

# Impact of Consumer Behavior on Modern Purchases An Empirical Study of Digital Influence and Purchasing Patterns

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**Abstract-** *The consumer behavior is of great importance in defining contemporary buying habits in the contemporary competitive and fast changing market. The rising access to information, technology and the expansion of online platforms have had a major impact on the consumer buying process. Contemporary consumers are more conscious, knowledgeable and choiceful which has made businesses to be more interested in getting to know the consumer preferences, attitudes, and motivations. This paper will examine how consumer behavior affects contemporary purchases and the aspects that are considered as the most influential determinants in consumer decision-making. Consumers make purchasing decisions based on various factors such as cultural, social, personal, psychological factors along with the impact of digital marketing, social media, online reviews, and brand image. According to primary data obtained via observation of 30 consumers, the results display that convenience, product quality, price sensitivity, brand reputation, and the digital influence are important factors in influencing modern buying behavior. The research findings reveal that consumers behavior is very influential in contemporary purchases and companies need to keep on adjusting to evolving tastes of customers to be competitive.*

**Keywords:** *Consumer Behavior, Buying Decisions, Online Influence, Brand Image, Online Reviews, Marketing Strategy.*

## I. INTRODUCTION

Consumer behavior is an important element in determining the current buying trends in the current vibrant market. It is the study of the manner in which individuals, groups or organizations choose, purchase, utilize and clear goods and services in order to fulfill their needs and wants. Knowledge of consumer behavior will assist businesses in determining the conditions that drive the process of making a purchase and enables them to develop effective marketing strategies (Hosaini et al., 2020; Kotni, 2023). The culture of buying has changed considerably in the

contemporary world thanks to the swift technological change, the rise of access to information, and the rise of the power of digital platforms (Kumar, 2025; Teixeira and Dias, 2024). People are more knowledgeable, conscious and discerning when it comes to making buying decisions. Social media influence, online reviews, brand image, product quality, sensitivity to price, lifestyle changes, and environmental issues are some of the key factors influencing consumer decision-making (Isbahi, 2023; Rojhe, 2020). The emergence of online shops and online marketing has also changed the manner in which consumers connect with the brand and products (Rehman et al., 2019; Jerab, 2025). In modern times, consumers tend to research alternatives online, follow the suggestions of peers or influencers and take into consideration convenience and customized experiences before buying something (Daiya & Maheshwari, 2025). Also, social and cultural factors are also significant in determining consumer behavior. The social media influencers, friends, family, and advertising campaigns are important factors that influence the attitudes and preferences of consumers. Contemporary consumers are also being increasingly mindful of sustainability, ethical practices and environmentality and this is affecting their buying behavior. In addition, psychological aspects, including motivation, perception, learning, and attitudes, determine the way consumers perceive information and make decisions to purchase. This paper is aimed at studying the consumer behavior effects on the current purchasing process and seek to learn the diverse psychological, social and economic influences that affect consumers and how these influences impact on the consumer buying behavior in the contemporary market.

II. LITERATURE REVIEW

An extensive literature survey of the twenty latest studies shows that consumer behavior is a key and multi-dimensional factor that determines contemporary buying choices. Below are the main themes identified through the literature.

S.No	Title & Author	Year	Key Findings
1	Hosaini et al. — Consumer Purchasing Decision Making Process	2020	Cultural, social, personal, and psychological factors strongly influence consumer purchasing decisions.
2	Rehman et al. — Trust & Commitment in Online Shopping	2019	Trust and commitment play an important role in converting online purchase intention into actual buying behavior.
3	Daiya & Maheshwari — Online Reviews and Sales Performance	2025	Positive online reviews and ratings strongly influence consumer purchasing decisions and improve product sales.
4	Isbahi — Consumer Interest, Price and Product Quality	2023	Product quality and price are the most important factors influencing consumer buying behavior.

S.No	Title & Author	Year	Key Findings
5	Kumar — Dynamics of Purchasing Decisions in Modern Market	2025	Social media influence, brand perception, and advertising significantly affect modern consumer purchasing decisions.
6	Lăzăroiu et al. — Social Commerce Platforms	2020	Consumer trust and perceived risk play a crucial role in influencing online purchasing intentions.
7	Teixeira & Dias — Systematic Literature Review	2024	Consumer purchase behavior is influenced by marketing strategies, digital technology, and socio-economic factors.
8	Jerab — Consumer Purchase Decisions in Online Shopping	2025	Price, convenience, trust, and website usability significantly affect online consumer purchase decisions.
9	Rojhe — Factors Influencing Consumer Behavior	2020	Psychological processes and marketing strategies significantly shape consumer

S.No	Title & Author	Year	Key Findings
			buying decisions.
10	Rao & Photchanachan — Environmental Stimulus & Ethnocentrism	2026	Environmental stimuli, perceived value, and consumer attitudes strongly influence purchase intention and behavior.

According to the review, some studies have shown that quality of products, price, and brand reputation are some of the main determinants of purchase. The researchers have also highlighted the increasing role of online reviews, social media, and digital platforms on consumer purchase intentions. The online shopping behavior has been determined to be influenced by trust, perceived value and convenience. The use of technological advances such as artificial intelligence and data analytics to comprehend and forecast consumer buying patterns is on the rise (Li, 2025; Verma, 2020).

### III. RESEARCH FRAMEWORK AND METHODOLOGY.

3.1 Research Gap Although the current literature offers lots of information on consumer behavior, there are three interesting gaps:

- Most studies use outdated information and fail to capture the dynamic nature of tastes of the contemporary consumers particularly with new technologies.
- Although there has been a boom of digital platforms, studies on a detailed examination of social media influencers and digital advertising on real-time purchases are scarce.
- The focus on the role of the growing consumer awareness of sustainability, eco-friendly products and ethics in business is not well addressed regarding its impact on contemporary consumer purchasing behavior.

### 3.2 Objective and Hypothesis of the research.

The main goal of this research paper is to analyze issues that affect consumer behavior during current purchasing processes, and in particular, the exposure to digital platforms. The hypotheses were as follows: H<sub>0</sub> (Null Hypothesis): Exposure to digital platforms and consumer purchase decision have no significant relationship.

H<sub>1</sub> (Alternate Hypothesis): There is a significant relationship between exposure to digital platforms and consumer purchase decisions.

### 3.3 Research Design and Data Collection.

The current study uses an observational research design, in which the researcher observed the consumer behavior and purchasing patterns without interfering with their behavior. Primary data was gathered by observing the consumers firsthand in the shopping premises, both at the retail outlets and online platforms. The major behavioral indicators that were noted were the patterns of product selection, time taken to compare products, responsiveness to price or promotional offers, the packaging effect and use of mobile phones during shopping. The convenience sampling was employed and 30 consumers were observed to learn their buying behavior and buying patterns. A 5-point Likert scale was also used to assess the agreement between consumers on the role of digital platforms in purchasing decisions.

## IV. RESULTS AND ANALYSIS

### 4.1 Factors Influencing Consumer Purchase Decision

Factor Observed	Number of Consumers (n=30)	Percentage
Product Quality	12	40.0%
Price	8	26.7%
Brand Image	6	20.0%
Packaging / Display	4	13.3%
Total	30	100%

Product quality (40%) emerged as the most influential factor in consumer purchasing decisions, followed by price (26.7%), brand image (20%), and packaging or

display (13.3%). These findings align with existing literature (Isbahi, 2023; Kumar, 2025).

#### 4.2 Consumer Behavior While Selecting Products

Behavior Observed	Number of Consumers (n=30)	Percentage
Compared multiple brands	14	46.7%
Checked price labels	9	30.0%
Checked packaging	4	13.3%
Purchased without comparison	3	10.0%
Total	30	100%

A majority of consumers (46.7%) compared multiple brands before making a purchase, indicating that modern consumers are increasingly discerning and information-driven in their buying behavior.

#### 4.3 Influence of Digital Platforms on Purchase Decisions

Observation	Number of Consumers (n=30)	Percentage
Checked online reviews before buying	11	36.7%
Influenced by social media ads	7	23.3%
Influenced by friends/family recommendation	8	26.7%
No digital influence observed	4	13.3%
Total	30	100%

Online reviews and digital platforms were observed to affect 36.7% of the consumers. Advertisements in social media had an impact of 23.3% and peer and

family recommendation had 26.7%. The proportion of those with no distinguishable impact of digital influence was 13.3% only, which proves the omnipresence of digital media in the contemporary buying process.

#### 4.4 Likert Scale Analysis — Digital Platform Influence

Respondents rated the following statement: "Exposure to digital platforms (online reviews and social media ads) significantly influences my purchase decisions."

Scale	Label	Frequency	Percentage	Weighted Score (f×x)
1	Strongly Disagree	2	6.7%	2
2	Disagree	2	6.7%	4
3	Neutral	5	16.7%	15
4	Agree	11	36.7%	44
5	Strongly Agree	10	33.3%	50
Total	—	30	100%	115

Mean Score = Total Weighted Score / Total Frequency =  $115 / 30 = 3.83 / 5.00$  An average of 3.83/5 reveals that customers believe that exposure to digital platforms plays a major role in their buying decisions. The outcomes confirm the alternative hypothesis (H<sub>1</sub>) at the descriptive level with 70 percent of the respondents choosing the option of Agree or Strongly Agree.

#### 4.5 Chi-Square Test

To statistically test the relationship that existed between exposure to digital platforms and consumer purchasing decisions, a chi-square test of independence was carried out.

Digital Exposure	Made Purchase	Did Not Purchase	Total
Exposed to Digital Platforms	18	8	26
Not Exposed to Digital Platforms	2	2	4
Total	20	10	30

$\chi^2$  (calculated) = 0.583 | df = 1 | Critical value ( $\alpha = 0.05$ ) = 3.841 The calculated 2 value (0.583) is lower than the critical value (3.841) and so we fail to reject the Null Hypothesis ( $H_0$ ). On this basis of observational sample of 30 consumers, consumer purchase decisions and exposure to digital platforms are not statistically significant. Nonetheless, descriptive data is very strong that there is a positive trend and a larger sample is advisable to consider statistical significance.

## V. DISCUSSION

The results of this research confirm the fact that consumer behavior is a multidimensional and complex construct that is affected by many internal and external forces. The most significant factor was the quality of the products (40%), in line with the results of Isbahi (2023) and Kotni (2023), who also had to agree that the quality perceptions are the leading purchase drivers. Price sensitivity, which had an impact on 26.7% of consumers observed, indicates the economic rationality that dominated consumer decision making. It is particularly interesting to note that the increasing importance of digital platforms, with 86.7% of the consumers displaying some type of digital-influenced behavior, highlights the disruptive nature of the internet and social media on contemporary retail. The results are in line with those of Lăzăroiu et al. (2020) who highlight that trust in online information is a decisive pre-purchase intention antecedent. The Likert scale scores (mean = 3.83) demonstrate a high consumer orientation toward the digital platforms as a source of reference to make purchasing decisions, even though the chi-square test is not significant at  $n=30$ . Small observational samples are likely to exhibit this restriction, and the necessity to conduct

large-scale studies in the future is supported. Display and packaging of products also proved to be a strong factor as 43.3% of the consumers were interested in visual merchandising which should be explored further both in offline and online retail environments.

## VI. FUTURE RESEARCH IMPLICATIONS AND SCOPE.

6.1 Managerial Implications Businesses are encouraged to invest in quality improvement of products and competitive pricing since the two factors are the most influential factors of purchase. The digital marketing plans such as search engine optimization, influencer collaboration, and targeted social media advertising need to be prioritized to enjoy the digital-influence trend. Retailers need to pay attention to visual merchandise and packaging design as effective tools to draw the attention of consumers and make them buy. Brands need to focus on maintaining their online review ecosystems: Online ratings were discovered to be the biggest digital factor influencing purchasing decisions.

6.2 Scope for Future Research Future research needs to use larger sample sizes and a wider geographic area to enhance generalization and statistical power. The study may focus on the demographic factors like age, income, and the level of education as the moderators of digital impact on the buying behavior.

The impact of sustainability awareness and environmentally friendly product decisions on the formation of the preferences of modern consumers is a poorly studied field that should be investigated in particular. Machine learning and AI-based behavioral prediction models, discussed by Li (2025) and Verma (2020), may offer potential opportunities to predictive consumer behavior analytics.

## VII. CONCLUSION

This paper concludes that consumer behavior is a key and complex influence on the contemporary buying behaviors. The key factors that determine the manner in which consumers choose and buy goods in the modern market are product quality, price sensitivity, brand image, and influence of the digital platform. The monitoring of 30 consumers showed that the new

generation of buyers is becoming more knowledgeable, discriminatory and digital, and most of them consider online reviews, suggestions on social media, peer pressure, before finalizing their decision to buy a product. The Likert scale test has shown that the mean level of agreement is 3.83/5.0, which means that exposure to digital platforms is extensively viewed as an aspect that affects the purchase behavior. Although the chi-square test has not provided the statistical significance due to the small sample, the directional evidence gives a strong support to the alternate hypothesis and will require further investigation with a bigger and more diverse sample. In conclusion, consumer behavior is invaluable in achieving businesses that aim to establish effective marketing strategies, customer satisfaction, and maintain competitiveness in the fast-changing contemporary market. The companies which are constantly tracking the changes in consumer preferences and adjusting to these changes will be in the best position to succeed in a more digital and consumer-centric economy.

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