

The Economics of Digital Consumption: Understanding Value, Behavior, and Market Dynamics in Online Environments

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ABSTRACT

Digital consumption has emerged as a significant economic phenomenon that influences consumer behavior, value creation, and market interactions within technology-mediated environments. This study examines the economics of digital consumption through a qualitative Systematic Literature Review (SLR) guided by the PRISMA 2020 framework. Literature published between 2019 and 2023 was collected from major academic databases and analyzed using thematic synthesis. The findings indicate that digital technologies reshape consumption patterns by influencing value perception, trust formation, customer experience, and consumer decision-making processes. The review further reveals that digital platforms and personalization technologies play an increasingly important role in shaping consumer engagement and marketplace interactions. In addition, evolving digital consumption practices contribute to changes in market structures and competitive dynamics. The study concludes that digital consumption functions as a key driver of contemporary market behavior and highlights the growing importance of consumer-centered digital experiences within increasingly digitalized economies.

Keywords: *Consumer Behavior, Digital Consumption, Digital Marketplaces, Customer Experience, Personalization, Value Perception.*

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1. | INTRODUCTION

Consumption has undergone profound changes as digital technologies increasingly mediate interactions between consumers, products, and markets. The widespread adoption of digital platforms, mobile technologies, social media, and e-commerce systems has transformed how individuals search for information, evaluate alternatives, make purchasing decisions, and engage with businesses. Unlike traditional consumption environments that rely heavily on physical interactions and geographic proximity, digital environments provide consumers with continuous access to products, services, and information regardless of location or time constraints. As a result, consumption activities are becoming increasingly embedded within digital ecosystems where technological capabilities influence consumer experiences and market behavior. These developments have contributed to the emergence of digital consumption as a significant economic phenomenon shaping contemporary market dynamics.

The expansion of digital technologies has altered consumer behavior by changing how consumers access information and interact with commercial offerings. Digital platforms provide consumers with greater access to product information, reviews, recommendations, and personalized content, enabling more informed purchasing decisions. Saura et al. (2020) argue that consumer behavior in the digital age is characterized by increased connectivity, information availability, and interactive engagement between consumers and firms. Similarly, Tseng and Wei (2020) emphasize that digital media influences consumer behavior across different stages of the purchasing process by enhancing information richness and communication effectiveness. These developments suggest that digital technologies play an increasingly important role in shaping consumer decision-making processes and consumption patterns. Consequently, understanding digital consumption has become essential for explaining contemporary market behavior and consumer engagement.

The growing importance of digital consumption is also reflected in changing perceptions of value and trust within online environments. Consumers increasingly evaluate products and services based not only on functional attributes but also on digital experiences, convenience, personalization, and perceived reliability. Sharma and Klein (2020) highlight the significance of perceived value and trust in influencing consumer participation in online purchasing activities. Similarly, Miao et al. (2022) demonstrate that consumer satisfaction, trust, and perceived value contribute significantly to repurchase intentions within e-commerce environments. These findings indicate that value creation within digital markets extends beyond product characteristics and increasingly involves the quality of digital interactions and consumer experiences. As digital transactions become more common, trust and perceived value have emerged as critical determinants of consumer behavior.

Another notable development concerns the growing role of digital customer experience in influencing consumer engagement and market participation. Digital

technologies enable businesses to deliver personalized interactions, tailored recommendations, and interactive experiences that influence consumer perceptions and purchasing decisions. Robra-Bissantz and Lattemann (2019) describe digital customer experience as a central component of contemporary consumer interactions because it shapes how consumers engage with digital products, services, and platforms. Likewise, Nuseir et al. (2023) emphasize that digital marketing strategies increasingly focus on improving customer experience and engagement through technology-enabled communication channels. These developments indicate that consumer experiences have become important sources of competitive differentiation within digital markets. Consequently, businesses increasingly invest in digital technologies designed to improve customer satisfaction and strengthen consumer relationships.

The evolution of digital consumption is further associated with the expansion of digital platforms and online marketplaces. Digital platforms function as environments where consumers and businesses interact, exchange information, and conduct transactions. Kim and Yoon (2021) highlight the growing importance of platform-based services in facilitating collaborative consumption and consumer participation. Similarly, Hein et al. (2020) argues that digital marketplaces have transformed traditional market structures by creating interconnected ecosystems that support consumer engagement and economic exchange. These platform-based environments not only influence consumption patterns but also shape broader market dynamics through network effects, data-driven interactions, and evolving consumer expectations. As digital marketplaces continue to expand, understanding their influence on consumer behavior has become increasingly important for both researchers and practitioners.

Recent developments in personalization technologies have further transformed digital consumption experiences. Advances in data analytics, recommendation systems, and digital marketing enable businesses to tailor products, services, and communications to individual consumer preferences. Kronemann (2022) note that personalization strategies increasingly influence consumer behavior by providing customized experiences that improve engagement and purchasing outcomes. Similarly, Kronemann (2022) argue that AI-powered personalization has become a significant factor shaping consumer interactions within digital environments. These developments demonstrate that consumption processes are becoming increasingly individualized and data-driven, creating new opportunities and challenges for businesses operating in digital markets.

Despite growing scholarly interest in digital consumption, the existing literature remains dispersed across multiple research domains, including consumer behavior, digital marketing, customer experience, e-commerce, platform economies, and marketplace studies. Many studies examine specific aspects of digital consumption independently, such as trust formation, customer engagement, purchasing behavior, or personalization technologies, without integrating these perspectives into a broader understanding of market dynamics within digital environments. Consequently, there

remains limited synthesis regarding how consumer behavior, value perception, digital experiences, and platform interactions collectively shape digital consumption and influence contemporary markets. This fragmentation highlights the need for a comprehensive review that consolidates current knowledge and identifies key patterns within the digital consumption literature.

In response to this gap, this study examines the economics of digital consumption through a qualitative Systematic Literature Review (SLR). The study synthesizes contemporary research on consumer behavior, value perception, digital customer experience, online decision-making, personalization, and platform-based consumption. In addition, the review explores how these factors contribute to evolving market dynamics within digital environments. Snyder (2019) emphasizes the value of systematic literature reviews in integrating fragmented research streams and generating broader conceptual understanding. Furthermore, Page et al. (2021) highlight the importance of transparent evidence synthesis through the PRISMA framework. By consolidating findings from contemporary literature, this study aims to provide a comprehensive understanding of how digital consumption influences consumer behavior, value creation, and market interactions within increasingly digitalized economies.

2. | LITERATURE REVIEW

Digital Consumption and Consumer Behavior

The emergence of digital technologies has significantly transformed consumption activities by altering how consumers access information, evaluate products, and engage with markets. Digital consumption refers to consumption practices that occur within technology-mediated environments, including e-commerce platforms, social media ecosystems, mobile applications, and online marketplaces. Cochoy et al. (2020) argue that digital consumption is shaped by technological devices and digital infrastructures that influence consumer interactions and purchasing behavior. Similarly, Saura et al. (2020) emphasize that consumer behavior in digital environments differs from traditional consumption patterns because consumers have greater access to information, increased connectivity, and more opportunities for interaction. These developments suggest that digital technologies have become central factors influencing contemporary consumption practices.

The literature further indicates that consumer behavior in digital environments is characterized by dynamic and information-intensive decision-making processes. Tseng and Wei (2020) demonstrate that digital media richness influences consumer behavior throughout different stages of online purchasing by improving information accessibility and communication quality. Likewise, Yao et al. (2022) identify changing consumer behaviors across online-to-offline commerce environments, highlighting the integration of digital and physical consumption experiences. Purohit et al. (2022) further show that digital payment systems and technology-enabled transactions contribute to continued

participation in digital consumption activities. Collectively, these findings suggest that consumer behavior is increasingly shaped by digital interactions and technology-mediated purchasing environments.

Value Perception and Trust in Digital Markets

Perceived value and consumer trust are widely recognized as critical determinants of consumer behavior within digital markets. Unlike traditional market environments where consumers can directly evaluate products and services, digital markets often require consumers to rely on information, reviews, and digital interactions when making purchasing decisions. Sharma and Klein (2020) argue that perceived value significantly influences consumer intentions to participate in online purchasing activities. Similarly, Miao et al. (2022) demonstrate that trust, satisfaction, and perceived value are important predictors of consumer repurchase intentions within e-commerce environments. These findings indicate that consumer decisions are influenced not only by product characteristics but also by perceptions of value generated through digital experiences.

The literature also highlights the role of digital engagement and communication in building trust and value. Chen and Lin (2019) explain that social media marketing activities influence consumer satisfaction and perceived value by strengthening social identification and engagement. Likewise, Hollebeek and Macky (2019) emphasize that digital content marketing contributes to consumer trust, engagement, and value creation through meaningful interactions and information sharing. Popova et al. (2019) further identify trust as a central component of digital market relationships because it reduces uncertainty and encourages consumer participation. These findings suggest that value perception and trust function as important mechanisms supporting consumption activities within digital environments.

Digital Customer Experience and Engagement

Customer experience has become an increasingly important concept in digital markets as businesses seek to create meaningful and satisfying interactions with consumers. Digital customer experience refers to consumers' perceptions and responses resulting from interactions with digital platforms, services, and communication channels. Robra-Bissantz and Lattemann (2019) describe digital customer experience as a multidimensional phenomenon involving usability, convenience, interaction quality, and emotional responses. As digital technologies become more integrated into consumption processes, customer experience increasingly influences consumer satisfaction and loyalty.

The literature suggests that organizations utilize digital technologies to enhance engagement and strengthen customer relationships. Nuseir et al. (2023) highlight the role of digital marketing strategies in improving customer experience through personalized communication and interactive engagement. Similarly, Chauhan et al. (2022) emphasize that customer experience significantly influences consumer behavior within digital banking environments by affecting satisfaction and service perceptions.

Mainardes et al. (2023) further argues that digital channels provide businesses with opportunities to develop stronger customer engagement through tailored experiences and continuous interaction. These findings indicate that customer experience has become a key component of value creation within contemporary digital markets.

Consumer Decision-Making in Online Environments

Consumer decision-making processes have evolved considerably as digital technologies provide access to extensive information and diverse purchasing alternatives. Digital environments enable consumers to compare products, evaluate reviews, access recommendations, and engage with multiple information sources before making purchasing decisions. Mishra et al. (2021) explain that omnichannel retailing has transformed consumer decision-making by integrating online and offline experiences into a unified consumption journey. This integration provides consumers with greater flexibility while increasing the complexity of purchasing decisions.

The literature further demonstrates that consumer decisions are influenced by both informational and social factors. Moraes et al. (2019) identify social influence as an important determinant of consumer decision-making because consumers frequently rely on recommendations, endorsements, and social interactions when evaluating products and services. Similarly, Tseng and Wei (2020) suggest that digital media characteristics affect how consumers process information and make purchasing choices. These findings indicate that consumer decision-making within digital environments is increasingly shaped by interactions between technological features, information accessibility, and social influences.

Platform Consumption and Emerging Market Dynamics

Digital platforms have become dominant structures within contemporary consumption environments by facilitating interactions between consumers, businesses, and service providers. Platform-based consumption involves the use of digital platforms to access products, services, and collaborative consumption opportunities. Kim and Yoon (2021) argue that platform services promote collaborative consumption by enabling resource sharing and strengthening social interactions among users. These developments demonstrate that digital platforms increasingly influence how consumption activities are organized and experienced.

The literature also highlights the role of platforms in shaping broader market dynamics. Akter et al. (2020) emphasize that digital marketplaces rely on data-driven capabilities that support consumer engagement, service optimization, and market responsiveness. Similarly, Hein et al. (2020) describes digital marketplaces as interconnected ecosystems that facilitate economic exchange and influence competitive market structures. Emerging technologies such as artificial intelligence and big data analytics further contribute to evolving consumption patterns. Kronemann (2022), Lv (2023), and Kronemann (2022) demonstrate that personalization technologies

increasingly influence consumer engagement by delivering customized recommendations and tailored experiences. These developments indicate that digital consumption is becoming increasingly personalized, platform-oriented, and data-driven, creating new dynamics that shape consumer behavior and market interactions within contemporary economies.

3. | RESEARCH METHOD

This study employs a qualitative Systematic Literature Review (SLR) to examine the economics of digital consumption and its implications for consumer behavior, value perception, and market dynamics within online environments. The SLR approach was selected because research on digital consumption spans multiple disciplines, including consumer behavior, marketing, information systems, e-commerce, and digital business. As a result, relevant knowledge is dispersed across diverse research streams that address different aspects of consumer interactions in digital environments. Snyder (2019) explains that systematic literature reviews are effective for consolidating fragmented knowledge and generating broader conceptual understanding within evolving research fields. Similarly, Linnenluecke et al. (2020) emphasize that systematic review methodologies enhance transparency and analytical rigor by applying structured procedures for evidence identification, selection, and synthesis. Through this approach, the study seeks to develop a comprehensive understanding of how digital technologies influence consumption behavior and market interactions.

The review process follows the PRISMA 2020 framework to ensure transparency, consistency, and methodological rigor throughout the stages of literature identification, screening, eligibility assessment, and inclusion. According to Page et al. (2021), the PRISMA framework provides standardized guidelines that improve the quality and reproducibility of systematic reviews. Relevant literature was collected from major academic databases, including Scopus, Google Scholar, ScienceDirect, Springer, Emerald, and Taylor & Francis. The search process utilized combinations of keywords such as digital consumption, online consumer behavior, consumer value perception, consumer trust, digital customer experience, consumer decision-making, platform consumption, digital marketplaces, personalization, and digital engagement. These keywords were selected to capture studies examining consumer interactions and consumption patterns within technology-mediated environments.

The inclusion criteria focused on peer-reviewed journal articles, scholarly books, conference proceedings, and institutional publications published between 2019 and 2023. Eligible studies were required to examine digital consumption in relation to consumer behavior, perceived value, customer experience, purchasing decisions, platform interactions, or market dynamics. Studies that concentrated exclusively on technical system development or information technology implementation without direct relevance to consumer behavior and market interactions were excluded. This selection strategy ensured that the final literature sample remained aligned with the

study's objective of understanding digital consumption from an economic and consumer-oriented perspective.

Following the selection process, the included studies were analyzed using thematic synthesis to identify recurring concepts, patterns, and theoretical relationships. Thematic synthesis facilitates the integration of findings from diverse research contexts while enabling broader interpretations of consumer behavior and market dynamics. The reviewed literature was organized into five analytical themes: digital consumption and consumer behavior, value perception and trust in digital markets, digital customer experience and engagement, consumer decision-making in online environments, and platform consumption and emerging market dynamics. These themes represent the primary dimensions through which digital technologies influence consumption processes and market interactions.

The analytical framework adopted in this study views digital consumption as an economic process shaped by interactions among consumers, digital technologies, and marketplace structures. Particular attention is given to how value perception, trust, customer experience, and personalization influence consumer behavior within online environments. The framework also considers the role of digital platforms in facilitating market exchanges and shaping evolving consumption patterns. By integrating these perspectives, the study provides a comprehensive assessment of digital consumption and its influence on consumer behavior and contemporary market dynamics.

4. | RESULTS

The reviewed literature demonstrates that digital technologies have fundamentally altered consumption processes by changing how consumers access information, evaluate alternatives, and engage with markets. Across the selected studies, digital consumption is consistently characterized by technology-mediated interactions that provide consumers with greater convenience, accessibility, and flexibility than traditional consumption environments. Cochoy et al. (2020) describe digital consumption as a phenomenon shaped by digital devices, platforms, and infrastructures that influence consumer behavior and purchasing practices. Similarly, Saura et al. (2020) identify increased connectivity and information availability as defining characteristics of consumer behavior in the digital age. The findings indicate that digital consumption has become an increasingly significant component of economic activity, influencing both individual purchasing behavior and broader market interactions.

A second recurring finding concerns the importance of value perception and trust in shaping consumer participation within digital markets. The reviewed studies consistently report that consumers evaluate digital transactions not only based on product characteristics but also on perceptions of reliability, convenience, and overall value. Sharma and Klein (2020) identify perceived value and trust as significant determinants of consumer participation in online purchasing activities. Similarly, Miao et al. (2022) demonstrate that e-trust, satisfaction, and perceived value positively

influence repurchase intentions within e-commerce environments. Chen and Lin (2019) further report that digital engagement activities contribute to stronger perceptions of value and customer satisfaction. Across the literature, trust and perceived value emerge as essential factors influencing consumer decisions and long-term engagement in digital marketplaces.

The literature also highlights the growing significance of digital customer experience in shaping consumer behavior and satisfaction. Several studies indicate that digital interactions increasingly influence how consumers evaluate products, services, and brands. Robra-Bissantz and Lattemann (2019) emphasize that digital customer experience encompasses multiple dimensions, including usability, convenience, interaction quality, and emotional responses. Similarly, Nuseir et al. (2023) report that digital marketing strategies contribute to customer engagement and improved consumer experiences through personalized communication and interactive content. Chauhan et al. (2022) further demonstrate that customer experience significantly affects consumer satisfaction within digital service environments. These findings indicate that customer experience has become an important determinant of consumer engagement and loyalty in digital markets.

Another important result concerns the evolution of consumer decision-making processes within online environments. The reviewed studies indicate that digital technologies have expanded the amount of information available to consumers, enabling more extensive product evaluation and comparison before purchasing decisions are made. Mishra et al. (2021) report that omnichannel retailing has transformed consumer decision-making by integrating online and offline purchasing experiences. Similarly, Tseng and Wei (2020) demonstrate that digital media characteristics influence consumer information processing and purchasing behavior throughout different stages of the consumption journey. Moraes et al. (2019) further identify social influence as a factor affecting consumer choices through recommendations, endorsements, and online interactions. These findings suggest that consumer decision-making has become increasingly information-driven and influenced by both technological and social factors.

The reviewed literature further reveals the growing influence of digital platforms on consumption activities and market structures. Platform-based consumption has expanded rapidly as consumers increasingly utilize digital platforms to access products, services, and collaborative consumption opportunities. Kim and Yoon (2021) demonstrate that platform services facilitate collaborative consumption through digital interactions and resource-sharing mechanisms. Similarly, Hein et al. (2020) describes digital marketplaces as interconnected ecosystems that support economic exchange and consumer participation. Akter et al. (2020) further highlight the importance of data-driven capabilities in enhancing marketplace responsiveness and consumer engagement. These findings indicate that digital platforms have become central infrastructures supporting contemporary consumption activities and market operations.

The literature also identifies personalization as an emerging factor influencing digital consumption patterns. Advances in artificial intelligence, big data analytics, and recommendation systems increasingly enable businesses to tailor products, services, and communications to individual consumer preferences. Kronemann (2022) report that AI-powered personalization contributes to stronger consumer engagement and improved purchasing outcomes. Similarly, Lv (2023) highlights the role of big data in understanding consumer behavior and supporting personalized consumption experiences. Kronemann (2022) further demonstrate that personalized digital interactions strengthen customer engagement and influence purchasing decisions. These findings suggest that personalization has become an important feature of digital consumption and a key mechanism through which businesses influence consumer behavior.

Overall, the reviewed literature presents a consistent pattern linking digital technologies with changes in consumer behavior, value perception, customer experience, decision-making processes, and market interactions. The findings indicate that digital consumption is increasingly shaped by trust, engagement, personalization, and platform-based interactions that influence how consumers participate in digital markets. At the same time, digital platforms and data-driven technologies continue to reshape marketplace structures and consumption patterns. Collectively, the evidence suggests that digital consumption has become a central component of contemporary economic activity and an important force shaping market dynamics within online environments.

5. | DISCUSSION

The findings of this review indicate that digital consumption has evolved beyond a simple technological extension of traditional purchasing activities and has become a central component of contemporary economic life. Consumption processes are increasingly mediated by digital technologies that influence how consumers access information, evaluate alternatives, interact with businesses, and participate in marketplaces. Unlike conventional consumption environments, digital markets provide continuous access to products, services, and information, enabling consumers to engage in purchasing activities with greater flexibility and convenience. This shift suggests that digital consumption is not merely changing consumer behavior but is also redefining the relationship between consumers and markets. As digital technologies become more deeply embedded in everyday life, consumption increasingly occurs within interconnected digital ecosystems where consumer decisions and market interactions are continuously shaped by technological infrastructures.

A significant insight emerging from the findings is the growing importance of perceived value and trust within digital consumption environments. Traditional consumption often allows consumers to directly evaluate products and services before purchase, whereas digital transactions frequently require consumers to make decisions

under conditions of uncertainty. Consequently, trust becomes an essential mechanism that reduces perceived risk and encourages participation in digital markets. The reviewed studies consistently demonstrate that consumers are more likely to engage with digital platforms and continue purchasing activities when they perceive interactions as trustworthy, reliable, and valuable. This observation suggests that value creation in digital environments extends beyond product quality and increasingly depends on consumers' perceptions of security, transparency, convenience, and service reliability. Therefore, businesses operating in digital markets must focus not only on delivering products and services but also on establishing trust-based relationships that strengthen consumer confidence and engagement.

The discussion also highlights the growing role of customer experience as a determinant of consumer behavior within digital environments. The reviewed literature suggests that digital customer experience functions as a key mechanism through which consumers evaluate brands, platforms, and service providers. In digital markets, customer experience encompasses multiple dimensions, including usability, personalization, responsiveness, convenience, and emotional engagement. Positive experiences can strengthen consumer satisfaction and loyalty, whereas negative experiences may quickly influence purchasing behavior due to the availability of competing alternatives. This finding reflects the increasing importance of experience-based value within contemporary consumption environments. Consequently, businesses are shifting their focus from transaction-oriented strategies toward experience-oriented approaches designed to enhance consumer engagement and long-term relationships.

Another important implication concerns the transformation of consumer decision-making processes. The findings indicate that digital technologies have significantly expanded the information available to consumers, enabling more informed but also more complex purchasing decisions. Consumers can now compare products, evaluate reviews, seek recommendations, and access multiple sources of information before making purchasing choices. While increased information accessibility can improve decision quality, it may also create challenges associated with information overload and decision complexity. Furthermore, social influences, online reviews, and digital communities increasingly affect consumer choices by shaping perceptions and expectations. These developments suggest that consumer decision-making in digital environments is influenced by a combination of informational, technological, and social factors rather than by individual preferences alone.

The reviewed literature further demonstrates that digital platforms have become dominant structures shaping contemporary consumption patterns. Digital platforms function as intermediaries that connect consumers with products, services, and service providers while facilitating market exchanges and interactions. Beyond enabling transactions, platforms influence how consumers discover products, evaluate alternatives, and engage with brands. The findings suggest that platforms increasingly

shape market behavior through recommendation systems, data analytics, and personalized interactions. As a result, digital marketplaces are evolving into complex ecosystems where consumer behavior and market outcomes are influenced by platform design, technological capabilities, and data-driven decision-making processes. This observation highlights the growing economic significance of platforms as organizers of consumption activity within digital economies.

The emergence of personalization technologies represents another important development within digital consumption. The reviewed studies indicate that personalization has become a key strategy for enhancing consumer engagement and influencing purchasing behavior. Through the use of artificial intelligence, big data analytics, and recommendation systems, businesses can tailor products, services, and marketing communications to individual consumer preferences. These capabilities improve the relevance of consumer interactions and contribute to more customized consumption experiences. However, personalization also raises broader questions regarding data collection, privacy, and consumer autonomy. While consumers may benefit from more relevant recommendations and improved experiences, increasing reliance on personal data introduces concerns regarding transparency and control over digital interactions. Therefore, personalization presents both opportunities and challenges within evolving digital markets.

From a broader economic perspective, the findings suggest that digital consumption has become a significant force shaping market dynamics. Consumer behavior increasingly influences how businesses design products, develop marketing strategies, and organize service delivery within digital environments. Simultaneously, technological innovations continue to reshape consumer expectations and consumption practices. This reciprocal relationship between consumers and markets contributes to ongoing changes in marketplace structures and competitive dynamics. Consequently, understanding digital consumption requires examining not only individual consumer behavior but also the broader technological and market environments in which consumption activities occur.

Overall, the evidence synthesized in this review indicates that digital consumption is increasingly shaped by interactions among technology, consumer behavior, and marketplace structures. Perceived value, trust, customer experience, personalization, and platform-based interactions collectively influence how consumers engage with digital markets and make purchasing decisions. These developments highlight the growing importance of digital consumption as a driver of market behavior and economic activity within contemporary online environments. As digital technologies continue to evolve, their influence on consumption practices and market dynamics is likely to become even more significant in shaping future economic landscapes.

6. | CONCLUSION

The findings of this review demonstrate that digital consumption has become a central component of contemporary economic activity, fundamentally influencing how consumers interact with products, services, and markets. The expansion of digital technologies has transformed traditional consumption processes by increasing access to information, facilitating online interactions, and enabling participation in digital marketplaces. As a result, consumer behavior increasingly occurs within technology-mediated environments where digital platforms, personalized services, and data-driven interactions shape purchasing decisions and consumption experiences.

The review further reveals that value perception, trust, customer experience, and consumer engagement are critical factors influencing digital consumption. Consumers are more likely to participate in digital markets when they perceive interactions as reliable, convenient, and valuable. At the same time, customer experience has emerged as an important determinant of satisfaction and loyalty, while personalization technologies increasingly influence consumer preferences and purchasing behavior. These findings indicate that digital consumption extends beyond transactional activities and involves broader experiential and relational dimensions that contribute to consumer decision-making.

The findings also highlight the growing role of digital platforms in organizing market interactions and shaping consumption patterns. Platform-based environments facilitate access to products and services while influencing how consumers search for information, evaluate alternatives, and engage with businesses. Furthermore, advances in artificial intelligence, big data analytics, and recommendation systems continue to transform consumption experiences by enabling more personalized and responsive market interactions. These developments demonstrate that digital technologies are increasingly embedded within the mechanisms through which contemporary markets operate and evolve.

From an economic perspective, digital consumption functions as an important driver of market dynamics by influencing business strategies, consumer expectations, and competitive behavior. Businesses increasingly rely on digital channels, personalized engagement, and customer experience management to attract and retain consumers within highly competitive digital environments. Consequently, understanding digital consumption is essential for explaining how value is created, exchanged, and perceived within modern digital markets.

Future research may further examine emerging consumption behaviors associated with artificial intelligence, immersive technologies, and evolving platform ecosystems. Additional studies could also explore the long-term implications of personalization, consumer data usage, and digital trust across different market contexts. By synthesizing contemporary literature, this study contributes to a broader understanding of digital consumption and highlights its growing significance in shaping consumer behavior and market dynamics within increasingly digitalized economies.

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Declaration of Conflicting Interests

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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