

# DIGITAL CONSUMER BUYING BEHAVIOUR: A SYSTEMIC REVIEW AND CALL FOR FUTURE RESEARCH

## COMPORTAMENTO DE COMPRA DO CONSUMIDOR DIGITAL: UMA REVISÃO SISTEMÁTICA E UM APELO À PESQUISA FUTURA

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### Abstract

Despite the extensive research on digital consumer buying behaviour with more than 400 articles published in the last decade, the existent literature slightly lacks coherence and clarity regarding the construct to allow theory development. In this study, we reviewed 46 articles on digital consumer buying behaviour throughout 10 years 2014-2024 and extended the field in four ways. First, we revealed the conceptual clarity of digital consumer buying behaviour throughout the value-based other behavioural approaches and a new definition of chronological articulation of digital consumer buying behaviour. Second, we anchored on ten existing measures of digital consumer buying behaviour evaluating the rigour of the measures per scale development and validation. Third, we

### Resumo

Apesar da extensa pesquisa sobre o comportamento de compra do consumidor digital, com mais de 400 artigos publicados na última década, a literatura existente carece um pouco de coerência e clareza no que diz respeito ao conceito, o que dificulta o desenvolvimento teórico. Neste estudo, revisamos 46 artigos sobre o comportamento de compra do consumidor digital ao longo de 10 anos, de 2014 a 2024, e ampliamos o campo de estudo de quatro maneiras. Primeiro, revelamos a clareza conceitual do comportamento de compra do consumidor digital por meio de outras abordagens comportamentais baseadas em valor e uma nova definição da articulação cronológica do comportamento de compra do consumidor digital. Segundo, nos baseamos em

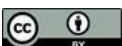


chart the theoretical and nomological framework surrounding digital consumer buying behaviour, focusing on its antecedents, consequences, moderators, and mediators. Finally, we propose a comprehensive future research agenda to further advance the field, emphasizing both theoretical and empirical progress. Overall, our review offers a thorough overview of the existing literature and outlines the direction for future research.

**Keywords:** Digital Consumer. Consumer Behaviour (SDG12). Behaviour Buying Behaviour. Systemic Literature Review.

*dez medidas existentes do comportamento de compra do consumidor digital, avaliando o rigor das medidas por meio do desenvolvimento e validação de escalas. Terceiro, traçamos o quadro teórico e nomológico em torno do comportamento de compra do consumidor digital, com foco em seus antecedentes, consequências, moderadores e mediadores. Por fim, propomos uma agenda de pesquisa futura abrangente para avançar ainda mais no campo, enfatizando tanto o progresso teórico quanto o empírico. De modo geral, nossa revisão oferece uma visão geral completa da literatura existente e delinea a direção para pesquisas futuras.*

**Palavras-chave:** Consumidor Digital. Comportamento do Consumidor (ODS 12). Comportamento de Compra. Revisão Sistemática da Literatura.

## 1 INTRODUCTION

Behaviour is indeed a hot topic, encompassing various aspects such as values development, intergenerational interactions, and social norms (Maharajh, 2014). Behaviour is an individual's response to the environment, reflected in actions or movements (Baidun, 2023). Behaviour refers to how humans act and interact, encompassing various actions and reactions. It involves bodily processes controlled by the brain, such as playing, laughing, or self-injury behaviour (Schenk *et al.*, 2024). Behaviour refers to the actions or reactions of an individual in response to internal or external stimuli (Hannan *et al.*, 2021).

Buying behaviour encompasses the attitudes, preferences, intentions, and decisions that consumers make when purchasing products or services. It involves the study of why individuals or groups choose to buy or not buy certain items, considering factors such as needs, desires, societal roles, social and cultural environments, and aspirations (Horner & Swarbrooke, 2020). Buying behaviour denotes the process through which individuals or organizations make decisions and take actions to acquire products or services. Various factors influence buying behaviour, such as environmental awareness, social norms, personal values, and attitudes towards sustainability (Iyer & KR, 2021). Buying behaviour refers to the actions and decisions individuals make when

purchasing products or services, influenced by factors like motivation, perception, and psychographic characteristics, as highlighted in the research (Yusoff, Alias, & Ismail, 2023). Buying behaviour states to the process of selecting and purchasing products, influenced by attributes like sustainability, quality, and social responsibility, as explored in the research on clothing purchase behaviours (Barrera-Verdugo & Villarroel-Villarroel, 2022). Buying behaviour refers to consumer intentions to purchase energy-efficient appliances. It is influenced by attitudes, social norms, and perceived control, with moral norms playing a significant role in developing countries (Hossain, Fekete-Farkas, & Nekmahmud, 2022). Buying behaviour refers to how consumers make purchasing decisions. In the context of the COVID-19 crisis, factors like saving and safety significantly influence consumer buying patterns, focusing on essential items (Khanna *et al.*, 2023). Buying behaviour is influenced by motivation, intention, residential characteristics, social norms, behaviour ability, and contextual factors like institutional and technological aspects (He *et al.*, 2021).

Consumer buying behaviour is influenced by various factors, including attitudes towards social aspects, green values, digital channels, and green advertisements (Palmieri, Boccia, & Covino, 2024). Consumer knowledge-sharing behaviour plays a crucial role in influencing consumer purchase behaviour, with value co-creation dimensions like citizenship behaviour and participation behaviour impacting the process within sustainable e-commerce environments (Ebrahimi *et al.*, 2021). Consumer buying behaviour varies among sustainable consumers, with some showing interest in sustainable food products while others are indifferent or minimally involved, impacting environmental awareness and policy implications (Gallo *et al.*, 2023). Consumer buying behaviour in the context of sustainable consumption aligns with the zero waste concept, focusing on purchasing, caring for, and recycling/reusing products, driven by environmental awareness and conscious choices (Bogusz *et al.*, 2023). The interaction effect between visual and auditory signals significantly influences consumer purchase behaviour, with consistency leading to higher intentions and actual purchases (Li & Pan, 2023). Consumer buying behaviour, specifically impulse buying tendencies on social media, is influenced by consumer trust, observational learning from celebrity posts, and awareness of celebrity influence (Pham *et al.*, 2024).

Buying behaviour among young e-consumers of eco-friendly products is mainly influenced by product information, quality, warranty, and the right to file complaints, fostering sustainable consumption practices (Khalufi *et al.*, 2025), (Maciaszczyk *et al.*, 2022). Online consumer behaviour has evolved significantly, especially during the pandemic, with an increased focus on factors like consumer awareness, experience, and the speed of decision-making in e-commerce transactions (Gu *et al.*, 2021). Online consumer purchasing behaviour during the COVID-19 pandemic, highlights the increased importance of consumer awareness, experience, and speed of decision-making in online shopping (Gu *et al.*, 2021). Impulsive buying behaviour in electronic commerce is influenced by consumer characteristics like personality, emotions, culture, and self-control, impacting sustainable consumption in the digital era (Wang *et al.*, 2022). Consumers in the digital era exhibit changing shopping motives, prioritizing convenience, security, and unbiased reviews. They prefer offline channels for social aspects and online channels for convenience (Agrawal & Gupta, 2023). Digital consumer buying behaviour is influenced by factors like digital security, e-shop services, e-trust, and social responsibility. These factors impact the perceived reputation of online shops among young consumers (Škerháková *et al.*, 2022). Digital consumer buying behaviour (Mohammad, *et al.*, 2026) is influenced by various digital channels at each stage of the purchase decision process, with consumers utilizing multiple channels for information and preferences (Pires *et al.*, 2022). AI technologies and knowledge sharing in online communities influence digital consumer (Wider *et al.*, 2026) behaviour by advancing attitudes through learning and sharing experiences, shaping buying decisions in the digital landscape (Olan *et al.*, 2021).

## **2 RESEARCH ON DIGITAL CONSUMER BUYING BEHAVIOUR CATEGORIES INTO THREE PHASES**

The first phase is based on the conceptual development phase of digital consumer buying behaviour, this concept was introduced by (Hagel & Singer, 1999; Tapscott, 1997). The second phase is the measurement phase where the research focuses on developing measures of digital consumer buying behaviour and testing relationships between digital consumer buying behaviour and outcomes via cross-sectional research.

As of our present situation, we are in the third phase of digital consumer buying behaviour research, being the model development phase. Here, the research designs have become more sophisticated than simple relationships with outcomes, the antecedents, mediating mechanisms, and boundary conditions of digital consumer buying behaviour. Overall, the third phase involves a high degree of theory building. It is also important to note that the third phase has been characterised by a boom in the number of studies on digital consumer buying behaviour. For example, between 2014 and 2024, there have been over 400 articles were published. Indeed, there is a need to conduct a review of the full digital consumer buying behaviour literature to get attached to the whole picture of where it has gone and where it should go.

We think that there is a need to make a comprehensive and integrated review of research on digital consumer buying behaviour for the following main reasons. First, research has already laid the foundation for studying digital consumer buying behaviour (Hagel & Singer, 1999; Tapscott, 1997), research has shown that there is an empirical and theoretical distinction to many other buying behaviours.(Agrawal & Gupta, 2023; Palmieri, Boccia, & Covino, 2024; Pham *et al.*, 2024; Rogova & Matta, 2023). Second, even though there has been an increase in academic interest in buying behaviour, the field remains characterized by a lack of coherence and clarity. There is no that most developments tend to appear outside of the largest consumer market. Except for a limited number of publications that manage to appear in top-tier journals in management.(Flecha Ortiz *et al.*, 2023; Khelladi *et al.*, 2023; Liu, Sun, & Liu, 2023; Mukhopadhyay, Chauhan, & Mishra, 2023), the research on digital consumer buying behaviour in other fields and disciplines including e-commerce (Štofejová *et al.*, 2023), retailing (Lemon & Verhoef, 2016; Verhoef, Kannan, & Inman, 2015), hospitality and tourism (Xiang & Gretzel, 2010), financial services (Rahi, 2016), and industrial marketing management (Brodie *et al.*, 2013). Over the past decade, cross-disciplinary research has contributed to the development of the concept of digital consumer buying behaviour. However, this research remains dispersed across various fields and lacks integration. Currently, seven recognized measures of digital consumer behaviour exist. After conducting a thorough assessment of these seven measures, we will provide recommendations on which should be utilized. Additionally, with a substantial body of empirical studies now showing strong correlations between digital consumer buying behaviour and its outcomes, it is an

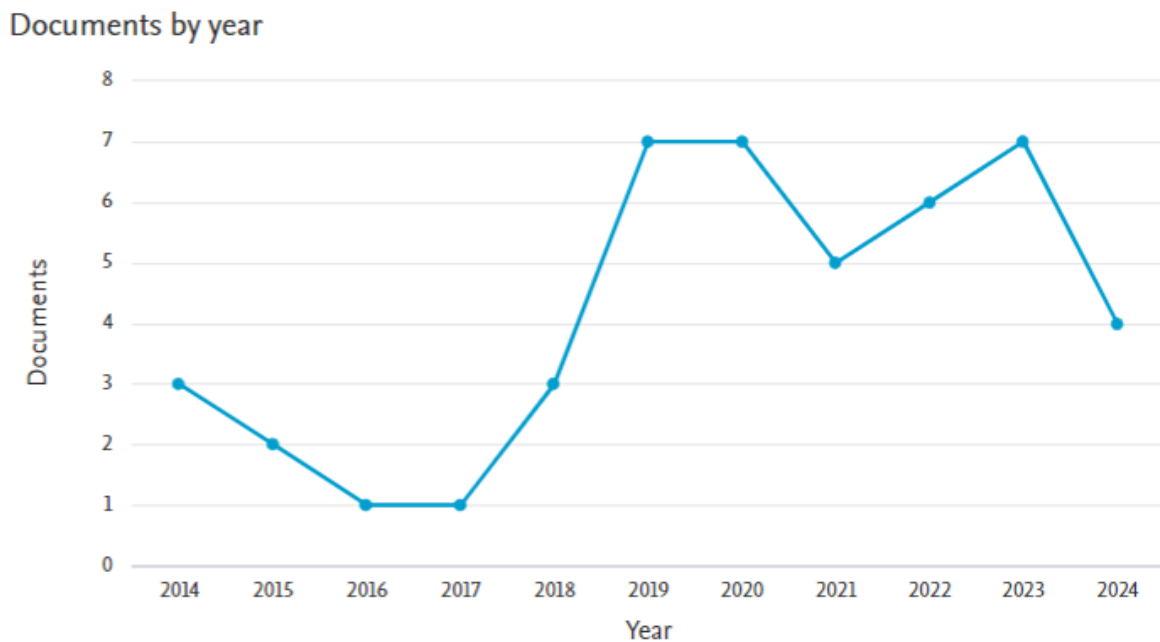
opportune moment to conduct a systematic review of the nomological network of digital consumer buying behaviour.

Given this rationale for the review, we approached our literature analysis with four overarching questions in mind:

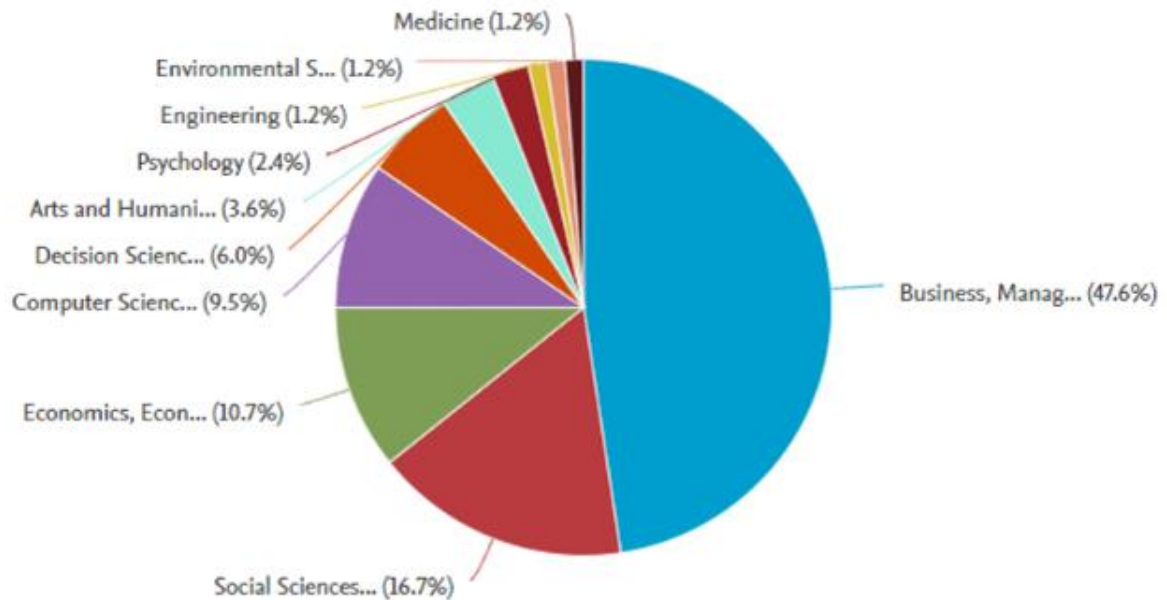
- (1) How is digital consumer buying behaviour defined within the behaviour literature?
- (2) How is digital consumer buying behaviour measured, and what are the strengths and weaknesses of the research designs employed?
- (3) What do we know about digital consumer buying behaviour through existing empirical research?
- (4) What is the future of digital consumer buying behaviour research?

To answer this question, we commenced a systematic literature review to identify the literature associated with digital consumer buying behaviour. In this review, the eligibility criteria of an article's inclusion require that the article highlights digital consumer buying behaviour as a key variable or a topic within the article. The Scopus database was utilised during the search, with digital consumer buying behaviour and online buying behaviour being used as the search terms. Moreover, to identify additional literature that was not included in the search of the database, the reference lists of all the articles that were gathered were examined.

The span of the study review was between 2014 to 2024, as in 2014 the first paper was published by (Nakhata & Kuo, 2014). The 46 published articles were reviewed, on the concept of digital consumer buying behaviour. Out of 46 articles, 41 were in empirical nature, 4 were conceptual and 1 was a review paper (Figure 1). In analysing the trends of these publications, we can see the three alternative years where digital consumer buying behaviour was on top of the position regarding publishing frequency. These years are 2019, 2020 and 2023, in these years the world is facing the Covid-19 pandemic.

**Figure 1***Paper Published in Different Years*

Due to the interdisciplinary nature of digital consumer buying behaviour, has found a home in several different outlets. The concept of digital consumer buying behaviour is published in top-tier journals e.g., the Journal of Retailing and Consumer Services, Computers in Human Behaviour, Information Systems Research, and Journal of Product and Brand Management. In all these journals the impact factor is more than 4. Some of the second-tier journals where this concept is also published. The majority of digital consumer buying behaviour ideas were discussed in the business and management domain that is 47%, social sciences 16%, economics and finance 10%, computer sciences 9% and the other remaining portion is distributed in the following fields e.g., arts and humanities, decision sciences, Psychology, engineering, environmental sciences and medical (Figure 2).

**Figure 2***Papers Published in Different Areas*

### 3 HOW DIGITAL CONSUMER BUYING BEHAVIOUR IS UNDERSTOOD AND DEFINED WITHIN THE BEHAVIOUR LITERATURE

The large number of studies where the sample size is large are quantitative (Chincholkar & Sonwaney, 2022; Prashar, Vijay, & Parsad, 2018; Ullrich & Brunner, 2015). On the other hand, the small number of studies where the sample size is small are qualitative and conceptual papers (Bridges, 2018; Niu & Chang, 2014; Prakash, Sahney, & Kavdia, 2015). Thus, we (Ullrich & Brunner, 2015) present a brief overview of the theoretical and empirical arguments presented in the literature on how online/digital consumer buying behaviour differs from impulsive, compulsive, individual and group buying behaviour before defining digital consumer buying behaviour. By explaining the conceptual grouping and separation for digital consumer buying behaviour, we address the issue of irrationalized categorization overconfidence, loss aversion, and emotional decision-making (Anderson, 1991; Fleming, Maloney, & Daw, 2013) and avoid the flawed assumption that servant leadership is homogeneous to other value-based behavioural approaches.

Digital consumer buying behaviour is distinct from impulsive, compulsive, individual, and group buying behaviours in several key aspects. Digital consumer buying behaviour and impulsive buying behaviour are distinct yet interconnected phenomena. Digital consumer buying behaviour encompasses the broader patterns and processes consumers engage in while shopping online, influenced by factors such as website design, product information, and social media interactions (Chauhan, 2023). In contrast, impulsive buying behaviour is marked by spontaneous purchases driven by emotional triggers, often without prior planning (Sahu, 2024). Compulsive buying behaviour, on the other hand, is associated with a psychological compulsion to shop, which can lead to negative consequences for the consumer (Altınkan & Armağan, 2024). Individual buying behaviour reflects personal preferences and decision-making processes, while group buying behaviour involves collective decision-making, often influenced by social dynamics and peer pressure (Wang *et al.*, 2022). The digital landscape can amplify these behaviours, as social media and online reviews can significantly impact both individual and group purchasing decisions (Ali & Amir, 2024). Thus, while there are overlaps, each type of buying behaviour operates under different motivations and contexts.

The research explores, how online factors like targeted ads and social media influence impulsive buying in young consumers, emphasizing the correlation between digital environments and impulsive behaviour (Nyrhinen *et al.*, 2024). The convenience and accessibility of online shopping platforms can exacerbate impulsive purchasing tendencies, leading to compulsive buying (Wang *et al.*, 2022). The correlations between digital consumer behaviour and individual buying behaviour, provide insights for companies to engage with target audiences effectively in the digital world (Monteiro *et al.*, 2019). The digital platforms enhance consumer engagement, leading to a greater propensity for group buying, where consumers leverage collective purchasing power to obtain discounts and benefits (Boulianne, Copeland, & Koc-Michalska, 2024).

#### **4 MEASUREMENT AND RESEARCH DESIGN IN DIGITAL CONSUMER BUYING BEHAVIOUR RESEARCH**

As there are currently 7 measures of digital consumer buying behaviour in extant literature (Table 1), we try to assess the measures based on their relative theoretical and

methodological rigour involved in the construction and validation of each measure. In doing so, we attempt to trace the construction and validation of each measure presented and evaluate the psychometric soundness of each measure against the latest scale development requirements as well as against scale development experts' benchmarks (DeVellis & Thorpe, 2017).

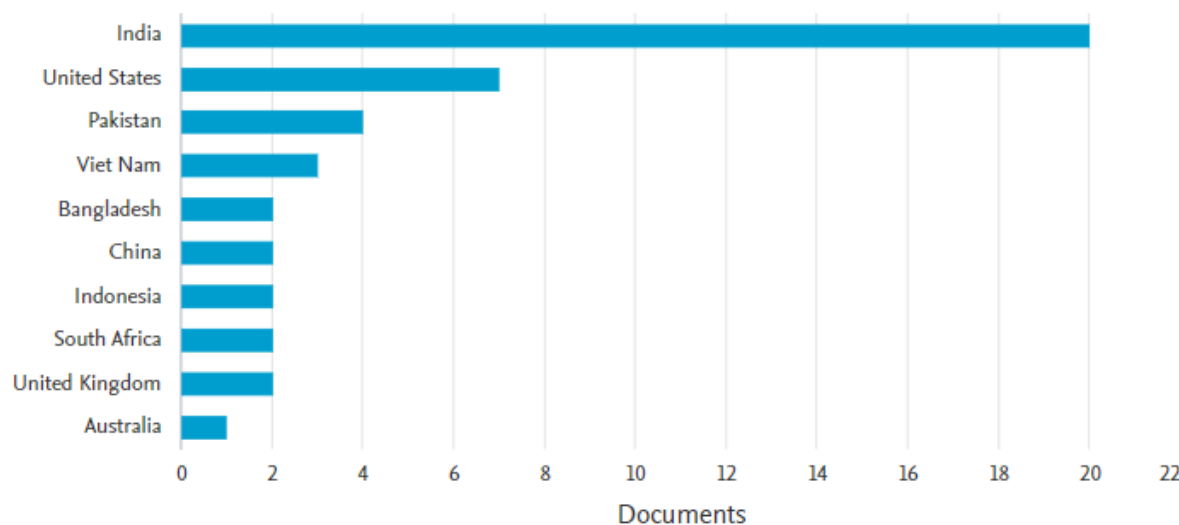
**Table 1**

*Measure of DCCB*

Authors (Chronological Order)	Name of Measure	Number of Items	Item Generation
“(Pavlou, 2003)”	“Consumer Acceptance of E-Commerce (Purchase Intention)”	3	Deductive
“(Anderson & Srinivasan, 2003)”	“E-Satisfaction and E-Loyalty (Customer Satisfaction)”	6	Deductive
“(Gefen, Karahanna, & Straub, 2003)”	“Trust and TAM in Online Shopping (Trust in Online Platforms)”	12 (4 per dimension)	Deductive
(Forsythe <i>et al.</i> , 2006)	“Perceived Benefits and Risks of Online Shopping (Perceived Risk)”	18	Deductive
“(Schaupp & Bélanger, 2005)”	“Online Consumer Satisfaction (Product Information Search)”	10	Deductive
“(Rose <i>et al.</i> , 2012)”	“Online Customer Experience (User Experience)”	15	Inductive
“(Hajli, 2014)”	“Social Commerce (Social Influence)”	8 (4 per dimension)	Deductive

## 5 RESEARCH DESIGN UTILIZED IN DIGITAL CONSUMER BUYING BEHAVIOUR RESEARCH

Based on our review, this research explains that during the last decade, from 2014 to 2024, quantitative research has been prevailing in the analysis of online buying behaviour. However, the number of published qualitative manuscripts was also rather high. Thus, while “the number of quantitative and qualitative papers being published is significantly different”, both of them were published in a majority of the 15 countries. The largest number were published in only two countries, e.g., India and the US. 15 were published in India and 7 were published in the US. In Pakistan and Vietnam, published 4 and 3 papers respectively. Bangladesh, China, South Africa, and the United Kingdom have published 2 papers in the last decade (Figure 3).

**Figure 3***Papers Published in Country-wise*

Research on digital buying behaviour has largely relied on semi-structured interviews, with data being analysed through thematic analysis (Halan, 2021). Unfortunately, many of these studies lack a solid theoretical foundation, which is a common issue in qualitative research. This trend is concerning for research on digital consumer buying behaviour. Considering the importance of experimental designs in addressing endogeneity issues (Antonakis & House, 2014) and enabling causal inferences, it is recommended that more experimental studies be conducted in the field of digital consumer buying behaviour. Only a small number of correlational field studies have utilized temporal separation to suggest causality in their models. While it is encouraging to see more studies incorporating multiple time points to address concerns about cross-sectional data, most still involve simple separations of measured variables rather than adopting a repeated measures design, where all variables are measured at various time points.

## 6 NOMOLOGICAL NETWORK OF DIGITAL CONSUMER BUYING BEHAVIOUR RESEARCH

### 6.1 Theories used in digital consumer buying behaviour research

In most of the papers, different types of theories are used, for the seek the theoretical framework. These theories are as follows; the technology acceptance model (TAM), the online buying behaviour model and the uses and gratification theory. The Technology Acceptance Model (TAM) is a theoretical framework that explains how users come to accept and use technology. It posits that perceived ease of use and perceived usefulness significantly influence users' attitudes toward technology adoption (Förster, 2024). TAM by integrating social influence and trust, indicates that these factors can enhance the model's predictive power in various settings, particularly in e-commerce (Mogaji *et al.*, 2024). The online buying behaviour model encompasses various factors influencing consumer decisions in digital marketplaces. The significance of trust and perceived risk, suggests that consumers are more likely to engage in online purchases when they feel secure about the transaction environment (Ali & Amir, 2024). Explore the psychological aspects, such as consumer emotions and motivations, which play a crucial role in shaping online buying behaviour (Wang *et al.*, 2023). Uses and gratification theory (UGT) explores how individuals actively seek out media to satisfy specific needs and desires. The UGT is instrumental in understanding media consumption patterns across various platforms. The users engage with social media primarily for social interaction and information seeking, demonstrating the theory's relevance in a digital context (Wei *et al.*, 2024). Different demographic groups exhibit varying gratifications, such as entertainment or escapism, which influences their media choices (Liu *et al.*, 2024). While UGT provides valuable insights, it may overlook the complexities of emotional and psychological factors influencing media use (Yu, 2024).

### 6.2 Antecedents of digital consumer buying behaviour

The antecedents of digital consumer buying behaviour typically involve culture, policy, from above influences and the consumer's personality and demographics.

However, as of yet, in the digital buying behaviour literature, we know only of consumer traits as antecedents. While some conceptual research on the antecedents of digital consumer buying behaviour is promising. Two studies found that women consumers are more likely than their male counterparts to purchase online (Chincholkar & Sonwaney, 2022), gender was crucial for online consumer behaviour; other factors like group influence are less significant (Sekandari & Aghaei, 2023). In analysing the correlation matrices of the manuscripts, very few provided the correlations between digital consumer buying behaviour and the consumer age, sex, education and tenure to make a meaningful interpretation.

### **6.3 Outcomes of digital consumer buying behaviour**

The neural network (NN) model significantly outperformed both linear discriminant analysis (LDA) and k-nearest neighbours (kNN) in terms of predicting online buying behaviour (Prashar, Vijay, & Parsad, 2018). The study found that self-escapism directly influences how users interact with their online shopping carts, but this influence is only partial (Mir, 2023). The key drivers for online purchases differed across the segments. Socially conscious fashionistas were motivated by brand ethics and sustainability, and fashion-involved buyers by trendiness and quality (Sondhi & Basu, 2023). The study highlights that online buying behaviour among university students is influenced by various cultural and social factors, including social class, reference groups, family, income level, and age (Junaidi & Miralam, 2020). Higher employment density positively influences online purchases of intangible services. Lower accessibility to metro stations is associated with more online purchases. Lower street density also positively impacts online purchases (Shi *et al.*, 2021). Performance expectancy, facilitating conditions, social influence, effort expectancy, and stimulus were found to positively influence online buying intention (Luong *et al.*, 2023). The use of social media is significantly and positively associated with various types of buying behaviour, including online buying, habitual buying, variety-seeking buying, and impulsive buying (Rajarithinam, Rathinam, & Parayitam, 2022). The emotional distress caused by purchasing embarrassing products leads consumers to significantly alter their online shopping behaviour (Annamalai, Mathew, & Iyer, 2019). The study demonstrates that

hedonic motivations, trust, and website quality and design are important factors that positively influence online purchase intention in Indonesia. These findings suggest that e-commerce businesses should focus on enhancing these factors to boost consumers' intent to purchase online (Santoso, Bidayati, & Hendar, 2019). The findings of the study of online businesses should consider the distinct online shopping behaviours of different generational cohorts when making target market decisions. Recognizing the purchasing power and preferences of Baby Boomers, in particular, could help online retailers optimize their marketing strategies (Rudansky-Kloppers & Strydom, 2021). The study found that several factors such as demographic characteristics, convenience, product variety, price, and online security significantly influence online consumer buying behaviour (Ranjitha & Krishnakumar, 2020). The study found that showrooming, where customers visit physical stores to examine products and then make the purchase online can lead to paying a higher price for products online (Viejo-Fernández, Sanzo-Perez, & Vázquez-Casielles, 2020). The study demonstrates that certain OSL traits, particularly variety-seeking and consumer innovativeness, have significant correlations with exploratory online buying behaviours. Variety-seeking is strongly associated with information acquisition and purchase behaviour (Gañac, 2018). The direct impact of social media on e-commerce purchase intention is found to be significant. This indicates that social media has a direct influence on customers' intentions to make online purchases (Zulfiqar & Ahmed, 2022). Social Distancing Causing Crises (SDCC), such as pandemics, significantly disrupt e-tailers' operations. It affects both the demand and supply sides, leading to changes in online buying behaviour and operational challenges (Halan, 2021). Positive and negative e-WOM has a positive effect on online consumer buying behaviour (Velndar *et al.*, 2024).

#### **6.4 Mediation of digital consumer buying behaviour**

The study found partial mediation of the use of social media in the relationship between social media advertising and consumer buying behaviour (Rajarathinam, Rathinam, & Parayitam, 2022). Brand image was found to positively and partially mediate the influence of e-WOM credibility and e-WOM quantity on online purchase intentions (Hoang & Tung, 2023). The mediating impact of trust is more significant than

the direct impact of social media on purchase intention (Zulfiqar & Ahmed, 2022). Customer loyalty positively mediates the relationship between customer satisfaction and online buying behaviour (Velnadar *et al.*, 2024).

### **6.5 Moderation of digital consumer buying behaviour**

Factors such as accessibility, customization, user interest, and user interaction on social media platforms moderate the relationship between social media advertising and consumers' use of social media (Rajarathinam, Rathinam, & Parayitam, 2022). The study discovered that situational context, specifically related to disease avoidance during the COVID-19 pandemic, moderates the relationship between e-WOM and online purchase intentions (Hoang & Tung, 2023). The role of smartphones as a moderating factor in showrooming behaviour. The use of smartphones in-store influences the likelihood of paying a higher price online (Viejo-Fernández, Sanzo-Perez, & Vázquez-Casielles, 2020). Income does not significantly affect these relationships, suggesting that intrinsic consumer traits are more influential in shaping online buying behaviour (Gañac, 2018). When consumers trust the information they receive, positive and negative e-WOM has a stronger impact on their online buying behaviour (Velnadar *et al.*, 2024).

## **7 AGENDA FOR FUTURE RESEARCH**

In reviewing the literature on digital consumer buying behaviour, we were excited at the first phases that have been taken to advance this theory, but as identified, there are still considerable gaps. Before we offer a detailed agenda for future research on digital consumer buying behaviour. In future research, there are different independent variables are used e.g., expert reviews and consumer reports. Future research will be conducted on social media platforms' negative effects on traditional e-commerce websites (Ullrich & Brunner, 2015). Demographic, and psychographic variables and real-time analysis in online platforms are used in future research (Prashar, Vijay, & Parsad, 2018). In future, explore the impact of technology especially argument reality and mobile transaction systems regarding online shopping behaviour. Future research should be on other categories like groceries and home-made items etc. (Chincholkar & Sonwaney, 2022). In

future, the demographic variables will be used (age, gender income etc.), as social influence and peer also influence digital consumer buying behaviour will be used (Singh, 2016). Future research will be conducted online by consumers of male buyers and other age groups and different cultural backgrounds. Scholars might use other theories to test the theoretical framework in the context of social interaction and gamification theory (Raman, 2021). The research should be conducted in other regions of the world with similar or different consumer segments. Investigate the social media effects on online consumer behaviour of premium brands (Sondhi & Basu, 2023). Contemporary technology must be used like artificial intelligence and argument reality effect on digital consumer buying behaviour. Different product categories must be used in future (Junaidi & Miralam, 2020). In the future, both traditional and online buying behaviour must be explored, in this way, a holistic picture checks the journey of consumers. Future research must be on different regions and contexts (Shi *et al.*, 2021). Future studies must explore psychological and social-economic factors and, their effect on digital consumer buying behaviour. The variables are personality traits, emotional states and cultural influences (Luong *et al.*, 2023). In future, the other exogenous variables must be used e.g., social influence and customer service quality, to explore the relationship between both and also the effect on the digital environment. Also explore the risk perception variables like product quality, privacy and financial matters (Asokan-Ajitha, 2021). There are different types of moderating factors that would be used in future, these variables are user interaction, user internet, customization and accessibility. Explore how social media promotion interacts with other marketing platforms e.g., Facebook, Twitter, YouTube etc. (Rajarithinam, Rathinam, & Parayitam, 2022). Future studies should be conducted on other moderating variables (gender, age and cultural backgrounds. The study would be conducted in other situational contexts (Hoang & Tung, 2023). Future studies could explore different online platforms' effects on e-WOM on digital buying behaviour. Trust in information and products should moderate the relationship between e-WOM and the digital environment (Velndadar *et al.*, 2024). Future studies could investigate other motivations for online shopping beyond escapism, such as social interaction or convenience, to see how they influence e-cart abandonment. Future studies could develop and test specific interventions aimed at reducing e-cart abandonment, based on the insights gained from escapism motives and attitudes (Mazhar, Qayyum, & Jamil, 2024).

Future studies should be conducted on the modern technology used e.g., AI and machine learning effect on social media marketing. Future research should be based on customer experience mediating the relationship between purchase intention on social media platforms (Sharma *et al.*, 2024).

## **8 THEORETICAL IMPLICATIONS**

The work offers a new explanation regarding the idea of digital consumer buying behaviour. This concept is different from other kinds of behaviours; it focuses on identifying the gaps in prior literature. There are almost 7 scales available on this concept, these measures are strongly validating and reliable the notion of online buying behaviour. Future research or recommendations are discussed; how online buying behaviour would be used in a digital environment with other variables. Some variables would be used as antecedent, outcome, determinant and moderating. The call for research would be used in other disciplines and other contexts, and in this way, it would give a holistic picture.

## **9 PRACTICAL IMPLICATIONS**

The literature's insights into the antecedents, outcomes, and mediators of digital consumer buying behaviour enable marketers and business strategists to understand better how consumers interact with digital platforms. Only by understanding this knowledge can companies formulate more effective marketing strategies, customer engagement methods, and product designs. The recommendation measures of digital consumer buying behaviour can help companies determine exactly what their consumers feel and what they do in various ways. In turn, this allows for more data-oriented action plans and customized marketing strategies. The information about the major trends and the related research are genuinely relevant for making certain predictions about how external events will affect the nature of business and consumer behaviour. Some of these methods may be unexpected to companies, but they will also give them an insight into the ways to survive in a constantly changing digital environment. It is also necessary that specialists take an interdisciplinary approach to the problem and use all the possible information to create novel digital marketing strategies.

## 10 CONCLUSION

The research has integrated several perspectives and applications to provide a comprehensive review of the digital consumer buying behaviour literature, which may present new insight into the given field. Despite numerous studies, the literature in question demonstrates a lack in terms of coherence and, as a result, shows a reluctance to provide documented evidence for theory building. The study has reviewed 46 academic articles dealing with the subject of digital consumer buying behaviour. The given evaluation allows for increasing the conceptual clarity, examining the measures utilized, and developing the theoretical framework. The study has also suggested an outline for future research, in which new variables are to be researched with a focus on various contexts and product types. The theoretical contribution of the given study allows for extending the understanding of digital consumer buying behaviour. The given consideration also generates practical implications by providing opportunities for businesses to strengthen the effective nature of digital marketing. Future researchers should refine the given notions as they evolve.

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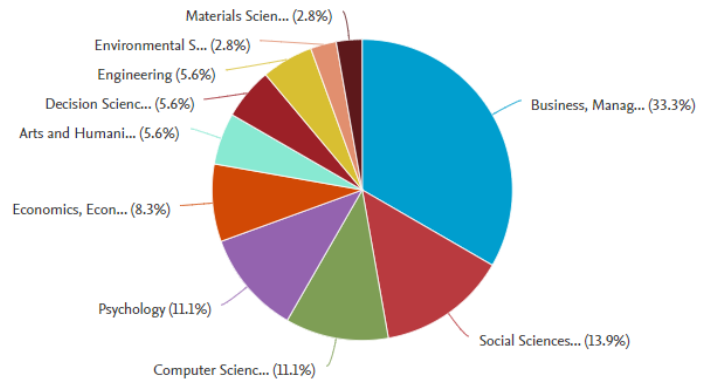
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## APPENDIX

Subject area ↓ Documents ↓

Business, Management and Accounting	12
Social Sciences	5
Computer Science	4
Psychology	4
Economics, Econometrics and Finance	3
Arts and Humanities	2
Decision Sciences	2
Engineering	2
Environmental Science	1

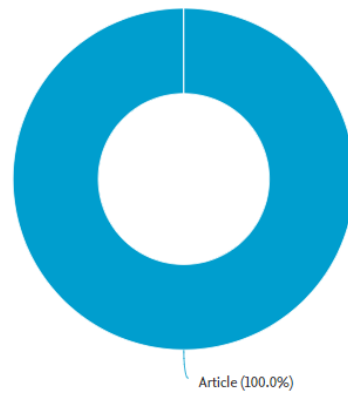
Documents by subject area



Document type ↑ Documents ↓

Article	18
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Documents by type

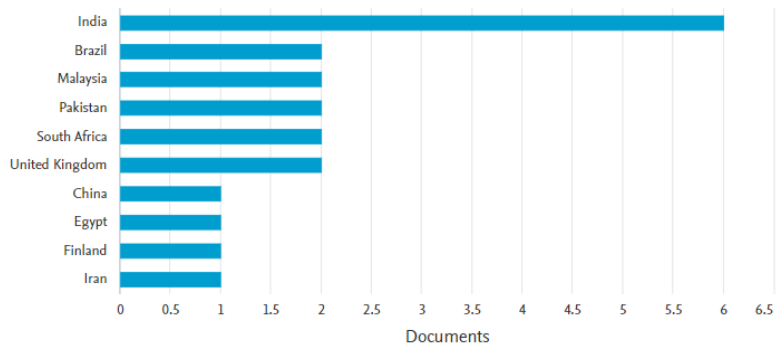


Country/Territory ↑ Documents ↓

India	6
Brazil	2
Malaysia	2
Pakistan	2
South Africa	2
United Kingdom	2
China	1
Egypt	1
Finland	1

### Documents by country or territory

Compare the document counts for up to 15 countries/territories.

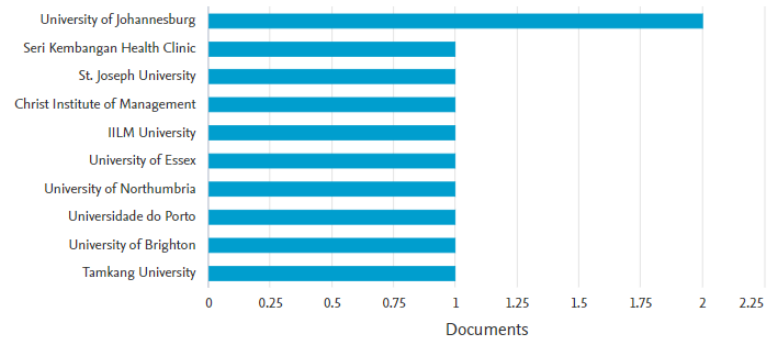


Affiliation ↑ Documents ↓

University of Johannesburg	2
Seri Kembangan Health Clinic	1
St. Joseph University	1
Christ Institute of Management	1
IILM University	1
University of Essex	1
University of Northumbria	1
Universidade do Porto	1
University of Brighton	1

### Documents by affiliation

Compare the document counts for up to 15 affiliations.

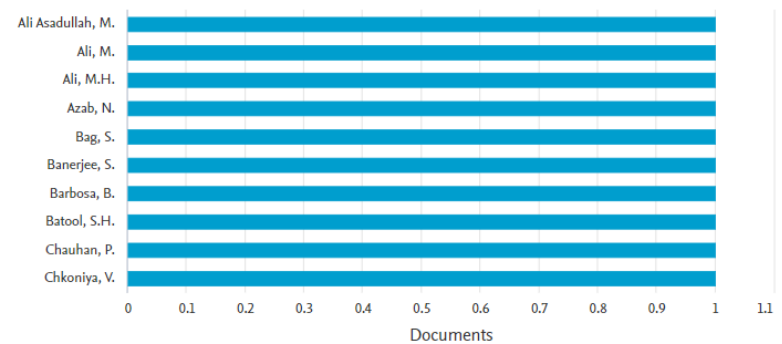


Author ↑ Documents ↓

Ali Asadullah, M.	1
Ali, M.	1
Ali, M.H.	1
Azab, N.	1
Bag, S.	1
Banerjee, S.	1
Barbosa, B.	1
Batool, S.H.	1
Chauhan, P.	1

### Documents by author

Compare the document counts for up to 15 authors.

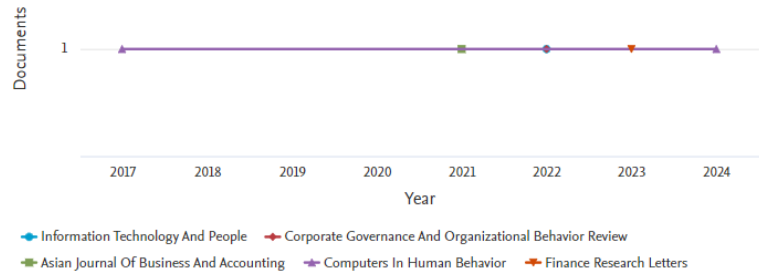


Source ↓	Documents ↑
<input checked="" type="checkbox"/> Computers In Human Behavior	2
<input checked="" type="checkbox"/> Asian Journal Of Business And Accounting	1
<input checked="" type="checkbox"/> Corporate Governance And Organizational Behavior Review	1
<input checked="" type="checkbox"/> Finance Research Letters	1
<input checked="" type="checkbox"/> Information Technology And People	1
<input type="checkbox"/> International Journal Of Electronic Customer Relationship Management	1
<input type="checkbox"/> International Journal Of Recent Technology And Engineering	1

### Documents per year by source

Compare the document counts for up to 10 sources.

Compare sources and view CiteScore, SJR, and SNIP data

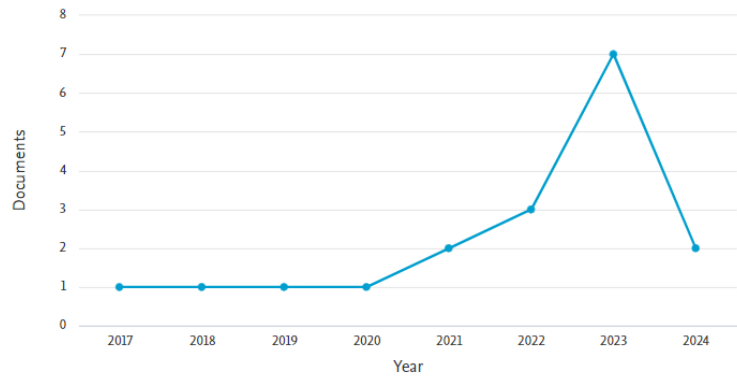


### 18 document results

Select year range to analyze: 2017 to 2024 Analyze

Year ↓	Documents ↑
2017	1
2020	1
2019	1
2018	1
2024	2
2021	2
2022	3
2023	7

### Documents by year



Funding sponsor ↓	Documents ↓
<input checked="" type="checkbox"/> Academy of Finland	1
<input checked="" type="checkbox"/> British Council	1
<input checked="" type="checkbox"/> European Regional Development Fund	1
<input checked="" type="checkbox"/> Innovate UK	1
<input checked="" type="checkbox"/> Microsoft	1
<input checked="" type="checkbox"/> Ministry of Science and Technology, Taiwan	1
<input checked="" type="checkbox"/> Strategic Research Council	1
<input checked="" type="checkbox"/> UK-India Education and Research Initiative	1

### Documents by funding sponsor

Compare the document counts for up to 15 funding sponsors.

