

The Impact of Digital Transformation on Consumer Behavior

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Abstract: *In recent years, the rapid advancement of digital technology has ushered in a transformation that has profoundly affected the way businesses operate and how consumers behave. Digital transformation, defined as the integration of digital technologies into all areas of a business, fundamentally changes how companies deliver value to customers. This transformation has led to a shift in consumer expectations and behaviors, disrupting traditional business models and reshaping entire industries. Today's consumers are more empowered, connected, and informed than ever before, thanks to the widespread availability of smartphones, social media, artificial intelligence, and e-commerce platforms. These tools have altered the consumer landscape, creating a new reality where personalization, and immediacy are highly valued. One of the most significant impacts of digital transformation on consumer behavior is the shift toward digital channels for researching and purchasing products. E-commerce, mobile apps, and online marketplaces have made it possible for consumers to shop anytime, anywhere. According to a study by eMarketer, global e-commerce sales are expected to reach over \$6 trillion by 2024, a testament to the growing preference for digital shopping experiences.*

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