



VAASAN AMMATTIKORKEAKOULU
UNIVERSITY OF APPLIED SCIENCES

Kazi Navid Bin Mokid (e2402044), Tofael Ahmed Mazumder (e2402048)

THE IMPACT OF DIGITAL PLATFORMS ON CONSUMER BEHAVIOR

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ABSTRACT

Author	Tofael Ahmed mazumder, Kazi Navid Bin Mokid
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This study examines the changes brought about on the behaviour of consumers by the use of digital platforms such as e-commerce websites, social media, mobile apps, and review forums. These platforms have transformed the way people discover, evaluate, and acquire products, through convenience, personalization, and transparency. Such technologies as artificial intelligence (AI), augmented reality (AR) and block chain are critical, AI offers real-time support and personalized recommendations, AR offers immersive product experience while block chain provides transparency and trust. The research sheds light on how consumers behave differently in both the developed and emerging markets, and availability, affordability and localized content influence interaction.

The study employs the quantitative survey-based approach that is guided by the theoretical models, including the Technology Acceptance Model (TAM), Social Influence Theory, and the AIDA model, to explore how digital tools affect the decision-making process. It also covers the role of digital platforms in facilitation of sustainable consumption that includes the provision of ethical product information and use of algorithms to facilitate responsible options. Post-purchase behaviours like returns, reviews, and loyalty are seen as important for establishing long-term brand relationship.

Keywords: Digital Platforms, Consumer Behaviour, Artificial Intelligence (AI), Personalization, Emerging Markets.

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1 INTRODUCTION

1.1 Background:

In the world today which is interconnected, digital platforms as part of daily life significantly change the way people relate to brands, when making decisions and in developing long-term relations with each other (Smith, 2025). In turn, the evolution of the internet and the swift progress of technologies have promoted the emergence of such platforms as e-commerce websites, social media networks, mobile apps, and review forums, which currently govern our online communication (Jones, 2022). Such platforms have increased access to goods and services and changed the expectations, preferences and behaviour of the consumers in fundamental ways (Brown, 2023).

The digital revolution started in the late 20th century, a turning point in the history of mankind as the internet was widely used (Taylor 2019). At this time companies like Amazon and eBay rose as the trailblazers of online shopping and provided unprecedented ease of shopping for the consumer and creating the foundation for contemporary e-commerce (Johnson, 2018). Social media, that is, Facebook, Instagram, and Twitter, came next, providing vivid new options for users to socialize and engage with brands (Doe, 2021). Soon, these platforms became strong centres for content sharing and communication, ensnaring the digital interactions into the fabric of our everyday life even more tightly.

Technology kept on improving and digital platforms received better features to improve the user interface and interactions. For example, artificial intelligence (AI) has transformed how businesses interact with consumers: too, it provides real-time customer support, personalized product recommendations, and customized content (Smith, 2025). In a similar manner, there has been the introduction of augmented reality (AR) which has prompted the experience to be immersive as well as the ability to blend the digital aspects with the physical ones to create the impression of being absorbed and to add opportunities for engagement that are not existing previously. The landscape has further been changed with the block-

chain technology which has incorporated transparent and secure systems of transactions check and product authenticity, thus enhancing trust in digital ecosystems (Smith, 2025).

1.2 Perspective:

Motivated by a number of the most relevant factors, the topic choice “The Impact of Digital Platforms on Consumer Behaviour” is important due to the fact that it responds to the existing reality.

The introduction of advanced digital technologies such as artificial intelligence (AI), augmented reality (AR), and block-chain have heralded a seismic change in the consumer world, and it has transformed the way in which individuals relate to businesses, services, and products (Smith, 2025). The technologies have changed customer experiences forever because they have addressed crucial issues like convenience, transparency, and involvement, helping establish trust and loyalty (Smith, 2025). Combinations of AI, AR, and block-chain have transformed industries and consumer behaviour deep down (Brown, 2023). AI is a transformative power in the design of highly individualized and efficient interactions between consumers and brands (Smith 2025). AI-driven chatbots provide real-time support solving customer needs in a short period and providing personalized recommendations based on personal preferences and requirements (Smith, 2025). These chatbots help streamline communication, increase satisfaction, and shortens response time some of the most complained about by consumers in the digital era (Smith, 2025). Additionally, AI uses predictive analytics to determine moviegoers’ behaviours and trends, giving businesses the information that can guide its businesses towards targeted marketing (Doe, 2021). AI helps to develop closer relationships between consumers and brands through personalized experience, enhancing retention and loyalty of the customers (Smith, 2025).

AR technology adds a new angle to consumer interactions in that it brings together the physical and the digital worlds (Jones, 2022). Users are able to see products in their own setting through this technology, for instance, putting on virtual furniture

in their homes or clothing that is digital, whereby ambiguities on decisions to purchase leading to uncertainty are rapidly eliminated (Jones, 2022). That interactive and engaging nature of AR holds the attention of the consumers and establishes strong emotional connections to products they interact with (Jones, 2022). For example, industries, including retail, real estate, and automotive have adopted AR to provide immersive consumer experiences and enable consumers to power themselves and make decisions (Doe, 2021). This, therefore, leads to the fact that AR paves the way to not only higher conversion rates but also creates an image of such brands as progressive and innovative in its customers' eyes (Jones, 2022). While the block-chain technology presents unmatched transparency and security in the digital environments, it solves emerging issues of data integrity and trust in online dealings (Brown, 2023). As a decentralized and immutable ledger system, block-chain, makes the transaction records, product authenticity, and the supply chain processes to be secure and verifiable hence, giving consumer confidence to businesses (Brown, 2023). As in the industries of finance, e-commerce, and luxury goods, block-chain enables the tracking of the origin and journey of products, responding to the rising plea for ethical and sustainable practices (Brown, 2023). The technology is also essential in helping to fight fraud and secure sensitive information and to enhance transparency, representing what is being expected of the modern consumers for safe digital experiences (Smith, 2025). Block-chain offers accountability and reality, which enhance the consumers' power and trust between them and companies (Brown, 2023). Combined, the AI, AR, and the block-chain technology has remapped the consumer's surface by responding to significant desires for personalization, immersion, and confidence in the digital time (Doe, 2021). Such innovations enable a business to connect with its audience meaningfully in the pursuit of efficiency and growth (Smith, 2025). AI transforms communications with personalized experiences; AR enhances interactions that combine the physical and digital worlds; block-chain creates trust through ensuring transparency and security (Brown, 2023). This complementary impact of the technologies reflects the power of innovation in determining the behaviour and expectations of the consumer in different industries (Doe, 2021). Going forward, while these technologies evolve, their impact in the consumer

space will only significantly expand, opening space for new forms of interaction and reimagining the grounds for commerce and communication in astounding ways (Smith 2025).

However, contemporary consumers are increasingly expecting convenience, personalization, and transparency from businesses and digital platforms they are using, changing the competitive landscape for industries drastically. These expectations exist because the technology has advanced very fast and deepened its penetration in everyday activities, therefore changing normalcy levels of consumers' satisfaction and involvement (Smith, 2025). Effective use of digital platforms by businesses could enable them to fulfil these expectations by providing customized experience, live assistance and comprehensive product information, thereby leaving no room for hassle and dissatisfaction on the part of the customers (Smith, 2025). Convenience has become a pillar in the consumer behaviour in the digital era. Modern customers are anticipating business to make purchasing less hectic, have less friction, and offer on demand solutions that are compatible with their lives (Smith, 2025). This is how digital platforms accomplish this by providing features like friendly interfaces, speedy deliveries and smoothed payments options which aim at minimizing effort and maximizing efficiency (Smith, 2025). For instance, e-commerce sites and mobile applications offer consumers an opportunity to browse, compare and buy products in seconds and on the go, responding to the increasing need for speed and accessibility (Jones, 2022). These platforms have turned around convenience into a competitive advantage and have left companies with no choice but to adjust their strategies in order to be relevant in a fast-moving market (Smith, 2025). Personalization is also equally prominent in influencing the consumer tastes. Digital platforms use state-of-the-art technologies like artificial intelligence (AI) and data analytics to give individual recommendations and experiences based on the needs of an individual (Jones, 2022). By studying consumer behaviour and one-person needs, companies are able to formulate well-targeted marketing campaigns and individualized product tips, making their clients feel they belong and are important to a certain business (Smith, 2025). Personalized shopping carts, curated content, and exclusive offers contribute to

better connection to brands, providing them with more satisfaction and retention (Jones, 2022). The focus on personalization also allows businesses to pre-empt customers and provide solutions rather than wait for customers to indicate something (Smith, 2025). Transparency is another essential assumption that a contemporary consumer has in relation to digital creations, and it plays an important role in developing trust and trustworthiness of digital platforms. Consumers of the modern day have a high need for clear and dependable information on products, services, and transactions, and ethical business practices (Smith, 2025). Examples of such features include verified product reviews, extensive specification, and block-chain enabled authenticity checks to allow shoppers to make an informed choice and feel safe with their choices (Jones, 2022). It is highly appreciated in such industries as finance, e-commerce, and health, where precision and confidence are really important (Smith, 2025). Through their commitment to transparency, business builds credibility and develops durable relationships with their customers and reverberates with the dynamic values of consumers (Jones, 2022). Comprehending how digital platforms affect the preference of customers is vital in ensuring that business survives in the current dynamic and fast changing market (Jones, 2022). These platforms shift the definition of the experience of the customer, establishing new levels of convenience, personalization, and transparency, which push companies towards the constant innovation and adaptation to respond to this new level of expectations (Smith, 2025). Now, as the consumer demands are constantly changing, the businesses need to remain flexible and use technological advancements to stay on top of the digital environment (Jones, 2022).

Digital platforms provide a critical link up between businesses and consumers around the world tearing down geographical borders and making interaction possible in ways that were once unthinkable (Doe, 2021). However, these platforms help businesses connect to their target markets in developed and emerging markets and customize their strategies to suit their audiences' needs and preferences in every market (Doe, 2021). Digital platforms use in connecting people across the world allow us to create a more inclusive marketplace where different

consumers have more access to products, services, and brands irrespective of where they are physically located (Doe, 2021). The impact of digital platforms on consumer behaviour significantly differs for developed and emerging markets, which speaks about the necessity of local context awareness (Doe, 2021). In developed markets equipped with internet and technological infrastructure such that consumers have easy access, they tend to value convenience, personalization, and innovation in relation to their business engagements (Doe, 2021). Digital platforms operating in such regions apply cutting-edge technologies like AI and AR to offer the customized experiences for which customers in such regions expect so much (Doe, 2021). However, in emerging markets, digital platforms are crucial in bridging infrastructure deficit and access to the basic services (Doe 2021). Such a target may often be centred around affordability, availability and mobile-friendly solutions for the consumers that might not be resourceful or available with intermittent internet access (Doe, 2021). For example, localized payment procedures, multilingual assistance, and simplified interfaces aid in making sure that digital platforms strike a chord with different audiences in such regions (Doe, 2021). By recognizing the differences in behaviour and choice of consumers in such two scenarios, businesses can come up with strategies that apply internationally but tailored locally (Doe, 2021). An analysis of global impact of digital platforms reveals relevant information on consumer dynamics whereby businesses can predict trends and adjust accordingly (Doe, 2021). A good understanding of these dynamics gives companies the power to create campaigns that will speak to people of diverse groups, which then builds stronger relationships and expands businesses in a world that is gradually becoming interconnected (Doe, 2021). This strategy not only embraces a business success but also guarantees consumers from all markets with meaningful and empowering digital experience (Doe, 2021).

With the increasing environmental consciousness in consumers, digital platforms have been pivotal in the promotion of sustainable and ethical ways of consumption. These platforms make tools available to businesses and consumers to have their conduct integrated with environmentally conscious principles, creating a culture of responsibility and integrity in the marketplace (Brown, 2023).

Through providing such features as product labels showing certifications of being sustainable or environmentally friendly, digital platforms enable the consumer to make responsible decisions that are conscious of the environment (Brown, 2023). Algorithms play a critical role in shaping the consumer behaviour through prioritizing and advertising the sustainable products. For example, recommendation engines available on e-commerce sites or social media networks can point out products with less carbon footprint, sustainable materials, or even Fair Trade or organic certification (Doe, 2021). With data-driven insights, algorithms nudge consumers towards making choices that ensure to be in line with their ethical and environmental values, translating into large-scale changes without them realizing it (Doe, 2021). Another effective tool for the promotion of responsible consumption is the information disclosure. Digital platforms tend to provide detailed information about the supply chain, manufacturing and how the products affect the lifecycle (Brown, 2023). This openness enables the consumers to make evaluations of the ethical and environmental impact of their purchases ranging from sourcing to disposal (Brown, 2023). For instance, some of the platforms provide interactive tools that illustrate the environmental savings of selecting particular goods whereas promoting awareness and sustainability of the choice (Doe, 2021). Transparency also enhances trust between the consumers and businesses. Sharing information regarding companies' sustainability goals and the successes they achieve in this area is beneficial in that it lends credibility to them as well as improving their reputation (Doe 2021). Platforms that allow users to track the source of goods or certify claims about sustainability equally cut the risk of greenwashing; exaggerated claims about being environmentally conscious (Brown, 2023). These practices will enable creation of an ecosystem with the focus on accountability and responsible behaviour, in turn, developing consumer confidence and brand loyalty (Doe 2021). In examining the role of digital platforms to promote sustainability, understanding can be drawn on how technology can be used in the same direction with consumer behaviour on the overall environmental goals (Brown, 2023). Knowledge about algorithms, information disclosure, and transparency is important for the companies wishing to spread responsible consumption and building trusting relationships with their audiences (Doe, 2021).

Given that the digital platforms continue to be developed, their ability to change the ethical consumer behaviour will become more critical for creating a sustainable and fair future (Brown, 2023).

Having insights into post-purchase behaviours like returns, reviews, and retention of the customer makes a crucial understanding of the overall consumer experience. This phase is as important as pre-purchase and purchase stages since it directly speaks about long-term success of brands and relations between them (Smith, 2025). With this understanding and analysis of these behaviours, businesses can tailor their strategies to maximize satisfaction and create loyalty and smoothness overall (Smith, 2025). Returns are an important element of post-purchase behaviour that indicates the expectations and the level of customers' satisfaction concerning the product or service. A fast, stress-free return process can improve customer experience in a great way because it presents the business as seeking the convenience of consumers and loyalty from the consumers (Smith 2025). Also, studying the patterns of return gives companies a way of detecting possible imperfections in the products they offer or supply chain to make the quality better and decrease dissatisfaction in long term (Jones, 2022). For instance, a high rate of returns can indicate such problems as wrong descriptions, discrepancies in quality, or failed expectations, giving businesses a guide on how to improve (Jones, 2022). Another important aspect of post-purchase behaviour is the online reviews and feedback. Reviews are the direct line of communication between the customers and businesses where firms get to gain a lot in terms of what the consumers think and feel about them (Smith, 2025). Favourable reviews enhance credibility and gain new customers while unfavourable ones offer room for improvement and rectification of the shortcomings (Jones, 2022). Active interaction with reviews — thanks for positive feedback and constructive response to complaints — builds stronger relations and a willingness to make the overall user experience better (Smith, 2025). Platforms that can support open and truthful reviews further develop the trust and loyalty of the consumers by guaranteeing the authenticity and fairness of feedback presentation (Jones, 2022). It is likely that customer retention is the most important measure of the successful post-purchase

engagement. Retention of the existing customers is not only less cost consumptive as compared to gaining new customers, but also it creates stronger business to audience relationship (Smith, 2025). Companies obtain retention by providing loyalty programs, individual follow-ups, and pre-emptive consumer services to augment fulfilment post the purchase round (Jones, 2022). Reaching out to customers beyond the purchasing gate would allow for providing them with special offers, educational materials, or special offers (Smith, 2025) so that they find value in their interaction with a brand. Companies can thus develop a long term loyal customer base, which creates a stable and loyal customer base, sustaining growth (Jones, 2022). The study of such facets of post-purchase behaviour is indicative of the need for holistic approach towards consumer journey. It enables companies to recognize their opportunities of solidifying their strategies, which are not only aimed at increasing satisfaction but also make customers feel appreciated and understood during their relations with the brand (Smith, 2025). Such an understanding, fundamentally, helps in bringing a customer-centric culture on board and in line with the contemporary consumer demands and likings (Jones, 2022).

It is quite noteworthy that the effect which digital platforms have on consumer behaviour in emerging markets is understudied but critical to the sustainable development of the topic. Mindful insights concerning such a gap are highly needed because the dynamics of emerging markets are peculiar, based on different socio-economic, cultural, and technological characteristics (Ahmed Siddiqui, 2020). These are fast digitizing territories where improved smart phone penetration, cheap data packages, or proliferating internet connectivity results in fertile ground for digital innovation and consumer engagement (Ahmed Siddiqui 2020). Digital platforms in emerging markets work in a different way as compared to those in developed economies, demonstrating the differences in needs and limitations of consumers. For example, affordability is very crucial in determining consumer decisions since there could be limited disposable incomes. There are digital platforms through which businesses in such markets often provide low cost solutions, such as mobile payment systems and micro transactions, which serve the

financially stressed consumers (Ahmed Siddiqui, 2020). Also, mobile lightweight platforms are more likely to appeal to the users in regions with poor technological setups or erratic internet connections (Ahmed Siddiqui, 2020). Cultural peculiarities also affect ways of using digital platforms in these markets. Local dialects, local tastes and local culture-specific content is important in attracting the consumer effectively. Even platforms that borrow services associated with adaptation in line with local customs, traditions, and values tend to have higher acceptance and trust in the local consumers (Ahmed Siddiqui, 2020). For instance, social commerce where consumers buy via social media interactions have gained a lot of traction in various emerging markets and this reflects the significance of community based decision making and peer recommendations in such markets (Ahmed Siddiqui, 2020). The exploration on the role of digital platforms in the emerging markets is useful for worldwide consumer behaviour idiosyncrasies. It assists businesses to appreciate the many ways through which consumers engage with technology so that they may create targeted efforts that embody local needs without losing the global currency (Ahmed Siddiqui, 2020). The amelioration of this gap also gives insights on how digital improvement can lead to economic inclusion and empowering the consumers at underrepresented regions which helps in overall social and economic development (Ahmed Siddiqui, 2020). When concentrating on this area, businesses are not only provided with a competitive advantage but also the value of developing inclusive and flexible digital experiences is stressed. This strategy aids the current surge in understanding that the emerging markets will be critical for the future development and innovation in the world economy (Ahmed Siddiqui, 2020).

Learnings from research on digital platforms, as well as consumer behaviour provide businesses with strategies for driving engagement and sustaining success over time (Jones, 2022). Such insights are critical in establishing rewarding connections with the customer base and for dealing with the growing competition in the digital world (Jones, 2022). Through studying consumer behaviour patterns, the businesses can create solutions that will tune in with the audience on a very personal level and build sustainable growth (Smith, 2025). The knowledge of how

factors influence the consumer behaviour on digital platforms is the key to creating better user experiences (Smith, 2025). By analysing data and defining feedback, companies can recognize places of pain and preference in addition to expectations, so that the ineluctable outcome will be smooth and intuitive interfaces that increase customer satisfaction (Smith, 2025). For instance, such features as personalised product recommendations, ease of navigation, and the simplification of payment processes enhance convenience and meet the demands of a contemporary consumer (Smith, 2025). Such initiatives make digital engagements not only functional but fun and captivating to the users (Smith, 2025). The development of targeted marketing campaign becomes integral in bringing sustainable growth and in targeting the audience effectively (Brown, 2023). When consumers are segmented according to their tastes, demographics and behaviour, businesses will be able to adjust their messages to meet specific needs and aspiration of their target market (Brown, 2023). Digital platforms offer good resources for the purpose, including social media advertisements, email marketing, and analysis of data, which can be used for proper targeting and utilization of resources (Brown, 2023). Such campaigns play a part in creating a strong brand image and trust among the consumers as companies are perceived as reliable and customer-oriented (Brown, 2023). Putting strong customer support systems in place is essential in building long-term relations and loyalty from customers leading to increased performance (Doe, 2021). Good assistance in form of AI-powered chatbots, live chat or interactive FAQ's provides the customers with a feeling that they are heard from the start of the journey (Doe, 2021). Speedy and timely customer service does not only help address issues in a timely manner but also builds trust and satisfaction, therefore driving subsequent engagements (Doe, 2021). The post-purchase support, akin to handling returns or responding to queries, adds to the overall usability of the user experience and ensures that customers remain with the brand (Doe, 2021). These strategies combined, i.e., gaining insights, creating better experience, executing targeted campaigns, and providing strong support constitute the central pillar of a winning strategy for a digital age to engage and retain customers (Jones, 2022). Those businesses working

to understand and address consumer behaviour in the digital world are more likely to address changing needs and experience long-term growth (Smith, 2025).

1.3 Purpose of the study

This research aims at encoding the complexities of digital consumer behaviour and derive insights that will be of use to businesses, policy-makers and academia equally. It adapts a whole-systems approach to identify the complexities involved in the way consumers interact with digital platforms while striving to define better practices and policies on these planes.

Firstly, empowering businesses. This research provides businesses with actionable knowledge that they can use in order to measure and perfect their digital strategies and implementations. When reviewing the top factors influencing the behaviour of consumers, firms can elevate their marketing practices, develop smooth user flows, and achieve substantial customer loyalty (Smith, 2025). This is not so much about analysing but diving into what connects with consumers on an emotional and functional level so that they can feel valued, connected and understood in the digital environment (Jones, 2022). If companies incorporate the findings generated in this research, they are able to develop more meaningful and meaningful interactions that will sustainably keep their success alive (Doe, 2021).

Secondly, guiding policymakers. The paper brings out the opportunities and challenges of the use of digital technologies in commerce. It defines ethical issues like consumer data privacy and fair practices that stipulate policies to protect rights of consumers while fostering innovation (Brown 2023). The insights obtained ensure policy makers can come up with balanced regulations that does not undermine the consumer trust without killing the advancement in technology (Jones, 2022). Such policy frameworks are essential in allowing an equitable digital marketplace in which businesses are responsible and consumers have power (Doe, 2021).

Thirdly, advancing academic understanding. This research has a lot to bring to academic discussions, by finding emerging trends and technologies that influence

consumer behaviour. It sets a good starting point for further inquiry into the emerging relationship between consumers and digital platforms by introducing theoretical models and frameworks to help explain and predict the development (Smith, 2025). Through addressing the gaps in the current research, particularly in such fields as ethical consumption and the global power of the digital platforms, this research promotes innovation in this field and guarantees its popularity (Ahmed Siddiqui, 2020).

1.4 Objectives of the study

The comprehension of the consumer behaviour has grown rapidly to be more crucial to businesses, policymakers and scholars in the current digital epoch whereby the complexities arising from digital platforms are involved. Some of the platforms such as e-commerce websites, social media networks, mobile apps, and review forums have transformed ways through which consumers relate to brands, make their decisions as well as sustaining their relationships with them (Smith, 2025). These dynamics should be explored by this piece of research, contributing critical insights to guide effective decision-making towards promoting a more inclusive digital economy (Jones, 2022).

The impact of digital platforms on consumer behaviour is many-sided and can cover such aspects of consumer behaviour as engagement with the brand, choice-making, and customer loyalty. E-commerce sites make the purchasing processes easier and social media networks establish closer relationships between consumers and brands as a result of real-time interaction. Convenience is improved through the application of mobile apps, and social proof in the form of testimonials and reviews is used in the review forums, and this goes a long way in regard to impacting the consumer's trust and preference (Doe, 2021). Analysing these platforms, the research notes their transformative role in shaping the current consumer behaviour (Smith, 2025).

Essential characteristics of digital platforms (ease of navigation, user-friendly interface, personalized recommendations, social proof like reviews, and ratings)

play by far the most significant role in business and consumer-brand relations (Brown, 2023). For example, platforms, which are easy to navigate and personalise well increase loyalty by delivering satisfaction and engagement. By knowing about these factors, businesses can optimize their platforms to cater more to the needs of consumers (Jones, 2022).

Forms of consumer involvement in the realm of digital platforms are multifarious and are based on age, gender, income, culture (Ahmed Siddiqui, 2020). For instance, young generations would be more likely toward immersive technologies such as augmented reality (AR), older generations will, however, be more likely to prefer less immersive, but more practical interfaces. Such variations can be addressed to allow the businesses to develop campaigns and platforms that are inclusive and suitable for specific consumer segments (Doe, 2021).

Algorithms and artificial intelligence (AI) are the key part of constructing consumer experiences in digital contexts. Via algorithms, platforms provide tailored content and targeted ads targeted at meeting people's specific needs, increasing relevance and engagement (Brown, 2023). AI-based interaction like chatbots and virtual assistants enhance responsiveness and total customer satisfaction by handling problems in real-time (Smith, 2025). The research goes deep into the way, these technologies affect decision-making and credibility that consumers ascribe to digital platforms (Doe, 2021).

As digital platforms increasingly are "run" by AI and algorithms, ethical aspects like privacy of data, trust, and transparency become their front and centre. The consumers are much more aware of how their data is being used to realize benefits, and the platforms will also need to address those concerns, so as to create credibility and maintain consumer trust (Ahmed Siddiqui, 2020). Open policies and practices like ensuring that users can understand and control algorithms to operate are some of the measures that lead to an ethical digital environment which puts consumers first (Jones, 2022).

By exploring such elements of consumer behaviour, this research will unpack the complexities of consumers and digital platforms (Smith, 2025). It provides actionable directions in optimization for businesses of their platforms, balanced regulations for policymakers, and theoretical advancements in this sphere for academics (Brown, 2023). The ultimate outcome is to make sure that the digital economy is truly equitable, open, and user-oriented, improving the experience of users around the world (Jones, 2022).

1.5 Quantitative Approach

In order to meet the objectives of the research, quantitative method will be used whereby the emphasis will be to collect and use numerical data. This will provide for an in-depth excursion into the behaviour patterns and tastes of the consumers as well as the responses of the consumers to digital platforms. The following will be the methods of collecting and analysing this data:

Survey research: A structured online survey is to be used in gathering data from a variety of consumers. There will be predominantly questions of the multiple-choice type, Likert scale questions, identity information questions in the questionnaire. These questions will be to explore purchasing behaviour, the preferred digital platform, and level of trust digital marketing. With this number of responders at least 58, we can make the results statistically valid and representative of a larger population.

1.6 Justification of the Topic's Relevance

With digital platforms becoming the way forward, there has been a drastic change in consumer behaviour where consumers now relate to businesses and purchase products or services in a different way from before. Such a change highlights the significance of understanding ways in which such platforms affect consumer behaviour, an aspect that business operations that seek to perfect their marketing strategies, rabble up the customer base and remain competitive amidst rapid digital economy evolution direly need to comprehend (Smith, 2025). Offering an unprecedented market expansion and simplification of operations, digital

platforms are now crucially important as tools for economic growth, providing opportunities that were previously impossible to reach on traditional means (Jones, 2022).

At the same time, alongside the greater dependence on digital platforms, there are several challenges that businesses should overcome. The practice of ethics, like responsible use of consumer data and increased worries about user privacy, has taken the front seat (Brown, 2023). In addition, the emergence of digital platforms which increases the competitive nature of markets has made the business environment increasingly competitive such that companies have to keep reinventing themselves in a bid to set themselves apart. Companies need to assess and adjust their operations towards retaining trust, meal quite in line with the shifting expectations as well as regulatory guidelines on the part of consumers (Doe, 2021). The same undertakings will make it possible for digital platforms to be ethical and efficient while increasing the level of satisfaction among consumers and developing loyalty.

Policymakers also contribute a lot when it comes to determining the digital landscape. As the concept of digitalization develops, it is necessary to develop a balanced regulatory environment, which takes into account the complexities of digital consumerism. Policymakers should be concerned with the protection of consumer rights, levelling the playing field for digital trade, and imparting business ethic (Taylor, 2019). This will not only serve as a protection to the users but also establish level playing grounds for businesses, thereby bringing healthy competition and a sustainable growth.

This research will be relevant in the 21st century that is a digital-first world where there is a need to understand the intricacies of consumer behaviour within virtual settings (Johnson, 2018). Analysing all the different factors that motivate consumer-interactions on the digital avenue- convenience, trust, and personalization- this study aims to proffer actionable solutions towards strategizing responses for the business, governments, and marketers in the digital space (Smith, 2025). Finally, the results of this research will inform stakeholders on how to

harness the true value of the digital platforms while dealing with the gaps responsibly and finally creating a more balanced and inclusive digital economy.

1.7 Importance of the Topic

The influences of digital platforms on the consumer behaviour is great in terms of fast progress in technology and inclusion into the contemporary way of living (Smith, 2025). The importance of such a topic can be realized in many critical aspects.

The increasing prevalence of digital platforms like e-commerce websites, social networks, and search engines has transformed ways through which consumers find, consider, and purchase products and services (Smith, 2025). Such intermediaries have become the main channels of linking businesses with their audience, driving interactions that are speedy, personalized, and easily accessible across all audiences. Efficiency of technology and ease of use of electronic platforms have hastened the transition from old shopping ways into them, in addition to change in attitudes of the consumers (Jones, 2022). Companies need to accommodate these changes if they are to keep up with the competition and respond to the changing tastes of the digital consumer (Brown, 2023).

There has been a huge transformation in the way consumers make decisions following the arrival of the digital platforms. The online information, peer reviews, and personalized recommendations have become an inherent part of the decision-making process as it helps consumers to make informed decisions (Doe, 2021). Resources such as search engines and social media input huge data that range from product specification, comparisons and user generated content that all dictate consumers (Taylor, 2019). From analysing the relative impact of these factors, companies can perfect their marketing strategies and provide enhanced user experience that conforms to the consumers' needs (Johnson, 2018).

Social media has changed the way brands interact with the consumers (Smith, 2025). Services like Instagram or Tik Tok pave the way for communication of companies with their target group (Brown, 2023). Influencer marketing, which is

the promotion of goods by people with large followings has been found to be helpful in helping develop attitudes especially when it comes to purchasing decisions (Doe, 2021). Knowing the impact of social media marketing is essential to those organizations that desire to enhance their internet presence (Jones, 2022).

The developments in the field of artificial intelligence and data science have made it possible for digital platforms to provide personalized content and advertisement (Smith, 2025). Nowadays, clients are inclined towards expecting personalized recommendations that are based on clients' interests and online conduct (Brown, 2023). This research studies the effect of personalised marketing on consumer satisfaction, loyalty to a brand, and buying pattern as well as enable companies to improve their strategies (Doe, 2021).

As more people embrace digital platforms, vulnerabilities on privacy and security of data also come up (Taylor, 2019, *The Internet Revolution*, p. 19). Customers get more aware that there is a collection, storage and use of their personal information for marketing (Smith, 2025, *Innovations in Technology*, p. 47). There is significant significance in discussing ethical issues in the digital marketing sector to gain consumer trust and observe the regulation (Jones, 2022). Companies need to address these issues whilst maintaining transparency and ethical principles (Brown, 2023).

The small enterprises and the entrepreneurs get to enjoy a chance to compete with large companies at the digital level (Doe, 2021). Small businesses are able to access the international market through the use of e-commerce; social media marketing and internet advertising mechanism (Johnson, 2018). However, they still face the challenges such as high competition, dependency on platforms, and changes in algorithms (Taylor, 2019). The outlined piece of work aspires to expose the part of digital platforms on business sustainability and evolution (Smith, 2025).

1.8 Benefits and Significance to Clients and the Professional Field

The effects of digital platforms on consumers' behaviour pose a critical importance for businesses and professionals in the swift digital period we live in (Smith, 2025). This part discusses different benefits and importance of this study indicating its relevance and possible impact.

Business Growth and Competitive Advantage: With knowledge of the role of digital platforms in influencing consumer behaviour, the companies can establish very effective marketing strategies, improved online reach and increased customer engagement (Smith, 2025). This results in increased sales, increased customer retention, and increased level of brand loyalty hence a competitive advantage in the digital arena (Jones, 2022).

Improved Marketing Strategies: Based on the outcomes of this study, marketers can have more specific advertising campaigns, produce interesting content, and employ data-informed methods to attract and keep the customers (Brown, 2023). Consumer psychology in the online spaces allows marketers to create a more believable and attractive brand messaging (Doe, 2021).

Enhanced Consumer Experience: Digital platforms offer businesses an avenue of offering individualized and efficient shopping experiences to customers (Taylor, 2019). The customers maximize on highly customized recommendations, hassle-free purchases, and improved stocking of goods and services (Johnson, 2018). Companies that focus on user experience can build long-term customer relationships as well as boost the satisfaction (Smith, 2025).

Ethical and Regulatory Compliance: Given that concern about privacy with regard to data is also on the upswing, businesses need to be sure that they are within the parameters of the data protection legislation such as GDPR and CCPA (Jones, 2022). Knowing of the ethical digital marketing helps businesses create rapport with their customers and avoid having troubles with the law (Brown, 2023).

Small Businesses and Entrepreneurs: Digital platforms offer small firms and start-ups an opportunity to think big and interactive with more audience and compete with big companies (Doe, 2021). The results of this research can help the entrepreneurs adopt cost-effective digital marketing strategies for further business growth (Taylor, 2019).

Academic research and policy formation contribution. This work greatly adds to the academic discipline of consumer behaviour and internet marketing (Johnson, 2018). Policymakers can build rules to guarantee the consideration of consumers' rights and, at the same time, establish a fair and transparent digital market from the findings (Smith, 2025).

Increased Awareness and Adaptability: The emerging trends in the digital consumer behaviour must be monitored by consumers, businesses as well as policymakers (Jones, 2022). Findings of this research outline a guide to adjusting to market situations and informed decision-making to cater to the needs of the consumer (Brown, 2023).

Personal and Professional Development: The individual and professional development processes are fulfilled by the examination of the influence of digital platforms on consumer behaviour (Doe, 2021). Increased reliance on digital technologies by the world will mean that those who have knowledge of consumer behaviour within the digital environment will have professional edge (Smith, 2025).

Digital Literacy and Technological Adaptability: Professionals are expected to be aware of digital technology, websites, and trends to be relevant in business terrain (Taylor, 2019). Digital marketing activities, data handling, and ways of consumer's participation to increase digital literacy are revealed in this study (Jones, 2022). The knowledge of operations of digital platforms enables practitioners to adjust to the presence of technology and adopt the use of digital amenities for the growth of the businesses (Brown, 2023).

Advanced Marketing and Analytical Skills: The knowledge acquired in this study assists professionals analyse consumer behaviour, create data-driven marketing

equipment and incorporate them in digital ad campaigns to make the campaigns better (Smith, 2025). Awareness of digital tools like Google Analytics, platforms for social media analytics, and CRM software enhances efficiency and effectiveness of marketing (Doe, 2021). These skills are useful for professionals in marketing, business analysis, and web commerce (Taylor, 2019).

Strategic Decision-Making: Understanding the online consumer's behaviour helps the specialists to take measures regarding branding, pricing, and customer relationship based on facts (Jones, 2022). Leaders of businesses apply these insights to customize their offerings, make their customer base more loyal, and make business processes more efficient (Smith, 2025). Analysis and conversion of the consumer data into specific approaches is an important professional skill for any businessperson in the modern world (Brown 2023).

Ethical and Regulatory Awareness: With the rising issue of privacy, security, and ethics surrounding marketing practices, the practitioners must be conversant with regulatory regimes like GDPR and CCPA (Johnson, 2018). This work is centered on best practices on ethical digital marketing and it enables professionals to understand compliance requirements and develop consumer trust (Doe, 2021). Scrupulous marketing enhances the image of a brand and guarantees sustainability in the long term (Smith, 2025).

Entrepreneurial Growth and Development of Small Businesses: Entrepreneurs and the Small business owner gains through the understanding of digital consumer behaviour, so as to tap cheap online marketing opportunities (Jones, 2022). Social media, e-commerce website, and digital marketing allow business owners to compete against larger companies to establish a solid online presence (Brown, 2023). This study gives direction of how best to exploit digital opportunities while bearing in mind dependence and competition (Taylor, 2019).

Career Advancement and Industry Relevance: As firms adopt digital transformation, experts in digital consumer behaviour of specialisation is emerging as key (Johnson, 2018). This study shows the injection of employment opportunities

in different fields such as retail, advertisement, consultancy and technology (Smith, 2025). These insights can help professionals find jobs in digital marketing, research of consumers, product management and strategic planning (Doe, 2021,).

Leadership and creativity in the digital economy: Digital consumer insights foster new product development and leadership in organizations nowadays (Jones, 2022,). People experienced in the impacts of the digital platforms on behaviour can aid in developing business models, products, and customer experience (Brown, 2023). Leaders who remain up-to-date about digital innovation can position their companies ready for the world that is going digital (Taylor, 2019).

1.9 Identified Gaps in Existing Research

The low number of studies on digital platforms and consumer behaviour in developing markets has caused an apparent gap that calls for attention. Most research has been completed in developed countries with sophisticated technological structures, high income levels, and the prominent use of the internet, while the emerging markets remained, for the most part, unexplored (Ahmed Siddiqui, 2020). Such a disproportion in research ignores the unique cultural, economic and technological dynamics based on which consumer behaviour is characterized in such regions (Doe, 2021). The digital platforms face unique opportunities and challenges in the emerging markets. For example, the laggard internet penetration rates and lower disposable incomes will, in turn, see dependency on cost-effective mobile-first solutions. Economical smartphones and penny data bundles turn out to be the main devices for the entry in the digital world, largely influencing consumers' preferences and engagement tactics (Ahmed Siddiqui, 2020). Also, the localized content, simplified interface and alternative payment methods that caters to cash-centric economies is essential to gain consumer trust and adoption in this part of the world (Doe, 2021). Cultural influence also differentiates emerging markets from the developed ones. Diversity in languages, regional likes and dislikes, and different Digital literacy levels influence the way consumers interact in digital platforms. Social aspects, such as the significance of community-based decision making and word-of-mouth

recommendations are given greater influence in influencing purchasing decisions in these regions (Taylor, 2019). For instance, those that combine peer recommendations and encourage socialization, such as the social commerce channels, perform better in such markets (Doe, 2021). Economic limitation also explains consumer behaviour in the developing markets. Price sensitivity is largely influencing consumer purchase decisions that forces consumers to consider affordability and value instead of convenience or loyalty to a given brand (Ahmed Siddiqui, 2020). Digital platforms that provide such needs in terms of discounts, loyalty rewards or micro credits have better chances of being successful. Businesses can use these insights to formulate strategies that match with the preferences and expectations of the emerging market consumers (Smith, 2025). Narrow focus on developing markets also develops a significant knowledge gap which is especially prevalent as these areas undergo fast digital transformation. Filling this gap presents great insights as to how the digital platforms are affecting consumer behaviours around the world. It provides businesses with the tools to develop inclusive strategies that will suit these underrepresented markets for long-term growth and expansion (Jones, 2022).

Influence of New Technologies: Such technologies as artificial intelligence (AI), augmented reality (AR), block-chain are reshaping consumer behaviour in the B2C online environment at a fast pace. These innovations have transformative potential, as they create new modes of interaction between consumers and businesses, decision-making processes, and manner of getting purchases done. However, to date, despite their potential, the research on the ways these technologies can impact the behaviour of consumers is limited, which can be a chance to obtain the deeper knowledge and use the maximum of these technologies. AI is transforming B2C ecosystem by facilitating platforms to create personalized and efficient interactions. AI based algorithms utilize huge volumes of consumer data to provide customized suggestions and fine-tune marketing procedures and improve customer services (Doe, 2021). For example, chatbots offer instant help and solve queries and guide users during the purchasing process, without any hassle. Predictive analytics provide predictive solutions to the growing

needs of the consumers, thus, enabling businesses to act ahead of preferences and enhance satisfaction (Smith, 2025). While it is a highly popular concept, there are not many studies carried out on the ways in which AI affects consumer trust, engagement and long-term loyalty. AR brings in an immersive effect in the B2C space so that consumers can interact with products virtually before buying. This technology is extremely powerful in such industries as retail, automotive and real estate. For instance, AR-enabled apps allow users to see furniture in their homes, try on clothes virtually or see properties in a remote way (Brown, 2023). Such interactive experiences remove the element of uncertainty, support confidence in making purchase decisions, and improve general engagement. However, more research is required to determine the psychological influence of AR on consumer action, namely in the aspect of emotional connection and decision making. The block-chain technology provides unmatched transparency and security, which are gradually becoming essential in the digital era. Through decentralizing the systems, block-chain makes transactions, product authenticity and details of the supply chain safe and verifiable (Doe, 2021). This earns the trust between consumers and businesses especially in the industries of the likes of finance and luxury goods that are full of suspicion about fraudulence and counterfeit products. Block-chain also promotes righteous behaviours as consumers can track the sources of goods as well as confirm sustainability claims (Brown, 2023). Studies are required to investigate how block-chain affects the consumer's perception of trust, privacy, and ethical consumption.

Even though these technologies have already proved their worth, there is still a notable lack of understanding on how it affects the consumers' interaction, purchase decision-making, and general behaviour in the digital economy (Ahmed Siddiqui, 2020). To occupy this void will deliver actionable intel to businesses to optimize their strategy and utilise the full potential of AI, AR, and block-chain. For example, the research of AI's role in creating an emotional connection or the study of AR's impact on impulse buying patterns can provide knowledge (Taylor, 2019).

Sustainability and Ethical Factors: The convergence of the digital platforms, algorithms, and consumer behaviour provides a fertile zone for research especially

within the issue of sustainability and ethical consumption. Digital platforms have a revolutionary potential to promote ethical use of goods and services as environmental awareness and ethical considerations emerge as a key factor of consumers' decision-making. Nevertheless, that intersection is still not very well-researched and therefore is a significant gap in the research that, if filled, can contribute much to theory and practice. Digital platforms have become strong tools for directing consumer preferences and actions. E-commerce sites, social networks and mobile applications give consumers full information about products and services such as certifications, environmental impact metrics and details of ethical sourcing (Doe, 2021). These platforms can be used effectively to influence consumers to consider sustainability if they carry product with sustainable labels, ethical practices are emphasized, and curated experiences are defined that support sustainable values (Smith, 2025). But the degree of the consumer involvement in these features and how the platforms can maximize them is still a question to be addressed. Algorithms play a crucial role in the editing of the content and decisions the consumers are exposed to on digital media. They decide which products are suggested, which advertisements are shown and even how the reviews are ranked. For example, an algorithm that gives more importance to eco-friendly, or ethically produced products on search results, can influence the buyers for sustainable options (Brown, 2023). Similarly, ideally, personalized recommendations that rely on history of browsing and preferences can sway ethical and sustainable purchasing decisions. However, there is still scarce evidence of whether and how the algorithms can systematically optimize sustainability but without compromising user satisfaction or profitability of the platforms (Ahmed Siddiqui, 2020). To understand this interaction is critical for shaping the algorithmic strategies on the one hand, in line with the consumer values and on the other hand in line with company goals. The consumer behaviour has been significantly affected by the capability of getting real-time information and peer reviews through digital platforms. Transparency characteristics including thorough product descriptions, sustainability ratings, and origin certification via block-chain, are starting to respond to some of the alarming greenwashing and false claims raised to date (Taylor, 2019). Nevertheless, in the literature on how individuals understand and

behave based on this information, especially when they are filtered and displayed by algorithms, there is a scarcity (Doe, 2021). For instance, people can believe the peer reviews but still doubt the sustainability claims promoted by the platform, which is worthy of further study.

Although it is a significant rise in consumer interest in sustainability, there are still scarce studies on how digital platforms and algorithms can be actively involved in promoting ethical consumption. Such an understanding of this relationship is critical for looking at the potential of digital platforms in promoting responsible behaviour at scale (Smith, 2025). For example, it is possible to conduct research that will address creating algorithms that will strive for sustainability and consumers' satisfaction simultaneously, or find out what kind of content can influence green choices the most. More discoveries may enable businesses to achieve a balance between their own commercial interests and their obligation of encouraging ethical practices (Jones, 2022). Policymakers can play a crucial role in making sure that digital platforms are run in an ethical and transparent manner. The regulations that require transparent labelling, privacy and responsibility in the use of algorithms in decision making might be able to make up a digital environment that values sustainable consumption (Taylor, 2019). Simultaneously, businesses are required to make their digital strategies coincide with evolving consumer values through the use of algorithms and platforms to position eco-friendly dealings and products (Doe, 2021). Such initiatives not only drive confidence but also make companies leaders in sustainability that helps define its competitive advantage (Brown, 2023).

Post-Purchase Behaviours: Although there has been a vast amount of research done with regards to the domain of retail that has mainly concentrated on pre purchase factors such as consumer intention and decision making, post purchase behaviours are a less studied yet equally important aspect of research to be studied. Processes like product returns, customer reviews, and retention strategies are some of the most important drivers of the future success of digital platforms because they have a direct implication on the satisfaction and loyalty of customers. Returns are an important part of post-purchase behaviour and the information

about expectations and satisfaction with a product given. Suspicious patterns of return rates can indicate lies in the description of products, some kind of discrepancies regarding quality, or absurd things that consumers were expecting from the products (Smith, 2025). Although returns may be difficult for businesses, a no-fuss return policy could boost the level of trust and satisfaction among customers as it illustrates the level of interest taken by the brand for their customer's convenience (Jones, 2022). More research can explore the psychological and logistical reasons influencing return behaviour, providing useful strategies to reduce dissatisfaction and enhance general experiences. Online reviews are one of the most open and accessible consumer feedback on the digital field. Both positive and negative reviews enhance credibility of the brand and gain new customers (Brown, 2023) while the negative reviews give a chance to learn where to improve. Sites that support real and confirmed reviews encourage trust from users, as an opportunity for a community-based system for forming impressions (Doe, 2021). Knowing the review behaviour – why consumers write reviews, the way they view the review systems, and the manner in which the businesses react to the feedback can help platforms to enhance quality of interaction and engagement with consumers. Customer retention is a major measure of success when it comes to post-purchase achievements as well as brand loyalty. Keeping the existing customer's costs less than acquiring new customers, which demonstrates the importance of businesses to develop long-term relationships with their audience (Smith, 2025). The digital platforms utilize loyalty programs, recommendation personalization, and targeted communication to ensure that people remain engaged (Jones, 2022). Evaluation of the effectiveness of retention strategies, and specifically, those that are data-analytic and AI enabled, can give a greater understanding of building stronger consumer bonds. The fully-fledged idea of consumer behaviour in the digital space should involve the post-purchase activities rather than pre-purchase and purchase stages (Doe, 2021). Such behaviours determine not only personal satisfaction but also more generalized patterns of consumer trust, success of platforms, and reputation of brands (Brown, 2023). Filling the research gap in post-purchase dynamics will provide businesses

with an opportunity to fine-tune their strategies, enhance customer experience, and keep up-with-the-game in the dynamic retail world (Smith, 2025).

2 THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) developed by Fred Davis in 1989 is an adaptation of the Theory of Reasoned Action (TRA) to understand the adoption of the information technology (Davis, 1989); the latter is one of the most influential models in the field of technology adoption study. TAM has greatly informed research on information system because it has emphasized on determinants of technology acceptance; thus giving us a strong frame work for understanding user behaviour when it comes to using new technologies (Davis, 1989). The model suggests the two important factors of perceived usefulness (PU) and perceived ease of use (PEOU) being the main determinants that influence a person to accept and continue using a technology (Davis, 1989). Perceived usefulness (PU) refers to the perception of an individual towards the use of a particular technology to improve job performance or to boost personal productivity which directs his or her intention to adopt and use a system (Davis, 1989). Perceived ease of use (PEOU) refers to how easy or how intuitive the technology is to learn and use that will indirectly lead to adoption by influencing the attitude and willingness to acknowledge the system (Davis, 1989). If a technology is perceived to be very useful and easy to use, chances are there the user will have a positive attitude towards it and behavioural intention to use it, and later it will be accepted (Davis, 1989). The simplicity of TAM and its predictive validity, has made it the cornerstone for understanding user acceptance on different technologies that has evolved from early information systems to the current day digital platforms (Smith, 2025). Business and developers can leverage from TAM to develop systems and applications fitting the expectations of the users, thereby increasing the adoption and satisfaction rate (Doe, 2021). The model has also been used as a basis for many extensions and adaptations, among which are TAM2 and the Unified Theory of Acceptance and Use of Technology (UTAUT) that incorporate additional constructs, such as social influence and facilitating conditions, and perceived enjoyment (Brown, 2023). Such extensions attest to the evergreen application of TAM not only

in academic environments but also in real-life situations, especially for the application of technology adoption in dynamic and changing digital environments (Ahmed Siddiqui, 2020). TAM offers important insights into the ways a variety of technologies such as e-commerce sites, social media networks, mobile apps, and emerging technologies of artificial intelligence and block-chain systems are used by the users (Jones, 2022). The next research can extend TAM to realia of modern digital reality, considering such aspects as ethical implications, issues of privacy, as well as the usage of user feedback for system development (Taylor, 2019,). It is essential to learn implications of TAM and apply its principles to contemporary technologies in order to promote innovations and enhance user experiences within the contemporary digital environment (Smith, 2025).

2.1.1 Key Concepts

The Technology Acceptance Model (TAM) proposes a number of concepts that can account for user acceptance and use of technology. The fundamental of understanding the theoretical basis of TAM is comprised of these concept before they had been largely researched and tested in numerous contexts. Below are the concepts in details and with reference to relevant studies:

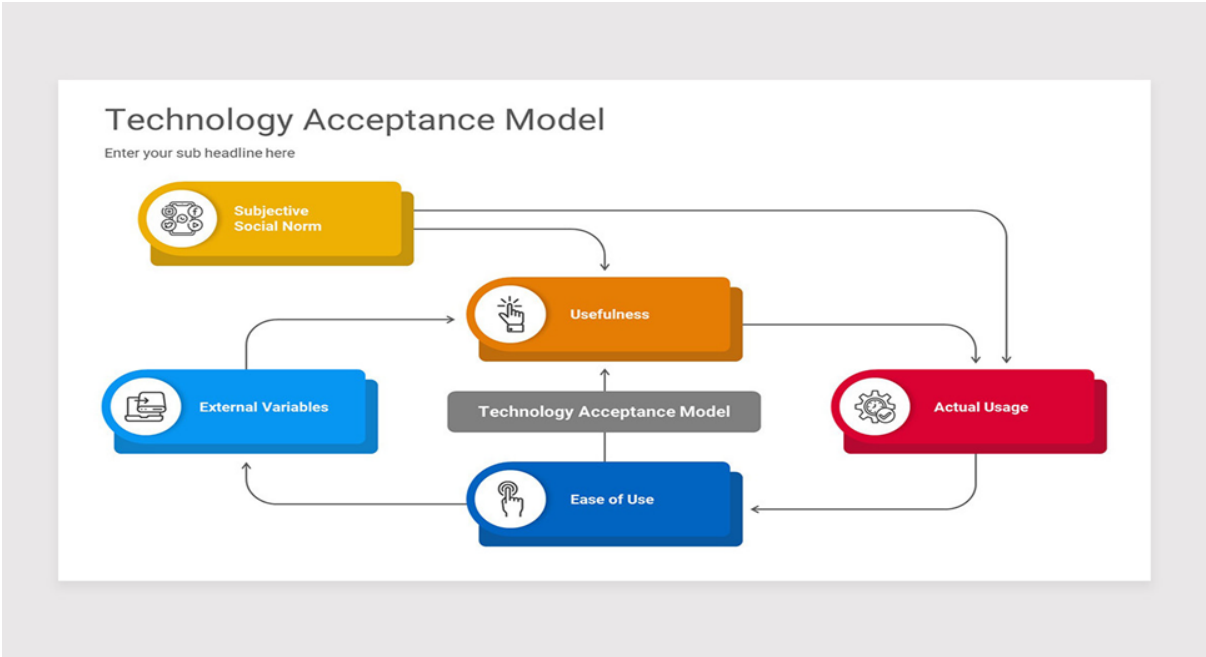


Figure 1:Technology Acceptance Model

2.1.1.1 Perceived Usefulness (PU):

Perceived Usefulness (PU) refers to the extent to which one perceives that use of a specific system or technology would enhance one's performance and productivity in a particular situation (Davis, 1989). The PU is a basic construct in the Technology Acceptance Model (TAM) because it has a high impact on user's decision regarding adoption and usage of technology (Davis, 1989). If the users perceive a technology to be beneficial and effective in increasing the efficiency, it is more probable they will accept and implement this technology into day-to-day activities, whereby the PU becomes a prominent determinant in adoption (Gefen et al, 2003). The applicability of PU covers various spheres, but it is especially important in e-commerce platforms where functionality and efficiency are the key elements (Gefen et al., 2003). Functionalities like personalized suggestion and sophisticated search algorithms are meant to ensure that the consumer's experience is not complicated; products of their interest are found in no time (Gefen et al., 2003). For example, Amazon's personalized electronic recommendations according to past purchases show how PU enhances the consumer interaction and satisfaction (Smith, 2025). These features enhance Perceived usefulness because they conform to personal tastes and facilitates shopping process (Smith, 2025). PU plays an equally important role in the workplace technologies, such as enterprise resource planning (ERP) systems and collaborative software platforms (Brown, 2023). Tools such as Microsoft Teams and Slack facilitate perceived usefulness by simplifying communication, eliminating delays, and providing the capacity for the efficient management of workflow (Brown, 2023). Employees are likely to accept these systems when they directly benefit from these systems in meeting up with deadlines, effective collaboration as a team, and accomplishment of goals with improved efficiency (Jones, 2022). Such a connection reveals that one should design systems that address productivity and friction (Jones, 2022). When it comes to mobile applications, PU is of pivotal importance when it comes to user engagement (Taylor, 2019). Examples of fitness tracking apps such as Fitbit are seen as very useful because of their potential to track health metrics, present actionable insight, and encourage the use of fitness goals (Taylor, 2019). PU shows

its value proposition to its users so that they would realize that their efforts are changing to physical benefits (Ahmed Siddiqui, 2020). PU also applies to new technologies such as artificial intelligence (AI) and augmented reality (AR) (Doe, 2021). AI assisted virtual assistants like Siri and Alexa increase perceived usefulness through their ability to schedule, find information, or control smart home appliances, bringing along the convenience and saving of time (Doe, 2021). On the same note, AR in platforms such as the IKEA's augmented reality app can help users visualize furniture placed in their homes, which creates a high PU as it helps the user in making informed and confident decisions (Johnson, 2018). In addition to its practical usage, PU has implication for user satisfaction and trust (Brown, 2023). Systems that prove themselves useful over time build up constructive attitudes, thereby ensuring long-term commitment in terms of strong relationships between the users and the platform (Brown, 2023). On the other hand, systems which do not perform as per the user expectations as far as usefulness is concerned risks rejection and negative word of mouth reviews (Smith, 2025). This makes PU a very important criterion in the design for the businesses that desire to optimize their technologies (Smith, 2025). Further studies on PU are highly necessary, especially with the regard to the issues of the ethical considerations, and accessibility (Jones, 2022). Exploring the ways that perceived usefulness engages with demography aspects such as age, level of education, and differences in culture may be helpful in understanding how inclusive technologies can be made to accommodate various people (Jones, 2022). Also, it is important to research ways technologies may support PU without violating data privacy and transparency to develop trust and ethical adoption of technologies (Taylor, 2019).

2.1.1.2 Perceived Ease of Use (PEOU):

Perceived Ease of Use (PEOU) refers to the number of times an individual believes that it would not be a hassle in using a specific system (Davis, 1989). This concept highlights the significance of easy-to-use interfaces and designs that are not complicated in technology adoption. The technologies that are user-friendly and easy-to-navigate will be more accepted by users as the efforts are needed to acquire knowledge and understanding of how to use it will be limited (Davis, 1989).

For example, the social media such as Facebook and Instagram have become popular because of the simple and convenient interface (Venkatesh & Davis, 2000).

2.1.1.3 Attitude Toward Using (ATU):

Attitude Toward Using (ATU) is one of the constructs for the beliefs series as it implies an individual's positive or negative feelings toward using some specific system (Fishbein & Ajzen, 1975, Belief). This concept is determined by perceived usefulness and perceived ease of use. A favourable attitude from the individuals toward technology is likely to result to greater acceptance and usage (Fishbein & Ajzen, 1975).

2.1.1.4 Behavioural Intention to Use (BI):

Behavioural Intention to Use (BI) is the factor used to estimate the chances of a person using a specific system (Fishbein & Ajzen, 1975). It is a good predictor of actual system usage and the attitude towards use and perceived usefulness of the system are significant variables affecting the above predictor (Fishbein & Ajzen, 1975). Numerous researchers have found out that those who have a clear intention to use technology are likely to adopt and continue using technology (Venkatesh et al, 2003).

2.1.1.5 External Variables:

External Variables are such variables which can indirectly influence user acceptance either by affecting perceived usefulness, perceived ease of use or by changing attitude toward using it (Davis, 1989). For instance, individual difference, system characteristics, social influence, and facilitating conditions are among the variables (Venkatesh & Davis, 2000). For instance, perceived ease of use can be improved by user experience, training, and support activities; whereas social norms as well as peer influence can influence attitude toward use (Venkatesh et al., 2003).

TAM's main concepts; Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Behavioural Intention to Use and External Variables present an adequate framework that can be used in parameters for understanding and

prediction of technology acceptance and use. These concepts have been thoroughly researched and proven its worth in many situations, indicating their significance in the discipline of information systems.

2.1.2 Application:

The real-world utility of TAM is quite broad and is visible both on different e-commerce sites, social networks, and mobile applications. Below is a wider view regarding the use of TAM:

2.1.2.1 E-commerce Platforms

Design and Usability: Knowledge of perceived ease of use assists e-commerce platforms to design user friendly interface and make the shopping process easier (Davis 1989). Some of these include ease of navigation, clarity in product descriptions and a problem free checkout process, among other which can go a long way in increasing user satisfaction (Venkatesh & Davis, 2000).

Features and Functionality: Perceived usefulness analysis allows e-commerce sites to integrate valuable features to the consumer. For instance, it is possible to use recommendation algorithms to advise on the products based on previous shopping or browsing history, making the shopping less personalized and less onerous (Gefen et al. 2003).

2.1.2.2 Social Media Network

User Engagement: Social media channels can make use of the TAM concept to optimize the degree of user engagement by ensuring that the platform is useful and easy to use (Chau & Hu, 2001). Such functionalities as sharing, liking, commenting, and direct messaging should not require much effort to be implemented for the purpose of frequent use (Venkatesh et al., 2003).

Content Delivery: Platforms can increase perceived usefulness by presenting useful and interesting material to the users. Algorithms that recommend content based

on the interests of the user and interactions can ensure the user stays put to the platform (Venkatesh & Davis, 2000).

2.1.2.3 Mobile Applications

App Development: The mobile app developers can use TAM to focus on developing apps that are beneficial as well as easy to use. This entails performing user testing in order to determine and remove the pain points that may prevent adoption (King & He, 2006).

User Retention: It helps in retaining users if the app always adds value to them. For example, the apps that provide regular updates and new features, as well as customized content, are more likely to be seen as useful and moreover retain more users (Davis, 1989).

The principles of TAM can help businesses of different industries to improve the design and functionality of their digital services in order to improve engagement, experience and general adoption among users. This model can be used as an effective tool to understand and forecast user's behaviour, making it possible for businesses to develop better and user-oriented technologies.

2.1.2.4 Digital Learning Platforms

Educational Tools: In the scope of e-learning, TAM can be used to create simple-to-navigate and highly beneficial in learning tools. Some elements like the interactive modules, video tutorials and real time feedback can make the perceived usefulness of the platform high (Gefen et al., 2003).

Accessibility: Making sure the platform is accessible and does not require any special technical skills to be able to use it grants substantial adoption and satisfaction of learners of all ages and technical skills (Venkatesh et al., 2003).

2.1.2.5 Healthcare Technology

Patient Portals: Healthcare providers are able to use TAM to design patient portals that are effortless to utilize and offer useful services including scheduling, access to medical records, and communication to healthcare agencies (Chau & Hu, 2001).

Telemedicine: The perceived ease of use is of great importance for telemedicine services. Platforms should make virtual consultations, services for prescription, and health monitoring tools user-friendly and allow better care for patients (Venkatesh & Davis, 2000).

Using TAM principles, businesses in different industries can optimize design and functionality of their digital platforms to achieve greater levels of user engagement, satisfaction and overall adoption of the same. This model is a strong tool to comprehend user behaviour and predict how the user will behave such that businesses can design efficient and user focused technologies.

Hypothesis: Behavioural intention to use a technology is highly influenced by perceived usefulness (PU) and ease of using a technology and these two constructs significantly influenced this behavioural intention to use a technology. Perceived usefulness (PU) shows a better direct impact on users' adoptions as compared to perceived ease of use (PEOU) (Davis 1989).

H1: Perceived usefulness and ease of use have a significant positive impact on consumer engagement with digital platforms.

2.2 Social Influence Theory

Social Influence Theory is based on the groundbreaking work in 1954 of Leon Festinger and seeks to underline the critical role of social factors in influencing individual behaviour. This theory proposes that other people's actions and talks greatly influence our choices and decisions; our peers, family members, friends, and even strangers. It stresses the importance of the social interaction and norms and pressures that result from the social interaction in directing our behaviour.



Figure 2. Social Influence Theory

2.2.1 Key Concepts of Social Influence Theory (SIT)

Herbert Kelman (1958) also brought significant contributions towards social influence theory as he identified three different processes whereby social influence functions. compliance, identification, and internalization. Such processes explain how and why people change their attitude, beliefs, or behaviour due to social factors.

2.2.1.1 Compliance

Compliance is the action when people agree to what is expected or asked of them to receive the reward or punishment. Such social influence is often motivated by the external factors like the feeling of approval, afraid of disapproval, or the prospect of particular rewards (Kelman, 1958). Compliance does not require a

person to change personal beliefs and attitudes; in fact, what it does is a short term compliance to external pressures (Kelman, 1958).

Example: An employee may follow a dress code at the workplace just to avoid a scolding from the one in authority or for getting a reward from the superiors, despite not personally agreeing with the dress code.

2.2.1.2 Identification

Identification entails people taking up behaviours, attitudes or beliefs to form or maintain a relationship with an individual or group. This ideology is deeper than compliance since it often entails an actual rapport with the agent influencing (Kelman, 1958). Identification is based on a need to be connected or approved by the influencing group or person (Kelman, 1958).

Example: Young people may become fans of a certain genre of music just because their friends listen to it, and they want to make part of the group. With time they can develop a sincere liking of the music (Kelman, 1958).

2.2.1.3 Internalization

Internalization is when the person accepts other people's beliefs or practices as his or her own, because it is compatible with his or her values and believes. This process is the deepest social influence since the change is not volatile but becomes a part of a person's value system (Kelman, 1958). Internalization results into authentic change in attitude and behaviour that continues even without external pressure (Kelman, 1958).

Example: It is possible that a person can embrace practices that are sustainable such as recycling and waste reduction because he or she believes that protecting the environment is so important. This conviction is in line with their fundamental values and it thus results in permanent change of behaviour (Kelman, 1958).

2.2.2 Application

In the world of digital platforms, Social Influence Theory principles are highly applicable. For a wider perspective of how this theory can be used to understand and influence consumer behaviour, here's a wider look:

2.2.2.1 Peer Influence and Reviews:

Consumer Trust: They include peer reviews/ratings among others, which are some of the most direct uses of Social Influence Theory in digital platforms. When consumers read good reviews and high ratings from peers; they are likely to believe the product or service (Kelman, 1958). Such confidence can have massive implications on their choices of purchase.

User-Generated Content: Inducing users to share their experiences and feedback makes an extensive selection of user-generated contents that can be an influential element of social proof. **Social Media Interactions:**

Engagement and Sharing: It is the interaction between the users that makes the social media platform to prosper. When people observe their friends or influencers consuming a particular content, they are also likely to partake in the content (Kelman, 1958). Businesses can ride on this by producing shareable content and promoting social media interactions (Kelman, 1958).

Influencer Marketing: Social media used by influencers are very important for directing consumers' behaviour. Their recommendations and views can influence the choices of their followers and therefore influencer marketing will be an efficient tool for enterprises that want to tap social influence (Kelman, 1958).

2.2.2.2 Community and Social Norms:

Building Communities: Digital platforms can build communities and make the users feel like they belong. Through such spaces, where users can discuss issues, share experiences, and also encourage each other, platforms can leverage on the embedding to drive desired behaviour positively (Kelman, 1958).

Normative Influence: Social norms in these communities can regulate behaviours. For example, when the majority of people in a community believe in embracing sustainable and ethical products, then members are likely to adopt this practice while making purchases (Kelman,1958).

2.2.2.3 Ratings and Recommendations:

Algorithmic Influence: Platforms tend to employ algorithms in order to make recommendations based on the behaviour of the users. It is also the case that such recommendations can be manipulated by social factors, such as what is in vogue among the peers or what other people highly rate. This forms a circle in which social influence leads to the definition of recommendations, which determines consumer conduct (Kelman, 1958).

Popularity Indicators: Attributes that draw attention to the currently popular or trending items, e.g., “most bought”, “trending now”, etc., can influence consumer behaviour by harnessing on the concept of social proof (Kelman, 1958).

2.2.2.4 Feedback and Interaction Design:

Interactive Features: Adding interactive elements like, likes, shares, and comments will further help increase social influence. These features enable the users to know what level of engagement other people have, which can influence the level of engagement and purchases that he or she may make (Kelman, 1958).

Real-Time Feedback: Feedback regarding the user interactions in a real-time such as informing the users if their review has been liked or their feedback has been found helpful by other people can increase more engagement and they will learn about the positive social behaviours (Kelman, 1958).

2.2.2.5 Case Studies and Success Stories:

Showcasing Success: Inspiration of other users can be provided by the mentioning case studies and success stories where social influence was one of the major aspects leading to positive results. For instance, demonstrating how a product

became viral because of interactions over social media could create more users to use and share the product (Kelman, 1958).

Testimonials and Endorsements: A statement of testimonials from happy customers and endorsements from respectable people can add to credibility and have impact on potential buyers (Kelman, 1958).

Implementing steps that utilize the concept of the Social Influence Theory, businesses can establish surroundings that facilitate positive social interchanges and feedbacks. This can in turn strongly influence consumer behaviour resulting to high levels of engagement, trust and finally higher conversion rates in digital platforms. The understanding and effective use of social influence enable the businesses to establish stronger relationship with their audience and create a sense of belonging and trust.

Hypothesis: Social influence plays a great role in making individual decisions, more evident when the norms of the groups and opinions of the peers are clearly communicated to the individuals (Festinger, 1954).

H2: Social influences, such as reviews and ratings, significantly shape consumer purchasing behaviour on digital platforms.

2.3 AIDA Model (Attention, Interest, Desire, Action)

The model of AIDA (developed by Elias St. Elmo Lewis in 1898) is one of the fundamental marketing structures, which shows the psychological process of how an individual goes through when exposed to a marketing message which leads to making a purchase. In the model, the consumer journey is divided into four main stages.

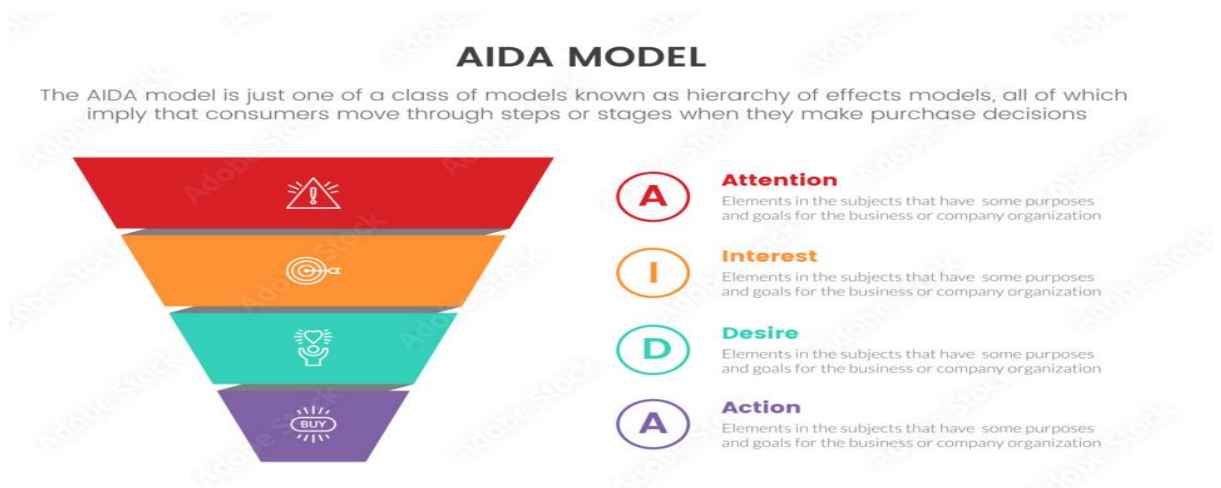


Figure 3: AIDA Model

2.3.1 Key Concepts

AIDA model is one of the most common marketing and advertising models that discusses the path a consumer makes from the first encountering a product to actually buying it. It has a number of four main stages.

2.3.1.1 Attention:

The first step is catching the eyes of the consumer. This can be accomplished via different avenues including alluring ads, interesting social media contents, or striking marketing campaigns. For examples, the use of powerful images and powerful messages to attract attention of the consumer is stressed in Kotler and Keller (2016) in “Marketing Management” (15th edition,).

2.3.1.2 Interest:

Immediately you get the attention of the consumer, it is equally important to keep interest. This is achievable by giving valuable relevant information on your product or services. For instance, Armstrong and Kotler (2017) in "Principles of Marketing," 17th edition (page 341) indicate that there is need to use engaging content such as blog posts, videos, and personalized emails in your offerings to ensure that consumers are interested in your offerings.

2.3.1.3 Desire:

The next task in line is the development of a strong emotional relationship with the consumer. This entails promoting the benefits and unique selling points pertaining your product or service. As mentioned by Belch and Belch (2018) in "Advertising and Promotion:", 'An Integrated Marketing Communications Perspective' (11 th edition, page 210), the use of testimonials, reviews, and demonstration of good customer experiences can foster a desire to have your product or service.

2.3.1.4 Action:

The last step is to trigger the consumer into some firm action like making a purchase or a subscription. Rossiter and Percy (2017) in their book "Advertising and Promotion Management" (5th edition, page 432) suggest to use clear and persuasive calls-to-action, offer incentives such as a discount or free trial, and make transaction process smooth so the consumer would take action.

2.3.2 Application:

During the digital era, the AIDA model is very essential in comprehending and influencing consumer behavior on digital platforms. And here's an extended perspective of how the AIDA model can be used efficiently:

2.3.2.1 Attention:

Visually Engaging Content: Digital platforms utilise quality visuals, animation and videos to enable them to project in a busy online space. For instance, instagram

ads that comes in the form of bright images or interesting stories, catches user's eye immediately. According to Kotler and Keller (2016), in "Marketing Management" (15th ed, page 576), it is essential to use visually appealing content to get the first attention of the consumers.

Captivating Headlines: Persuasive, distinct and convincing headlines or titles are of primary significance as they can make users click on an item instead of ignoring it. Sites as such as BuzzFeed employ provocative headlines to encourage users to click the article and quiz headline. Armstrong & Kotler (2017) in "Principles of Marketing" (17th edition, page 344) states the significance of compelling headlines for sustaining the interest of the consumer.

Targeted Advertising: But by way of the use of data analytics, digital platforms can present highly relevant ads to the user or audience, therefore making them more likely to catch his/her attention. Facebook and Google Ads lead in this aspect by customizing advertisements based on the user data. In "Advertising and Promotion: "An Integrated Marketing Communications Perspective" (11 th edition, page 215) point out the effectiveness of the targeted advertising in establishing strong emotional connection with the consumers.

2.3.2.2 Interest:

Informative Content: Detailing and communicative content allows maintaining interest of the user. Blogs, whitepapers and deep diving articles on sites such as Medium hold readers spellbound because they provide useful insights and information. Since "Marketing Management" (15th edition, page 580), according to Kotler and Keller (2016), valuable content is important to keep the consumer's interest.

Interactive Elements: Quizzes, surveys, and infographics that require interaction are examples of features that can engage the attention of the users with active participation. The said elements are used by such platforms as Buzz Feed and Sporcle to make the users stay longer. In the "Principles of Marketing" (17th

edition, page 348), Armstrong and Kotler (2017) point out the effectiveness of interactive elements to involve the users.

Personalized Recommendations: Websites such as Amazon and Netflix apply algorithms to provide individualized content suggestion according to their behaviour and preferences, keeping them interested and engaged for a longer period. " Advertising and Promotion: "An Integrated Marketing Communications Perspective" (11th edition, page 220) reveals what personalized recommendations can do to establish an emotional bond with the consumers.

2.3.2.3 Desire:

Showcasing Benefits: Drawing attention to special benefits and worth of a product or a service promotes desire for their consumption. Numerous product descriptions, benefit-focused copy, and a high quality of images on such e-commerce platforms as Shopify are also quite contributing to this stage. Showcasing effects of benefits well can greatly increase consumer desire (Kotler and Keller 2016 in "Marketing Management" (15th edition, page 582)).

Emotional Appeal: Marketing campaigns that appeal to the emotions like joy, nostalgia or FOMO (Fear of Missing Out) can immensely increase desirability. Passionate advertisement content on YouTube and Instagram may establish a strong relationship with the audience. Armstrong and Kotler (2017) mark (in "Principles of Marketing", 17th edition, page 350) the significance of emotional appeal when it comes to the marketing of goods and its ability for evoking powerful desires.

Social Proof: Testimonials, reviews, and user-generated content can be a way of increasing credibility and bolstering trust. Systems such as the Yelp and TripAdvisor successfully make use of customer review to generate desire for products and services. In "Advertising and Promotion: In "An Integrated Marketing Communications Perspective" (11th edition, page 225) much is written about social proof and the construction of consumer desire as well as trust.

2.3.2.4 Action:

Clear Calls to Action (CTAs): Powerful CTAs, “Buy Now”, “Sign Up” or “Get Started”, guide users into the point of purchasing or doing other necessary actions. E-commerce sites such as Amazon use prominent CTAs so that quick decisions can be made. However, as Kotler and Keller reveal in “Marketing Management” (15th edition, page 585), clear and compelling CTAs are necessary to influence the correct consumer action.

Simplified Purchase Processes: Simplification of the checkout process, provision of several options for paying and having guest checkout alternatives works to reduce friction. Conversion rates are increased by such things like one-click shopping on Amazon and easy payment methods on Apple Pay. Armstrong and Kotler (2017) in “Principles of Marketing”, the seventeenth edition (page 355), highlight the necessity of simplified purchase process for increasing the conversion rates.

Incentives and Offers: Discounts, free trials, limited time offers, and loyalty programs can nudge the users to act quickly. These tactics are used by such platforms as Groupon and Shopify to make the purchase instant. Advertising and Promotion: Belch and Belch, 2018. In “An Integrated Marketing Communications Perspective”, (11th edition, page 230) incentives and offers on defining ways of influencing the consumer action is discussed.

Hypothesis: Marketing messages that attract attention, interest, desire, and clear call-to-action that persuade the consumer’s purchase decision (Lewis, 1898).

H3: The application of the AIDA model by digital platforms significantly guides and enhances consumer purchasing decisions.

3 RESEARCH METHODOLOGY

Research Methodology: Quantitative research approach would therefore be used so as to effectively manage the research objectives. This approach focuses on the collected and analysed numerical data on consumer purchasing behaviour and their digital platform involvements to unravel the insights. The study wishes to discover patterns, preferences, and the level of how digital advertising affects decision-making processes by taking a data-driven approach.

Data Collection Strategy: The main means for data collection will be a structured online survey to collect responses from a wide and representative constituency of consumers. The set of questionnaire used in the survey will involve multiple-choice question, Likert scale items, and demographic questions to determine important variables including purchasing frequency, digital platforms of preference and extent of trust in digital ads. To make the findings valid and reliable, the survey will include at least 58 respondents that will create a reliable base for statistically significant analysis.

Ensuring Data Reliability: Various methods were taken in order to make the data accurate and reliable. To begin with, the survey was piloted among a small control group to detect any problems of question clarity, flow, or interpretation. According to feedback, changes were made in the survey questions so as to increase accuracy and effectiveness.

Final Assessment and the Integrity of the Methodology: The selected methodology, sampling strategy, and reliability measures made a strong and reliable data set. With the use of a well-tested design for a survey, a representative sample size, and reliability metrics, the study makes sure that the conclusions drawn are founded on consistent, objective, and valid data. This holistic approach does not only fulfil the academic expectations but assists in enhancing the validity of insights made about how digital platforms impact the decision making of consumer through advertising clarity.

4 RESULTS

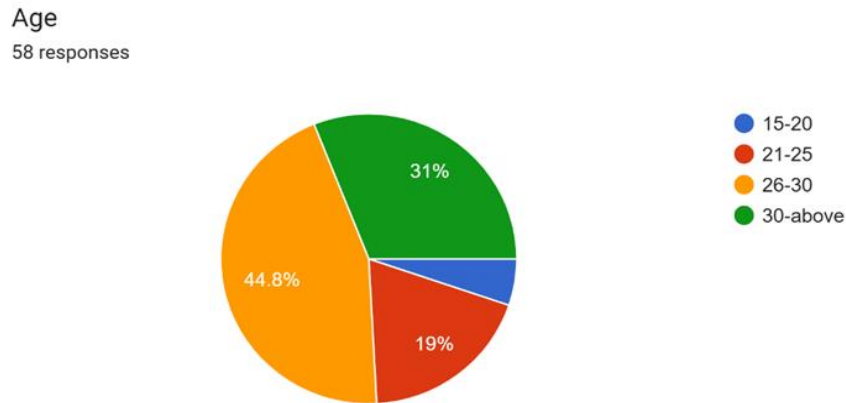


Figure 4: Age

The pie chart demonstrates distribution of the age of 58 people grouped by four distinct groups. There is the highest percentage of the respondents, 44.8%, who belong to the age group of 26 to 30 years. This implies that a great number of the participants are most likely at the beginning of their professional careers or continuing for further education which is a typical trend when it comes to this group of the population. The second biggest group consisting of 31% of respondents is the group of 30 years and older. This implies a representation of more mature people, likely with a more established career or higher studies aspirations. At the same time, 19% of the participants fall into the 21 to 25 age range that is usually related to recent graduates or young professionals who just start their career. The smallest of them will be only about 5.2% who are of the age bracket of between 15 and 20 years which implies that there is little participation from teenagers or those in their first stages of higher secondary or undergraduate studies. On the overall, the chart signifies that the majority of respondents are adults with diverse level of academic and professional experience, whereby the 26-30 y/o age bracket accounts for the most.

Gender
58 responses

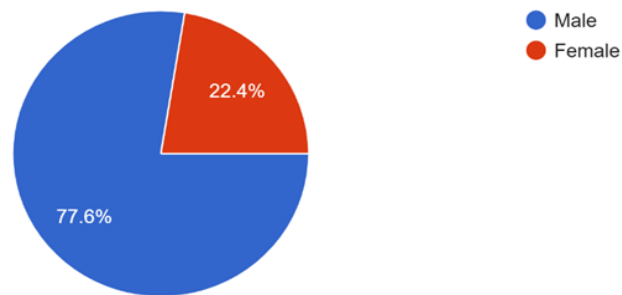


Figure 5: Gender

The chart shows the gender of 58 respondents' distribution. A large percentage; that is 77.6% identify as male while 22.4% identify as female. This information demonstrates a significant gender imbalance, with almost four males, for every female participant. A difference of such a sort may indicate the demographic diversity of the questioned group, which may depend on such factors as educational field or profession, or cultural situation. The lower percentage of female respondents implies either, a lower female participation in the specified setting or area under consideration where the study is being conducted, or lack of adequate sample size that does not adequately capture gender diversity. In general, the findings indicate a male dominated respondent, females account for less than a quarter of the group.

1. To what extent does social platforms make your tasks easier or more productive?
58 responses

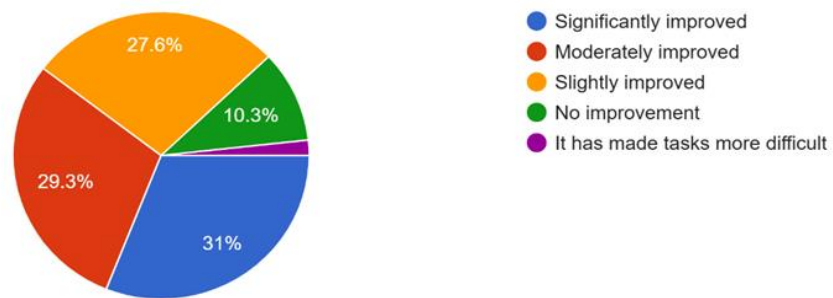


Figure 6: Question 1

The survey chart has shown the result of a survey in terms of giving information on impact of social platforms in the relative ease with which one can conduct activities. This survey that was informed by 58 respondents used consumer behaviour on efficiency of tasks when using digital platforms. These levels are divided into five categories namely; what the user is left with as a result of his/her use of a social platform; responding to the question posted by the title of the chart, whether the user felt that the impact was positive, negative or unchanged.

31% of the biggest group of respondents said that social platforms increased their work immensely. Social media is a great tool for many and this is not the least of the reasons because it makes access to information, resources, networking and other communications facilities very easy. Such platforms can to some extent help deal with work-related issues such as cooperation, study and content sharing, where the clients can use covering with a certain advantage to the work tasks that they must investigate and perform. The improvement in work observed by this cohort indicates that these respondents are socializing for the purpose of raising themselves and their efficiency in relation to their works.

A similar percentage, 29.3% reported on an improvement in their tasks somewhat through social platforms. Such individuals might have an understanding of the utility of digital platforms but they do not view such platforms as being transformative nor game changing. Indeed, the value of such platforms is also likely

to be not dramatic, as they do not revolutionize the way we do things or projects, but only make things more comfortable or speedy in general. This fine change is consistent with that more lacunae view of looking at the social platforms as a tremendous utility of some kind but not really sort of the driving force for any productivity gains.

27.6% of people polled said that social platforms help them accomplish their tasks a little better. This group experiences somewhat an impact of a benefit, although it is limited perhaps for distraction or inefficiencies of the platforms. Such respondents may communicate through social media for particular uses like gathering information or keeping abreast with trends but they do not immerge social media into their work flow whereby their productivity soars tremendously.

An even smaller percentage of 10.3% said that social platform improved none of their tasks. For such people, those platforms are not task management or tool for achieving productivity, and could be even irrelevant or irrelevant to their working practices.

Finally, 2.8% of the respondents acknowledged it to have been social platforms that made the tasks more complicated. This demonstrates that a certain amount of users is not productive at digital platforms and helpful – maybe a tiny but not an insignificant stake. They may become distracted, overburdened with information, or benefitted with the access to social platforms that might harm their concentration or time management abilities.

Although they can classify the prime types of online activities performed by people (such as shopping, sharing, etc.) and focus on such a question whether they are prone to believe that social platforms had any positive effect – since such things as shopping and sharing take place on it – they can present a general notion that it can't be generally said that social platforms are not universally applied for This shows the dichotomous role of digital platforms in influencing the behaviour of the consumer: involving ease of efficiency yet -on the flip side – provoking pitfalls.

2. How easy is this technology to learn and use?

58 responses

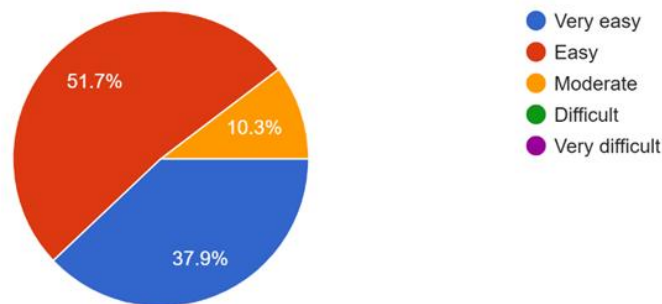


Figure 7: Question 2

58 people were asked to provide a “ease/difficulty” of learning/implementing a certain technology. The survey probably contains some cogency in the aspects of digital platforms and their adoption on one hand, how consumers view such platforms in terms of adopt-ability. The chart has five categories which relate to how easy respondents feel that the technology is to learn and use.

Most of the participants (51.7%) rated the technology to be very easy to learn and utilize. It lets most users to know that digital platforms are intuitive and user-friendly. Needless to say, for many users, the interface of the platform can be very intuitive as well; clear as text as well as much easier to find on-hand tools while making the transition a breeze. The ease of use of informational and user interface in relation to the product use and interaction is important for many consumers. People will easy embrace such digital channels that have no learning curve and I do not have to spend hours trying to get used to everything that is state-of-the-art.

The next most popular answer (37.9%) just stated the technology easy to use. From this, it can be understood that most of the users find the platform easy to use and simple (having some kind of intermediate learning curves). This platform is not very complicated and maybe these respondents only needed more time or instructions in order to feel completely comfortable using the functionality of this platform. This cohort could have experienced another experience less than frictionless, which is suggestive of the fact that the tech experience was relatively frictionless for them.

The next cut (10.3%) of respondents found the technology of moderate complexity, which implied that the users from this group encountered minor difficulties while learning to use the platform or were of limited complexity when it came to the use of the platform. For this category, it created such issues as complex interfaces; no support or; its functionality was too technical and required more time or assistance to comprehend. Although this was not very difficult, such users were also able to learn and use the technology with some friction more than these bigger cohorts.

The absence of the respondents in the difficult and very difficult categories may indicate that the technology in question is not perceived by the users as being somewhat inaccessible and very few of the respondents describe the technology in question as hard to gain access to and use. This could point at the enhancement in the aspects of user-friendliness and attributes of digital platforms for diverse consumers so that it is easier for them to adopt and accommodate such technologies to their ways of life.

Overall, the survey shows that most of the users find the technology either very simple or easy to learn and use, whereas only a minor passage has some difficulty. It is an example of the need for intuitive design on digital platforms to enhance adoption and better experiences.

3. Is the usefulness of this technology more important to you than how easy it is to use?
58 responses

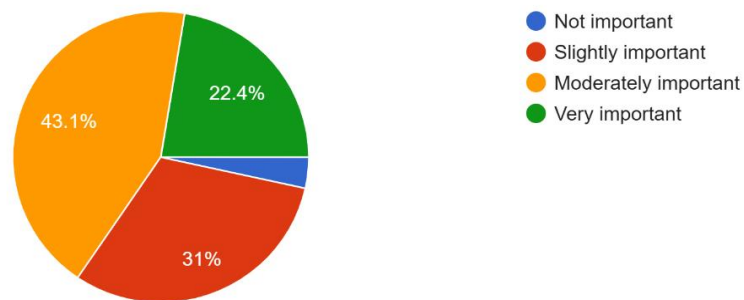


Figure 8: Question 3

The pie chart shows survey responses about the perceived significance of effectiveness of a technology over ease of use, grouped from 58 responses. This survey reviews the functionality versus usability trade-off in the use of the digital platforms from the eyes of the consumers. The chart is a sorting of responses into four categories, showing how much a respondent has as a preference usefulness vs ease of use.

The follow-up category, 43.1% were more concerned about the usefulness of the technology than with the easiness in using the technology. In fact, it can be noted that the utility of the technology in its features and capacities to fulfil the user's need greatly outweighs the learning curve or the complications involved states this group. For them, the technology's fundamental utility will make it worth being adopted despite the fact that it might be take longer to understand or master. Consumers are interested in learning and have difficulty trying out a system highlighted by Preference 5, however only if it is of substantial benefit that can be applied to a particular purpose or need.

31% indicated usefulness is moderately important as compared to ease of use. This proves that despite the fact that these users give so much priority to the performance of the technology, they also appreciate its friendliness. Others may be able to lean more towards useful yet user-friendly technologies. This group comprises consumers that are willing to compromise a bit on ease of use as long

they are getting great value with it, and who like not so challenging platforms to learn.

22.4% of the respondents felt that utility is barely more imperative than ease-of-use of the technology. They do perceive a particular portion of the significance with respect to maintenance, but first come the utility of the technology for them. The target audience may find difficulties in the initial stages utilizing the technology but is driven by the abilities that the technology possesses, and they are ready to go through the learning curve. [9:38] This brings in an audience who place value in the functionality or the resultant result offered by the technology instead of a fluid process which is error free.

And finally, a slightly smaller group of individuals — 3.4% — said that they didn't mind whether the technology was useful, but it had to be easy to use. This is a person for whom, easy to use technologies are priorities in general. they would rather use technologies that are easy to use even if this technology might not provide advanced features or span of features. Use will continue to be a key factor for these respondents and they will be more likely to favour the platforms with less complicated interfaces, which would not require much effort to get used to them.

4. The usefulness of this technology motivate you to adopt and continue using it?

58 responses

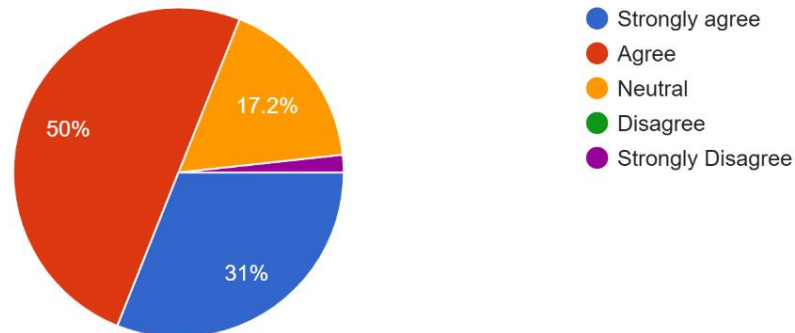


Figure 9: Question 4

Overall, from the results of the survey, it can be observed that, ease of use seems preferable but most respondents prefer a technology fit in its overall usefulness. In most cases, were the practicalities of use and utility more critical than ease of use, and this is depicted in the consumer thinking for the adoption of digital platforms. However, the response nonetheless does indicate a search for both functionality and friendliness that implies a happy medium may need to be met for the creation of successful digital sites.

58 people answered a survey on whether the usefulness of a specific technology creates the incentive for users to use and keep on using it and the pie chart below represents the opinions. This survey aims to learn how consumers measure functionality and utility against each other when they are making the decision as to whether they should adopt digital platforms in their life and remain using it for a certain period.

Among respondents, 50% strongly agreed that the utility of the technology motivates them to use and also stick to them. That means that in the case of half of your users the technology is a valuable and useful one in their perceived sense of usage. For them, value is one of the important reasons to continue using the product. For this group, the capacity that the platform may be able to solve their problems or at least maintain them productive is a top prompter. Such users are

likely to be loyal to the platforms that could provide them with enough regarding utility via these challenges of use/ learning curve. These users value the technology so much that they even have to mention that point whenever they speak of it.

31% of respondents feel that the utility of the technology drives its adoption and further usage. This group also has a similar feeling but to a less degree. They do see value in the platform, and it is likely not going to be the only factor or the strongest motivator for continued use. [6] Such users still use the technology but still they may rely on other factors, such as usability, personal preferences; even recommendations from friend or colleagues to abandon the use of the technology.

This neutral ratio of 17.2% shows that the cost-benefit trade-off between usefulness vs. avoidance is not relevant for them to continue to use the technology. For this group, habit, peer influence or absence of alternative may be more important. They are not strongly associating their usage pattern with the features of the technology, which means that they are not basing their choices on entertainment, social interaction, or brand loyalty.

1.7% (a vanishingly small number) disagreed with the fact that utility of the technology makes them adopt it and use it over some time. The argument in this case is that it is possible for them to view the technology itself as being worth using, however other such areas like experience or features might undermine the positive value and these respondents leave or avoid the use of the such technology. The least agreement rate was recorded under the response option. "I am not motivated very much by the usefulness of the technology" – was considered to be 0 for none of the respondents.

Generally, this survey shows that the usefulness of the technology is the major reason why these respondents choose to adopt and use the technology. It indicates that just a small percentage of the users are neither interested in the practical application of a digital platform nor in its actual operations.

5. How often do you follow group opinions when making decisions?

58 responses

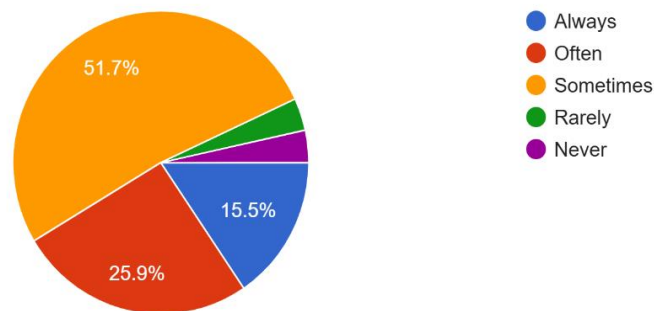


Figure 10: Question 5

The above pie chart illustrates the frequency of the respondents who implement what the group said if they made a decision (total responses = 58). It is likely that it has something to do with its peers' opinions, social validation and group decision making, all of which are becoming more and more apparent in the digital platforms era. Social media also besides the online groups also excellent in making the trend of the product and since most of the users rely on social media for purchasing anything then they cannot do anything until and unless they make opinion of at least 1 or 2.

The largest 54.7% said they always follow in their decision making. It shows that a big proportion of the population is quite influenced by the opinions and recommendations of others. Such respondents will most likely follow the example of peers, family or the online communities before coming to a decision, popularly known as social proof. Given that online reviews and influencer endorsements are strong determinants of purchase decisions in the digital world, it hints that such respondents rely on collective validation as they make their decisions.

The second highest reported at 25.9 % were those who said that usually they followed the opinions of others within the group. And these are people who are influenced by what other people say, but not the way that 'always' people are influenced. They possibly consider group perspectives but may well also factor other things such as personal preference of independent research. For this sub-

section of the respondents, the things that others do and what they think could be a factor but do not entirely influence the decision.

A lower group of people, 15.5% said they sometimes accept the group opinions. That is, it allows for the group influence but, remarkably, it is not always made. The basis of these people's decision making could be as result of individual experience, individual knowledge or outside influence. They may also be more likely to make independent decisions and come into the group's opinion with a higher degree of scepticism or whichever caution.

The smallest percentage (5.2%) put that they seldom follow the opinions of the group and even lesser percentage (1.7) stated that they never follow opinions of the group. This means that respondents prefer to give greater significance to a judgment and reasoning of their own than to external considerations. They may require more independence and autonomy in making decisions thus suggesting an individualistic approach in decision-making.

Broadly, from the survey it can be inferred that, approximately 77% of the respondents are at least influenced by the group numbers, with the most-respondents always or often agreeing with the group as far as decisions are made. Therefore, it indicates that with the rise of such digital platforms and communities, social influence has been gaining in significance more and more in the digital consumer behaviour.

6. If most people prefer a particular option, do you change your choice to align with theirs?
58 responses

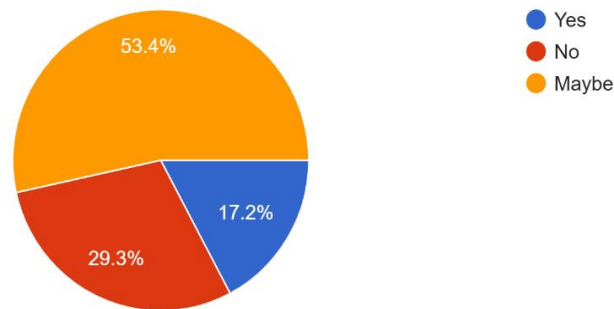


Figure 11: Question 6

Answer to the given question is presented in a pie chart of result of a survey for checking whether the respondents change their choice in line with preferences of majority or not, based on 58 responses. The item refers to the impact of group opinion and the entire group behaviour that makes more sense in the digital platforms. It is thanks to the social media and online communities that peer influence is a significant force in consumer choice.

53.4 per cent of the respondents have responded as “Yes” to change their decision on the lines of rest. This implies that most of the respondents were easily influenced by that of social pressure and are likely followers, and they would tend to follow what is fashionable or what their peers do. In digital platforms, this means that consumers are subject to the decision of other people, i.e., online reviews, recommendations, social media trends. Social proof is just the recognition that we tend to do things because so many people are doing them.

The second largest segment of the respondents at 29.3% responded “No” which is the equivalent to saying that they do not change their choices to favour the majority. This cohort appears to make more independent choices and are not so influenced by the surrounding environment. In their case it seems to matter more of what they prefer or they are more confident about their choice. They have a higher tendency of concentrating more on their own decision-making criteria, and that of their peers. A consumerism mind-set is demonstrated by consumers who

decide to do their own research instead of following the trends or common people's opinions.

17.2% said, "Maybe", which shows that there are people who conform to the majority, but they do not always want to alter their decision. This means that such people are vulnerable to intrusion of group thought, but are to some degree autonomous regarding their decisions. They may consider majority preferences but when the interests of the few are contrary to the majority preference they also make their discretions for the greater good whether to put personal preference or the circumstances of such decision above the majority preference. Such respondents can be more open and responsive to social influence with regard to certain conditions, not in a general manner.

This overall finds the survey results indicating that a good number of the respondents do indeed coincide with the majority in the areas of choices. It highlights the important role of social influence in the consumer behaviour, particularly.

specifically, in the digital world where trends, reviews, and the popular perspective to influence such decisions. However, the substantial minorities who are also independent, although not conforming indicates that the attitude regarding the effect of the group upon decision-making is varied.

7. Have you been influenced to make a purchase by social media influencers?

58 responses

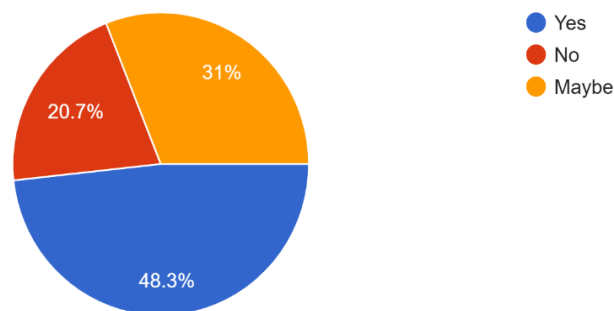


Figure 12: Question 7

The pie chart shows the results of the Survey on whether the respondent has bought something because of social media influencers. The data was collected from 58 respondents; This question can cover the extent of consumer that is to be influenced by influencer marketing, and also how important it is in digital platforms on online shopping. As social media grew, both influencers and influencing buying behaviour are important parts of the process, and this survey shows how they are influencing buying behaviour.

Most of the respondents, 48.3% have answered “Yes” to indicate that, the respondents have been influenced by social media influencers to purchase. These findings show that almost 50% of the surveyed people are aware of the effect that influencer marketing has on the decision to make purchases. Due to their vast platforms and developed genuineness, social media influencers can influence consumers’ decisions through advertisements, ratings and recommendations. With dedicated followings that act on their views, these influencers particularly make good use of their power to influence the behaviour of consumers. The findings show how influencer marketing emerged as a channel through which brands can

reach their audience in a world that was deprived of engagement in traditional media.

31% of respondents responded with a No, they had NOT been influenced by social media influencers to purchase an item. They might be less gullible of influencer promotion or just do not use influencers in their purchases. Such consumers can use more old-school methods of decision-making (e.g., word-of-mouth, product reviews, independent research). Some may even have the perception/feel that, influencer promotions have become too commercialized or less trustworthy. This excerpt highlights the fact that in spite of the fact that influencer marketing works for many, it is not the case for all people.

20.7% answered "Maybe" "I know the influencers can sway my decisions but I am not sure if I have tanjulia. Since such a group might have engaged with influencer marketing in their social media feeds, they may not have consciously noted its effect on them. Some of them cannot say for sure whether they are influenced by influencer's posts in their choice at all, while others find that sometimes they are persuaded by that content. This implies that the effects of influencers may at times be non-obvious or eliminating all, since they can act on individuals without their cognizance.

To come in conclusion, the influencer's marketing survey results indicate that influencers in social media play a significant role in purchase behaviour of consumers as almost half of the respondents claimed that they purchased a product because an influencer recommended it. However, in the case of the overwhelming majority of respondents, there is no impact, and there is a less than majority that are uncertain about the impact. These findings support the part played by three social media in the modern consumer behaviour, but also emphasise the fact that the multimedia marketing does not have the same effect to all consumers.

8. Do you feel pressure to agree when a group clearly states a preference?

58 responses

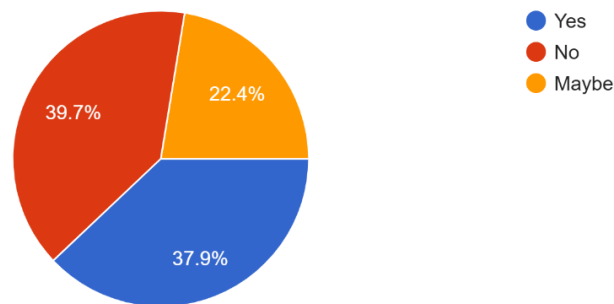


Figure 13: Question 8

The pie chart above exemplifies how one answers the question while attempting to quantify the amount of pressure one feels from a group of people provided the group clarifies its preference. The reported influence of Gerber level was one of the indicators of group dynamics impinging on decision making, an important aspect of consumer behaviour, especially for the digital platforms where social influence and peers reviews might dictate the purchase.

The highest percentage of 39.7% respondents said that they are under pressure to conform when the group has a clear preference. It shows that man is influenced by the majority opinion and he is willing to abandon his opinion in order to attain conformity. The need to fit in is a well-recorded drive in behaviour and online settings one can be aggravated by the presence of things such as online reviews, social media recommended. By the time in October 2023, the users from the entire world did not only make purchasing decisions, which were only based on their personal knowledge or experience.

The second most response of 37.9% was that they do not feel compelled to be on board with the identified preference of the group. Such individuals can be more autonomous and stress what comes to them in the aspect of personal preference, critical thinking or individualistic values as opposed to what the others come to as a group. This group could thus be deemed to be the consumers in the case of digital facilities which are less likely to be influenced by the online communities but rather

make a choice according to their desires and pains. This means that the social impact is quite strong, yet decision making remains an aspect still in which a substantial proportion of the people merely will not concede.

A lower percentage, 22.4%, answered "Maybe", meaning that the group has an influence over them, yet maybe they do not always act as though they have to get on board. This group may listen to others and yet may try to do things in their own way. In certain situations, they may or may not always change their choices to fit a group's preferences, i.e., when one believes in the capabilities of a group, or when the group features trusted members, in this case, friends or expertise. However, their decisions are not exactly just to fit in because other things could be taken into account before conforming to the group.

Key Messages despite several attempts to predict a group decision in a mathematical way, the BEST outcome witnessed in a lab situation is a Level of ABSTRACT. A lot of them seem to be opposing peer group pressure but digital platforms and social networks definitely are influencing their consumer behaviour (from consensus till product reviews) from benefits of a group. However, the diversified responses have revealed the degree of availability of group influence and that personal tastes or independent mindedness are still relevant in most cases.

9. Have you ever regretted a decision that was influenced by others' opinions or preferences?
58 responses

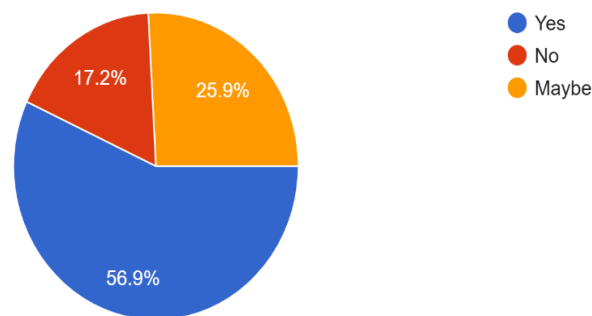


Figure 14: Question 9

Concerning survey results on whether people ever regretted something due to others' influence / opinion / preference / similar – Pie Chart Based on 58 responses
Second, we can see the recent literature discussing the potential of social influence in the decision-processes for the subjects, particularly in the digitized environments, where the consumer's whims and tastes can be primarily predetermining.

More than half of the respondents (56.9%) answered such a way: "Yes", that "they have ever regretted any decision made based on other people's opinions or preferences"). This shows that more than half of the participants have experienced group pressure or external conviction that they perceived as negative. for instance, when it comes to e commerce there are also many reasons to feel out of your depth and to buy something that you eventually regret having bought, say because you strictly adhere to the trends or you blindly follow the crowd rather than exercise your own research. Social pressure makes the people conform and leads to regret. Digital platforms (social media, review sites, or online ads), provide an environment in which people feel a need to conform to look like the masses. in the case if that decision does not meet their expectations, they are dissatisfied.

25.9% of them gave an answer "No" that they have never ever regretted something by following of others' opinions or preferences. Such a group most likely has that confidence of being in a position where it can make wise decisions even if the

preferences or recommendations of others are not taken into consideration in the decision making. They may consider the views of the outsiders in their decision-making but have a clear understanding of what they want. Therefore, in the digital world, this is simply the fact that some of the consumers are masterfully selecting information and using it in a tactical way without being inadvertently influenced by the people's opinion.

A somewhat lesser portion, 17.2% selected an option "Maybe", meaning, some times they've regretted some decisions influenced by others' opinion, though with no idea whether such kind of opinions were actually the true reason of their regrets. This cohort represents the people who know how people's tastes can influence the preferences of the people but do not agree that all feelings of remorse come from them feeling the social pressure. Perhaps, they could value that other factors affect how they feel about their decisions – personal conditions and needs or the specific situation of the decision.

All in all, the survey results indicate that a significant proportion of national sample (56.9%) feel regret when they follow others in decision making, which suggest the dangers of the social influence in consumer behaviour. While 25.9% of participants have no regret concerning country level involvement, 17.2% have some measure of ambivalence, in which fear of judgment, disapproval from others might be an aspect. This repeated application further emphasizes the necessity of consumers to have a free will of choice and freedom to make sound decisions in espoused digital counterparts where external interest spreading develops into a river of information that can swamp an unaware consumer.

10. Do you find advertisements that grab your attention more persuasive?

58 responses

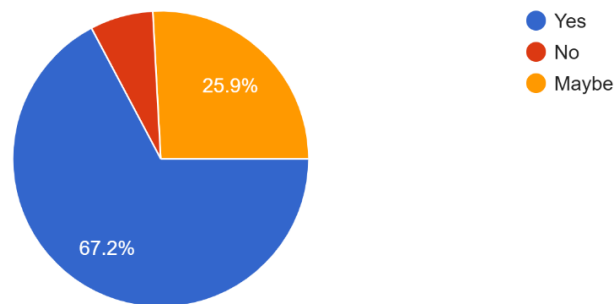


Figure 15: Question 10

This pie chart demonstrates the number of times a clear reason deter in the advertisement induces purchase of the product in 58 survey results. This question addresses the way clarity in advertising is helpful to the consumer particularly in relation to digital advertisement where one can tailor the ads to a consumer depending on how a consumer conducts himself or herself in a digital setting. In terms of persuading potential buyers, clarity of a message can be a game-changer because it affects their decision-making process.

A clear message in an ad “often” makes the respondents wanting to buy a product, as reported by 44.8 percent of the respondents. This implies that in almost half of the consumers, the ads that carry simple and clear messages are quite significant in their purchase decision making. Advertising in the digital economy, from hundreds to thousands of ads a day, depending on the industry, for consumers, so one can only communicate the message through noise using simplicity and clarity. A good tagline will enable the consumer to get to understand the product in the first second, and have understanding of the value, benefits, and appropriateness towards his/her needs thus, an enhancement in conversion rates. This indicates that the consumers are likely to be persuaded to call a purchase when they receive a second-angle debate clearness.

For 22.4% of respondents it was “sometimes”, which means that a clear message in an ad requires them to purchase sometime. That demographic can be

persuaded by language but their real purchasing decisions would not be governed only on the basis of a succinct message. For example, such things as the price for a product, reputation of the brand, or particular desires might be considered. And it is not enough to be clear with advertising to trigger the need to buy among this set of consumers.

One in five (19%) replied “always” meaning that to this fraction of the population, clear advert messaging always translated to a sale. This reflects that these consumers are highly motivated in being positive to a product and thus they are due to the transparency of communication. They are likely to love ads that cut across the noise and provide information that is most relevant- straight to the point and with an impact.

Only nine point eight percent of the respondents answered “rarely” or “never,” it means that clear messaging is not enough to make these people to make a purchase. Perhaps, these respondents place importance on some other aspects of an AD. the concept of creativity, emotional pull or whatever social proof matrix (i.e. reviews, testimonials) That Got you to pull the trigger. On the other hand, they might merely find ads clarity unpersuasive as compared to other marketing strategies.

The core message is, therefore, a key to marketing: most of the respondents, who were 66%, agreed or almost agreed with that question. But there is also the other smaller group whose consideration is not based on clear communication but other factors in decision-making. These findings help establish areas that the advertisers have to be much more clear and persuasive so as to attract a wide range of consumer.

11. How often does a clear message in an ad motivate you to buy a product?

58 responses

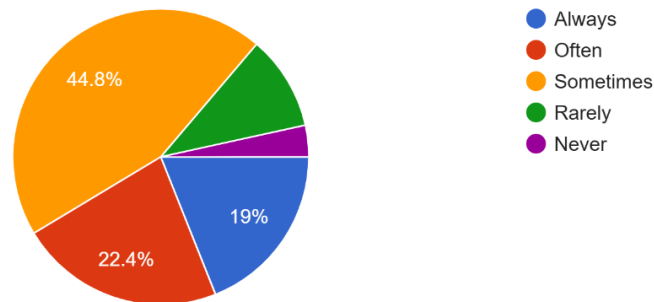


Figure 16: Question 11

Information about how often a clear message in an advertisement makes the respondents buy a product can be obtained from the pie chart, following a survey that had received 58 responses. Question that should measure necessity of a precise and easy communication in advertisement and how important is it in the age of the production of digital products in which the consumer is overloaded with the advertisement in every possible form. It can, therefore, be possible that people would want a clear and straightforward message in ads because a clear message in ads may help in the understanding of the value proposition of the product and benefits of the product to which eventually purchasing decisions are made.

Keeping that aside, 44.8% respondents selected "Often" which means that clear messages on advertisements makes me go for buying products most of occasions. This means that we have many consumers who are affected by the advertisement that provides simple and direct information on the product advertised. Clear is King: In the digital world, ads tend to assail the target but a concise clear cut message is what will help promote a conversion. Ads that "talk" about the benefits of a product assist a consumer to apprehend their products better hence informed choices when purchasing them. This underlines the need for the businesses to ensure that their advertising never gets complicated but always straight to the point and passes on the relevant information successfully.

The next most popular group (22.4%) picked “Sometimes” (it means that more often a straight message in the advertisement can help the purchase of a product). This means, that, despite the fact that plain advertising is important to these customers, sometimes it is not the deciding factor. It is also probable that other things relating to the emotional side of the ad, brand recalls, or the things that were discussed in the product, form a stronger driver to buy. To these respondents, sharp communication might attract their attention but something else in the ad or the product offering may be required in order to trigger the actual behaviour.

A clear message in an ad “Always” makes them buy a product – 19% of responses, meaning that people, who gave these responses, are very susceptible to straight to the point and easily understandable advertisements. The keyword is clarity here, when it comes to their behaviour of purchasing; the ads that really work with this group are the ads that cut the fluff and just make the facts known. Such a demographic can also end up buying faster if it just feels like the advertisement is communicating what the good to benefit and special selling points are when it comes to the good being advertised.

9.8% of the participants responded “Rarely” or “Never” translated that they are not highly interested in clear notice when posted in advertisements. Such people could be more influenced by other elements of advertising, whether it would be creativity, humour, social proof etc. – not just by clarity.

In conclusion, this survey reveals that the clearer message in advertisements does the work and motivates 67.2% of respondents, "often" or "always". Therefore, it is crucial for digital marketers to make sure that they reach out to the consumers through no-nonsense high-impact adverts. It also reveals, of course, that clarity is not the only facet of consumer decision making in an ad and other aspects of an ad might influence purchasing behaviour for a significant part of the consumers.

12. How important is it for an advertisement to make a product desirable before you decide to purchase it?

58 responses

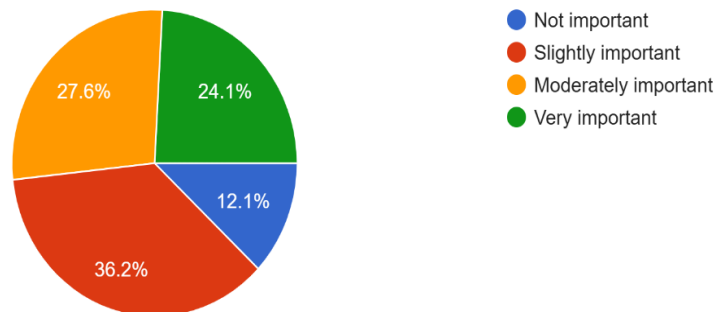


Figure 17: Question 12

Pie chart shows the survey responses concerning the importance of advertisement in informing the customers on items to be purchased, obtained from 58 responses. The question has to do with consumer decision-making and how advertising influences digital where ads play a significant role in mediating purchase. The scores that you received were from greater significance to lower worth of the persuasive force of advertisements.

The largest proportion (36.2%) of the respondents feel that it is "fairly" important that an advertisement can make a product desirable before a decision to make purchase. This conveys that for such consumers, the advertisements are another powerful, although not the only aspect which influences their purchase decisions. Win will be if we target the ones who READ ADS. Such people can find the ads useful as the means carrying the critical information on product or service, yet such people are definitely not going to stop there because there are other details, such as, their needs, reviews, reputation, etc, that such people have to be paying attention to.

Only 27.6% of the respondents felt that advertisement is "very important" in making a product attractive. These are consumers that highly take advertisement of something being sold seriously when they want to purchase something. In such cases, advertising plays a crucial role in decision-making process of a potential

purchaser by means of persuasion, emotion or benefits. It demonstrates the strength of persuasive advertising alongside interaction and purchase on the part of a consumer, especially if the ad expresses clearly to the target audience the benefits and relevance of the product.

24.1% responded claiming that they were “slightly important”, meaning they implicate that advertisements might have some effect on them, though very little as compared to other factors. They can be affected by ads to certain degree but more likely, their final choice depends on such things as quality of products, price, or peer recommendations. Now in the digital setting, such users will be bombarded with uncountable numbers of ads and they will only act if they listen to the best of the ads in consultation with what they like or need already.

An even tinier piece, 12.1%, stated that adverts are “not important” at making a product look appreciated. In case of these respondents, the impact of advertisement on purchase decisions appears trivial if not insignificant. Such demographic may give preference to personal accounts, peer’s recommendation or their own independent investigation. They could even be a tad sceptical of advertising: they may view it less as a means of illumination and more of marketing’s product to convince.

Finally, while advertisements make things desirable for most consumers, the role of it differs depending on the individual, as illustrated by the results of the survey. 63.8% of respondents rate the role that ads play in their purchasing decisions done the same year, emphasizing the need for having proper advertising strategies that clearly depict a product advantage. On the contrary, 36.2% of the consumers are not greatly affected by advertising meaning that other factors such as personal preferences, quality of the product as well as credibility of the brand are more contributing to determining the behaviour of a consumer.

13. Have you ever made a direct purchase because of an advertisement you saw?

58 responses

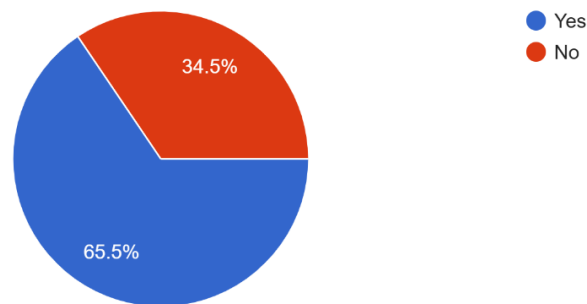


Figure 18: Question 13

The chart depicts the outcome of a survey in which 58 persons were asked if they had ever directly bought something because they saw an advert. This question is quite appropriate when one considers modern consumer behaviour in which digital advertisements are smoothly incorporated into the online lifestyles of browsing, the social media, and the e-commerce systems. This is based from the chart that 65.5% of respondent gave an answer “Yes” which means a lot already have been forced by advertisements to make an immediate purchase. This emphasizes the power of well-designed, demographically-targeted ads, particularly the ones with powerful CTAs and deadlines, or that offer personalized recommendations based on the behaviour of buyers.

On the other hand, the ratio of those who answered “No” was 34.5%, which means that even if the advertisements are good at grabbing attention, it doesn’t necessarily lead to immediate action. This segment of consumers can be more analytical or cautious, and want to search for more, compare the prices, read reviews, or judge the trustworthiness of the brand before they decide to buy something. They may engage with advertisements in a passive manner, which means they are going to view them rather as sources of information than direct impellers for actual purchases.

The takeaway here is twofold: first of all, there is indeed a serious capability of digital advertisements to make purchases on the side of consumers, and that is reported by more than one third of users making instant decisions to buy. Second, the remaining majority, to a greater extent, use ads as a point of departure in the decision-making process and therefore marketers have to supplement their advertising with useful, credible and trust-worthy material in order to realize sales from the interest caused by the ads. This duality is an indication of the confused digital marketplace whereby impulse and informed buying exists with each requiring the successful marketing achieving the objective.

4.1 Outcomes of Hypothesis 1:

The Perceived Usefulness and its Effect on the Engagement: While reviewing the results of the survey, it was clear that perceived usefulness is the key aspect that influences the engagement of users with digital platforms. 31% of the respondents said that digital platform helped to improve the tasks immensely, for 29.3% it was moderately improved, and for 27.6% it was slightly improved. This is an indication that more than 88% of the users realized a desirable level of improved efficiency or productivity, which I assume would be caused by the very usefulness character of the platforms. Even if the improvement was not a great one, the fact that the benefit was observed was acknowledged by users. Additionally, the fact that half of the respondents strongly agreed as well as 31% agreed that usefulness is what causes them to use and continue using a technology was also observed. This means that people are attracted to digital tools which can solve the real-life problems or contribute to their goals in a sensible manner. This confirms to me that usefulness is a strong driving force in consumer behaviour in digital environments.

User Experience and User Adoption: The concept of ease of use also got strong affirmation in the survey. Altogether, 51.7% of the respondents said that it was very easy for them to learn and use the technology and 37.9% of them described it as easy to use – which account for nearly 90% of the total responses. A very small percentage (10.3%) found the technology to be moderately difficult while none of them described the technology as difficult or very difficult. These numbers hint that intuitive design, easily-user interface, and shallow curves of learning are critical for a product's adoption. Once the users find a digital platform navigable and easy to use, they are likely to visit it and use it repeatedly. From my point of view, a platform's easiness in use is not only associated with an initial attraction to a platform but with further interaction, especially for users who are not tech-savvy or have a limited time.

The Balance of Usefulness and the Ease to Use: The survey also sought to find out what trait the users value more, usefulness or ease of use. The largest figure (43.1%) most valued usefulness at the expense, of ease of use while 31% balanced the two but leaned to usefulness. The other 22.4% perceived usefulness as being only a little bit more important than ease of use. The proportion of people who preferred ease of use to usefulness was 3.4%. From this data it is clear that while simplicity is valued, majority of the users still expect the platform to provide some tangible merit. This is the way I understand it, i.e., users are ready to spend their time to learn a platform if it possesses real functionality. This also lends support to my confidence that inasmuch as usefulness is concerned with whether something is useful, it is intertwined with ease of use and use. they do not operate in isolation but rather cooperate to for individual user experience, and engagement.

Final Decision: Using all the data and everything learned from the 58 survey responses, it is safe to say that the evidence indeed supports my hypothesis: Perceived usefulness and ease of use lead to a significant increase in engagement with digital platforms by consumers. Most of the users reported enhanced performance, ease of use and the desire to use technology that brings value. These collectively prove that usefulness and ease of use are important decision-making drivers among consumers as they concern digital tools.

4.2 Outcomes of Hypothesis 2:

Impact of Group Opinion in Decision-Making. The survey results indicate that most of the respondents are guided by group opinion making decisions. A total of 96.1% of the respondents reported that they always (54.7%), usually (25.9%) or sometimes (15.5%) act on group preferences. This implies that social validation and the need for avoiding confliction are some of the factors that influence personal decisions. In addition, 53.4% of the participants affirmed that they adjusted their decisions to match group consensus thus glaring even further Peer influence in decision making processes. Where group behaviours come to spotlight through reviews, ratings, and trends in digital platforms only increase this amplifying effect.

Social Media and Influencer Marketing's Effect: Social media influencers formed another important driver of consumer behaviour. Almost half (48.3%) of respondents reported that they purchased something due to influencer recommendations and 20 %" maybe" said, where influence was indirect or unconscious. These findings tell us how influencer marketing is an effective force in guiding people's buying decision because influencers create trust and authenticity in their audience. Though 31% said they were not influenced, the fact that a majority are susceptible to online personalities and social trends during purchase making comes out.

Pressure and Regret from Social Influence. Taking into account the question about group pressure, 39.7% of people answered yes; 22.4% answered maybe; hence, more than 60% feel that they are under some sort of pressure. Such a psychological pressure can take the consequences – 56.9% of respondents admitted to regretting the decision making based on others' influence, 17.2% of them were unable to determine the level of regret. These responses imply that although the social influence triggers behaviour, it may create dissatisfaction especially when personal judgment is overruled by the external influence. This emphasis the two sided nature group influence in Digital consumerism.

Final Decision: Based on the responses received in the survey, the hypothesis is very much substantiated: social pressures in the form of reviews, ratings, and content provided by influencers are important in shaping consumer purchasing behaviour on digital platforms. The cumulative effect of the peer pressure, group alignment, social media trend and the influencer marketing ads clearly illustrate that the choices of the consumers are usually based on the general agreement rather than individual interest.

4.3 Outcomes of Hypothesis 3

Attention and Interest: From the survey data, it is apparent that clarity in advertising is very significant in drawing consumer attention and provoking interest in directly integrating the first two stages of the AIDA model (Attention and Interest). 44.8% of respondents reported that a clear message from an ad “often” inspires to purchase something, while 19% of them said that it “always” does. This serves to confirm that simple and to-the-point messages included in ads can be used to cut through the mess of digital noise and get the attention of the consumer. Given the large number of adverts battling for attention online, clarity allows the consumer to make the product meaningful, its characteristics, and benefits in a short while. This corroborates the fact that the clarity of messaging is a strong tool in the establishment of the first step of engagement and interest, an important component of the digital advertising strategy that makes sense of the AIDA framework.

Desire and Action: The data also depict that perfectly written advertisement not only captures attention but also evokes desire and initiates action amongst a set of users. For instance, advertisements are considered “very important” by 27.6% of respondents in making a product attractive, and 34.5% of them confess making a direct purchase due to the advertisement. These numbers uphold the latter phases of the AIDA model – Desire, and Action – to show the effectiveness of and their suitability to moving consumers emotionally and cognitively towards conversion owing to the advertisements. Whereas a great 65.5% declared they had not made a direct purchase from an ad, the residual one-third who did amounts to a critical group of consumers who are strongly persuaded by the right combination of appeal, timing, and call-to-action in an advertising content.

Variations in Consumer Behaviour and the Influencing Factors: Although AIDA-driven advertisement proves effective to many people, the survey indicates that all consumers are not equally susceptible to the impact of digital advertisements. For example, 36.2% of respondents said that advertising is “only fairly important” to turn a product desirable, and 12.1% said ads are “not important” at all. These

numbers show that even though the AIDA model works for a significant segment of the market, some of them consider such criteria as brand trust, product reviews, peer-recommendations, and personal research more important than advertising. This highlights the need to integrate AIDA-centric advertising strategies with the larger digital marketing initiatives that take into consideration the complexity and variety of consumer decision making behaviour.

Final Decision: The hypothesis is true: Applying the AIDA model by digital platforms highly influences and improves consumers' purchasing decisions. Its effectiveness however varies in consumers. Although most are encouraged in a good way, especially by inspiring and involving ads, a section still depends on other aspects. This means that AIDA in its might can still be used alongside trust building and value driven strategies in order for all-round consumer engagements to be achieved through digital ads.

5 SUMMARY AND DISCUSSION

Practicality and Ease of Usage Engages the users: In the course of building and examining Hypothesis 1, I personally attained significant support of functionality and user experience as the basis for success of digital platforms. The results of the survey served to strengthen my conviction that the users are not only rational decision-makers but also oriented to goals. They are happy to spend time on the platforms which offer obvious value for their lives, despite the slight increase of the learning curve. This insight allowed me to understand that there is a connection between ease of use and perceived usefulness – they are not conflicting aspects, but rather supportive elements that support each other in order to elicit a continuous engagement of a user. From a personal learning point of view, this section of the research brought clarity in terms of how technology design affects human behaviour a point that I believe is indispensable for digital products or marketing strategy.

The Pressure and the Power of ‘Social Influence’ The creation of Hypothesis 2 forced me to reconsider how permeated social influence is into digital consumer behaviour. What could not leave me clueless in all was the tremendous proportion of users who confessed to make decisions on the basis of group opinions. Personally, I did expect influencer marketing to be effective but did not expect peer pressure and group validation to be a strong psychological influence. The phase of research made me open my eyes to the emotional complexity of digital decision-making, where people do not just make products choices, but address issues of identity, social belonging and self-confidence. I now understand that marketers are bound to operate on the thin edge of a knife – leverage from social proof whilst not altering to tactics that could cause consumer regret and mistrust.

AIDA Works Well but Doesn’t Work the World Over: From reaching a conclusion on Hypothesis 3, I reaffirmed my initial assumption that clarification in an advertisement is essential in grabbing the consumer’s attention, particularly in this digital stimulation. Yet, what amazed me similarly was the difference in the people’s response to ads. Although the majority of users follow the given path of

the AIDA model from the attention to the action, there are still some sceptical or indifferent ones. This knowledge taught me that a one size does not fit all in digital marketing. Today, I truly consider mixing AIDA-model with personalization of content, trust-building of users, and mechanisms of social proof to be more robust and ethical engagement strategies. This section of the research also improved my understanding of the diversification of the consumer behaviour and the necessity of adaptive marketing model that focuses on human needs.

Global Perspective towards the Research Process: Considering that it was not simply an academic experience, doing this research was an introspective and enlightening one. I understood how the numbers can display patterns of motivation, influence, and behaviour, yet, at the same time, how essential interpretation is needed to understand the why behind the numbers. No doubt, my skill to propose hypotheses, analyse the real-world consumer views, and assess the digital strategies have significantly developed. With the knowledge acquired, I now feel more confident in applying these insights to day-to-day marketing applications and strongly believe in pursuing ethical, useful, and user-friendly digital engagement strategy that paves the way to meaningful consumer relationships.

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APPENDICES

Quantitative research questions:

QUESTION 1: To what extent does social platforms make your tasks easier or more productive?

QUESTION 2: How easy is this technology to learn and use?

QUESTION 3: Is the usefulness of this technology more important to you than how easy it is to use?

QUESTION 4: The usefulness of this technology motivate you to adopt and continue using it?

QUESTION 5: How often do you follow group opinions when making decisions?

QUESTION 6: If most people prefer a particular option, do you change your choice to align with theirs?

QUESTION 7: Have you been influenced to make a purchase by social media influencers?

QUESTION 8: Do you feel pressure to agree when a group clearly states a preference?

QUESTION 9: Have you ever regretted a decision that was influenced by others' opinions or preferences?

QUESTION 10: Do you find advertisements that grab your attention more persuasive?

QUESTION 11: How often does a clear message in an ad motivate you to buy a product?

QUESTION 12: How important is it for an advertisement to make a product desirable before you decide to purchase it?

QUESTION 13: Have you ever made a direct purchase because of an advertisement you saw?