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Consumer Behavior in the Digital Era

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Abstract: *In the present scenario, the consumer has entered the digital age. Digitalization has dramatically affected every aspect of human life. Digitalization technology is having a profound impact on consumer behavior day by day. Information technology has awakened the mood of every consumer so that he knows - when, what, where, how and from whom to buy and how much to pay. The modern era is the digital revolution, where the consumer's behavior is constantly changing due to the inclusion of the functionality of the Internet in modern life.*

Key Words: Digital age, Digitalization, dramatically, technology, consumer behavior, digital revolution.

In the modern era, the consumer is the creator of the market. The consumer is considered the king of business and the creator of fortune. Consumers buy and consume goods and services according to their wants and needs for maximum satisfaction.

The behavior that arises from this buying behavior is called consumer behavior. Consumer behavior is a systematic process of purchasing goods and services. A person's decision regarding a good and service consumption is generated and influenced by the environment or situation that gives them those goods and services - incentives to purchase and consume the service.

The modern market has become a digital or electronic business model in which buying and selling are done using the Internet. Digital technology is based on the concept of e-commerce. Its significant components are B2B, i.e., business to business and B2C, i.e., business to consumer, where B2B companies do business with their suppliers, distributors and other associates through the Internet.

On the other hand, In the case of B2C, companies directly provide goods and services to their consumers through the Internet network. Still, in the present scenario, C2C practice is in vogue in the modern market, under which online purchase and sale by one consumer to another is made. The most prominent feature of digital technology is that the consumer can easily buy and sell national and international goods and services from the comfort of his home.

Objectives of the study-

- * Analyzing consumer behavior.
- * To understand consumer behaviors, explain the buying motivation of the consumer.
- * To understand the reasons for the change in the consumer's buying behavior.
- * Explain the difference between traditional purchasing techniques and digital purchasing techniques.

Hypothesis of the Study- The study hypothesizes that consumer behavior is constantly changing in the digital age.

Methods of the Study- In the digital age, indirect oral research methods and some questionnaires have also been used to analyze consumer behavior, direct observation related to primary data and personal research methods.

Analysis of Consumer Behaviors- In the present scenario, the consumer has entered the digital age. Digitalization has dramatically affected every aspect of human life. Digitalization technology is having a profound impact on consumer behavior day by day. Every consumer is becoming more conscious than ever about purchasing goods and services for his consumption.

The consumer is trying to get the best items through technology at the least cost because he finds that item on the internet, scrutinizes it and then clicks online to buy it. Information technology has awakened the mood of every consumer so that he decides - when, what, where,



Conclusion- The modern era is the digital revolution, where the consumer's behavior is constantly changing due to the inclusion of the functionality of the Internet in modern life. In the present time, social media platforms have an essential contribution to the field of digital marketing. Every consumer is untouched by this, as a result of which manufacturer companies identify the consumer's interests, fashion, and habits and present new products in the market.

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