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Consumption Patterns in the Digital Age: Changing Consumers Behavior Affects the Global Economy

Nova Yanti Maleha [1], St Hafsah Umar[2], Wiljan Atfentia Kotngoran[3], Miftakhul Huda[4]
[1] STEBIS IGM
[2] UIN Alauddin Makassar
[3] Universitas Pattimura
[4] Institut Agama Islam Faqih Asy'ari Kediri

Email: nova@stebisigm.ac.id[1]
hafsah.umar@uin-alauddin.ac.id[2]
wiljan.kotngoran@lecturer.unpatti.ac.id[3]
okemiftakhul@gmail.com[4]

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ABSTRACT

The development of digital technology has brought about significant changes in the consumption patterns of the global community. In the digital era, consumers increasingly rely on e-commerce platforms, social media and app-based services to fulfill their needs. This research aims to explore how changes in consumption patterns in the digital era affect consumer behavior and its impact on the global economy. This research uses a qualitative approach with a case study design and descriptive analysis to analyze the impact of economic digitalization on consumer consumption patterns, as well as the changes that occur in the business sector, especially in developing countries. The research found that digital consumers tend to be more informed, demand personalization, and care more about sustainability issues. E-commerce is a key element that is changing the way consumers interact with the market. In addition, digitalization is driving innovation in global business models, although it poses challenges such as digital inequality and data privacy. The results of this study provide important insights for governments and businesses to design strategies that are inclusive, sustainable and innovative. Policies and technological innovations need to be geared towards supporting changing consumption patterns, mitigating the challenges of digitalization, and capitalizing on global economic opportunities.

Keywords: *Digital Consumption Patterns , Digital Economic Transformation , Omnichannel Business Models*

INTRODUCTION

Digital transformation has become a major factor driving change in various aspects of life, including consumer behavior patterns (Ananda et al ., 2023) . The rapid development of information and communication technology has enabled consumers to access information quickly and easily. This condition encourages a shift from conventional methods of searching for information, choosing products, to making transactions to digital-based systems. This transformation not only provides convenience but also creates efficiency in the consumer decision-making process. The transformation of digital technology has brought about major changes in various aspects of people's lives, including in Indonesia (Marpaung et al ., 2023) . The integration of information and communication technology into daily activities has changed the way people work, communicate, and meet their needs. This development drives efficiency in various sectors, such as trading through e-commerce platforms and the emergence of innovations in education and health . In addition, technological advances have also created new economic opportunities, such as the gig economy and digital platform-based jobs, which offer greater flexibility and accessibility (Nurhayati et al ., 2024).

On the other hand, the use of digital technology raises significant challenges, especially in terms of digital divide and data security. Not all levels of society have equal access to technological infrastructure, thus creating inequality in the utilization of digital benefits (Chrismastianto , 2017) . In addition, the rapid flow of information through social media presents the risk of spreading false information, which can affect social stability. In this context, digital literacy is very important to ensure that people can use technology wisely. The impact of digital technology is also felt in environmental aspects. High energy consumption in technology operations, electronic waste, and the resulting carbon footprint are serious issues that need to be managed (Cochoy et al., 2020). Therefore, technology development must be directed towards sustainability, by considering more responsible environmental impact management (Ellitan ., 2022) . Thus, although technological developments bring great benefits, efforts to overcome emerging challenges must continue to be made in order to create sustainable positive impacts.

Technological advances, such as the internet, e-commerce applications, and mobile devices, have formed a digital ecosystem that makes it easier for consumers to meet their needs (Lestari., 2024) . Transaction processes that previously required direct interaction can now be done online with just a few simple steps. This provides flexibility and convenience that are highly sought after by consumers, significantly influencing their preferences and behavior. Social media as part of the digital ecosystem has played an important role in shaping the consumption patterns of modern society. This platform allows consumers to obtain product information through reviews, recommendations, and promotions available online (Rahmawati et al ., 2025) . Recommendations from friends, family, or public figures on social media are often a determining factor in decision making. This dynamic encourages companies to optimize their marketing strategies by utilizing digital technology effectively.

Social media has become one of the main factors in shaping the consumption preferences of modern society. Recommendations, reviews, and content generated by influencers or other users on social media are often important references for consumers before deciding to purchase. Research conducted by Prakoso and Nathasya (2022) revealed that 50% of Indonesian consumers are influenced by recommendations on social media. People's consumption patterns are now not only based on functional needs, but are also influenced by global trends packaged through social media (Luddiana , 2024) . The role of influencers, as opinion and lifestyle shapers, also accelerates people's adaptation to certain products, services, or even values. The rapid adoption of digital technology and social media does not always provide equal benefits across regions. The challenge of the digital divide is one of the main issues faced, especially in rural areas. Diningrat (2021) noted that around 30% of the rural population in Indonesia still has limited access to digital technology. This condition not only limits the opportunities for people in the region to enjoy the benefits of technology but also exacerbates social and economic inequality. This inequality is a serious obstacle in efforts to encourage digital inclusion that can improve the welfare of society as a whole.

Strategic steps are needed to reduce the digital divide, especially in areas that are still technologically lagging behind. Improving digital infrastructure, such as expanding the internet network to remote areas, is one important solution (Misnawati , 2018) . In addition, digital literacy programs must also be encouraged to ensure that people are able to use technology effectively and wisely. By addressing the digital divide, social media and technology can be optimally utilized to encourage inclusivity, empower communities, and create fairer opportunities across all levels of society. Significant changes in consumption patterns have occurred along with the shift from offline to online shopping triggered by digital transformation. Consumers now prefer to shop online because of the convenience, speed, and ease offered by digital platforms such as e-commerce and payment applications. This shift has not only changed consumer behavior but also affected the global business ecosystem, where companies are increasingly relying on digital channels to reach international markets (Wahab et al ., 2023) . In addition, there has been a change in consumer preferences that are more concerned about sustainability and ethics in purchasing decisions, prompting businesses to adapt their strategies to these trends. The impact of this behavioral change is also seen in the dynamics of the global economy, where countries with more advanced digital infrastructure are experiencing rapid growth in the e-commerce sector, while small and medium-sized companies now have greater opportunities to enter the global market without having to have extensive physical infrastructure (Abdillah., 2024).

Digital transformation also presents new challenges that need to be anticipated. Competition in the digital market is increasing, while consumer expectations for faster, more personal, and more responsive services are also increasing (Pratama , 2023) . Companies need to innovate continuously to meet consumer needs while strengthening their competitiveness. In-depth consumer data analysis is one way to understand these behavioral changes and design more targeted strategies. A deep understanding of the impact of digital transformation on consumer behavior is essential to formulating effective strategies. Both academics and practitioners need to take a role in identifying the opportunities and challenges that arise from these changes. With a strategy integrated with digital technology, companies can maintain their relevance and strengthen their position in an increasingly dynamic market (Sutanto et al ., 2025).

Technological developments have become the main driving force in changing consumption patterns of people around the world. Innovations such as e-commerce, social media, and digital payment systems provide unprecedented convenience and efficiency (Trulline ., 2021) . Consumers can now access a variety of products and services without geographical boundaries, simply by using a digital device. This phenomenon has created a significant shift in the way individuals meet their needs and wants. E-commerce platforms provide a great opportunity for consumers to explore a wide range of product choices online. With easy access, price transparency, and time efficiency, e-commerce has become one of the main channels in global transactions (Juliantari et al ., 2024) . This drives the growth of a dynamic digital market and creates increasingly competitive competition among business actors. Consumers no longer rely only on physical stores, but also on digital platforms to meet their needs quickly and practically.

The development of e-commerce has driven the creation of various innovations that play a major role in accelerating the growth of MSMEs, especially in terms of purchasing transactions and payment systems that can now be done online (Bahtiar , 2020) . This not only opens up new opportunities for MSMEs to expand their markets, but also creates increasingly fierce levels of competition, both in local and global markets. Therefore, a strong understanding of e-commerce is very important for MSME entrepreneurs to be able to compete with other business actors who also utilize digital platforms. Previous research has shown that good financial literacy and the adoption of financial technology, such as QRIS, can have a positive impact on supporting the growth and development of MSMEs (Mendes et al., 2024). The increasingly developing online payment system is just one example of the many economic sectors driven by the rapid growth of e-commerce.

This development also has a significant impact on the banking sector, which must adapt to new technologies to provide increasingly efficient and integrated services with digital platforms (Darnilawati, 2010). Thus, the success of MSMEs in facing the challenges of digitalization depends heavily on their ability to understand and utilize technological advances, as well as optimize digital payment systems to increase their competitiveness in an increasingly globally connected market.

Social media also plays an important role in shaping people's preferences and consumption patterns. These platforms are not only a source of information, but also a place where consumers can be inspired by promotional content, reviews, and recommendations (Agesti et al ., 2024) . The presence of influencers and emerging trends on social media are often factors that drive purchasing decisions. This change reflects a shift from traditional marketing approaches to more personal and community-based approaches. Digital payment systems complement this ecosystem by offering convenience and security in transactions (Maulidah et al ., 2024) . The presence of technologies such as digital wallets, QR codes, and electronic transfers allows transactions to be carried out quickly without the need for cash. This technology not only supports efficiency, but also opens access for consumers in various levels of society to be involved in the digital economy (Rifky., 2024),

Global consumption patterns influenced by technology continue to evolve along with the emergence of innovations. A deep understanding of the impact of technological developments on consumer behavior is very important for business actors and policy makers (Subianto , 2017) . With the right adaptation, technology can be used to create a better consumer experience while driving sustainable economic growth. Changes in various aspects of life, triggered by technological developments and globalization, have had a major impact on the global economic structure. This dynamic can be seen from the transformation of consumption patterns, the growth of the digital economy, and innovation in production technology. These changes not only affect the way companies operate, but also create new business models that profoundly change the economic landscape. Digitalization has enabled broader global market integration, creating efficiency while accelerating changes in traditional economic structures (Suharto., 2025). The digital revolution acts as a catalyst in driving the growth of the information and communication technology sector, which is now the backbone of the global economy. Technology-based companies, such as e-commerce and digital platforms, dominate the market and replace the dominance of traditional sectors. This transformation provides opportunities for developed and developing countries to compete in the global value chain, but also creates major challenges, such as inequality in access to technology and resources (Ahadiani et al ., 2024) . This inequality can widen the economic gap if not addressed with the right strategy.

This significant impact on the global economic structure requires adaptation from various parties, including governments, companies, and individuals. Policies that support innovation, human resource development, and investment in digital infrastructure are key to managing this change effectively (Firdaus et al ., 2024) . With careful planning, this transformation can provide broad benefits to global society, creating a more inclusive, sustainable economy that is able to answer future challenges.

The development of digital technology has brought significant changes to people's consumption patterns. Technologies such as e-commerce, social media platforms, and payment applications make it easier for consumers to access information, choose products, and make transactions practically (Irawati., 2021) . This digitalization drives a shift from traditional shopping methods to virtual-based shopping experiences, which offer time efficiency and flexibility in meeting the needs of consumers across all levels of society.

Ease of access to information and product choices is one of the important factors influencing changes in consumption patterns. Consumers can now easily compare prices, read reviews, and evaluate product quality through digital platforms. Information available in real time increases consumer confidence and comfort in making decisions (Putri et al ., 2024) . In addition, the diversity of product choices offered by digital platforms allows consumers to find goods and services that suit their preferences and needs (Sholikah et al ., 2024).

Changes in consumer preferences towards virtual shopping experiences are becoming an increasingly dominant trend. Consumers not only prioritize product quality, but also a personal and enjoyable shopping experience. Features such as user-friendly interfaces, algorithm-based promotions, and secure digital payment services provide added value to the online shopping experience (Surya., 2024) . These factors show that consumption patterns in the digital era are not only determined by basic needs, but also by the convenience, efficiency, and unique experiences offered by modern technology.

Significant changes in consumer behavior in the digital era are evident in the shift from offline shopping to online shopping. The ease of access, convenience, and time efficiency offered by e-commerce platforms have encouraged consumers to prefer shopping online. With a wide selection of products available, consumers can obtain goods and services with just a few clicks, without having to leave their homes. This shift has changed global consumption patterns, requiring companies to adapt their marketing and operational strategies to stay relevant in the digital marketplace (Triyustino et al ., 2024).

Increasing awareness of sustainability issues is also increasingly influencing consumer behavior. In recent years, consumers have become more concerned about the social and environmental impacts of their purchasing decisions. They tend to choose products that are produced in an environmentally friendly manner, use recycled materials, or have sustainability certifications. This trend encourages companies to adopt more responsible business practices, both in the production, packaging, and distribution of products, in order to meet consumers' increasing expectations for sustainability (Nopriyanto ., 2024) .

The increasingly evolving consumption patterns also reflect the increasing demand for products that are more personal and tailored to individual needs. Technology enables companies to create a more personalized shopping experience, using consumer data to provide more relevant product recommendations (Hizbandyah et al ., 2023) . Consumers are now not only looking for products that meet basic needs, but also want goods that reflect their personal preferences and lifestyles. Thus, companies are required to innovate in presenting products that are more unique and in accordance with consumer desires.

Changes in international trade patterns have been a major impact of technological developments and globalization. The increasingly rapid digitalization process allows cross-country trade to become faster, more efficient, and more affordable. E-commerce platforms and digital payment systems open up access for companies in various parts of the world to transact without geographical boundaries. This shift changes the way countries and companies interact in the global market, creating new opportunities, but also presenting challenges in managing international trade (Setiawati et al ., 2023) . The higher speed of the flow of goods and information leads to the growth of more open and transparent trade.

This change also has a significant impact on the traditional business sector. Companies that previously relied on physical distribution channels and conventional business models must now adapt to technological changes and shifts in consumer demand. The traditional business sector is faced with the challenge of maintaining market share, amid the emergence of new, more digital-based business models (Kristiana et al ., 2024) . Many companies must invest in new technologies or change the way they operate to stay competitive.

On the other hand, digital startups are growing rapidly thanks to technological advances and changes in consumption patterns. New companies based on information and communication technology are able to utilize digital platforms to reach global markets at lower costs (Setiawan., 2018) . These startups are often more agile and innovative than traditional businesses, allowing them to adapt quickly to market changes. This development encourages a more diverse and competitive business ecosystem, but also poses challenges for traditional business sectors in maintaining their relevance and competitiveness in an increasingly digital global market.

Digital consumption patterns refer to changes in the way consumers make purchasing decisions driven by digital technology. In this digital era, consumers increasingly rely on digital devices, such as smartphones and computers, to search for product information, compare prices, and make transactions (Febriyantoro ., 2018) . This digital consumption pattern reflects how digital technology, such as e-commerce and online shopping applications, play an important role in changing the way consumers choose and buy products. It also shows the shift from traditional shopping to virtual shopping, which is increasingly becoming the main choice for many consumers.

Changes in consumer behavior can be measured through several indicators, such as preference for online shopping, level of consumer engagement through social media platforms, and increased awareness of sustainability issues. Consumers increasingly choose to shop online because of convenience, time efficiency, and access to a variety of products. In addition, consumer engagement on social media also creates a major influence on their purchasing behavior, both through recommendations from friends and promotions from influencers (Adhawiyah , 2019) . Awareness of sustainability also plays an important role, where consumers prefer products that are environmentally friendly and produced in an ethical manner.

The global economy shows the major impact of digital trends on market structures and international supply chains (Henderi et al ., 2024) . The rapid growth of global e-commerce is an important indicator in seeing changes in the world economy (Simangunsong et al ., 2023) . The growth of e-commerce has affected how products and services are distributed around the world, changing traditional trade channels. This change has also affected the structure of the global market, where digital companies and e-commerce platforms play a dominant role, while traditional business sectors must adapt to new trends (Fahmi et al ., 2024) . The impact on international supply chains is also significant, as businesses now rely more on technology to manage global distribution efficiently, accelerating the flow of goods and information in international markets.

METHODS

This study uses a qualitative approach with a case study design and descriptive analysis to analyze the impact of economic digitalization on consumer consumption patterns, as well as changes that occur in the business sector, especially in developing countries. Through in-depth interviews with digital consumers, e-commerce entrepreneurs, and policy makers, as well as an online survey to identify consumer consumption behavior and preferences, this study aims to uncover various factors that influence the adoption of digitalization. The focus of this study is on the e-commerce, technology, and logistics sectors that are increasingly developing along with the transformation of the digital economy. The collected data will be analyzed using thematic analysis techniques to identify emerging patterns, themes, and relationships related to digitalization, technology access, and government policies that encourage technology adoption in developing countries. In addition, this study will pay attention to the challenges faced by consumers and business actors in adapting to these changes, such as limited infrastructure, inequality of access, and the need for policies that support digital inclusivity. This study aims to provide a deeper understanding of how changes in consumption patterns affect markets, the workforce sector, and business strategies in the context of the digital economy, as well as provide applicable recommendations for policy makers and companies to adapt to these changes in order to remain competitive in an increasingly digital global economy.

RESULTS AND DISCUSSION

Changes in Consumption Patterns in the Digital Era

The development of information and communication technology (ICT) has significantly changed consumer consumption patterns. In the digital era, consumers increasingly prioritize convenience and speed in transactions, which encourages a shift from traditional shopping to digital consumption (Wibowo., 2022) . Easy internet access and mobile device penetration allow consumers to shop anytime and anywhere through e-commerce platforms such as Amazon, Tokopedia, and Shopee (Dewi et al ., 2022) . This not only makes transactions easier but also expands the choice of products that can be accessed by consumers from all over the world without being limited by geographical distance.

Changes in Indonesian people's lifestyles are increasingly influenced by the presence of technology-based services such as Gojek and Grab, which offer practical solutions for various daily needs. These services not only provide convenience in terms of transportation and delivery of goods, but also cover food needs and digital payments (Nur et al ., 2024) . The adoption of these services reflects how technology has become an integral part of modern life, prioritizing efficiency and convenience. However, behind these benefits, technology-based services have the potential to reduce direct social interaction in society, replacing it with virtual relationships that are often less deep.

Rapid digital transformation has also led to increased consumption of goods and services, especially through e-commerce platforms. This increase has directly contributed to the surge in plastic waste from product packaging that is shipped. Research by Putri et al. (2022) shows that Indonesia produces more than 3 million tons of plastic waste annually, with most of this waste coming from online transactions. This is a serious challenge, considering that plastic waste is difficult to decompose and can have negative impacts on the environment, including marine pollution that threatens the ecosystem.

Efforts to overcome the negative impacts of digital transformation on the environment require a holistic approach (Arbi & Amrullah., 2024) . One solution that can be applied is the use of environmentally friendly packaging materials that can decompose naturally. In addition, the government and industry players need to encourage education and campaigns regarding effective plastic waste management, including strengthening the recycling system. With these steps, digital transformation can continue to support modern lifestyles without sacrificing environmental sustainability.

One important factor in this change is the advancement in digital payment systems that allow for faster and safer transactions. E-wallets and mobile payment applications such as PayPal, Gopay, and OVO make it easier for consumers to complete payments instantly (Handayani & Soeparan ., 2022) . In addition, new technologies such as augmented reality (AR) and virtual reality (VR) are increasingly being used in the retail sector, allowing consumers to virtually try products before buying. These technologies enhance the shopping experience and consumer engagement, creating more personal and immersive interactions.

Changes in digital consumption patterns are also driven by the influence of social media in the purchasing decision-making process (Sasabone et al ., 2023) . Consumers now not only rely on information from manufacturers or retailers, but also consider reviews and recommendations from other users or influencers on platforms such as Instagram and TikTok. This strengthens consumers' emotional connection with the brands and products they buy. With the increasingly connected digital ecosystem, consumption patterns are now more dynamic, and companies must adapt to these changes to stay relevant in the global market (Rhamadani & Sisdianto ., 2024).

2. Impact on Consumer Decisions

Changes in consumption patterns in the digital era have had a major impact on the way consumers make purchasing decisions (Hunaifi et al ., 2024) . Consumers now have easy access to compare prices, quality, and product reviews through various digital platforms, such as price comparison sites and social media, which speeds up the evaluation process before making a purchase. Consumer decisions are also often influenced by algorithmic recommendations based on previous search and purchase history, as well as by online reviews and testimonials that build trust in a particular product (Ring & Manafe , 2024) . The presence of influencers and brand ambassadors on social media, such as Instagram, TikTok, and YouTube, also plays a role in shaping consumer perceptions of products, because they convey more personal and relatable information, which tends to be more trusted than direct advertising from companies. In addition, companies are leveraging big data to identify individual preferences, allowing them to offer products that are more relevant and tailored to consumer needs (Sulistyawati , 2024) . The convenience aspect is also an important factor, where digital platforms that offer fast delivery, easy payment via digital wallets, and an efficient shopping experience are increasingly attracting consumer interest. According to a McKinsey survey (2022), 78% of consumers prefer to shop on platforms that offer a fast checkout process and reliable delivery services. Overall, advances in digital technology have changed the way consumers shop, with convenience, personalization, and ease of access being the main factors influencing purchasing decisions (Anam., 2024) .

3. Global Economic Consequences

The impact of changes in consumption patterns in the digital era on the global economy is very broad and has significant implications in various sectors (Nur et al ., 2024) . One of the main impacts is changes in market structure and consumer demand. The increasing consumption of goods and services through digital platforms contributes to the growth of sectors such as technology, e-commerce, and logistics. For example, the e-commerce sector in developing countries such as China and India is expected to grow rapidly, with annual growth projections reaching 25% in the next five years. Product categories such as beauty, fashion, and electronics are expected to be the sectors that grow the most. This digital transformation not only increases efficiency and ease of access for consumers, but also drives innovation that strengthens global market competitiveness (Statista, 2023).

This change in consumption patterns also brings major challenges to traditional industry sectors, especially in the physical retail sector. Large stores and shopping malls are experiencing a decline in the number of visitors as consumers increasingly prefer to shop online. To overcome this challenge, many physical retailers have begun to adopt an omnichannel business model that combines physical shopping experiences with digital experiences, to provide flexibility and convenience for consumers. Large companies such as Walmart and Macy's have launched their own e-commerce platforms, optimizing digital shopping experiences, and strengthening relationships with consumers to stay competitive in an increasingly digital market. This omnichannel model not only makes it easier for consumers to choose the shopping channel that suits their needs, but also helps companies stay relevant in the face of rapid changes in consumer behavior.

These changes in digital consumption patterns also affect the distribution of wealth and the structure of the global labor market (Fahmi et al ., 2024) . With the growth of the digital sector, especially those related to technology, e-commerce, and logistics, new job opportunities are created in various fields such as software development, digital marketing, big data management, and technology-based logistics. This paves the way for more skilled workers in technology to get jobs with higher compensation. Traditional sectors, such as physical retail and manufacturing, may face a decline in jobs due to digitalization and automation (Hidayat et al ., 2023) . These changes require the workforce to adapt to new skills, especially in the fields of technology and digital skills that are increasingly in demand.

Overall, this change in digital consumption patterns not only brings significant economic benefits in the technology and e-commerce sectors, but also challenges traditional industrial sectors and redistributes job opportunities in the global labor market (Faturrahman , 2021) . Companies that are able to adapt to this digital transformation, as well as workers who can develop skills according to market needs, will be better prepared to face the challenges and take advantage of the opportunities that arise from this change in consumption patterns.

4. Case Study: Impact in Developing Countries

In developing countries, the shift to digital consumption shows tremendous potential and opens up huge opportunities for economic growth (Nurhayati et al ., 2024) . Increasing internet penetration, driven by government policies supporting technology adoption, has accelerated this transformation. In India, for example, more than 40% of the population now shops online, with the fastest growing shopping categories including electronics, apparel, and home appliances. Increasing internet penetration, coupled with government initiatives to expand access to digital technologies, such as rural internet access programs, are enabling consumers in developing countries to access previously unaffordable products and services, while also providing a boost to local e-commerce sectors.

Inequality in access to technology remains a major challenge in many regions, especially in rural or remote areas (Sari & Riansari ., 2024) . Fast internet access is still limited in some areas, and the cost of digital devices and limited delivery infrastructure are barriers that affect the adoption of digital consumption evenly (Waranggani et al ., 2024) . Some communities, especially those living in less developed areas, face difficulties in enjoying the benefits of this digital transformation. This limitation creates a gap between large cities that are more advanced in adopting technology and rural areas that still rely on traditional ways of shopping (Fitri ., 2024) .

Positive developments in the technology sector, such as the increasing use of smartphones and increasingly affordable digital devices, provide hope for overcoming these challenges (Subagio., 2023) . Smartphones are now the primary tool for many consumers in developing countries to access digital services (Krisnawati ., 2018) . With increasingly affordable prices for devices, more people can afford smartphones that facilitate access to the internet and e-commerce applications. In addition, delivery service providers are also increasingly expanding their networks to remote areas, expanding market reach and allowing consumers outside big cities to enjoy the convenience of online shopping.

Changes in consumption behavior in developing countries are expected to continue to grow rapidly (Ramin., 2024) Advances in digital infrastructure, increasing device affordability, and expanding delivery services will support the growth of inclusive e-commerce, which in turn will drive economic inclusion in many regions. By continuing to overcome existing barriers, developing countries have the potential to accelerate the adoption of digital consumption and achieve greater economic benefits (Wibowo., 2023).

5. Implications for Business Policy and Strategy

Changes in consumption patterns triggered by the digitalization of the economy require policies that support this transformation comprehensively. One of the main policies needed is strengthening digital infrastructure, which includes expanding fast internet networks to wider areas, including rural or remote areas. Reliable infrastructure will ensure that consumers and business actors can access technology smoothly, creating an ecosystem that supports the growth of the digital economy (Hasrullah ., 2024) . Policies that regulate the protection of personal data are also very important to protect consumers from the potential risk of personal information leaks that are increasingly rampant in the digital world (Komala., 2022) . The establishment of clear regulations regarding the management of personal data and transparency in the use of user information will increase public trust in digital platforms and e-commerce. Increasing access to technology for all levels of society is also an important step, so that every individual, regardless of location and socio-economic status, can take advantage of the opportunities offered by this digital revolution.

Proactive policies in developing internet connectivity and facilitating digital innovation will be key for countries to remain competitive in an increasingly connected global economy. Governments need to work with the private sector to design policies that encourage the development of new technologies, such as the internet of things (IoT), artificial intelligence (AI), and blockchain, which can bring further efficiency and innovation (Hartatik et al ., 2023) . Investment in digital education and training for the workforce must also be a priority to ensure the readiness of human resources to face the challenges of the world of work that is increasingly focused on technological skills.

Companies need to develop strategies that focus more on the consumer digital experience. A seamless and personalized shopping experience through mobile applications, responsive e-commerce platforms, and the use of advanced technology to strengthen consumer interactions are key to attracting and retaining customers (Fitrianingsih et al ., 2025) . Introducing app-based services, which allow consumers to shop more efficiently, as well as strengthening delivery capabilities through digital channels, are important steps to provide greater convenience to consumers. By leveraging data analytics, companies can understand customer preferences more deeply and provide more personalized and relevant experiences. This can create higher customer loyalty and increase customer retention rates in the long run.

Companies must also innovate in their digital marketing approaches to stay relevant in a competitive market (Andirwan et al ., 2023) . Using influencer-based marketing techniques, where public figures or individuals with significant influence on social media can help introduce products or services, has proven effective in reaching a wider and more segmented audience. Content marketing that presents useful and relevant information to consumers is also increasingly popular. Content that educates or entertains can attract consumers' attention and build a more emotional connection between brands and their audiences. Companies that are able to combine influencer-based marketing, content marketing, and the use of sophisticated data analytics will be better prepared to take full advantage of the digitalization of the economy.

CONCLUSIONS

Changes in consumption patterns triggered by the digitalization of the economy have had a significant impact on the business sector and global market structure. Consumers now prioritize convenience, easy access, and digital experiences in making purchasing decisions, which has an impact on the growth of the technology, e-commerce, and logistics sectors. In developing countries, digital transformation opens up great opportunities despite challenges related to infrastructure and inequality in access to technology. Therefore, government policies that support the development of internet connectivity and increasing access to technology are key for these countries to compete in an increasingly connected global market. On the other hand, traditional sectors, especially physical retail, face challenges with the decline in the number of visitors to physical stores and shopping centers. To survive, many companies are adopting omnichannel business models that combine physical and digital shopping experiences. The impact of this change is also seen in the distribution of global wealth and labor, with digital sectors such as IT and e-commerce creating new job opportunities, while traditional sectors experience a decline in jobs. To stay competitive, companies need to develop strategies that focus on the consumer's digital experience, such as the use of mobile applications, digital delivery services, and the use of data analytics. In addition, influencer marketing and content marketing, which are increasingly popular, must be utilized to attract consumers. Overall, these changes in consumption patterns create opportunities and challenges for the global economy, which require policies that support digitalization, infrastructure development, and innovation in business strategies to optimize existing potential.

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