over her home. She can regulate the temperature, maintain security, and save energy easily from a distance. This illustrates her expectation that such technological innovations will provide convenience and efficiency in her daily life. Respondents expect the technological innovations used to save time and effort. For example, by using a technology-based transportation application, he can order and pay for a taxi quickly without the need to queue. This shows their desire for convenience and efficiency in their daily activities.

The respondent revealed that technological innovations can help improve efficiency and productivity. She noted that the use of reminders and task management apps help stay organized and optimize work time. As such, respondents see the potential for technological innovations to assist in completing tasks more quickly and efficiently. The respondent relied on reviews and recommendations from friends as a factor in influencing her preference for technological innovations. He tends to be more interested in trying technological innovations if he gets positive reviews from those closest to him. This shows the importance of other people's opinions and experiences in shaping their preferences. Respondents pay attention to security and privacy aspects in choosing technological innovations. He expressed his tendency to choose technological innovations that have strong privacy policies and provide security setting options that match his preferences. This shows that respondents are very concerned about the security and privacy aspects of using technology.

Overall, respondents showed interest in IoT and a desire to have better control over their daily lives through connected devices. They expect technological innovations to provide concrete benefits, improve efficiency/productivity, and consider security and privacy aspects. Reviews and recommendations from people close to them also influence their preference for technological innovations (Teeroovengadum, 2022).

4.2. Theoretical Implementation of Marketing Management on Technological Innovation in Gadgets

In the ever-evolving digital era, technological innovation in the gadget industry has become a key driver of change and transformation in our daily lives. Effective marketing management in the face of

the challenges and opportunities presented by technological innovation is key to the success of gadget companies in reaching an increasingly broad market. The theoretical implementation of marketing management plays an important role in facing the complex challenges of introducing technological innovations to consumers (Sarkar, 2014; Strandberg & Styvén, 2020). In a world full of intense competition, gadget companies must understand and implement the right marketing strategies to ensure the success of their innovations.

In this context, the emphasis on different consumer segments, as described in the Diffusion of Innovation Theory, plays a key role. Gadget companies need to identify innovator, early adopter, early majority, late majority and slow follower consumers, and understand how each of these groups makes purchasing decisions based on their level of satisfaction with technological innovations (Ezeh & Nkamnebe, 2022). An effective marketing strategy must be able to convey the right message to each consumer group, emphasizing the benefits and advantages of the technological innovation offered. Clear and persuasive communication about the benefits generated by these innovations will influence consumer purchasing decisions (Ax & Greve, 2017).

In addition, it is also important for gadget companies to develop pricing strategies that match the value of technological innovations. A fair and competitive price can be a deciding factor for consumers in adopting innovations. In addition, companies also need to consider efficient distribution strategies to ensure the availability of these innovations in the market.

In the growing digital and social media era, gadget companies should also utilize digital media and social networks to expand their reach and build awareness about their technological innovations. Using digital platforms as communication and marketing channels can help companies reach target consumers more effectively, as well as build loyal user communities (Abadie et al., 2023). Marketing management's theoretical implementation of technological innovations in gadgets opens a window to a connected future. By understanding consumer needs and wants, identifying different market segments, developing effective marketing strategies, and utilizing digital potential, gadget companies can achieve success in marketing their technological innovations.

Successful implementation of this marketing management will create a deeper connection between consumers and technological innovations in gadgets. Consumers will experience the direct benefits of these innovations, while gadget companies will continue to improve and develop their products based on consumer feedback and demand. Thus, the theoretical implementation of marketing management towards technological innovations in gadgets is not just about product marketing, but also about building positive experiences and establishing strong relationships between gadget companies, technological innovations, and consumers. Diffusion of Innovation Theory explains how technological innovations spread among consumers (Tan & Vicente, 2019). Consumers can be categorized into innovators, early adopters, early majority, late majority, and slow followers. In the context of the gadget industry, this theory can identify consumer segments that have different levels of innovation adoption and how they make purchasing decisions based on their satisfaction with the technological innovations offered. The following are the results of interviews with informants, related to the Diffusion of Innovation Theory that they received.

> *Question: Why do you think it is important for gadget companies to understand the adoption rate of consumer innovations?*
>
> *Informant: I think understanding the adoption rate of consumer innovations is important for gadget companies because it helps them identify different consumer segments and how they make purchasing decisions. By understanding adoption rates, companies can design more effective marketing strategies and better direct their innovation efforts.*
>
> *Question: That's right. How do you think gadget companies can identify consumer groups based on innovation adoption rates?*
>
> *Informant: Companies can conduct surveys or market studies to identify consumer groups based on innovation adoption rates. They can see how quickly consumers*

adopt new innovations, how open they are to technological change, and how they respond to new products launched into the market.

Question: How do you see the difference between innovator consumers and early adopter consumers in the context of the gadget industry?

Informant: Innovator consumers are those who are the first to adopt new innovations. They tend to have a high level of risk and are very enthusiastic about trying new technologies. While early adopter consumers are the next group who are also relatively quick to adopt new innovations. They play an important role in influencing others to adopt the innovation.

Question: How do early majority consumers influence purchasing decisions in the gadget industry?

Informant: Early majority consumers have a slower adoption rate compared to innovators and early adopters, but they are an important group in the gadget market. Their purchasing decisions are influenced by evidence and testimonials from innovator and early adopter consumers. They will be more inclined to buy a new product if they see clear benefits and if the innovation has received a positive response from previous groups.

Question: Good. How do you think gadget companies can influence slow followers to adopt technological innovations?

Informant: Companies can use marketing strategies that are more focused on the benefits and advantages of technological innovations for slow-follower consumers. They can also raise awareness through promotional campaigns that involve testimonials from early adopters.

Question: How does consumer satisfaction with technological innovations affect purchase decisions in the gadget industry?

Informant: Consumer satisfaction with technological innovations greatly influences purchasing decisions. If consumers are satisfied with the experience of using the innovation, they are likely to recommend it to others and consider buying other products that have similar innovations.

Question: Do you have any examples of gadget companies that have successfully applied the Diffusion of Innovations Theory in their marketing strategy?

Informant: Yes, one example is Apple. They have successfully applied this theory by launching innovative products that received positive responses from innovator and early adopter consumers. Then, through effective marketing campaigns, they were able to influence early majority consumers and slow followers to adopt their technological innovations.

Question: Finally, how do you think gadget companies can increase the adoption rate of innovations and influence consumer purchasing decisions?

Informant: Companies can increase the adoption rate of innovations by presenting products that present clear benefits, providing good after-sales support, and involving consumers in the product development process. They can also use effective marketing strategies to convey the values of innovation to consumers and build awareness about the benefits of the new technologies they offer.

In the interview, the informant provided a clear understanding of the importance of understanding consumer innovation adoption rates for gadget companies. Informants mentioned that this understanding helps companies identify different consumer segments and better direct their innovation

efforts. This shows the informants' awareness of the importance of customizing marketing strategies to the characteristics and needs of each consumer group (Larsen & Olaisen, 2013).

Informants also explained how gadget companies can identify consumer groups based on the level of innovation adoption. Informants emphasized the importance of market surveys or studies to see how quickly consumers adopt new innovations, how open they are to technological change, and how they respond to new products. This shows informants' understanding of the importance of market research and analysis in understanding consumer behavior. Furthermore, informants described the difference between innovator consumers and early adopter consumers in the context of the gadget industry. Informants explained that innovator consumers are those who are the first to adopt new innovations with a high level of risk, while early adopter consumers are the next group who are also quick to adopt innovations and have an important role in influencing others.

In explaining how early majority consumers influence purchasing decisions in the gadget industry, informants mentioned that their purchasing decisions are influenced by evidence and testimonials from innovator and early adopter consumers. Informants emphasized the importance of clear benefits and positive responses to the innovation from previous groups (Bıçakcıoğlu-Peynirci & İpek, 2020). Informants also provided solutions on how gadget companies can influence slow follower consumers to adopt technological innovations. The informants suggested using marketing strategies that focus on the benefits and advantages of the innovation, as well as raising awareness through promotional campaigns that involve testimonials from early consumers who have adopted the innovation. When asked about how consumer satisfaction with technological innovations affects purchasing decisions, informants explained that consumer satisfaction greatly affects purchasing decisions. The informant emphasized that satisfied consumers tend to recommend products to others and consider buying other products with similar innovations.

Furthermore, the informant gave an example of a gadget company that successfully applied the Diffusion of Innovation Theory in their marketing strategy, namely Apple. The informant mentioned that Apple launched an innovative product that received a positive response from innovator and early adopter consumers, and through effective marketing campaigns, they managed to influence early majority consumers and slow followers to adopt their innovation. This shows the informant's understanding of how this theory can be applied in gadget industry practice. Finally, informants provided suggestions on how gadget companies can increase the adoption rate of innovations and influence consumer purchasing decisions. Informants emphasized the importance of providing clear benefits, good after-sales support, involving consumers in product development, and using effective marketing strategies to convey the values of innovations to consumers.

Overall, informants have a good understanding of the Diffusion of Innovation Theory and apply it in the context of the gadget industry. Informants demonstrated an awareness of the importance of understanding consumer adoption rates, identifying consumer groups, influencing purchasing decisions, and improving innovation adoption rates. Informants also provided concrete examples and practical advice for gadget companies to face the challenges of introducing technological innovations to consumers.

Customer Satisfaction Theory

This theory focuses on consumer satisfaction after purchasing a product or service. In the context of the gadget industry, technological innovations that meet or exceed consumer expectations can increase their level of satisfaction (Hossain et al., 2021; Yao et al., 2019). Consumers will tend to choose technological innovations that provide a positive user experience and meet their needs and preferences.

> *Question: First question, why do you think it is important for gadget companies to understand the level of consumer satisfaction after purchasing their products?*
>
> *Informant: In my opinion, understanding the level of consumer satisfaction is very important for gadget companies because it can provide an overview of the extent to which their products meet consumer expectations and needs. A high level of satisfaction can increase consumer loyalty, expand market share, and provide a competitive advantage.*

Question: How can consumer satisfaction theory contribute to consumer purchase decision making in the gadget industry?

Informant: Consumer satisfaction theory explains that consumers tend to choose technological innovations that provide a positive user experience and fulfill their needs and preferences. A high level of satisfaction can be a determining factor in consumer purchasing decisions. If consumers are satisfied with the gadget products they buy, they are more likely to recommend it to others and purchase products from that company in the future.

Question: In the context of the gadget industry, what affects the level of consumer satisfaction after they make a product purchase?

Informant: There are several factors that can affect the level of consumer satisfaction after purchasing gadget products. First, product quality is an important factor. If the product has good quality and performs according to consumer expectations, then the level of satisfaction will be high. In addition, factors such as ease of use, features and functionality that meet consumer needs, and responsive customer service can also contribute to consumer satisfaction.

Question: How can gadget companies increase customer satisfaction with their technological innovations?

Informant: Gadget companies can improve customer satisfaction by designing technological innovations that consider customer needs and preferences. In product development, companies can involve consumers in the early stages to get feedback and ensure that the resulting technological innovations are relevant to consumer desires. In addition, companies should also provide good after-sales support, such as responsive customer service and regular software updates, to ensure a satisfying user experience.

Question: What is the role of user experience in influencing consumer satisfaction in the gadget industry?

Informant: User experience has a very important role in influencing consumer satisfaction in the gadget industry. If consumers have a positive user experience with a gadget product, such as an intuitive interface, good performance, and reliable quality, they will tend to feel satisfied. Conversely, poor user experience, such as problems in operation or frequent breakdowns, may lead to consumer dissatisfaction.

Question: How can consumer feedback be used by gadget companies to improve consumer satisfaction?

Informant: Consumer feedback is very valuable for gadget companies. Through consumer feedback, companies can better understand consumer needs and expectations. Companies can use the feedback as evaluation material to make product improvements and optimize the user experience. By proactively responding to consumer feedback, companies can increase consumer satisfaction and build better relationships with consumers.

Question: Is there a link between customer satisfaction and customer loyalty in the gadget industry?

Informant: Yes, there is a strong link between customer satisfaction and customer loyalty in the gadget industry. Consumers who are satisfied with the gadget products they buy tend to be loyal consumers. They will be more likely to purchase products from the same company in the future and recommend the products to others. A high level of satisfaction can build a long-term relationship between the

company and consumers, which has a positive impact on the company's business growth.

Question: How can gadget companies measure the level of consumer satisfaction after purchasing their products?

Informant: Gadget companies can use various methods to measure the level of customer satisfaction. One commonly used method is customer satisfaction surveys. Companies can send surveys to consumers after they make a product purchase to assess their level of satisfaction. In addition, companies can also track consumer feedback through social media, product reviews, or through customers using communication channels with the company. Measuring the level of consumer satisfaction is an important step to understand the extent to which their technological innovations meet consumer expectations.

Question: What are the negative impacts if consumers are not satisfied with the technological innovations they buy?

Informant: If consumers are not satisfied with the technological innovations they buy, there can be a negative impact on gadget companies. Dissatisfied consumers may not recommend the product to others and may even leave negative reviews that can affect the company's reputation. In addition, dissatisfied consumers are also likely to look for alternative products from competing companies. Therefore, it is important for gadget companies to ensure a high level of customer satisfaction in order to retain and attract new customers.

Question: How can gadget companies manage and handle consumer complaints to increase their satisfaction?

Informant: It is important for gadget companies to have an effective mechanism to manage and handle consumer complaints. The company should respond to consumer complaints quickly and provide satisfactory solutions. Good communication with consumers is also important to understand the problems consumers face and provide relevant responses. In addition, companies can conduct internal evaluations to identify the causes of complaints and make product or customer service improvements according to consumer feedback. By managing and handling customer complaints well, companies can increase customer satisfaction levels and strengthen customer relationships.

In the interview, the informant provided a good understanding of the theory of customer satisfaction in the context of the gadget industry. Some important points that can be interpreted from the interview are: Gadget companies need to understand the level of consumer satisfaction after purchasing a product or service. Consumer satisfaction is very important because it can affect purchasing decisions and consumer loyalty (Asamoah et al., 2022). Technological innovations that meet or exceed consumer expectations can increase their level of satisfaction. Positive user experience, ease of use, features that suit needs, and responsive customer service are factors that can affect consumer satisfaction (Azadegan et al., 2021). Gadget companies can increase customer satisfaction by involving customers in product development, proactively responding to customer feedback, and providing good after-sales support.

There is a close link between the level of customer satisfaction and customer loyalty. Consumers who are satisfied with gadget products tend to become loyal consumers, which has a positive impact on the company's business growth (Abualsauod & Othman, 2020). Gadget companies can measure the level of customer satisfaction through customer satisfaction surveys, feedback through social media and product reviews, and through communication channels with the company.

Consumers who are not satisfied with the technological innovations they purchase can have a negative impact on the company, such as negative reviews and loss of customers. Therefore, it is

important for gadget companies to ensure a high level of consumer satisfaction. Gadget companies need to have effective mechanisms in place to manage and handle consumer complaints. Quick responses, satisfactory solutions, and good communication with consumers are important steps in increasing consumer satisfaction (Yuda Bakti et al., 2020). Informants also provide examples of good practices from gadget companies that apply the theory of customer satisfaction, namely through developing technological innovations that meet consumer expectations, being responsive to consumer feedback, and conducting effective marketing campaigns.

V. Conclusion

The discussion of innovation diffusion theory and customer satisfaction theory in the context of the gadget industry provides important insights for companies in facing the challenges of developing and marketing technological innovations. Based on this discussion, several theoretical conclusions and relevant managerial implications can be drawn.

Innovation Diffusion Theory provides an understanding of how technological innovations spread among consumers and how they make purchasing decisions. Consumers can be categorized into innovators, early adopters, early majority, late majority, and slow followers. Innovator and early adopter consumers have an important role in influencing other consumer groups to adopt technological innovations. Meanwhile, early majority consumers and slow followers have a tendency to adopt innovations at a slower rate of adoption. In dealing with this, gadget companies need to understand the level of consumer adoption and design appropriate marketing strategies according to each consumer group.

The managerial implications that can be drawn from the innovation diffusion theory are as follows: First, gadget companies need to segment the market based on the level of consumer innovation adoption. This allows companies to design more appropriate marketing strategies and better direct their innovation efforts. In this case, companies need to consider the profiles, preferences and characteristics of consumers in each adoption group. Second, gadget companies must continue to innovate in developing technology products that are attractive and in line with consumer needs and preferences. Innovations should present clear benefits and provide a positive user experience for consumers. Companies also need to ensure that their innovations can meet consumer expectations, both in terms of quality, features, and ease of use. Third, companies need to adopt effective marketing strategies to communicate the values of innovation to consumers. Communication should be done in a way that is relevant and appealing to each consumer group. The use of consumer testimonials of innovators and early adopters can be one of the effective strategies to influence early majority consumers and slow followers in making purchasing decisions. Fourth, responsive and quality customer service is very important in increasing the level of consumer satisfaction. Companies must be able to respond quickly to consumer complaints and feedback and provide satisfactory solutions. Good after-sales support is also an important factor in maintaining customer satisfaction.

Meanwhile, consumer satisfaction theory discusses the importance of consumer satisfaction after purchasing a product or service. In the context of the gadget industry, technological innovations that meet or exceed consumer expectations can increase their level of satisfaction. Consumers tend to choose technological innovations that provide a positive user experience and meet their needs and preferences.

Thus, the managerial implications that can be drawn from consumer satisfaction theory are as follows: Gadget companies should focus on developing products that can meet consumer expectations. Technological innovations must be designed with consumer needs and preferences in mind. Companies need to involve consumers in the product development process, collect feedback, and respond proactively. A positive user experience is an important factor in increasing consumer satisfaction. Companies need to ensure that the technological innovations they offer are easy to use, have appropriate features, and provide clear added value to consumers. Product design and intuitive user interfaces can help create a positive user experience. Responsive and quality customer service is an integral part of customer satisfaction. Companies need to have an effective system for handling customer complaints and feedback. Prompt responses, satisfactory solutions, and good communication can increase consumer trust and satisfaction. Companies need to involve customer satisfaction measurement tools, such as customer satisfaction surveys, social media feedback, and

product reviews. This information can help companies understand the extent to which their technological innovations meet consumer expectations and provide insights for product and service improvements. The level of customer satisfaction is closely related to customer loyalty. Satisfied consumers tend to become loyal consumers, which has a positive impact on the company's business growth. Therefore, companies need to focus on increasing the level of customer satisfaction to retain existing customers and expand market share.

Taken together, innovation diffusion theory and consumer satisfaction theory have significant implications for firms in developing, marketing, and increasing the adoption of technological innovations in the gadget industry. By understanding consumer adoption rates, designing innovations that meet consumer expectations, and increasing consumer satisfaction through positive user experiences, responsive customer service, and effective marketing strategies, companies can achieve success in the competitive gadget industry. Gadget companies that are able to effectively implement innovation diffusion theory and consumer satisfaction theory can gain a competitive advantage, increase market share, and retain loyal customers. In an ever-changing and rapidly evolving context, gadget companies must stay abreast of innovation trends and continuously strive to understand consumer needs and preferences to remain relevant and sustainable in the dynamic gadget industry. By applying concepts from these two theories, gadget companies can improve their marketing strategies, increase the adoption of technological innovations, and meet consumer expectations and satisfaction. In the ever-evolving digital era, technological innovation is the key to success in the gadget industry, and a deep understanding of consumer adoption rates and consumer satisfaction will be a strong foundation for the company's success.

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