



Impact of Digital Transformation on Consumer Buying Behaviour

Dr.C.Yasodha, Head & Assistant Professor in M.Com (CA), Sri Vasavi College (Self Finance Wing), Erode - 638316.

Dr.P.Murugesan, Assistant Professor in M.Com (CA), Sri Vasavi College (Self Finance Wing), Erode - 638316.

Abstract- A significant shift in consumer buying habits away from traditional brick-and-mortar stores and toward online marketplaces has resulted from the widespread use of the internet and advancements in e-commerce. This study looks into the factors influencing the shift in consumer buying habits and evaluates how this development affects businesses, society, and the economy. The study employs a mixed-methods approach that combines both qualitative and quantitative data to examine the changing trends in customer expectations and preferences. Additionally, it uses case studies, survey data, and a careful review of the literature.. Price, accessibility, usability, the influence of social media, and customer confidence are all crucial factors that are closely analyzed to determine how they impact the dynamics of evolving online purchasing. The study also assesses the potential impact of this shift in consumer preferences on digital marketing strategies. conventional retail formats and regulations pertaining to consumer protection. The goal of the study is to provide a comprehensive understanding of the evolving trends in consumer behavior. This information can help lawmakers, marketers, and retailers better navigate the opportunities and challenges presented by the e-commerce revolution The digital transformation influence on consumer behavior is more than just a transition from physical shopping to online shopping. It entails several dimensions, such as transforming consumers' expectations, tastes, and buying behavior.

Keywords- Consumer Shift & Behavior, Online Shopping Trends, E-commerce, consumer expectations, online purchasing, digital marketing.

I. INTRODUCTION

Digital consumer behavior refers to the way customers engage with brands, products, and services using digital media, such as websites, social media, mobile apps, and others. This definition encompasses searching for product details, price comparing, reading reviews, and buying online. Convenience, personalization, and instant gratification are significant shifts in consumer preferences in the digital age. These shifts are fueled by online platforms and increased access to information, which results in more complicated, multi-channel decision-making processes. Customers are more empowered to investigate, contrast, and share their experiences, and they anticipate smooth, customized experiences. Social media, influencer marketing, mobile technology, and growing ethical concerns like sustainability and data privacy are important influencing factors that force companies to implement flexible, open, and data-driven strategies.



II. BACKGROUND

In recent years, the digital age has given rise to a new era of consumer preferences, heavily influenced by the online environment and the accessibility of e-commerce platforms. As a result, understanding consumer preferences in the digital age has become a crucial focus for marketers, businesses, and researchers alike. The shift towards online shopping has been driven by various factors. Firstly, the convenience of shopping from the comfort of one's own home or on-the-go through mobile devices has revolutionized the retail industry.

Secondly, Consumers have easy access to a wealth of information in the digital age. Before making a purchase, they can quickly investigate products, evaluate costs, read reviews, and get information. Consumers are now able to make better decisions thanks to the ease of access to information. Thirdly, the emergence of data-driven technologies and artificial intelligence has enabled businesses to personalize their offerings and marketing efforts based on individual consumer preferences and past behaviors.

III. OBJECTIVES OF STUDY

- To investigate the shifts in consumer preferences of digital commerce on consumer purchasing behavior across different demographic segments, including age, gender, and socio-economic factors.
- To analyze the role of online reviews, social media influence, and digital advertising in shaping consumer decision-making processes within the context of digital commerce.

IV. SOCIAL SHOPPING

Social shopping is a social-led form of shopping that utilizes social media content from sites such as Instagram, TikTok, and Facebook to inform purchases and simplify the process of buying. As mentioned that, 70% of shoppers are open to trying new brands. Now's the chance to stand out where they hang out - and that's on social. 63% of Earth's population now use social media. Business has completely gone from retail to digital, and the lion's share of the credit for this goes to the growth of social media. Social media has grown tremendously over time, altering the mindset of consumers and their expectations from companies, with user counts expected to surpass 5.8 billion by 2027.

VARIOUS SOCIAL MEDIAS USED BY PEOPLE ON DAILY BASIS

V. REVIEW OF LITERATURE

S. Jalaja¹ & Reena Thakur .et.al,(2020) titled "Consumer Behavior in The Digital Age: A Study Of Online Shopping Trends" has examined in their study that explores the key trends driving consumer behavior in the digital marketplace, examining factors such as convenience, personalization, and the role of social media. The rapid growth of e-commerce has reshaped traditional shopping habits, influenced by technological advancements like artificial intelligence, augmented reality, and mobile commerce. Additionally, the research highlights the changing decision-making process, including the rise of impulse buying and the influence of social media. While online shopping offers numerous advantages, challenges such as data privacy, competition, and managing returns persist. The study aims to provide insights into the evolving dynamics of consumer behavior, offering strategic perspectives for businesses to adapt in this competitive digital landscape.



VI. RESEARCH METHODOLOGY

A research on consumer preference changes in the digital age needs to examine information from varied sources, i.e., online buying trends, social media interactions, and customer questionnaires, to see how empowerment, personalization, and convenience drive purchasing decisions.

DATA COLLECTION

Analytical techniques involve monitoring sales information, social media mood-tracking, and survey analysis to detect changing needs, finally offering insight for brands to change their strategies, foster loyalty, and improve competitiveness.

SAMPLE SIZE

The sample size denotes the number of individuals or units selected from the population to participate in the study. In this research, a sample size of 100 responses is collected.

DEMOGRAPHIC SHIFTS INFLUENCING ONLINE PURCHASING

Age Group Trend	Key Drivers	Popular	Categories
18-24 (Young Adults)	20% to 40%	Social Media , Smartphones	Fashion ,food delivery
25-34 (Millennials)	30% to 43%	Financial stability	Electronics, travel
35-44 (Middleaged)	25% to 10%	Offline habits	Home goods
45+ (Older Adults)	25% to 7%	Security concerns	Bill payments

VII. INTERPRETATION

The table and chart identify major demographic changes in India's online buying environment during the 2010-2025 period. The 18–24 age group has witnessed a substantial increase in online buying activity, from 20% to 40%, led predominantly by smartphone use and social media influence, with food delivery and fashion being favored interests. The 25–34 age group also demonstrates steady growth, from 30% to 43%, spurred by economic independence and a keen interest in electronics and travel. As opposed to this, the 35–44 segment has dipped from 25% to 10%, perhaps because of persistent offline shopping trends. The 45+ group evidences the steepest decline, from 25% to merely 7%, due mainly to security issues and less digital activity, with online usage being confined to activities such as bill payments. These observations confirm that younger, technically oriented users are emerging as the driving force in India's e-commerce market reshaping the market dynamics. The chart given below,

VIII. CONCLUSION

The Indian digital marketing scenario has seen an unprecedented change, progressing from primitive email campaigns to AI-driven personalized communication strategies. This has been driven by technological innovations, increased smartphone use, and greater internet penetration, especially rural areas. Consumer Behaviour has shifted towards data-driven, convenience-based decisions, with search engine trust and social media trust rising appreciably. Demographic tendencies indicate younger generations swamping online shopping, but the older consumer is still holding back with security fears.



REFERENCES

1. Mohan, M. (2018). "The Evolution of Consumer Behavior in the Digital Era." International Journal of Business and Social Science, 9(6), 32-41.
2. S. Jalaja & Reena Thakur .et.al,(2020)"Consumer Behavior in The Digital Age: A Study Of Online Shopping Trends", International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 06, 2020 ISSN: 1475-7192.
3. Sharma, K., & Verma, M. (2020). Impact of social media on consumer preferences. International Journal of Management (IJM).