

Digital Adoption, Demographics, and Post-Pandemic Shifts: A Comprehensive Study of Consumer Behaviour in India

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Abstract: Emerging markets have experienced a significant shift in consumer behaviour due to increasing incomes, demographic shifts, rapid digitalization, and post-pandemic lifestyle modifications. In the Indian context - as one of the world's fastest-growing consumer economies - provides a unique opportunity to review these changes. This paper explores the main determinants of consumer behaviour based on primary and secondary data. Primary data were collected via a structured questionnaire from 230 respondents ranging in age, income level, educational background and geographic location. The study hypotheses were tested by statistical procedures such as descriptive statistics, χ^2 tests, correlation analysis, regression models, and factor analysis. And based on the insights, as described above, product value, price perception, convenience, brand trust and social influence are leading aspects of purchasing decisions. Digital adoption and trust in digital payment systems significantly predict online purchase intention. Trends in the post-pandemic world, like increased health consciousness and digital reliance, are also factors that play a role in consumers' decisions as to which products should be bought. The study provides business, marketing and policy advice on the changing consumer market landscape of India in light of business practices.

Keywords: Digitalization, COVID 19, Consumer Behaviour, Digital Adoption

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