



DIGITAL TRANSFORMATION AND CONSUMER BUYING BEHAVIOUR IN INDIA TOWARDS 2047

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ABSTRACT

The consumer purchase behaviour in India has evolved considerably due to the advent of digitisation, rising internet usage, and the emergence of social networking sites. The main objective of the current research study is to find out the important determinants of the consumer purchase behaviour in India, to assess the impact of digitisation on consumer purchasing, and to compare the behavioural characteristics among different demographic groups, such as age, gender, and income.

The study has been conducted using primary data obtained from 150 respondents by means of a survey using a convenience sampling method. The secondary data have been gathered from relevant research papers, books, and articles from scholarly publications. Analysis of data has been done using percentage analysis, mean analysis, regression analysis, and comparative analysis using Microsoft Excel.

The results show that social media has emerged as an important driver of consumer buying behaviour. Many consumers use social media as a means of gathering information about products, reviews and recommendations, as well as price comparison before making their purchases. Moreover, it can be seen from the results that personalised recommendations, convenience, brand loyalty, and digital engagement positively affect consumer behaviour. This research also makes noticeable differences in consumer buying behaviour by demographic group. A regression test confirms that there is a positive impact of digital aspects on consumer buying behaviour.

In conclusion, this research shows that Indian consumers are gradually becoming more digitally driven in terms of making their purchases. As India moves closer to 2047, advanced technologies such as artificial intelligence, digital marketing, digital payment methods, and social media sites would become an increasingly important part of influencing consumer behaviour.

Key Words: *Social Media, Marketing, Digital Technology, Consumer Behaviour, India 2047.*



INTRODUCTION

The term consumer buying behaviour can be defined as the process by which people choose, buy, use and evaluate goods or services to fulfil their requirements or desires. Consumer behaviour in India has undergone remarkable changes in the past few years because of the rise in digitalisation, internet accessibility, and use of mobile phones and adoption of online payment methods among consumers. The introduction of digital tools has completely altered the way that consumers gather information about products and decide upon them. E-commerce portals, social networking sites, online payment solutions, and AI-based marketing software have led to the development of an extremely interconnected market environment. The contemporary consumer is not reliant exclusively on conventional methods like television ads, newspaper advertisements, and physical stores when it comes to obtaining product-related information. Instead, consumers now search for information online, read reviews, engage in social media advertising, and interact with digital advertisements prior to purchase decisions. With India aspiring to be a developed nation by 2047, it is essential for organisations, marketers, and policymakers to gain an understanding of various factors that impact consumer buying behaviour. Not only are consumers driven by economics such as prices and incomes, but there are other driving forces like technology, sociology, psychology, and the environment. Consumer convenience, digital engagement, personalisation, trust, and sustainability have emerged as key factors influencing consumer behaviour. The objective of this research is to identify the most significant determinants of consumer purchasing behaviour in India, especially focusing on the impact of digitalisation and social media on consumer behavior. This research also focuses on identifying how these determinants will impact consumer behaviour in the future years, leading up to 2047.

CONNECTION BETWEEN DIGITAL FACTOR AND CONSUMER BUYING BEHAVIOUR



Digital aspects have emerged as one of the most crucial determinants that influence consumer behaviour towards purchasing products. The widespread use of smartphones, the internet, social networking sites, and digital wallets has changed consumer behaviour in a significant way. Now, consumers can easily find information related to the product, reviews and ratings provided by other users, along with choices before making their purchase decision.

Social networking sites such as Instagram, YouTube, Facebook, and X (previously Twitter) are not just communication tools anymore; rather, they have become highly effective means for marketing their products. Consumers often come across many products through advertisements and recommendations on these sites. Positive ratings for these products will build customer confidence, whereas negative reviews could lead to dissatisfaction.

Additionally, online payments through systems like Unified Payments Interface (UPI), mobile wallets, and online banking have made shopping convenient and easy. Artificial intelligence (AI) and personalised marketing strategies allow companies to suggest items according to the customers' taste and history, thus making the chances of purchasing higher. Thus, digital variables are becoming an important part of influencing customer perception and attitude towards purchases.

HISTORY/BACKGROUND OF THE STUDY

Buying behaviour in India has experienced considerable changes during the last few decades. Before the liberalisation process in the country, consumers had limited options for making purchases, and these purchasing decisions were determined primarily by the values of their families, personal necessities, and traditional communication mediums. The advent of digital technology became faster following the development of low-cost mobile phones and high-speed Internet connections, including payment methods. As a result of government-led programs such as Digital India and the emergence of various online shopping portals, Indians' ability to purchase products has changed significantly. In today's times, consumer behaviour is shaped by factors such as social media trends, online reviews, digital advertising, and personalised suggestions. It is not just the quality and price of products that affect the decision-making process of consumers. Other important factors include convenience, branding, and social networking. This clearly shows that studying consumer behaviour in the digital era is crucial.



RATIONALE

The rise of digital technologies has revolutionised the world of consumer markets in India. Contemporary consumers remain highly digitally integrated and constantly interact with digital content through social media networks, advertisements, influencers, and online retail websites. Digital interactions play an important role in shaping the consumer's understanding, views, and preferences. While many studies have focused on consumer behaviour, there is little empirical knowledge about the effects of digital evolution, social media influence, artificial intelligence, and changing consumer expectations on India's development aspirations in the years ahead. Additionally, few studies have tried to understand consumer behaviour from the perspective of future-oriented studies, such as India@2047. It is in light of the foregoing that the current study seeks to explore the factors that influence consumer purchase behaviour while assessing how digital technologies may affect consumers in the future.

CURRENT SCENARIO

The current consumer marketplace in India is defined by significant technological advancement and digitalisation trends. Digital media channels and tools are now widely used for information search, price comparisons, decision-making, and the purchasing process. Social media networks like Instagram, YouTube, and Facebook are actively used to influence consumers' behaviour through advertising, endorsement by influencers, and user-generated content.

The wide use of unified payment interfaces, digital wallets, and online banking services has additionally fueled the rise of e-commerce and digital sales. The modern consumers are well-informed, critical, and oriented on experience rather than price or quality alone.

Finally, the problem of misinformation, misleading user feedback, privacy threats, and ethical challenges associated with artificial intelligence usage are currently significant challenges facing the market. Further technological advancements, sustainability trends, and evolving consumers' expectations are likely to shape consumer behaviour in the future, up until 2047., and Differences in digital access between rural and urban consumers continue to influence purchasing patterns across regions.

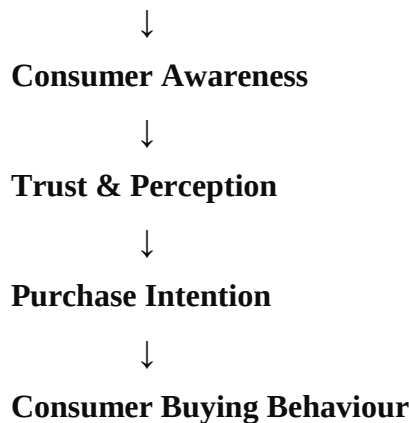


LITERATURE REVIEW

1. Conceptual Framework

The conceptual framework of the present study is based on the proof of identity and analysis. The dependent variable is the consumer buying behaviour, and the independent variables are various factors like economic, social, technological and political factors are;

Digital Factors (Social Media, AI, Digital Payments)



2. Political Factors

The political and regulatory environment indirectly affects the behaviour of consumers when making purchases. According to Stávková et al., macro-level variables, such as policy and governance, affect consumer decision-making. In developing countries like India, government schemes for digitalisation and e-commerce increase accessibility, thus encouraging online purchasing. Also, Dixit et al. state that the development of digital infrastructure positively impacted online purchase behaviour. Nevertheless, current literature has not adequately addressed the role of politics in consumer behaviour from a futuristic perspective, such as India@2047. However, limited studies have explored how future government initiatives, such as Digital India, ONDC, and digital governance reforms, may influence consumer behaviour towards India@2047.



3. Economic Factors

The economic dimension, which includes parameters like the income level, buying power, and price elasticity, impacts consumer purchase behaviour. Fan et al. (2012) and Salvatore et al. (2022) found that consumers favour cost-effectiveness and value for their money. Furthermore, according to Gopinath (2019), the influence of income and pricing is very significant in the FMCG industry. With the growing popularity of online payment systems, consumer purchase behaviour has become much more convenient. Yet, there has been no extensive research conducted on how changes in the economy can affect future consumer behaviour. Furthermore, increasing digital financial inclusion, cashless transactions, and evolving income patterns are expected to significantly influence consumer buying behaviour in India towards 2047.

4. Social Factors

The effects of social and cultural aspects have always played a pivotal role in determining consumer behaviour. As observed by Pantano (2011) and Lawan & Zanna (2013), cultural values, family influence, and social norms have greatly determined consumer behaviour. Today, the use of social media has made these factors more effective due to the current technology revolution. According to Kalariya et al. (2024) and Husnain et al. (2019), the present-day consumers belonging to the Millennials and Generation Z generations are greatly affected by peer pressure and the prevailing trends. The use of social media has brought social influence into the digital world, hence making consumer behaviour more dynamic and trend-oriented. There is limited literature on the integration of both factors. Moreover, the growing influence of digital communities, influencers, and user-generated content is expected to strengthen social influence on consumer purchasing decisions in the future.

5. Technological Factors

Technology has revolutionised consumers' behaviour when shopping. Convenience, user-friendliness, and product reviews have been listed as the main drivers of purchases online by Jadhav and Khanna (2016) and Yong et al. (2023). Park and Kim (2003) underlined the relevance of high-quality information and trust on the Web. The latest research by Radhi et al. (2024) and



Horrich et al. (2025) stressed the increased importance of AI technologies, personalised marketing, and social media websites. Almohaimeed (2019) found the direct effect of social media marketing on purchase intent and brand loyalty. All of the above indicate that technology-related aspects, especially social media platforms, exert a predominant influence on consumer behaviour nowadays. Emerging technologies such as Artificial Intelligence (AI), Machine Learning, Voice Commerce, Augmented Reality (AR), and personalised recommendation systems are expected to further transform consumer buying behaviour in India towards 2047.

6. Environmental Factors

In recent years, environmental consciousness has been gaining prominence in consumers' choices of fashion products. According to Barbu et al. (2022) and Kumar & Ghodeswar (2015), the growing concern for eco-friendliness leads to the popularity of environmentally-friendly products among consumers. In a similar vein, Sangroya and Nayak (2017) mentioned the influence of environmental concerns on energy usage behaviour. Nevertheless, most literature tends to focus on the issue of green consumption and neglects the relationship between environmental consciousness and digital platforms. As sustainability awareness continues to increase, environmentally responsible consumption is expected to become an important determinant of future consumer behaviour.

7. Legal Factors

The legal and regulatory regime is key to establishing consumer trust, especially with online purchases. According to Akroush & Al-Debei (2015) and Baubonienė & Gulevičiūtė (2015), data privacy, security, and consumer protection legislation were vital in affecting the decision-making process when shopping online. The legal system plays an integral role in fostering consumer confidence and encouraging the use of technological systems. Unfortunately, there is very little literature that addresses the legal issues in the online world and how they affect consumer behaviour. Future regulations related to data privacy, cybersecurity, consumer protection, and digital transparency may further strengthen consumer trust in online marketplaces.



RESEARCH GAP

Some studies have been carried out on consumer purchasing behaviour taking into account an economic, social, technical, environmental, and legal perspective (Fan et al., 2012; Pantano, 2011; Lawan & Zanna, 2013). Several factors are crucial in understanding consumer purchasing behaviour. These factors include income, social influence, convenience, information, and trust (Jadhav & Khanna, 2016; Park & Kim, 2003). But most of these studies are based on current consumer behaviour and employ only secondary sources of data. Not much work has been done on how social media, artificial intelligence, payment systems, and personalised marketing collectively affect consumer buying behaviour. Only a few studies have attempted this approach by collecting primary data from Indian consumers (Almohaimeed, 2019; Radhi et al., 2024). Also, while digital transformation is reshaping the consumer landscape, there is a shortage of literature that looks at the long-term implications of such an evolution with a futuristic lens like India@2047. The effect of technological advancements, sustainable trends, and consumer expectations on future purchase behaviour has been poorly investigated (Barbu et al., 2022; Horrich et al., 2025). Also, there has been a lack of research concerning behavioural differences across generations owing to digitisation and social media trends. It is for these reasons that this study aims to shed light on the impact of digital variables on consumer behaviour and future implications for India@2047. In addition, limited studies have examined rural–urban differences in digital consumer behaviour in India, despite significant variations in internet accessibility and digital adoption."

RESEARCH PROBLEM

However, consumer behaviour is experiencing a paradigm shift owing to the social media revolution, but the actual effect cannot be known based on primary data analysis. Also, there has been no study conducted on this aspect with a futuristic angle, for example, India@2047. Thus, the key problem here is to comprehensively determine the effects of social media and other digital aspects on consumer purchasing behaviour.



RESEARCH OBJECTIVE

- The first objective is to determine what influences the consumers' purchasing behaviour in India.
- The second objective is to study the impact of digital factors on consumers' buying behaviours.
- Thirdly, we need to analyse how consumer buying behaviour differs across various demographic groups such as age, gender, and income.

RESEARCH QUESTIONS

- What are the key Factors that Affect Consumer Behavior in India in 2047?
- How do digital factors influence consumer buying behaviour today and in the future?
- What is the Difference between Consumers from Different Age Groups, Demographics, and how is it expected to change in 2047?

RESEARCH HYPOTHESIS

- H₁: To identify the key factors influencing consumer buying behaviour in India
- H₀(Null Hypothesis): There are no significant factors influencing consumer buying behaviour in India
- H₁ (Alternative Hypothesis): There are significant factors influencing consumer buying behaviour in India.
- H₂: To examine the impact of digital factors on consumer buying behaviour:
- H₀₂ (Null Hypothesis): Digital factors do not significantly influence consumer buying behaviour
- H₁₂ (Alternative Hypothesis): Digital factors significantly influence consumer buying behaviour.
- H₃: To analyse how consumer buying behaviour differs across various demographic groups such as age, gender, and income.



- H_{03} (Null Hypothesis): There is no significant difference in consumer buying behaviour across different demographic groups such as age, gender, and income.
- H_{13} (Alternative Hypothesis): There is a significant difference in consumer buying behaviour across different demographic groups such as age, gender, and income.

RESEARCH METHODOLOGY

Research Methodology explains how a Research study is conducted and how data is collected in the present study, which is real and meaningful. And also, what tools and techniques are used to analyse the influence of marketing on consumer buying behaviour in India

Research design: The current research adopts an approach of descriptive and analytical research methodology to analyse the determinants affecting consumer behaviour in India. Moreover, the present study attempts to investigate the possible impact of these determinants on future consumer behaviour in India up to 2047. The study adopts a quantitative research approach based on primary data collected from respondents through a structured questionnaire

DATA COLLECTION AND METHOD

Primary Data: The primary data collection tool used in this study includes structured questionnaires. Structured questionnaires were specifically developed for collecting information related to the consumer perspectives regarding several different factors that may influence them, such as social factors, economic factors, technological factors, and psychological factors, and the data were collected through Google Form during the study period.

Secondary Data: Secondary information is collected from research articles, journals, books, and reliable online sources to support the study and provide a strong theoretical basis.

SAMPLE DESCRIPTION

The sample population for this study included 150 respondents who belonged to diverse demographics in order to bring different perspectives into view. The respondents consisted of



students, professionals and consumers who were involved in the decision-making process regarding purchasing activities and also had knowledge about digital media.

The respondents varied in terms of age, financial status, education and other aspects, thus making it easier for us to understand the differences in consumer behaviour among different categories.

The selection of the respondents was done through a convenience sampling technique.

The sample mainly comprised respondents who used social media and digital media since the research was all about examining the effect of digital and social media on consumer behaviour.

Convenience sampling was adopted due to time constraints and the ease of accessibility of respondents.

METHOD OF ANALYSIS

The research data were collected by means of a questionnaire. The data analysis was performed with the help of MS Excel software. Analysis of percentages allowed detecting significant influencing factors and trends among the respondents. The Regression analysis was used to investigate the effect of digital factors on them. The obtained data were presented in tables and graphs to facilitate the process of analysis. The mean scores analysis was performed to analyse responses based on the Likert scale. Comparison analysis and bar graphs were employed to examine the results among different demographics.

TOOLS AND TECHNIQUES

Tools used for Analysis:

- The data collected through the Questionnaire with the following tools: Microsoft Excel, which is used for tabulation, analysis, and data entry. Various Excel functions such as Percentage calculation, Average mean function, Charts (Bar graphs/piecharts).



Techniques used for Analysis:

a) Percentage Analysis

Percentage analysis was used to understand the distribution of responses.

Used formula: Percentage = (Number of Responses / Total Responses) × 100

b) Mean Analysis

Mean analysis was used to determine the average response for Likert-scale questions.

Used formula: Mean = $\Sigma X / N$

c) **Regression analysis to examine the relationship between dependent and independent variables.**

Comparative Analysis: it is done through the pivot table, knowing the differences of age, gender, income, vs behaviour.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS: This was performed using a pivot table to determine which factor was the most influential and how many people were influenced.

Table-1

Have you ever purchased a product after seeing it on social media?	Percentage
no	26.28%
yes	73.72%
Grand Total	100.00%

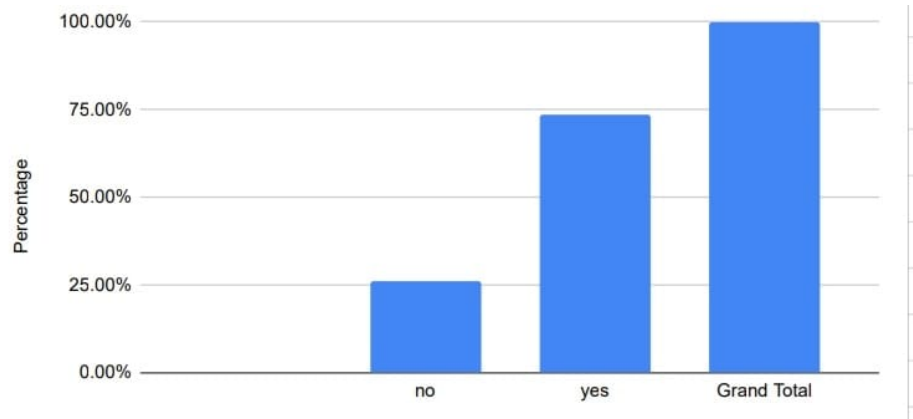


Figure 1.0

INTERPREATION

The percentage analysis reveals that 73.72% of respondents have purchased a product after seeing it on social media, whereas only 26.28% reported that they had not made such purchases. This indicates that social media plays a significant role in influencing consumer buying behaviour in India. The findings suggest that digital platforms, advertisements, influencer content, and online product recommendations have a considerable impact on consumer purchase decisions. Therefore, social media can be identified as one of the key factors influencing consumer buying behaviour among the respondents.

Based on the findings, the Null Hypothesis (H_0) is rejected, and the Alternative Hypothesis (H_1) is accepted. This indicates that significant factors influence consumer buying behaviour in India.

MEAN ANALYSIS - Mean analysis is used for the average responses for Likert scale questions, and it helps in understanding the overall trend of respondents, to check the agree, disagree, and neutral.



Table-2

	Mean value	Meaning
Personalized vs interest	4.391304348	strongly agree
Compared the prices of products	3.123188406	agree
Buy products online after seeing them on social media.	2.884057971	Neutral
Creating awareness about product Quality	3.268115942	agree
Reducing time and effort searching for a product	3.47826087	agree
Social media increased brand loyalty.	4.514492754	strongly agree
Does purchase behaviour depend on income level, and is it influenced by ads?	3.471014493	agree

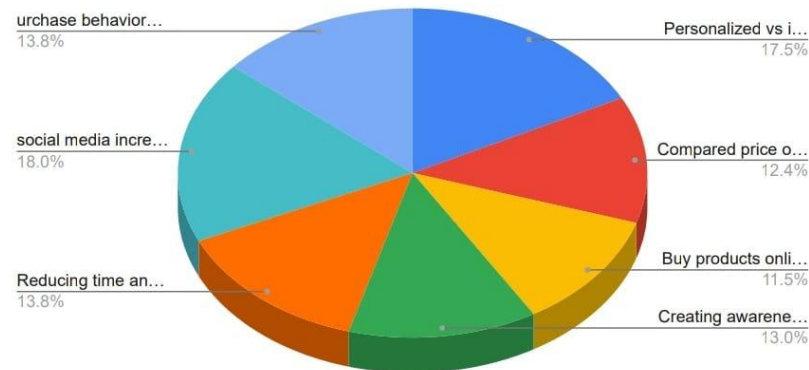


Figure 2.1



INTERPRETATION

The mean analysis was performed to have a grasp of the general perception of respondents about the effect of digital and social media factors in shaping the consumer buying behaviour. From the mean scores, it can be observed that respondents strongly agreed that social media enhances brand loyalty (Mean = 4.51) and that personalised recommendations affect their purchase decisions (Mean = 4.39). Additionally, respondents strongly agreed that social media makes it easier to create awareness about the product quality (Mean = 3.27), saves time and energy in searching for products (Mean = 3.48), and affects purchase decisions because of advertisements and income levels (Mean = 3.47). Respondents strongly agreed that price comparison affects their purchase decisions (Mean = 3.12). However, when it comes to the purchase of products immediately after seeing them on social media, respondents disagreed, scoring low (Mean = 2.88). This shows that consumers do not tend to make a quick decision but rather take their time to analyse the products first. Therefore, it can be concluded that digital factors such as social media and personalised recommendations play an essential role in shaping consumer decisions.

REGRESSION ANALYSIS: *To examine the impact of digital factors.*

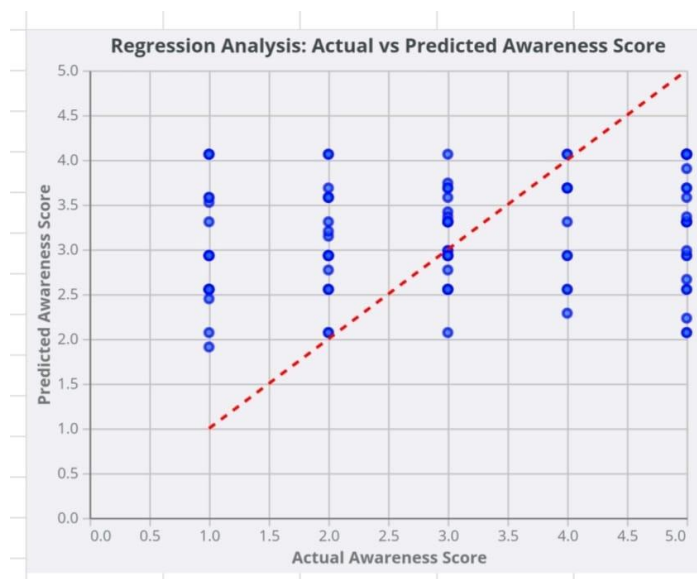


Figure 2.2



INTERPREATION

Regression analysis shows that there is a positive relationship between digital aspects and consumer purchasing behaviour. According to the findings of the study, digital media plays a very important role in affecting consumers' awareness level, purchase intentions, and purchasing behaviours. Thus, this clearly validates the hypothesis formulated for the study. The regression results indicate a positive influence of digital factors on consumer buying behaviour. Therefore, H_{02} is rejected, and H_{12} is accepted.

COMPARATIVE ANALYSIS: to know the differences in demographic factors such as age, gender, and income.

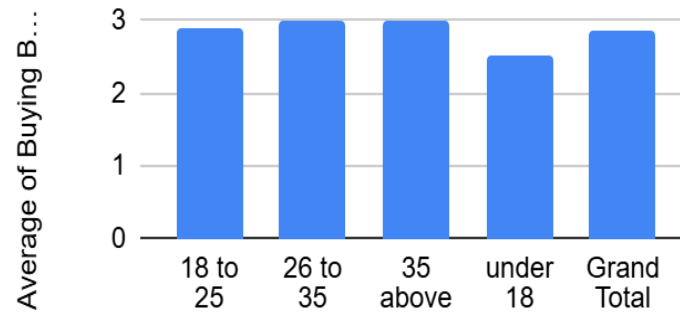
A. Age Vs Behaviour

Table-3.1

2. Age:?	1	2	3	4	5	Grand Total
18 to 25	21	22	25	18	18	104
26 to 35	1	1	5	3		10
35 and above	1	2	1		2	6
under 18	3	7	4	4		18
Grand Total	26	32	35	25	20	138



Average of Buying Behavior Sc...



2.Age:?

Figure 3

Gender Vs behaviour

Table 3.2

3. Gender?	Average of buying products online after seeing them on social media platforms?
Female	2.872093023
male	2.846153846
Grand Total	2.862318841

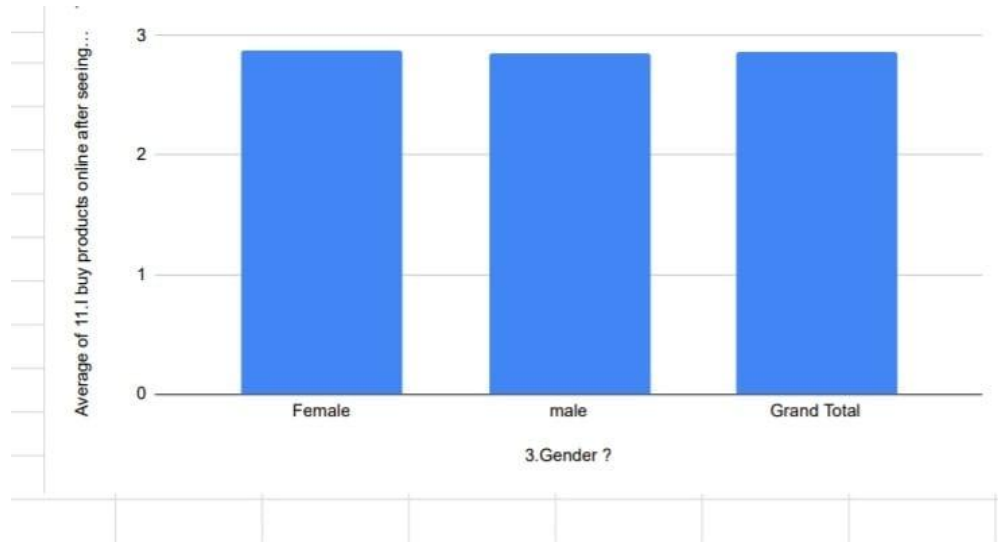


Figure3.2

Income Vs Behaviour

Table - 3.3

5. Monthly personal/ family income;	AVERAGE of. I buy products online after seeing them on social media platforms.
	3
20000 to 50000	2.9375
above 100000	2.735294118
below 20000	2.846153846
Grand Total	2.862318841

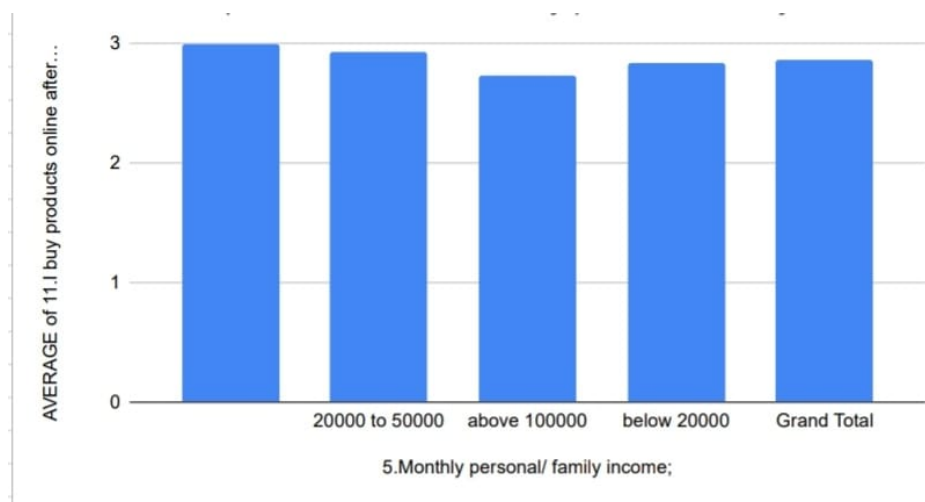


Figure 3.3

INTERPRETATION

Comparative analysis was done to identify differences in consumer behaviour related to buying based on factors such as age, gender, and income. The results show that young people, especially in the age bracket of 18-25, showed greater interest in purchases involving social media usage than their counterparts in higher age groups. Thus, consumers from the youth segment are highly responsive to online activities. From the results, there were minimal differences noted with regard to consumer behaviour among other demographic factors such as gender and income levels. However, despite these small differences, demographic variables contribute towards shaping consumer buying behaviour. It can therefore be concluded that consumer buying behaviour is demographically varied in terms of factors such as age, gender, and income levels.

ETHICAL CONSIDERATION

Ethical considerations were appropriately followed throughout the course of this research. Participation in the research was entirely voluntary on the part of the respondents, and informed consent was obtained from them before data collection. The data given by the respondents is treated as highly confidential and is solely utilised for academic purposes. Personal information of any kind was never revealed during the entire process of research. Moreover, the gathered data was not manipulated in any way throughout its presentation.



LIMITATION

Some limitations can be identified within this study. Firstly, the sample size is small, which implies that the findings obtained cannot adequately generalise to all participants. Besides, it is a convenient sample, implying that it cannot be free from biases. Another limitation associated with this study is that the information obtained is subjective and may be influenced by the bias of participants, as it depends on the answers provided to questionnaire questions. Lastly, due to the restriction on the number of participants, the sample could not be extended to other regions.

FINDING ANALYSIS

The collected data was analysed using Microsoft Excel. For establishing the factors that affect consumer behaviour in the current world, percentage analysis was utilised. On the other hand, mean score analysis was applied to analyse the Likert scale data, whereas the influence of various digital factors on the purchase decisions of consumers was determined using regression analysis. In addition to this, comparative analysis and bar graphs were employed to analyse differences among various demographics like age, gender, and income. According to the findings, today's consumers are highly influenced by social media when making purchases. Consumers often check the advertisements, recommendations, reviews, and ratings provided by various social media platforms before making any decision. Social media platforms not only offer easy access to information but also help the consumer make a comparison of prices. In addition to this, it makes the consumer aware of a particular product and brand. Other findings show that personalised recommendations, brand loyalty, and ease of use play an important role in consumer buying behaviour. The conclusions derived from this study are in line with previous studies. For instance, Almohaimeed (2019) noted that social media marketing has a positive impact on purchase intention and brand loyalty, whereas Jadhav and Khanna (2016) underscored the need for convenience in online purchasing behaviour. In a similar fashion, Park & Kim (2003) highlighted the significance of information quality and trust as key drivers in the making of online purchases. The present results validate the above conclusions and reflect the rising significance of digital platforms in consumer behaviour. Social media, personalisation, convenience, digital



data/information and brand loyalty can be considered major determinants of consumer buying behaviour, according to the study findings. Consequently, the Null Hypothesis (H_{01}) can be rejected, and the Alternative Hypothesis (H_{11}) is supported. The results of regression analyses indicate that digital factors have a significant effect on consumer buying behaviour; thus, H_{02} can be rejected, and H_{12} is supported. The conclusions drawn by the study also show observable variation in consumer behaviour based on demographics. With India gearing up for 2047, upcoming technologies like artificial intelligence and personalised marketing, among others, will play an increasingly critical role in influencing consumer purchase decision-making.

POLICY AND RECOMMENDATION

The research has shown that social media is an essential part of decision-making on purchases among consumers. Enterprises should adopt ethical and authentic advertising practices to enable consumer credibility. It is crucial to apply influencer marketing and positive customer reviews. However, the companies need to refrain from false promotion. It builds the reputation of brands and makes people loyal.

Regarding the implementation of policies, strict regulations are required within the field of digital marketing since they should eliminate issues of false advertising and fake reviews. Moreover, the policies will guarantee the protection of consumers and their privacy.

As for future trends, investments in technologies such as artificial intelligence, which are expected to affect purchasing behaviour by 2047 in India, should be considered by enterprises. However, at the same time, consumers are recommended to become more conscious in their online activities.

CONCLUSION

In this study, an attempt is made to examine the factors affecting consumer buying behaviour in India. Moreover, special attention is given to the impact of digital and social media factors on consumer buying behaviours. It was found that social media plays an important role in shaping the consumer's purchase decisions. Today's consumer uses digital media as an important source of information about products or services before buying any product. This study concludes that personalised recommendations, convenience, brand loyalty, and digital interactions positively



affect consumer behaviour. Furthermore, it is evident from the analysis that consumer behaviour varies according to different demographics, including gender, age, and income level. It is found that younger generations are highly sensitive to social media marketing activities. In addition, it is confirmed through this analysis that digital factors affect consumer behaviour. With India moving closer towards its goal of developing into a developed country by the year 2047, technologies like Artificial Intelligence, personalised marketing, digital payments, and social media will become very important in influencing the consumer behaviour of the Indian population. Consequently, businesses should engage in ethical digital marketing, consumer trust building, and personalised consumer experiences to maintain their competitiveness. For the policymakers, measures to protect the consumers' interests, enhance data security, and ensure digital transparency should be taken. This study contributes to knowledge about contemporary consumer behaviour and offers important implications for businesses, marketers, academics, and policymakers.

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