

Original Article

Digital Consumer Culture and Changing Lifestyle Preferences

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ABSTRACT

Digital consumer culture has transformed modern lifestyles through the widespread adoption of digital technologies, internet connectivity, social media, artificial intelligence, and mobile applications. Consumers have shifted from traditional purchasing methods to digitally driven behaviors, relying on online platforms, reviews, personalized recommendations, and social influences for decision-making. Digital services such as e-commerce, online payments, streaming platforms, and social networking applications have become integral to daily life. This study examines the relationship between digital consumer culture and changing lifestyle preferences. Using a descriptive survey approach, the research analyzes how social media, digital marketing, online shopping, and emerging technologies influence consumer behavior and daily routines. The findings reveal that digital platforms significantly affect purchasing decisions, brand loyalty, communication habits, entertainment choices, and lifestyle preferences. The study also identifies that younger generations show greater dependence on digital services and prefer convenience, personalization, and online experiences. While digitalization enhances accessibility, efficiency, and consumer empowerment, it also creates challenges such as privacy concerns, digital dependency, and information overload. The research concludes that future consumer lifestyles will continue to evolve through technological innovations and artificial intelligence, providing valuable insights for businesses, marketers, researchers, and policymakers.

KEYWORDS

Digital Consumer Culture, Consumer Behaviour, Lifestyle Preferences, Social Media Influence, Digital Marketing, Online Shopping, Technology Adoption, Consumer Trends.

1. INTRODUCTION

1.1. Background of Digital Consumer Culture

The rapid growth of digital technologies has significantly changed the way consumers interact with products, services, and brands in today's society. Digital consumer culture is the impact of digital media and digital technologies on consumers' attitudes, buying habits, communication and lifestyle. Whereas traditional consumer culture was so dependent on brick and mortar retail shops, print ads and word-of-mouth recommendations, contemporary consumer culture is powered by digital ecosystems like social media, e-commerce sites, and data-driven personalisation systems. Smartphones, fast internet and mobile apps have enabled a very connected world that allows consumers to gather an enormous amount of information about products, pricing, quality, and user reviews prior to making a purchase. This transition to a digital enablement has broken down geographic boundaries and put consumers in the center of global marketplaces. This has led to consumers now demanding faster services, convenience and a tailored experience on digital platforms and made the buying process more efficient and technologically based.

1.2. Evolution of Consumer Lifestyle Preferences

Lifestyle preferences are the different options adopted by the people with respect to the consumption, communication, entertainment, work practices and social interactions in daily life. These preferences have changed significantly over time, as digital technology has become more advanced and technology is increasingly woven into daily life. In the past, consumers made a lot of decisions based on physical experiences, person-to-person contact and traditional sources of information. But in the digital world consumer lifestyles have also come to be more flexible, accessible and technology-driven, with more and more experiences taking place online. Perhaps the biggest shift has been in the way shopping is done, with online purchases taking over many of the habits of shopping in a store. Today, consumers are comparing products digitally, reading customer reviews and trusting the social media and influencers' recommendations before they buy. This change has improved the buying process to be more educated, easier, and efficient. In the same way, people's tastes in entertainment have shifted a long way from television and radio to digital streaming services and on-demand content services that cater to individual viewing tastes. Digital technologies have revolutionized other crucial areas of lifestyle, including working life, education, health management and communication. The use of remote working applications has allowed more flexibility within the working profession and online learning platforms have made learning more accessible for more people. Additionally, digital fitness apps and health monitoring devices have promoted people to watch and enhance their wellness utilizing innovation. Communication has also changed, and instant messaging and social networking sites have usurped many of the traditional ways of communicating. In general, digital transformation has had a wide reaching impact on life choices, making it more connected, convenient and tech-savvy.

1.3. Role of Digital Platforms and Technologies

As an intermediary between consumers and businesses, digital platforms are at the heart of the transformation of modern consumer behaviour and lifestyle patterns. They, such as social media

networks, e-commerce websites, and mobile apps, have transformed the way information is disseminated, products are promoted, and choices are made. Digital platforms offer unique advantages over conventional marketing channels, such as the ability to connect and engage consumers in real time, enabling them to actively contribute to brand conversations and feedback. Social media networks, especially, have emerged as great instruments for brand communication and companies are able to reach their customers directly, advertise their merchandise, and generate strong online communities that can impact their customers' perceptions and loyalty. The digital platforms also improve consumer engagement by providing personalized and interactive experiences, alongside communication. Nowadays, consumers are not just mere subjects of advertising; they are active players who shape trends through their reviews, comments and shared experiences. This transition has inspired companies to become more customer-focused and customer-centric, relating to engagement, transparency, and responsiveness. Digital platforms can gather and analyse vast amounts of data about consumers, which adds to their influence in consumer behaviour. The digital platforms have been revolutionized by the use of artificial intelligence (AI) and machine learning (ML) technologies. AI recommendation systems can use user behaviour, browsing history, preferences and purchases to provide highly personalised content and product recommendations. This customization has a positive effect on user satisfaction, as it saves time in searching and allows for the delivery of suggestions that are suitable for each user. It also enhances user interaction and can guide consumer choices by showcasing items that are more appealing to them. In addition, various technologies, including predictive analytics, chatbots, and automated customer support systems, have made digital customers' experience more efficient and enhanced. In general, the digital platforms and new technologies are the pillars of contemporary digital consumer culture. Not only do they make communication and commerce possible but they are also agents of consumer expectations, preferences, and lifestyle choices in a connected, data-driven world.

2. LITERATURE SURVEY

2.1. Digital Transformation and Consumer Behaviour

Digital transformation has revolutionized modern consumer behavior in many ways, impacting how people look for information, consider other options, and make decisions when buying. With the advent of digitalization like smart phones, internet services and online platforms, consumers now have easy access to information about products, reviews and recommendations. Consumers are not just comparing products, reading customer reviews and relying on digital sources – they are doing so actively, not passively, before making a purchase decision. Moreover, companies have moved away from product-centric marketing tactics and towards customer-centric strategies, leveraging digital technologies to gain insights into customer needs and enhance the customer experience. The use of artificial intelligence and machine learning has also improved the way consumers engage with the brand by providing tailored recommendations, predictive analysis and services based on their preferences and actions.

2.2. Social Media Influence on Lifestyle Choices

Social media is an important component of consumer culture on the web, and is now part of everyday life decisions. Social networking sites offer users the opportunity to offer their perspectives,

share experiences, and find out about new trends within the online community. With its emergence, influencer marketing has become an effective tool in the digital persuasion toolbox, with audiences frequently seeking advice from influencers in areas such as fashion, travel, products and personal interests. Not only is social media influencing purchasing habits but it is revolutionising how communication is done, it is forming new areas to entertain, to share information and to express yourself. Social media influence may be broken down into a series of stages through which social media exposure leads to consumer awareness, attitudes to products, purchase decision, and, ultimately, changing lifestyles.

2.3. Digital Commerce and Personalization

The Digital commerce revolution has changed consumer buying habits, making them more convenient, accessible, and flexible. Online shopping platforms enable customers to view a huge selection of merchandise, compare prices, read reviews and make purchases from anywhere. With the digital payment systems and speedy delivery service, consumer confidence has risen and promoted online consumption. Personalization is a key aspect of digital commerce, involving companies analyzing consumer data and preferences to offer personalized suggestions. By adopting a personalised approach, this facilitates the improvement of 2.1 Digital Transformation and Consumer Behaviour. Digital transformation has had an impact on today's consumer behavior and has altered how consumers look for information, consider options and make decisions about purchases. Today's digital technologies like “smartphones” and the internet have made it easy for consumers to get information, reviews, and recommendations on products. Consumers have become more involved in comparing products, reading customer reviews and relying on digital sources for information, all of which is much different from what is seen in traditional shopping. With digital tools, businesses have also moved from product-centric strategies to customer-centric ones to better comprehend the needs and enhance the experiences of customers. The advanced incorporation of artificial intelligence and machine learning has also revolutionized the way that consumers are engaged with through the use of personalization features, predictive analysis, and customization.

2.4. Research Gap Analysis

While there has been prior research in topics like online shopping behaviour, social media influence and digital marketing practices, there has been little research that investigates digital consumer culture as a holistic transformation of consumer lifestyle. The digital revolution is not just impacting buying decisions, but social interaction, communication, entertainment, and everyday habits as well. The impact of these factors on lifestyle changes is often investigated individually in existing studies. Thus, this research tries to fill this gap by examining the overall relationship between digital technology adoption, consumer behaviour and c2.1 Digital Transformation and Consumer Behaviour. Digital transformation has had a dramatic impact on modern consumer behaviour, altering how consumers look for information, consider alternatives and make their buying choices. An increasing number of digital technologies, including smartphones, internet services and online platforms have given consumers easy access to product information, reviews and recommendations. When consumers are in the buying process, they have come to expect to review

products, read reviews from others, and rely on digital information before making a purchase, which is different from the traditional way of buying. Companies have also transitioned from producing an item-based strategy to generating a shopper-oriented strategy, with digital technologies assisting them to grasp customers' requirements and enhance experiences. AI and machine learning have also improved the way consumers interact with the brand, offering personalized recommendations, predictive analysis, and tailored services based on user preferences and behaviour patterns.

3. METHODOLOGY

3.1. Research Design

The study is descriptive research to gain understanding of the influence of digital consumer culture on the change of lifestyle preferences. The study involves the analysis of the impact of digital technologies on consumers' behavior, buying habits, communication patterns, and lifestyle. This study employs the quantitative research approach where measurable information from respondents is obtained by using structured questionnaires. The gathered data assists in pinpointing trends, relationships, and patterns of digital adoption and lifestyle changes.

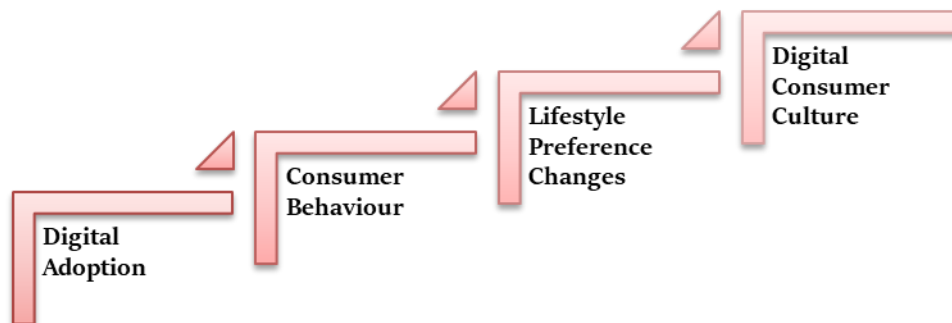


Fig 1 - Research Design

3.1.1. Digital Adoption

Digital adoption is when a consumer embraces and adopts digital tools (smartphones, websites, digital payment, social media apps etc.) into their everyday life. As people have increasingly embraced digital tools, their communication, shopping, information consumption, and decision-making processes have all been affected. The digital adoption is in this study set as a starting factor that affects consumers' experiences and brings changes in lifestyle preferences, while products, services, and communication technologies are the changing factors.

3.1.2. Consumer Behaviour

Consumer behaviour is defined as the attitudes, preferences and decision making process of consumers in relation to interaction with digital platforms and products/services. Digital technologies have enabled consumers to be better informed, to provide reviews online, to get a more personalized recommendation, and to be more convenient. It has shifted the buying trend and shifted consumers towards relying more on digital channels for making buying decisions.

3.1.3. Lifestyle Preference Changes

Lifestyle preference changes would involve the shift in consumer habits, choices, and daily activity as a result of the impact of digital technologies. Digital platforms have impacted the way people shop, enjoy entertainment, interact, learn, and prefer. Digital lifestyle is shaping consumer habits in terms of convenience, personalization and speed.

3.1.4. Digital Consumer Culture

Digital consumer culture is the entire change of consumer life, resulting from the continuous application of digital technologies. It involves shifts in shopping habits, interaction, communication, and lifestyle. This study investigates the effects of digital adoption on consumers' behavior and the progressive evolution of a digitally influenced lifestyle and consumer culture.

3.2. Data Collection Approach

The study employs a primary data collection method to collect information directly from the consumers to learn about their digital experience, purchasing behavior and changes in lifestyle. A structured questionnaire was used to gather data that sought to capture various dimensions of digital consumer culture. Questions are also asked about digital platform use, online shopping habits, the social media influence, adoption of technology, and lifestyle changes. The answers will help to understand the impact of digital technologies on consumer decision making and their daily lives.

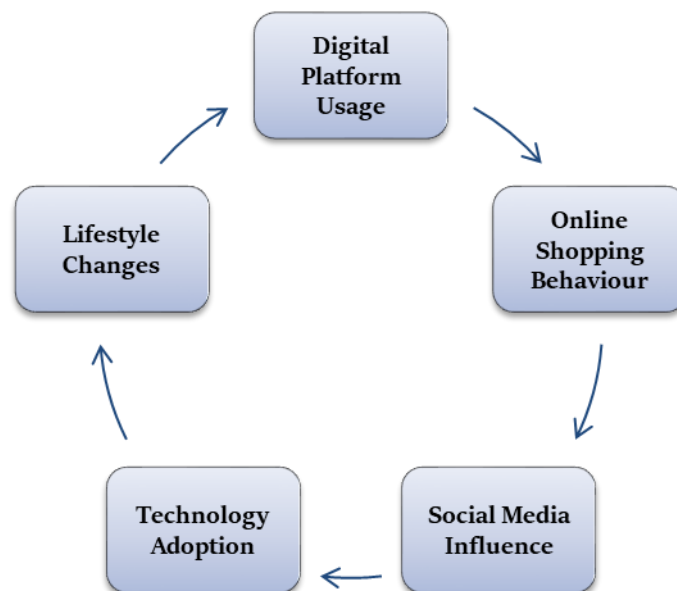


Fig 2 - Data Collection Approach

3.2.1. Digital Platform Usage

Digital Platform Usage – frequency and purpose of consumers' use of digital platforms including social media apps, ecommerce sites, digital entertainment services and communication platforms. The study analyzes consumer use of these platforms and consumer behavior related to the use of these platforms for information search, communication and decision-making. Increased

dependence on digital platforms has become an important factor shaping modern consumer behaviour.

3.2.2. Online Shopping Behaviour

Online shopping behaviour is directed towards the activities and preferences of consumers in buying products online. The study focuses on factors that affect the online purchasing decision, including convenience, product availability, price comparison, online reviews and digital payment. E-commerce has revolutionized the buying process with the benefit of quicker and more flexible buying experiences.

3.2.3. Social Media Influence

Social media influence refers to the impact that social media platforms have on consumer opinions, preferences and lifestyle. Social media is used by consumers to discover products, be aware of trends, entertain and communicate. The study explores the influence of social media content, online communities, and influencer recommendations on consumer attitudes and purchasing decisions.

3.2.4. Technology Adoption

The acceptance and use of new digital technologies in daily life is referred to as technology adoption. The study takes into account a willingness to use digital services, like mobile apps, digital payments, recommendations powered by artificial intelligence, and online services. The use of these technologies makes things more convenient for consumers and alters their relationship with businesses and society.

3.2.5. Lifestyle Changes

Lifestyle changes are alterations in consumer behaviour and attitudes that are brought about by the use of digital technology. The research examines the impact of digital platforms on various aspects of everyday life, including shopping, entertainment, communication, and lifestyle. As technology continues to grow and become a part of everyday life it has helped to shape a digital lifestyle and shifting consumer culture.

3.3. Data Analysis Framework

The collected data was subject to percentage analysis to gain insights into the patterns, opinions and behaviour of consumers about digital consumer culture and their lifestyle preferences. The percentage analysis is statistical techniques that involves simple and effective process of converting collected responses into numbers and making it easily understandable. This approach enables the identification of the ratio of the respondents who have similar reactions to digital platform usage, online shopping behaviour, social media influence, the adoption of technology and lifestyle changes. All the questionnaire responses were sorted, categorized and analyzed according to the aims of the study. By analysing data in percentages, the researcher is able to compare various categories of responses and be able to understand the extent of influence of the digital among consumers. The formula for percentage analysis is: $\text{Percentage} = (\text{number of respondents} / \text{total})$

number of respondents)*100 The analysis process starts with the collection of responses from the participants on structural questionnaires. The information gathered from the respondents is then put into tables for systematic interpretation. The responses are all converted to percentages to determine consumer trends and preferences. This approach can be used to measure the percentage of consumers who use digital platforms frequently, the percentage of those who are influenced by social media recommendations and the percentage who prefer online shopping. This structure can be helpful in analyzing digitally adoption and shifting lifestyle preferences. The study examines the percentage distribution of responses to determine the impact of digital technologies on consumers' decisions, buying behavior, communication practices and routine. The insights gained from the percentage-based results offer a straightforward comprehension of user actions within a digital context. The results of the analysis are then applied to the interpretation of the impact of digital consumer culture and conclusions are drawn on the role of technology in the life of the modern man. This approach offers the same research goals as well, and displays consumer responses in a clear, measurable and meaningful way.

3.4. Ethical Considerations

Ethical issues are important in establishing the credibility, reliability and integrity of any study. All necessary ethical standards were maintained throughout the data collection, analysis and interpretation in the present research. The study was carried out with the utmost respect for the rights, privacy and interest of the study subjects. The respondents had the option of participating or not in the research, and they could also elect to take part in the survey. All participants had the right to withdraw at any time if they were uncomfortable, and no one was compelled or coerced to give information. Participants were fully briefed on the aims, objectives and importance of the study before collecting data. The research was conducted to investigate the relationship of digital consumer culture and shifting lifestyle preferences, the researcher explained. The respondents were told that their participation was for academic research only and their answers would not be used for any commercial or personal use. All participants gave informed consent prior to data collection, and they were aware of the nature of the study and their voluntary participation. The collection of data, the research process, and the distribution of the results reflected high priority to confidentiality and privacy. Names, contact information, or any identifying information was not given out or shared with unauthorized people. Data collected was secure and was only used for analysis purposes that related to the research aims. Respondents' information was reported in a non-identifying summary format. In addition, the researcher has been honest and transparent in the analysis and reporting of data. No information was manipulated, altered, or misrepresented to affect the results of the study. All responses have been analysed objectively to get accurate and unbiased results. These ethical tenets resulted in respect for participants, confidentiality of respondents, and ensured the quality and integrity of the research process.

4. RESULTS AND DISCUSSION

4.1. Analysis of Digital Consumer Trends

Digital consumer behaviour analysis reveals that digital technologies are now an integral part of everyday life. All the responses show that people are turning to digital platforms for a range of things including shopping online, communicating, entertainment, learning, banking and information. Smartphones, internet access and digital applications have transformed consumer interactions and decision making with businesses. Digital environments have made a more connected environment that consumers can easily search, compare and choose their products and services according to their preferences. The results show that convenience is one of the key factors influencing consumers to use digital technologies. The internet makes products and services easy to access, anytime, anywhere. Convenience like 24/7 service, home delivery, e-payment, and enhanced speed are driving the consumer preference for digital channels. Consumers also value the broader option of shopping online, where they can compare prices, their experiences from customers and assess the product quality prior to buying.

This change would point toward the consumption of a more flexible and technology-driven approach to shopping. Study also highlights the importance of digital media in the consumer lifestyle and decision making process. Consumers have come to rely on social media, online reviews, influencer recommendations, and digital communities as valuable sources of information. Consumers now check out interactive digital information and customer feedback before buying products, rather than relying solely on traditional advertising. This shift is indicative of the shift from one-way marketing communication to consumer-centric digital environment. Moreover, data on consumer trends online show that personalization is now a key expectation from consumers. Consumers want platforms that get their requirements and give tailored suggestions based on their interests and past activities. In summary, the findings indicate that digital use has not only impacted the way people buy but also their communication, lifestyle, and overall consumer experience.

4.2. Percentage-Based Survey Results

The survey results are displayed in percentage and provide a clear view of the preferences of digital consumption lifestyle of respondents. The results show that digital technology has a significant impact on shopping habits, how information is sought, the payment methods used, entertainment and decisions. All of the factors represent how much consumers are changing into digital environments and how they are positioning technology in their everyday lives. The analysis is made based on the results of the respondents who agreed to each of the statements, in order to get the dominant behavioral trends of digital consumer culture.

Table 1: Percentage-Based Survey Results

Consumer Behaviour Factor	Percentage of Respondents (%)
Prefer online shopping over physical stores	78%
Use social media for product information	82%
Prefer digital payment methods	85%
Influence of online reviews on decisions	76%

Prefer personalized recommendations	72%
Increased digital entertainment usage	80%
Concern about privacy and data security	68%

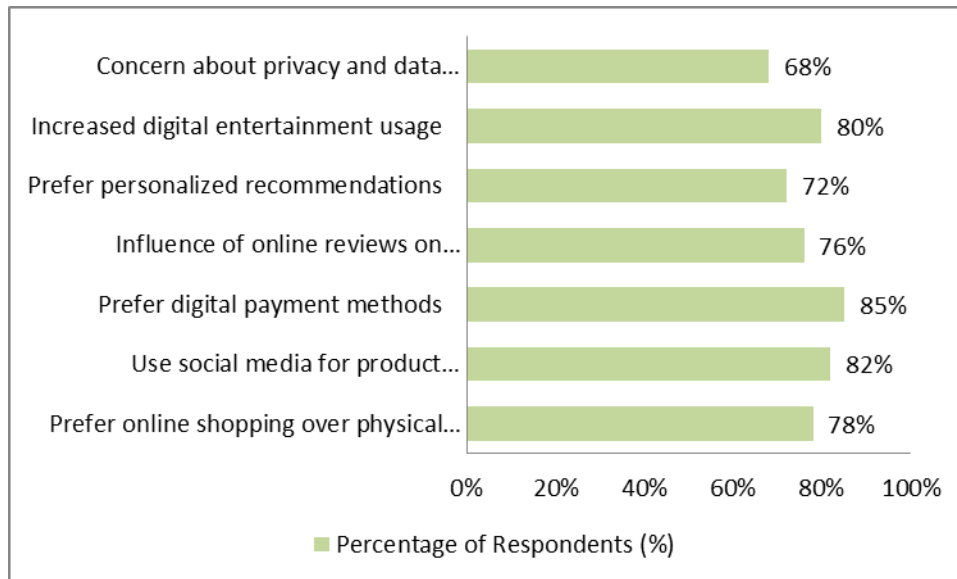


Fig 3 - Percentage-Based Survey Results

4.2.1. Prefer Online Shopping over Physical Stores (78%)

There's been a big change in consumer buying habits, as 78% of people say they'd prefer to shop online rather than in a traditional store. This preference is largely due to the convenience, time-saving tools, and the diversity of products offered on digital platforms. Consumers also prefer that they can easily and conveniently compare prices and find products from different brands without having to look elsewhere. The rise of e-commerce in today's retail landscape is evident in this trend.

4.2.2. Use social media to provide product information (82%)

Approximately 82% of the respondents have been using the social media platforms to research about the Product prior to making purchase decisions. Social media is a huge factor in creating awareness and changing opinions, whether it's through ads or social media content from influencers or user reviews. Social media is an effective source of digital information for consumers, as it provides them with up-to-date information, product comparisons and peer recommendations.

4.2.3. 85% prefer Digital Payment Methods

85% of respondents are more accepting of cashless payment methods, which is the highest percentage. Financial transactions are faster, safer and more convenient with digital wallet, UPI systems and online banking. The trend suggests a growing reliance on secure payment methods and a decline in those that are cash-based.

4.2.4. Influence of Online Reviews on Decisions (76%)

Approximately 76% of respondents stated that online reviews influence their purchasing decisions. Customer feedback, ratings and testimonials enable customers to assess product quality and reliability prior to purchase. This is a good illustration of why businesses should focus on digital reputation management.

4.2.5. Prefer Personalized Recommendations (72%)

Approximately 72% of respondents would like to see personalized product recommendations based on their browsing and purchase history. Personalization increases user satisfaction by offering relevant suggestions, saving time and improving user experience. This is indicative of the increasing influence of AI on consumer preference.

4.2.6. Rising use of digital entertainment (80%)

Approximately 80% indicated they used digital entertainment platforms, like streaming services, more, as well as more online games and social media content. This demonstrates that the digital technologies are transforming consumer shopping habits as well as their leisure and entertainment habits.

4.2.7. Concern about Privacy and Data Security (68%)

Lastly, 68% of the respondents indicated that they worried about privacy and data security when using digital platforms. It reflects consumer awareness of issues around the use of data, reflecting a need for greater protection of consumer data and clear policies on how and when it is used.

4.3. Discussion of Findings

The results of the study vividly point to significant changes in lifestyle preferences and consumer behavior in general due to digital consumer culture. Today's consumers are more connected than ever via digital channels and highly dependent on technology to help them with everyday life, including shopping, communication, entertainment, learning and financial transactions. This level of digital connection has ushered in an information-centric consumer landscape where much of the decision-making process is driven by online content, reviews, recommendations, and tailored suggestions. Consequently, consumers are more conscious, more selective and more active in their consumer decisions than traditional consumers. The study also highlights that digital platforms have greatly enhanced consumer empowerment. Today, the consumer is empowered to have information at their fingertips, so they don't need to rely solely on traditional advertising or on being in the store. Instead, they can evaluate customer feedback, the pricing differences, and quality by digital sources before deciding on the purchase of multiple products. This openness in the online world has boosted the trust of consumers and made their decisions more efficient. Furthermore, the real-time information and interactive platforms have allowed customers to actively influence market trends and brand perceptions. Despite these benefits, however, the results suggest that there are also certain problems with rising dependence on digital devices. Excessive screen time is one of the main concerns, as this has caused a decrease in physical

activity and decrease in face-to-face social interactions. This change can impact interpersonal communication abilities and social interaction in the real world in the long run. Moreover, the study highlights rising data privacy and security issues, where consumers are expected to share their personal information increasingly on digital platforms. A greater awareness of digital risks has been raised among users due to issues such as data misuse, data handling transparency and online fraud. In summary, digital consumer culture has made things more convenient, accessible and empowering for consumers, but similar to any other consumer culture has its social and ethical issues that must be considered and managed to make sure that the user has a balanced and safe way of life.

5. CONCLUSION

Digital consumer culture has become one of the most powerful features of the contemporary world, impacting on the lives of individuals, their communications and decision making processes. Digital technologies have had a profound impact on consumer habits and lifestyles, which are changing in response to the integration of these technologies into daily life. The widespread adoption of digital technologies has caused a significant shift in traditional consumer behaviour, and created new consumer lifestyles. Consumers today live in an incredibly connected digital world in which their smartphones, social media, eCommerce apps and digital payment methods all impact the way they make a purchase, communicate, entertain themselves and behave. This shift is a change from traditional use of the space and locations to a flexible, technology-driven use of space.

The current research investigated the effect of digital consumer culture on the alteration of lifestyle preferences and revealed that the digital platforms are playing a crucial role in changing consumer behaviour. These results suggest that consumers are more and more driven by convenience, availability, personalisation and ongoing connectivity from the web. People have come to expect online shopping, social media interaction, mobile banking, and the use of online recommendations to be a part of everyday life. All of these show that digital technology is becoming an integral and vital part of everyday life.

The findings of the study also show that digital solutions are preferred by consumers because they are efficient, fast and flexible. Majority of respondents reported frequent use of digital payment system, an online shopping platform and information sources from social media. It's a clear shift in consumer thinking that products are now discovered, evaluated, and bought through digital channels. Consequently, digital technology is more than just a medium of communication and entertainment: it is a primary force for lifestyle change.

The study also identifies the opportunities and challenges of this digital consumer culture, however. It benefits consumers by providing a wider selection of choices, better service quality, increased market transparency, and better customer experience for businesses, allowing them to provide better personal and efficient experience for their customers. Meanwhile, over-dependence on digital platforms comes with challenges like privacy and data protection concerns, information

overload, and decreased social interaction. The above challenges highlight the need for more awareness and responsible consumption of digital technologies by consumers.

In the future, consumer behaviour will be influenced by further developments of these advanced technologies, including artificial intelligence, virtual reality, augmented reality, smart devices and predictive analytics. The advancements will keep driving personalization and bringing more immersive digital experiences, shaping consumer expectations and lifestyle habits. Finally, digital culture for consumers is a significant shift in the current society. This transition is crucial for businesses, researchers, and policymakers to navigate and create sustainable digital environments that align with the evolving expectations and behaviors of consumers, aiming for healthier and more informed lives.

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