STUDENTS ON THE JOB MARKET

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Dissertation Title:
Consumers in the Age of Technology: Transactions, Reputation, and Mobile

Abstract:
Over the past few decades, technology has advanced at an unprecedented pace. Technological advancements have fundamentally changed the way in which we, as social beings, live and interact with one another, and have shaped the types of environments and the manner in which we make consumption-related choices. In marketing, one of the major objectives has always been to develop a clear understanding of consumers – their needs, wants, goals, attitudes, and behaviors – especially as the environments in which consumers operate are continually changing. Given the perpetual growth in technology and its impact on consumers, it has therefore become critical for marketers to better understand consumers in the age of technological advancements. In this dissertation, I explore the attitudes and behaviours of consumers in various steadily emerging technologically-related environments: (i) peer-to-peer transactions, (ii) user-generated reputation systems, and (iii) mobile devices.