A BRIEF STUDY OF FACTORS THAT INFLUENCE IN THE WEARABLES AND INSIDEABLES CONSUMPTION IN MEXICAN SOCIETY

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EXTENDED ABSTRACT

Most people that were born in the las century were able only to believe that technology could be an important part of people´s life. An important challenge of cyclical markets in the world is to differentiate the aims factors that have influence in the consumer behaviour. According with Fresneda Lorente (2019), the consumerism of electronic technologies will be increased in the 2020, a total of 20% of technology revenue is expected.

In this respect, globalization has enabled technology industries increase production and trade throughout the world. Most of the technological gadgets are made up in developing countries such as China, Taiwan, Chile, Brazil, etc., this allows to reduce manufacturing costs and increase its production in order to seek greater competitiveness. In the case of technologies focused to mobility such as Smartphones, gadgets, etc., every year companies develop new and sophisticated technologies with Internet as a common media. Companies are also working in the topics of Artificial intelligence (McLean & Osei-Frimpong, 2019), also in wearables (Fröbel, Avramidis, & Joost, 2019) and insideables or implants (Haeberle et al., 2019). Most of them requires Internet or the Smartphone to work adequately, but recent technologies works with, a set of data who interpret the environment and take appropriate decision; well known as Artificial Intelligence (AI). We can imagine a near future in which the use of devices with AI that will improve the human disabilities such as physical or mental defects through a set of microcircuits implanted and managed (or not) by external devices like wearables.

The acceptance of technology for improve the human abilities or disabilities is a complicated topic specially in social context. In the one hand, many individuals believe in the use of technology for transform their lives and to increase their welfare, on the other, many people make their lives in a strict order based in culture, religion or others social structures. In this regard, marketers, economists or decision takers in the business and government should study that more this topic in order to take steps that affect their economy.

Most of the consumerism in technologies focuses on wearables for health (52% of sales of wearables in the world) and the 39% will represent to health gadgets, such as Fitness bracelets or Smartwatches.

According to Garibay (2018), in Mexico 51.9% of individuals adopted and uses at least 3 gadgets; Likewise, the report of Interactive Advertising Bureau México (2019) shows that the acceptance of wearables and virtual reality grew up at least 15% in relation with previous years. We can assume that the penetration of technologies especially mobile or internet based, will continue growing exponentially, and it is possible that the consumers behaviour changes in the future. In relation with previous cited the penetration of wearables in the world has increased to 38% for people between 25-34 years old (Escamilla, 2019).

The implants business in Mexico focus mainly in Cosmetic and Health context. According with El Universal (2016) and Expansión (2019) Mexico is in the 4th place in the Breast Implant ranking, and according with El Debate (2017) in 2015 a 900,000 cosmetic implants were released in the country. The technological implants in Mexico is not common as other kind of surgical intervention, this may due to certain factors such as, expensive technology, expensive surgeries, lack of knowledge about the topic or culture and religion impediments.

The consumption of products is a fundamental part for jump-starting the markets in order to rise an economic development sustainable, however most of Mexican do not have the financial solvency for acquiring forefront technology (gadgets – wearables, implants or mobile) due principally to additional duties of importation and foreign i+D added costs. Most of the technology acquired in Mexico is imported from different countries in which has trade agreements.

In their last meeting (in México), the OECD countries established certain objectives in order to increase the digital transformation of services in each country (OECD, 2017). In the case of México, the amount for invest in Technology and Innovation is less than 1% of the Gross Domestic Product (GDP) in comparison with others OECD countries that invest more than 20% (Camhaji, 2017). This situation leads to economic stagnation and under development. Consequently, the growth of the country will diminished for a lack of knowledge development; and as is augmented in Cabrero Mendoza (2017): "The knowledge-based economy refers to the ability to generate scientific and technological knowledge, which allows to be more competitive, grow more, and transform the economy to achieve higher levels of social welfare".

Mexican government approved fiscal incentives in order to facilitate the consumerism of technology in all economic sectors. Those incentives could provide facilities to companies for save almost 94% of the investment in technology (Neuman, 2017). But for individuals to acquire forefront technology is still expensive, Mexican (specifically youngsters from mid-sized class) opt for purchasing cheaper technology such as low range wearables. In spite of cuts in the budget, Universities and Research Institutions in Mexico have been working in i+D. The principal aims in the research is the generation of biomaterials that could impact in the individuals' needs (Manjarrez Nevárez et al., 2017).

The proposal of this research is to analyse the perceptions about the acceptance of wearables or technological implants by Mexican citizens. We also consider how the transhumanism concept influences in the consumer consumption of technologies and how influences in their ethical behaviour.

KEYWORDS: Technology ethics, wearables, electronic implants, technology consumption.

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