

TRADITION × TRANSFORMATION: KNOWLEDGE, TECHNOLOGY AND INCLUSIVE FUTURES - A CONSUMER BEHAVIOUR PERSPECTIVE

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ABSTRACT

Digital transformation and the intersection of tradition is one of the most profound changes to modern behaviours in consumers. This secondary research paper reviews the influence of technological developments that transform how consumers relate to traditional knowledge systems, cultural practices, and even market behaviour and how these changes pave the way to more inclusive futures. Based on recent scholarship, consumer theories and empirical analysis covering 2022-2026, this essay discusses the complex interplay phenomenon of conservation of heritage and growth of technologies. As consumers increasingly traverse a complex environment of digital tools creating both enabling and undermining to the existing way of doing it, hybrid consumption patterns emerge - which mirror neither full adoption nor abrogation of technology - the research further observes. Among the main results, it is reported that achieving market integration demands harmonization of digital transformation effect of efficiencies with cultural sensitivity, accessibility or ethical criteria, and ethicization principles. This paper lays the groundwork for how businesses can use technology to uphold traditional knowledge while creating fair, inclusive consumer ecosystems. It draws upon viewpoints from technology acceptance models, conceptualizations of cultural adaptation, and sustainable consumption literature to give a holistic perspective of this changing consumer ecosystem.

KEYWORDS: Consumer Behaviour, Digital Transformation, Traditional Knowledge, Technology Acceptance, Inclusive Futures, Cultural Adaptation, Sustainable Consumption

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