

## **The postmodern consumer and connected objects: Theoretical framework and proposal for a conceptual model**

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### **Abstract**

Over the last decade, technological innovations and the Internet have significantly influenced global consumer markets, with investments in IoT (Internet of Things) reaching \$3 billion by 2020. IoT devices, ranging from smart mattresses to fitness wearables, enhance user experiences but face challenges like perceived utility, ease of use, and privacy concerns. The research examines the interplay between consumer habits and IoT acceptance, using models like TAM (Technology Acceptance Model) to explain behavioural adoption. It highlights key factors like perceived usefulness and social influence while addressing their limitations. A mixed-method research approach is proposed to validate the theoretical framework through qualitative and quantitative analysis.