

Consumer Behaviour in the Digital Era

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Abstract: *This study investigates consumer behavior in the digital era among residents of Mumbai, India, focusing on various aspects such as digital device usage, online shopping behavior, social media influence, and preferences for personalized marketing. A diverse sample comprising individuals across different age groups, occupations, and income levels was surveyed using a structured questionnaire. Findings reveal a digitally-engaged demographic with high levels of smartphone usage and significant time spent on digital activities. Online shopping is prevalent, particularly for electronics and fashion products, driven by factors such as convenience and user reviews. Social media exerts a strong influence on purchase decisions, with user-generated content playing a pivotal role. While consumers appreciate personalized recommendations, concerns about data privacy persist, affecting purchase decisions. The preference for omnichannel experiences underscores the importance of integrating online and offline channels. These insights provide valuable guidance for businesses seeking to adapt their strategies to meet the evolving needs and preferences of digital consumers in Mumbai*

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