



# Digital Transformation & E-Commerce: A Literature Review of Customer Shopping Behavior Change

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**Abstract.** Advances in digital technology have transformed various sectors, including the economy. Digital transformation has driven significant changes in production, markets, and business innovation. One concrete manifestation of this digitalization is the development of e-commerce, which enables bold interactions between businesses and consumers. This study aims to examine the impact of digital transformation, particularly e-commerce, on consumer shopping behavior, with a focus on the phenomenon of impulse buying. Impulse buying refers to spontaneous and unplanned purchasing decisions, which are increasingly influenced by the ease and speed of access to e-commerce platforms. In this literature review, various relevant sources were analyzed to examine the factors driving changes in consumer behavior in e-commerce. The results show that e-commerce, driven by the application of digital technologies such as artificial intelligence (AI) and big data, has transformed the way consumers shop by providing convenience, accessibility, and a more efficient shopping experience. Furthermore, promotions and features such as discounts, flash sales, and product recommendations increase impulse buying among consumers. This study discusses the importance of understanding consumer behavior in the digital era, particularly in the context of the ever-evolving e-commerce landscape, to help businesses design more effective and targeted marketing strategies.

**Keywords:** Digital Transformation, E-Commerce, Customer Shopping Behavior, Impulsive Buying.

## 1 Introduction

Digitalization has become a key force in modern business transformation. Through the use of digital technology and data, companies are able to automate processes, increase efficiency, and drive innovation [1]. Digital transformation is not only changing the way consumers acquire products and services but also fundamentally reshaping marketing practices and market structures. One tangible impact of this change is the growth of e-commerce as a form of digital entrepreneurship that leverages digital platforms to create economic value [2]. The development of the global digital era has driven significant changes in transaction methods. One major change that has emerged is e-commerce, namely electronic commerce. E-commerce is a business process conducted digitally via the internet, allowing buyers and sellers to interact

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without the constraints of space and time [3]. Along with advances in internet technology, e-commerce has continued to grow and become an essential part of consumer shopping behavior. This is evident from data presented [4], which shows that the majority of consumers have made online shopping part of their routine activities. Globally, the number of e-commerce users reached 2.77 million in 2025, up from 2.71 million in 2024. Consumer preferences for online shopping include a clear pattern. 58% of consumers consider delivery time and speed to be the most critical factor, and 46.8% focus on price. The main factors that drive consumers to shop online are product availability, ease of access, and 24/7 discounts. Furthermore, factors driving online shopping decisions in 2024–2025 include promotions and discounts (53.6%).

The development of e-commerce has changed the way consumers access product information [5]. The growth of e-commerce platforms, the increasing amount of information available online, and improvements in internet network quality have promoted online shopping as a more established retail channel and prompted a significant shift in consumer shopping habits [6]. E-commerce plays a crucial role for businesses that sell online. Online shopping makes it easier for consumers to shop anywhere and anytime without being limited by time and location, allowing for greater convenience. Ease of access to products and services, a fast ordering process, and convenient delivery services encourage impulsive consumer behavior [7].

Online product sales can lead to impulsive buying [8]. Impulsive buying refers to spontaneous buying that is done without prior planning, which is frequently impacted by stimuli and decided on the spur of the moment [9]. One factor driving this behavior is the advancement of digital technology, where e-commerce platforms can be accessed anytime and anywhere, making it easier for consumers to make spontaneous purchases [10]. Impulse purchases occur when there is a sudden and strong emotional desire, which arises from reactive behavior characterized by low cognitive control. Immediate gratification can explain this tendency to buy spontaneously and without reflection [11].

The contribution of this research is to review current literature on how digital transformation affects consumer behavior. Through a literature review, this study integrates several perspectives, including technological, psychological, promotional, and social aspects. It identifies differences in views, such as between physical stores and e-commerce, as the primary factor influencing impulsive buying. In addition to enhancing academic understanding, this study serves as a foundation for more empirical research. From a practical standpoint, this study offers guidance to business owners on how to implement effective digital marketing strategies that can also serve as a guide for regulators on how to enforce consumer protection in the digital age.

## **2 Literature Review**

### **2.1 Digital Transformation in E-Commerce Development**

Digital transformation is a strategic issue that is now a focus of e-commerce platforms. It is no longer limited to technical digitization but encompasses comprehensive changes in business structures and processes. Initially associated solely with infor-

mation technology, digital transformation now includes the integration of technology, communication, and connectivity to drive effectiveness and competitiveness. Digital transformation is a significant factor driving the growth of the e-commerce industry [12].

The application of modern technologies such as artificial intelligence (AI) and big data plays a crucial role in increasing customer satisfaction as one outcome of this transformation process. AI and big data help understand consumer behavior, personalize shopping experiences, and optimize marketing strategies through more relevant and timely campaigns. The use of these technologies also drives innovation, accelerates business processes, and increases competitiveness in a dynamic market [13][14].

**2.2 The Role of E-Commerce in Changing Consumer Shopping Behavior**

Digital transformation is now a key pillar in changing the business ecosystem, particularly in the development of e-commerce. E-commerce itself has led to a shift in consumer purchasing behavior, shifting to impulsive buying [15]. Impulsive buying is a purchase made without prior planning, characterized by emotional or situational urges such as flash discounts or attractive product recommendations [16].

Promotions are one factor that causes impulsive buying by creating urgency, thereby increasing psychological arousal while overriding rational thinking [17]. This is in line with the results of research conducted by [18], which found that attractive promotions and limited time can influence impulsive buying. Time constraints force consumers to make purchasing decisions quickly. Research by Wijaningsih, R., Ekawati, E and Fachri [19] emphasized that promotions not only increase sales but can also trigger a fear of missing out (FoMO) among consumers.

**3 Methodology**

This research uses a literature review with a narrative review approach. a literature review is essential for identifying, evaluating, and synthesizing the results of previous research related to the topic being studied. The narrative approach is descriptive and thematic, aiming to synthesize findings about the influence of digital transformation and e-commerce on changes in consumer shopping behavior [20]. The sources used were selected based on topic relevance and analyzed using citation techniques. The data used are secondary data collected from scientific articles published over the last five years (2020-2025) with the aid of the PRISMA flow diagram to ensure a systematic selection of the journals employed in this research method.

**3.1 Overview of Literature Sources and Analytical Framework**

**Table 1.** Overview of Keywords and Their Modifications

Main Keywords	Modified / Combined Terms	Database Used	Frequency of Occurrence
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Digital Transformation	"Digital Transformation" OR "digitalization"	Scopus	17,222
E-Commerce	"E-Commerce" OR "E-Commerces" OR "Online Shopping"	Scopus	8,386
Impulsive Buying	"Consumer behavior" OR "impulsive buying"	Scopus	9,208

Table 1 summarizes the main keywords, their variations, and frequency of occurrence based on Scopus results. “Digital Transformation” generated the most results (17,222), indicating its centrality in digital economy and consumer behavior studies. “E-Commerce” (8,386) and “Impulsive Buying” (9,208) also appeared frequently, reflecting sustained research interest in online shopping and consumer behavior in digital contexts.

**Table 2.** Overview of Scopus database results and screening outcomes during the indicative analysis.

No	Database	Year	Type of Source	Initial Results	Duplicates Remove	Title & Abstract Screening	Full Text Screening	Final Inclusion
1	Scopus	2020 - 2025	Journal Articles (Scopus Indexed)	204,814	101,444	9,375	9,100	117

Table 2 summarizes the Scopus search and screening results during the indicative analysis. From 204,814 initial records, duplicates, automated exclusions, and irrelevant items were removed, leaving 9,375 studies for screening. After successive eligibility checks, only 117 articles met all inclusion criteria and were retained for the final review.

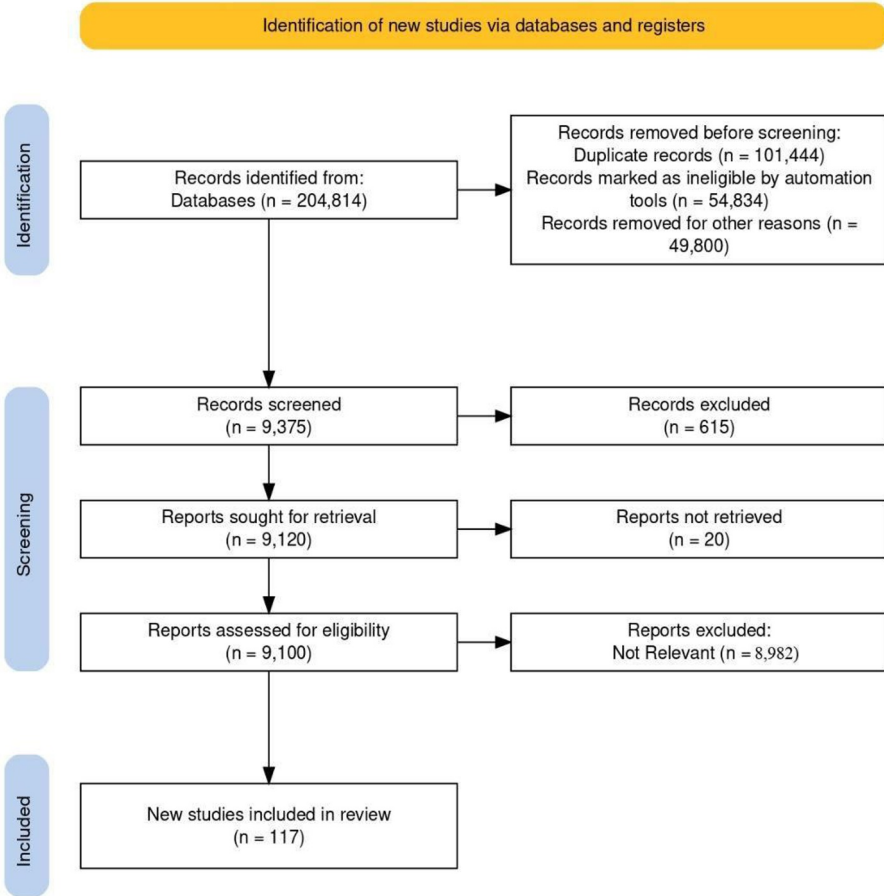


Fig. 1. PRISMA Flow Diagram

### 3.2 PRISMA

A total of 204,814 records were initially identified from the Scopus database. After the initial screening, 101,444 duplicate records were removed, while 54,834 records were excluded by automation tools. Additionally, 49,800 records were removed for other reasons. This process left 9,375 records to be screened.

Following the screening stage, 615 records were excluded, leaving 9,120 reports sought for retrieval. Of these, 20 reports could not be retrieved. Subsequently, 9,100 reports were assessed for eligibility. During the eligibility assessment, 8,983 reports were excluded for being irrelevant to the study criteria. Finally, a total of 117 studies were included, as illustrated in the PRISMA flow diagram.

## 4 Results

**Table 3.** Based on the literature review, there are several differences in opinion among researchers.

Author & Year	Focus Study	Key Findings	Limitations	Research Gap
X. Ma & X. Gu [22]	Utilization of digital technology in e-commerce	Digital technology increases satisfaction, engagement, and speeds up transactions.	Focus only on the technological aspect, not yet discussing the psychological factors of consumers	There is a need for an integrated study between digital technology and consumer behavior.
Samper, M. G., et al. [23]	The impact of digitalization on operational structures	Big data & AI optimize delivery and inventory according to consumer needs	Has not touched on ethical and sustainability implications	Further studies on data privacy and operational sustainability
Radzikhovska [24]	Shift in marketing orientation	From product-focused to consumer-focused through personalization	Does not highlight differences in cultural context	Cross-cultural research is needed on e-commerce personalization.
M. He, T. D. P. Thi, H. M. Tran, and N. T. Duong [25]	The growth of mobile shopping	Mobile applications provide flexibility, interactivity, and real-time transactions.	Not connecting with long-term consumer loyalty	There is a need for a study on the impact of mobile shopping on brand loyalty.
– Rosário & R. Raimundo [26], – Y. Yang, N. Chen, & H. Chen [27], and – C. Singh, S. Gupta, and R. Bhatia [28]	Consumer behavior in e-commerce	Consumers prioritize convenience, speed, and price transparency	Overemphasizes efficiency, underemphasizes emotional and social motivations	Gap in the analysis of psychological and social factors of online purchasing
G. Ven-	The influ-	Consumers	Not highlight-	Research is

kateshwaran, M. J. Prabhuraj, M. Sivasankari, and M. S. Kasthuri [29]	ence of digitalization on behavior	choose platforms with fast service, easy access, and a convenient experience.	ing the social and emotional factors of consumers	needed on trust and social motivation in e-commerce.
A. Biswas, S. Chattopadhyay, P. Barai, and P. Samanta [30]	Hybrid shopping (online & offline)	Consumers alternate between online and offline as needed	Does not discuss the psychological reasons behind channel choice	Need a theoretical model of hybrid shopping behavior integration
– N. Lubis, P. Lumbanraja, & B. K. Hasibuan [31],	Impulsive buying behavior	Flash sales, limited-time promotions, and FOMO encourage impulse buying.	Studies are still fragmented, there is no comprehensive framework yet	Research is needed on the long-term impact of impulsive buying on consumer loyalty and finances.
– N. Singh and A. K. Rai [32],				
– A. D. K. Silalahi, A. P. Tedjakusuma, I. J. Eunike, and D. Riantama [33] and				
– S. F. Lamis, P. W. Handayani, and W. R. Fitriani [34]				

Based on the literature summary presented in the table, it can be seen that the majority of studies agree that digitalization has had a significant impact on the transformation of e-commerce, both in terms of marketing strategy and consumer behavior. For example, [22] and [23] emphasize the role of digital technologies such as big data and artificial intelligence in accelerating transaction processes and optimizing operational systems. This demonstrates that digital transformation is not limited to marketing innovation but also fundamentally reshapes business structures.

However, further analysis reveals limitations. Most studies still emphasize convenience, speed, and efficiency [26], [27], [28], thus under-accommodating consumer psychological, social, and cultural aspects. Although [24] and [25] touch on personalization and mobile shopping, few studies have examined their long-term impact on consumer loyalty and satisfaction.

Furthermore, the hybrid shopping phenomenon described by [30] opens up a new research gap. Consumers now tend to flexibly switch between online and offline shopping, but the psychological reasons and business strategies for integrating the two channels remain under-explored. Similarly, regarding the issue of impulsive buying [31][34], although many triggers have been identified, such as flash sales, limited-time promotions, and FOMO, comprehensive studies on its impact on long-term consumption behavior are still limited.

Overall, the literature findings indicate that digitalization is a major driver of changes in consumption patterns, but significant research gaps remain, particularly regarding (1) the integration of online–offline shopping experiences, (2) cross-cultural and developing country contexts, (3) ethical and sustainability issues, and (4) the long-term impact of impulsive consumer behavior. These gaps open up opportunities for further research to develop a more holistic understanding of the relationship between digital transformation, e-commerce, and consumer behavior.

## **5 Discussion**

This literature review examines the impact of digital transformation and e-commerce on changes in consumer shopping behavior, particularly impulsive buying. The study results are organized thematically based on findings from the reviewed literature.

### **5.1 Digital Transformation in E-Commerce: Its Impact on Customer Behavior**

Digital transformation demonstrates significant changes in how consumers interact with businesses through e-commerce, with the development of new, more adaptive and responsive business models. E-commerce currently utilizes digital technology to increase satisfaction, engagement, and accelerate and simplify consumer transaction processes. The convenience offered encourages consumers to shift from traditional platforms to online platforms [22]. The impact of digitalization extends beyond marketing strategies to changing operational structures. The use of technologies such as big data and artificial intelligence (AI) can influence how e-commerce platforms manage delivery and inventory processes tailored to consumer needs and consumer-based decision-making, thereby increasing accessibility and convenience for consumers when shopping online [23].

The shift in marketing orientation of e-commerce platforms is a result of digitalization. Currently, businesses are shifting from a product-focused marketing approach to one that focuses on consumer needs and preferences. Through personalization and digital interaction strategies, they can build closer relationships with consumers. The application of these technologies not only engages consumers but also contributes to the emergence of new consumer behavior patterns [24]. Digital transformation has driven increased demand for mobile shopping platforms. The convenience, speed, and ease of price comparison offered by e-commerce have led consumers to prefer online shopping, the flexibility, real-time access to product information, and seamless trans-

actions offered by these apps have increased the frequency of online purchases and made mobile shopping a common activity. Shopping through apps, compared to shopping in brick-and-mortar stores, offers distinct advantages, such as flexibility, interactivity, personalization, and access to a wider range of products [25].

## **5.2 Changes in Consumer Behavior in the E-Commerce Era**

Along with the advancement of digital technology, there have been significant developments in e-commerce marketing strategies. Convenience, speed, and ease of transactions are currently the primary aspects consumers desire when shopping via e-commerce compared to the experience of shopping in physical stores. This reflects a shift in consumer preferences, which are increasingly driven by fast and efficient access to products through digital platforms [26].

In line with this, how internationally based e-commerce platforms provide consumers with the ability to explore products from various countries easily. Price transparency and fast shipping options are factors that contribute to consumers' reliance on e-commerce in their purchasing decisions [27]. E-commerce directly influences consumer purchasing decisions. Online shopping platforms enable fast and convenient transaction processes, making it easier for consumers to shop anywhere and anytime, without being limited by time or location, allowing them to experience greater convenience. This not only transforms traditional shopping patterns but also creates a more efficient and enjoyable consumption experience [28].

The business impact of digital transformation has significantly influenced consumer behavior. Consumers now prefer platforms that provide fast service and response, easy access, and a comfortable shopping experience, leading to a significant increase in online shopping frequency [29].

Overall, the study's findings indicate that digitalization is the primary driver in shaping e-commerce marketing strategies. This has created new consumer consumption patterns focused on efficiency, accessibility, and convenience.

## **5.3 The Impact of Digitalization and E-Commerce on Consumer Consumption Patterns**

The ever-evolving digital technology has brought about fundamental changes in consumer behavior, particularly in the context of e-commerce. Currently, consumers tend to shop both online and offline, alternating and flexibly. Research conducted by A. Biswas, S. Chattopadhyay, P. Barai, and P. Samanta [30] shows that although online shopping offers convenience, speed, and broader access, physical stores remain relevant for needs that require direct interaction and trust in products.

In addition to changes in shopping channels, digital marketing strategies play a crucial role in influencing purchasing decisions. Consumers now prioritize efficiency and convenience, making e-commerce their primary preference [26]. Digitalization reinforces this trend through the use of cross-border platforms that offer global products with transparent pricing and fast shipping options [23]. Convenience and ease are the primary reasons consumers choose to shop online. Quick access to information, a

short timeframe, and the ability to compare various products on a single platform increase consumer intention to shop via e-commerce. Convenience is key, as it allows consumers to complete transactions at any time without having to visit a physical store [28].

One implication of this transformation is the rise in impulsive buying behavior. Engaging promotions through digital media and limited promotions can encourage impulsive buying [31]. This is reinforced by research conducted by Figueiredo, N., Ferreira, B. M., Abrantes, J. L., & Martinez, L. F [5] which found that impulsive buying can occur due to ease of access and the design of e-commerce platforms that encourage interaction, content customization based on consumer data, and recommendation algorithms.

In the journal Singh and A. K. Rai [5] psychological and social factors can also strengthen impulsive buying tendencies, such as perceptions, emotions, and social pressures exploited by digital marketing. E-commerce can trigger impulsive buying through strategies such as limited-time discounts, thereby creating a sense of urgency that encourages consumers to act immediately [33]. In line with research conducted by S. F. Lamis, P. W. Handayani and W. R. Fitriani [34] in the journal *Impulse buying during flash sales in the online marketplace*, flash sales, a form of promotion with a specific time limit, create certain psychological pressures, such as fear of missing out, which ultimately encourages consumers to make impulsive purchases.

#### **5.4 Grounded Theory Model of Customer Shopping Behavior Change**

The grounded theory model developed in this study illustrates the dynamic relationship between digital transformation, psychological mediators, and changes in customer shopping behavior within the e-commerce environment. Based on recent literature, digital transformation functions as the causal condition driving the emergence of new consumer behavior patterns through technological innovation.

Digital transformation creates new operational and marketing mechanisms through the integration of artificial intelligence (AI), big data analytics, and automation systems, enabling adaptive marketing strategies responsive to customer behavior [35]. Digitalization reshapes consumption patterns by reinforcing customer orientation toward speed, convenience, and personalized experiences. These findings collectively establish digital transformation as the main driver of behavioral change [36].

The core phenomenon emerging from this process is the shift from traditional to digital and hybrid shopping behavior, where emotional and social experiences play significant roles. Fear of missing out (FoMO) act as an intervening conditions, moderating the relationship between digital stimuli (e.g., promotions, recommendations, or social media content) and impulsive buying behavior. Demonstrate that emotional responses particularly pleasure and arousal mediate the impact of digital experiences (such as live-stream shopping and flash sales) on purchase decisions. These studies indicate that psychological and emotional factors significantly influence spontaneous and unplanned purchasing in online context [37].

The action/interaction strategies manifested in this model include impulsive buying representing customers' behavioral adaptation to technological convenience. As re-

ported [38] impulsive buying has become increasingly prevalent in the digital age due to platform design and persuasive promotion systems that trigger quick responses. Similarly, Farfán et. al [39] found that digital browsing frequently transitions into actual purchases (from browsing to buying), stimulated by visual and interactive online environments.

## 6 Conclusions

The results of this literature review indicate that digitalization has shifted marketing orientation from product-centric to consumer-centric. With a personalized approach, real-time interaction, and the use of big data, companies can build closer relationships with consumers. Consumption patterns have also changed: consumers are now more reactive to promotions and show a tendency to make quicker, more unplanned purchases. Therefore, understanding consumer behavior in the digital era is not only crucial for designing effective marketing strategies but also key to building business competitiveness in the increasingly competitive e-commerce market.

This research suggests that, due to the limited time available for data collection and referencing, the analysis remains focused on specific factors. Therefore, further studies are needed to expand data collection and examine various relevant factors, such as the FOMO (fear of missing out) phenomenon and limited-time promotions, which have been shown to significantly influence changes in consumer shopping behavior, including impulsive buying.

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