VII.
INTERNATIONAL APPLIED SOCIAL SCIENCES CONGRESS
(C-IASOS – 2023)

Full Paper Proceedings Book

C·IASOS

L-Università ta' Malta

ASEM
Academia de Studii Economice din Moldova

Şindirgi
KENT KONSEYİ

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FAKULTET ZA MENADŽMENT U TURIZMU I UGOSTITELJSTVU
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
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ECONOMICS and FINANCIAL RESEARCH ASSOCIATION

VII. INTERNATIONAL APPLIED SOCIAL SCIENCES CONGRESS (C-IASOS 2023) FULL PAPER PROCEEDINGS BOOK

13th-15th November 2023

"Applicable Knowledge for a Sustainable Future"

Editor in Chief

Dr.Ercan ÖZEN

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Dr. Simon GRIMA   **Dr. Larisa MISTREAN**
Dr. Adalet HAZAR   **Dr. Esat SAÇKES**

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CONGRESS ID
Name of Congress
International Applied Social Sciences Congress- CiasoS Congress

Type of Participation
Keynote and Invited
Date and Place 13-15 November 2023, Malta

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FOREWORD

In the ever-evolving landscape of finance, where technological advancements continue to unfold at an unprecedented pace, the C-IASOS 2023 Congress emerges as a pivotal nexus for professionals, scholars, graduate students, and thought leaders.

This gathering provides an indispensable platform for these diverse stakeholders to converge, share profound insights, and collectively navigate the intricate terrain of financial risk management in our rapidly evolving digital era.

Standing at the intersection of finance and technology, we find ourselves confronted with an urgency to adapt, innovate, and strategically manage financial risks like never before. The ongoing digital revolution, while unlocking unprecedented opportunities, simultaneously introduces novel dimensions of risk that demand our unwavering attention and understanding.

From the ever-looming specter of cybersecurity threats to the intricate complexities of algorithmic trading, our financial landscape is now intricately woven with the threads of technology, necessitating a comprehensive and forward-thinking approach to risk management. The C-IASOS 2023 Congress, meticulously organized by the esteemed Department of Insurance and Risk Management of the Faculty of Economics, Finance, and Accountancy at the University of Malta, is thoughtfully designed to provide a dynamic forum for in-depth discussions, foster interdisciplinary collaboration, and facilitate the exchange of cutting-edge research and practical insights.

The distinguished speakers and panelists, drawn from diverse sectors and backgrounds, will delve into the latest trends, challenges, and innovative solutions in managing financial risk within the dynamic framework of the digital world.

As the Congress embarks on this intellectual journey, I implore the participants to actively participate, engage wholeheartedly with their peers, and contribute their invaluable expertise to the collective understanding of financial risk management in this digital age.

The C-IASOS Congress is unwavering in its commitment to nurturing an environment that not only encourages dialogue but also sparks innovation, propelling the understanding of the intricate interplay between finance and technology to new heights.

My heartfelt gratitude extends to all participants, sponsors, and supporters who have played a pivotal role in bringing C-IASOS 2023 Congress to fruition. The participants' dedication to advancing knowledge and fostering collaboration is truly commendable, and I am confident that the next two days will be an intellectually enriching and professionally rewarding experience for all involved.

Together, let us embark on this shared journey of exploration and discovery, shaping the future trajectory of financial risk management in this dynamic digital age.

Welcome to the "Managing Financial Risk in a Digital World" Congress, where your collective contributions and interactions will undoubtedly leave an indelible mark on the evolving landscape of finance.

Professor Dr. Eleftherios Thalassinos

Ph.D., in 1983, M.B.A., in 1979, D.H.C., in 2013; 2015; 2018

European Chair Jean Monnet in 1979

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SUMMARY FOR CIASOS CONGRESS 2023

CiasoS Congress 2023 was held in Malta as hybrid form during 13-15 November 2023 by CiasoS Science Platform which inludes Malta University, Academy of Economic Studies of Moldova (ASEM), University of Rijeka Faculty of Tourism and Hospitality Management, Croatia and University "Ukshin Hoti" Prizren, Faculty of Economics, (Kosovo)

There are participants from 32 different countries at the congress as follows: Austria, Azerbaijan, Bangladesh, Bulgaria, China, Croatia, Georgia, Germany, Greece, India, Indonesia, Iraq, Italy, Kazakhistan, Kyrgyzstan, Kosovo, Latvia, Malaysia, Malta, Moldova, Nigeria, North Macedonia, Pakistan, Philippines, Poland, Portugal, Romania, Slovakia, South Africa, Spain, Turkiye and Ukraine.

18 of 113 papers were presented onsite form at University of Malta Valletta Campus while others were presented virtually. From 32 different countries about 250 authors contributed the CiasoS 2023. As we see detailed program of 2023 event, 37,17% of the all papers were presented by Türkish participants. 12,39% of the papers comes from Romania, 9,73% from India, 7,08% from Moldova, 2,65% from Croatia, 1,77 % from Malta, 1,77 % from Latvia, 1,77 % from Bulgaria, 1,77 % from Georgia and other 23,90% of the papers were from other 23 countries.

The special topic of the CiasoS 2023 was "***Managing Financial Risk in a Digital World***" thus there were four keynote speakers on the preliminary session on the line with the Congress topic. Session started by the speech of Prof. Emanuel Said who is the dean of Faculty of Economics, Management & Accountancy, University of Malta.

First keynote speaker was Mr.Fabio Frontini and he delivered his speech on "Traditional Trading Vs. Crypto Trading – The Elysium Experience". In turn; Mr. Luca Celati presented on "Risk Management in Crypto", Prof. Joshua Ellul presented on "The need for Techno-Regulatory Tools for Software Regulation: from Blockchain, to AI and Beyond" , and Mr.Manuele Marini – Opportunities and Challenges Using AI and Machine Learning.

The Congress committee hold in 14 November 2023 Tuesday at Msida campus for technical meeting. Finally the event ended by the social trip on Wednesday, 15 November 2023.

CIASOS AWARDS

Award Name:VII. C-iasoS Congress Science Award
Paper Title : Energy Transition and Sustainability
Author/s : Dr. Peter Stallinga

Award Name:CiasoS Congress Thematic Award - Managing Financial Risk in a Digital World
Paper Title :Navigating Financial Risk: Strategies for Sustainable Wealth Management
Author/s :Dr.Marie Therese Villa-Caoile

Award Name: Best Presentation Award
Paper Title : The revolutionary of AI and IoT (AIoT) on students' communication and critical thinking in EFL Classroom
Author/s : Dr. Muthmainnah

CIASOS Congress 2023 Full Program

13.11.2023

PRELIMINARY SESSION

8.30- 8.55   Registration
9.00- 9.15   Prof. Emanuel Said, Dean of FEMA, University of Malta,
9. 15-10.00   Fabio Frontini – Traditional Trading Vs. Crypto Trading – The Elysium Experience
10.00-10.45   Luca Celati   - Risk Management in Crypto
10.45 -11.00   Coffee Break
11.00-11.45   Prof. Joshua Ellul - The need for Techno-Regulatory Tools for Software Regulation: from Blockchain, to AI and Beyond
11.45-12.30   Manuele Marini – Opportunities and Challenges Using AI and Machine Learning.
12.45 -13.20   Panel Discussion
13.20 - 14.00   Lunch

PLENARIES

13.11.2023 - 14:00-15:30

ROOM 1: Session Chair: Inna Romanova - Latvia

009-El Thalassinos - Greece
        Central Bank Digital Currency vs Cryptocurrencies
093- Ankit Dhiraj, Sanjeev Kumar, Divya Rani, Kiran Sood - India, India,
        India, India
        Perceived Financial Risk as Moderator of Satisfaction, Destination Image and Revisit Intention
028- Thomas Burkhardt - Germany
        Portfolio selection for the risk lover

ROOM 2: Session Chair: Andre Farrugia- Malta

021-Petya Petrova - Bulgaria
        Reporting for Sustainability: Practices in Environmental Accountability among Bulgarian companies
029- Marica Mazurek - Slovakia
        The Innovative Approach to Public Services Provision in Cities
078-Rumyana Popova, Vladimir Karadzhov- **Bulgaria, Bulgaria**
        Artificial Intelligence-Some Ethical Issues in the Context of State Government

ROOM 3: Session Chair: Sinan Saraçlı- Turkiye

017-Huriye Gonca Diler - Turkiye
        Does Digitalization Lead to Green Economic Growth in The Turkish Economy?

054- Sinan Saraçlı, Bilge Villi, Berkalp Tunca – **Turkiye, Turkiye, Turkiye**
Examination of the Companies in the BIST 30 Index within the Framework of the UN Sustainable Development Goals
023 -Fulya Güngör , Bilge Villi , Esat Saçkes- **Turkiye, Turkiye, Turkiye**
Determining the Visibility of Sustainability Certificates of Accommodation Facilities with Tourism Operation Certificates in Electronic Environments by Content Analysis; Balıkesir Province Example

13.11.2023 - 16:00-17:30

ROOM 1: Session Chair: Jonathan Spiteri - Malta

088 Inna Romanova, Jan Körnert, Marina Kudinska – Latvia, Germany, Latvia
Greylisting: Punishment or Opportunity?
089- Laila Cekule, Margarita Dunska- **Latvia, Latvia**
Fostering Entrepreneural Intention through the Family Business Effect
026- Popa Marina, Plămădeală Olivia- **Moldova, Austria**
A look at the Financial World in a Metaverse Version

ROOM 2: Session Chair: Christian Bonnici West- Malta

099-Nilcan Mert, Yusuf Murat Kızılkaya, Mustafa Caner Timur – Turkiye, Turkiye, Turkiye
Determinants of Sustainable Environmental Welfare: A Model Proposal for G7 Countries
083-Milian NEGUTOIU- Romania
Quality of Life – Conceptual Approaches and Quantification Methods
030-Peter Stallinga- Portugal
Energy Transition and Sustainability

ROOM 3: Session Chair: Kiran Sood, India

018-N. Serap Vurur, Münevvere Yıldız, Letife Özdemir- **Turkiye, Turkiye, Turkiye**
The asymmetric impact of foreign direct investments on ecological footprint: Evidence from Turkiye
041 Loredana Mirra - Italy
Cooperative banks, innovative entrepreneurship, and trust: insights from Italy
108- Andrea IMPERIA- **Italy**
On the endless waste emergency in Rome and its controversial solution

ONLINE SESSIONS

13 November 2023 Monday

09:30 - 10:30 (GMT+1) Malta Time Zone

WEBINAR 1 - Session Chair: Gratiela G. Noja - Romania

016-Mirela Cristea, Grațiela Noja, Raluca Drăcea, Catrinel Tălăban – Romania, Romania, Romania, Romania
New Ventures of Waste Management Innovation for Sustainable Well-being
035- Rareș-Mihai Nițu, Robert-Ștefan Uricaru, Grigore-Ioan Piroșcă- Romania, Romania, Romania, Romania
Green Certificates as a Method to Achieve Carbon Footprint and Greenhouse Effect Reduction Targets
036-Rareș-Mihai Nițu, Radu-Alexandru Budu, Silvia-Elena Iacob - Romania, Romania, Romania
Electric Car Pollution as a Source of Carbon Footprint Reduction
050-Grațiela Georgiana Noja, Marilen-Gabriel Pirtea, Nicoleta Claudia Moldovan, Irina-Maria Grecu, Alexandra Mădălina Țăran – Romania, Romania, Romania, Romania, Romania
Climate change and global environmental risks: new insights from a bibliometric analysis and theoretical systematic review

WEBINAR 2 - Session Chair: Maia Diakonidze - Georgia

031-Daniela Soldić Frleta, Dora Smolčić Jurdana – Croatia, Croatia
Sustainability aspects – domestic tourists' perspective
044-Marino Stanković, Melko Dragojević, Matija Fortuna- Croatia, Croatia, Croatia
The potential in adoption of digital technologies in the hotel industry: Technological, Organizational and Environmental drivers
086-Maia Diakonidze, Nino Topadze – Georgia, Georgia
COVID-19's Impact on Medical Tourism and Public Health Service Enhancements: A Case Study
091-Sergo Tsagareishvili, Maia Diakonidze, Manana Kobakhidze- Georgia, Georgia, Georgia
Prospects of hotel business development: The case study of Georgia

WEBINAR 3 - Session Chair: Nikhil Yadav - India

022-Uma Shankar Yadav, Nikhil Yadav, Mitushi Singh –India, India, India
Study on Indian Monetary System from a Monetarist Viewpoint in the Context of a Pandemic Economic Situation
C-019-Miron Mihaela, Mistrean Larisa – Romania, Moldova
The Usefulness of Authentic Partnerships, Through the Involvement of All Stakeholders, with the Aim of Reducing the Risks Generated by the Pandemic Context in the Educational Environment
038-Arbresh Raveni, Agim Mamuti – North Macedonia, North Macedonia
Forward premium puzzle: Evidence from South East European Countries

051-Alexandra-Mădălina Țăran, Flavia Barna, Miruna-Lucia Năchescu, Marilen-Gabriel Pirtea – Romania, Romania, Romania, Romania
Does good governance and effective health financing improve the health status of EU citizens?

13 November 2023 Monday

10:45 - 11:45 (GMT+1) Malta Time Zone

WEBINAR 1 - Session Chair: Ahmad Al Yakin, India

049-Akansha Mer – India
Predictors and Outcome of Employee Engagement in Startups
053-Criste Cristina, Man Ciel, Crăciun Andreea Florentina – Romania, Romania, Romania
Digitalisation and its Impact on the Economy and Society: An EU Perspective
047-Ahmad Al Yakin, Luis Cardoso, Idi Warsah, Abdul Latief, Muthmainnah, Aco Nasir - Indonesia, Portugal, Indonesia, Indonesia, Indonesia, Indonesia
Practice adapting ChatGPT as teaching materials to promote social interaction in Pancasila and civic education classes
034-Rareş-Mihai Niţu, Alexandra-Maria Vlad, Roberta-Mihaela Stanef-Puica- Romania, Romania, Romania
The Mediterranean Transport Corridor "5 GMED": Technological Implications in the Rail Transport System

WEBINAR 2 - Session Chair: Muhammad Khalid Sohail - Pakistan

077- Serghei Ohrimenco, Valeriu Cernei – Moldova, Moldova
Cyber Conflict: Indicators and Assessments
007- Togrul KHALILOV – Azerbaijan
Valuable Findings about the Ancient History of Nakhchivan
045-Md. Hasan Ali, Md. Shurhab Ali, Md. Jahidul Islam- Bangladesh, Bangladesh, Bangladesh
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015- Mariya Shygun, Grigoryi Muhomor – Ukraine, Ukraine
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061-Süleyman Yükçü, Seda Yavuzaslan Söylemez – Turkiye, Turkiye
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067- Mustafa Ertan Tabuk, Selçuk Kendirli- Turkiye, Turkiye
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084-Kübra ÖNDER- Turkiye
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080-Süleyman Çelik, Oya Eru, Ruziye Cop– Turkiye, Turkiye, Turkiye
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079-Rafet Resul Doğan, Gamze Aksoy, Sevda Almaci, Şeyma Demir, Mustafa Ertan Tabuk- Turkiye, Turkiye, Turkiye, Turkiye, Turkiye
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063-Khushwant Singh, Mistrean Larisa, Yudhvir Singh, Dheerdhwaj Barak- India, Moldova, India, India
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14 November 2023

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15 November 2023

Social Event – 10:00-16:00

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Digital Consumer Behavior: A Systematic Literature Review

İbrahim Halil Efendioğlu [1]

Abstract

Introduction: Digital consumer behavior is a field that examines the consumer behavior exhibited by consumers in online environments on digital platforms. It covers consumer decision-making processes in online environments, online shopping habits, brand interactions, advertising reactions, and social media usage. In this research, the digital consumer behavior literature was systematically discussed, research gaps were identified, and suggestions were made to academics working in this field on how to shape their future research.

Aim: This study examines the literature on digital consumer behavior and the research conducted in this field from a broad perspective.

Method: A systematic literature review methodology was employed in this study, which was carried out between October 5 and October 20, 2023. The WoS (Web of Science) database was the primary platform for the systematic literature review. The search focused on titles, abstracts, and keywords, utilizing the keywords "digital consumer behavior" and "digital consumer behaviour." The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines were adhered to for the literature search process. Scientific peer-reviewed publications with full-text accessibility were exclusively included in the scope of the study. A total of 18 research studies were identified in the WoS databases. After applying inclusion and exclusion criteria, three studies were excluded, including 15 research studies for further analysis.

Findings: In the systematic literature review, the research's main findings, methodologies, and authors were categorized, and the research in digital consumer behavior was synthesized. Consumer behavior in the studies was examined from a digitalization perspective. According to the results obtained from the research, it was observed that empirical studies were more numerous than conceptual studies in terms of methodological approaches adopted in the articles examined. The gaps in the field were discussed, and it was observed that internet search habits, online shopping trends, mobile application usage, and online content consumption came to the fore.

Originality and value: It is a pioneering study that conducts a systematic literature review on digital consumer behavior.

Key Words: digital consumer behavior, digital consumer behaviour, digital consumer, systematic literature review

Jel Codes: M30, M31

1. INTRODUCTION

Consumer behavior refers to the field that examines the psychological, social, and cultural factors influencing individuals' processes of researching, purchasing, and using products and services (Madhavan & Kaliyaperumal, 2015). This concept plays a significant role in marketing and business domains, aiming to understand consumers'

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preferences, shopping motivations, and purchase decisions. Digital consumer behavior is a specialized area focusing on consumers' processes of researching, purchasing, and using products and services in digital environments (Sağkaya Güngör & Ozansoy Çadırcı, 2022). This behavior unfolds across various digital platforms such as the internet, mobile devices, social media, and other digital channels (Rogova & Matta, 2023). The goal is to guide marketing strategies by examining consumer interactions (Stephen, 2016).

In recent years, technological advancements and the widespread adoption of digital marketing have brought the concept of digital consumer behavior to the forefront of research. The increasing number of academic studies on digital consumer behavior in the literature highlights the significance of this topic (Baiuk, 2023; Kamkankaew et al., 2022; Linkiewicz & Bartosik-Purgat, 2022; Petkovski & Mulic, 2023; Qadir et al., 2023; Rogova & Matta, 2023). This study aims to provide a detailed explanation of digital consumer behavior and identify how the literature progresses. Accordingly, the paper presents gaps in the literature and provides recommendations for future research.

Elements such as research and information gathering, online purchasing, social media interaction, personalized experiences, and mobile usage are prominent in digital consumer behavior. Consumers utilize the internet to gather information about products and services, with online reviews, social media comments, and other online content shaping their decisions (Ebrahimi et al., 2023). A fundamental aspect of digital consumer behavior is purchasing products and services online. E-commerce platforms, online stores, and other digital channels complement or replace traditional retail shopping (Wagner et al., 2020). Social media platforms enable consumers to interact with brands, share their thoughts about products, and enhance brand loyalty (Aljuhmani et al., 2023). Digital consumers expect personalized content and recommendations on online platforms, enhancing brand loyalty by providing unique and engaging experiences (Felix & Rembulan, 2023). Mobile devices enable consumers to stay connected continuously, allowing them to shop and interact with brands from anywhere through mobile applications and websites (Luceri et al., 2022). Digital consumer behavior is a concept that helps marketers and businesses understand how consumers behave online, enabling them to optimize marketing strategies and enhance customer satisfaction (Shafiq et al., 2022).

Previous studies on digital consumer behavior have focused on trust, virtual communities, electronic word-of-mouth communication, and consumer issues in marketing strategy (Laroche, 2010).

The study aims to answer the following questions to elucidate the topic of digital consumer behavior:

RQ1: What is the distribution of research on digital consumer behavior by year and type?

RQ2: In research focusing on digital consumer behavior, how has the literature progressed, and what are the key topics?

RQ3: What are the gaps in the literature on digital consumer behavior, and what suggestions are made for future research?

There still needs to be more literature regarding how consumers interact, make decisions, and evaluate the new opportunities the digital world offers. To address this, a better understanding of digital consumer behavior requires focusing on ethnographic studies and online communities. Observing how consumers interact on digital platforms and how these interactions impact shopping decisions will shape future research more accurately.

2. CONCEPTUAL FRAMEWORK

Consumer behaviors in the digital economy have become a significant area of interest due to the development of digital technologies (Kalashnikova et al., 2023). Digital marketing has been shown to substantially impact consumer purchasing decisions (Qerimi & Qerimi, 2022). Furthermore, examining consumer behaviors in the digital age has been shaped by the impact of the COVID-19 pandemic, leading to changes in consumer behaviors in the digital environment (Rahmanov et al., 2021). Understanding the reasons for the changes in consumer behavior in the digital age has also become a crucial area of study (Zhou, 2021). The emergence of new consumer segments, such as the Zoomers generation, has been considered in the context of consumer behaviors in the digital space (Seleznova, 2022). Themes emerging in digital consumer behavior research include the Internet of Things, the sharing economy, and digital sensory marketing (Santos et al., 2020). Additionally, studies on digital consumer behavior explore digital consumer culture, responses to digital advertisements, the impact of digital environments on consumer behaviors, and habits in mobile environments (Stephen, 2016).

Understanding consumer behavior in the digital economy is essential for businesses as it influences consumer decision-making processes (Hamdani et al., 2022). The impact of digital technologies on consumers has led to the generation of data through devices and platforms, contributing to advancements in big data analytics and neuromarketing for understanding consumer trends (Kuş & Šević, 2021). Moreover, the digitization of retail has directly influenced consumer behavior by changing the use of digital technologies in retail practices (Hagberg et al., 2016).

In the last two decades, specific themes and topics have gained prominence in research on digital consumer behavior. First, interactive technologies affect consumer decision-making processes, such as augmented reality (AR) and virtual reality (VR) acceptance motivations, the impact of artificial intelligence (AI), AR, and VR on consumer journeys, and the use of interactive technologies for managing stronger customer relationships. Second, pandemic-related uncertainties concerning digital consumers, changes in consumer behaviors in digital channels during the COVID-19 process, and factors influencing the sustainability of digital pandemic consumer behaviors. Third, the impact of mobile technology adoption on digital consumer life, understanding the effects of mobile technologies on digital consumer behavior and

mobile marketing. Fourth, sustainable consumption and collaborative consumption encompass environmental issues, sustainability, welfare, and value creation. Additionally, studies focus on topics such as the impact of green advertising skepticism on consumer purchase intentions and consumer perceptions of online fashion rental behaviors based on ecological importance and cultural compatibility (Sağkaya Güngör & Ozansoy Çadırcı, 2022). These themes and topics reflect the increasing importance of understanding digital consumer behavior in research.

The concept of the savvy consumer in the digital age emphasizes the challenges and disruptions in the digitization process, noting that digitized savvy consumers only sometimes succeed in their efforts (Fuentes, 2019). Additionally, the impact of the virtual environment on consumer preferences and purchasing behavior has been explored, revealing that psychological distance influences consumer information processing and product preferences (Park, 2019).

Examining digital user behavior allows for a better understanding of consumers who engage in online shopping (San Miguel & Sádaba, 2020). In this context, the consumer choice process in the online environment becomes more apparent (Da Silva Neto, 2021). Saura et al. (2020) highlighted changes in consumer behavior resulting from digital developments. They emphasized the importance of strategies such as content marketing and user-generated content in engaging with customers online. Masouras & Papademetriou (2018) investigated reasons that encourage consumers to take digital steps and distinguished between internet consumers and digital users. Ghazie & Dolah (2018) focused on understanding consumer behavior in digital marketing and the effectiveness of digital marketing in creating brand awareness.

Intensive research on digital consumer behavior typically occurs in countries with advanced digital infrastructure, high technology usage, and widespread e-commerce, including the United States, the United Kingdom, and Australia (Sağkaya Güngör & Ozansoy Çadırcı, 2022). Additionally, research on digital consumer behavior is conducted using methods such as online consumer information processing in countries like China and Japan (Laroche, 2010). In Russia, studies have investigated qualitative changes requiring artificial intelligence tools, data processing, and multi-channel communication in marketing practices (Maltseva & Danilova, 2019).

The literature on digital consumer behavior has addressed various topics, including the increasing interest in financial needs, consumer independence, the shift from image advertising to product advertising, and the growing interest in the quality features of financial products (Korobov, 2020). Furthermore, studies on digital consumer behavior have explored trust in public authorities, media, and social networks, the transformation of consumer preferences, and the shift from long-term to short-term consumption (Pereverzieva & Hubar, 2021). Digital consumer behavior includes using advanced technology tools, conducting market research, communicating with other consumers, and guiding the overall process from product design to post-sales service (Musavi, 2021). Therefore, this behavior transforms power from marketers to consumers through demand, information, networks, and crowd-based resources in Internet and social media

contexts (Labrecque et al., 2013). This transformation encompasses the search, selection, and purchase of products and services by modern technology enthusiasts, leading to multi-channel marketing (Ovodenko et al., 2020).

3. **RESEARCH METHODOLOGY**

The study employed a systematic literature review method. The systematic literature review method is a popular research approach that critically examines and analyzes the literature on a specific topic (Yavuz, 2022). The systematic literature review approach is considered a scientific and highly informative method for systematically collecting, reviewing, and synthesizing research findings on a particular subject (Paul et al., 2021). This review method identifies, selects, critically evaluates, analyzes, interprets, and presents existing research. Therefore, the method is a repeatable, planned, and structured approach (Fisch & Block, 2018).

The literature review was conducted from October 5 to October 20, 2023. The WoS database was utilized to perform a systematic literature review, and the keywords "digital consumer behavior" and "digital consumer behavioru" were searched in titles, abstracts, and keywords. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) standard was also followed for systematic screening. The inclusion and exclusion procedure was aligned with the study's research questions. Systematic literature reviews are carried out in three main stages: planning, execution, and reporting (Kitchenham & Charters, 2010; Xiao & Watson, 2019).

No retrospective time limit was set during the systematic literature review. Only scientific peer-reviewed publications with full texts accessible were included in the study scope. A total of 18 studies were found in the WoS databases. Three studies were excluded after applying inclusion and exclusion criteria, and 15 research studies were included in the analysis. Inclusion and Exclusion Criteria are shown in Table 1.

Table 1: Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria	Reason
Web of Science database	Other databases	Reliability of the database
SSCI, SCI, SCI-E, ESCI indexed studies	Studies scanned in indices other than SSCI, SCI, SCI-E, ESCI and SCI-E	Screening of qualified studies by SSCI, SCI, SCI-E, ESCI
Research focusing on Digital Consumer Behavior in the field of marketing	Research in the field of marketing that does not focus on "Digital Consumer Behavior"	Being outside the scope of work

Contain the keywords "Digital Consumer Behavior" and "Digital Consumer Behaviour" in the title, abstract and keywords	Not include the keywords "Digital Consumer Behavior" and "Digital Consumer Behaviour" in the title, abstract and keywords	Going beyond the purpose of the research

4. FINDINGS

Research frequently emphasizes the need for studies on digital consumer behavior, particularly highlighting the importance of social, situational, and cultural factors. Secondly, many studies have observed the impact of technological developments such as augmented reality and deep learning, demonstrating the importance of keeping up with technological trends in understanding and shaping consumer behaviors. Additionally, these studies underscore the importance of adapting marketing strategies to the evolution of the digital landscape, emphasizing the necessity of tailoring approaches, especially for specific sectors like sports marketing, gastronomy tourism, and online supermarkets. Cultural differences covering various countries are highlighted, showcasing the importance of context-specific information in forming marketing and advertising strategies. Moreover, the effects of external factors, such as the COVID-19 pandemic emphasized in various studies, underscore the dynamic nature of digital consumer behavior and the necessity for adaptation in response to external stimuli. Overall, these studies contribute to a comprehensive understanding of the multifaceted and continually evolving field of digital consumer behavior.

Within the scope of the research, essential findings based on a comprehensive review of the existing literature are presented. Table 2 presents the years in which the research was published, authors, publication titles, and sources.

Table 2: The Researches Included in the Study

Year	Authors	Publication Title	Source
2010	Williams, P; Nicholas, D; Rowlands, I	The Attitudes And Behaviours of Illegal Downloaders	Aslib Proceedings
2016	Onete, CB; Teodorescu, I; Vasile, V	Analysis Components of The Digital Consumer Behavior in Romania	Amfiteatru Economic
2017	Tang, AKY	Key Factors in The Triumph of Pokemon GO	Business Horizons
2018	Chivu, RG; Stoica, I;	New Trends in Marketing Mix Strategies For Digital Consumer Behaviour	Selected Papers of 7th World

	Orzan, MC; Radu, AV		Conference on Business, Economics And Management (Bem-2018)
2019	Ozturkcan, S; Kasap, N; Tanaltay, A; Ozdinc, M	Analysis of Tweets About Football: 2013 And 2018 Leagues In Turkiye	Behaviour & Information Technology
2019	Errmann, A; Seo, Y; Choi, YK; Yoon, S	Divergent Effects of Friend Recommendations on Disclosed Social Media Advertising in The United States and Korea	Journal of Advertising
2021	Hasan, MR; Abdunurova, A; Wang, WW; Zheng, JW; Shams, SMR	Using Deep Learning to Investigate Digital Behavior in Culinary Tourism	Journal of Place Management And Development
2021	Jílková, P; Králová, P	Digital Consumer Behaviour and Ecommerce Trends During The COVID-19 Crisis	International Advances in Economic Research
2021	Tupikovskaja-Omovie, Z; Tyler, D	Eye Tracking Technology to Audit Google Analytics: Analysing Digital Consumer Shopping Journey in Fashion M-Retail	International Journal of Information Management
2021	Rúa-Hidalgo, I; Galmes-Cerezo, M; Cristofol-Rodríguez, C; Aliagas, I	Understanding The Emotional Impact of Gifs on Instagram Through Consumer Neuroscience	Behavioral Sciences
2022	Morales-Solana, D; Esteban-Millat, I; Cotas, AA	Experiences in Consumer Flow in Online Supermarkets	Electronic Commerce Research
2022	Ivanova, N; Popelo, O; Avhustyn, R; Rusak, O; Proshchalykina, A	Marketing Strategy of The Small Business Adaptation to Quarantine Limitations in The Sphere of Trade Entrepreneurship	International Journal of Computer Science And Network Security

2022	Sağkaya Güngör, A; Ozansoy Çadirci, T	Understanding Digital Consumer: A Review, Synthesis, and Future Research Agenda	International Journal of Consumer Studies
2022	Yoon, G; Li, C; Choi, JJ	In Search of Time To Bring The Message on Social Media: Effects of Temporal Targeting and Weather on Digital Consumers	Frontiers In Psychology
2023	Rangaswamy, E; Yong, WS; Joy, GV	The Evaluation of Challenges And Impact of Digitalisation On Consumers In Singapore	International Journal of System Assurance Engineering And Management

The studies discussed employ various research methodologies to explore digital consumer behavior. Williams et al. (2010) conducted a systematic review, synthesizing literature on digital consumer behavior and piracy, emphasizing the impact of social and situational factors. Onete et al. (2016) conducted research in Romania, correlating results with official data to identify the characteristics of digital consumers. Tang et al. (2017) investigate Pokémon GO's success factors using a three-stage method involving focus group discussions and surveys, applying telepresence and social capital theories. Chivu (2018) explores marketing mix trends using a survey method to identify practical elements in the online environment. Ozturkcan et al. (2019) analyze real-time streaming data in sports marketing, recommending post-match plans based on behavioral data. Ermann et al. (2019) compare friend recommendation effects in the U.S. and Korea, emphasizing cultural differences. Hasan et al. (2021) employ deep learning and image analysis in culinary tourism research. Jílková & Králová (2021) use survey data to explore COVID-19's impact on digital consumer behavior in the Czech Republic. Tupikovskaja-Omovie & Tyler (2021) combine eye-tracking and Google Analytics in studying digital consumer behavior in the fashion m-retail sector. Using biometric tools, Rúa-Hidalgo et al. (2021) analyze GIFs' emotional impact on social media. Morales-Solana et al. (2022) utilize qualitative and quantitative techniques to understand the flow of online supermarket purchases. Ivanova et al. (2022) propose a marketing strategy for small businesses using digitization and vending machines. Sağkaya Güngör & Ozansoy Çadırcı (2022) examine digital consumer behavior through a bibliometric analysis of articles. Yoon et al. (2022) explore contextual factors' impact on mobile advertising effectiveness. Rangaswamy et al. (2023) critically evaluate retail consumer behavior post-digitization using various statistical analyses. The methodologies used in the research are shown in Table 3.

Table 4: Research Topics

Year	Article Title	Research Topic
2010	The Attitudes and Behaviours of Illegal Downloaders	The research addresses digital piracy, emphasizing the impact of social and situational factors on illegal content acquisition. It questions the effectiveness of punishment and advocates for innovative business models to address changing assumptions about ownership, sharing, and content copying.
2016	Analysis Components of The Digital Consumer Behavior in Romania	The research investigates consumer behavior in the context of online shopping in Romania, highlighting Romanian consumers' preferences for foreign online markets. It reveals a higher representation of women in online orders, increased online shopping among young individuals, and preferences for locally unavailable products.
2017	Key Factors in The Triumph of Pokemon GO	The research examines the pivotal factors for achievement in Pokémon GO and offers perspectives into the conduct of players in mobile application games. Focused on the critical success factors of Pokémon GO, the study identifies the game's ability to evoke childhood memories and the use of augmented reality (AR) and global positioning systems (GPS) as key contributors to its success.
2018	New Trends in Marketing Mix Strategies For Digital Consumer Behaviour	The research explores new trends in marketing mix strategies for digital consumers, emphasizing the importance of understanding consumer needs, desires, and time-saving solutions in the online environment.
2019	Analysis of Tweets About Football: 2013 And 2018 Leagues In Turkiye	The research analyzes real-time streaming data in Turkish football leagues, providing insights for sports managers and marketers. It recommends considering the context of winning or losing in post-match marketing plans and the importance of weekdays in addition to weekends.
2019	Divergent Effects of Friend Recommendations on Disclosed Social Media	The research explores how friend recommendations affect social media advertising in the United States and South

	Advertising in The United States and Korea	Korea, highlighting cultural differences in how Western and Asian consumers perceive friend recommendations and advertising disclosures.
2021	Using Deep Learning to Investigate Digital Behavior in Culinary Tourism	The research employs deep learning and image analysis to understand digital consumer behavior related to Chinese restaurants on the TripAdvisor platform. It introduces a new analytical methodology for examining visual content and keywords.
2021	Digital Consumer Behaviour and Ecommerce Trends During The COVID-19 Crisis	The research focuses on the impact of the COVID-19 crisis. It explores factors influencing digital consumer behavior, shifts in spending patterns, changes in devices used for online shopping, and alterations in payment preferences in the Czech Republic.
2021	Eye Tracking Technology to Audit Google Analytics: Analysing Digital Consumer Shopping Journey in Fashion M-Retail	The research utilizes eye-tracking technology and Google Analytics data to understand digital consumer behavior in the fashion m-retail sector, emphasizing the need for more sophisticated analytics to meet evolving consumer needs.
2021	Understanding The Emotional Impact of Gifs on Instagram Through Consumer Neuroscience	The research analyzes GIFs' ability to create emotional connections in social media marketing strategies, incorporating neuroscience research techniques to enhance the analysis of emotions on social networks.
2022	Experiences in Consumer Flow in Online Supermarkets	The research aims to understand the role of flow in online purchase processes for bulk consumption products in online supermarkets, identifying concentration and personalization as the primary direct precursors of flow.
2022	Marketing Strategy of The Small Business Adaptation to Quarantine Limitations in The Sphere of Trade Entrepreneurship	The research focuses on developing a marketing strategy for small businesses to adapt to quarantine restrictions, emphasizing the role of digitization in accelerating the adaptation process.
2022	Understanding Digital Consumer: A Review, Synthesis, and Future Research Agenda	The research discusses the transformation of consumer behavior due to digitization, identifying cultural, social, and economic factors that impact digital consumer behavior.
2022	In Search of Time To Bring The Message on	The research explores the impact of contextual factors like time and weather on the

	Social Media: Effects of Temporal Targeting and Weather on Digital Consumers	effectiveness of mobile advertising campaigns, particularly for meal delivery and food-order services.
2023	The Evaluation of Challenges And Impact of Digitalisation On Consumers In Singapore	The research The research critically evaluates the evolution of the retail consumer behavior model resulting from digitization in the Singapore market, emphasizing the positive impact of perceived risk, perceived values, and emotional elements on digital consumer behavior.

The publications examined in the literature review were examined in detail. Williams et al. (2010) systematically review and synthesize the literature on digital consumer behavior and digital piracy. The literature often emphasizes the limitations of current studies, which tend to focus on the behaviors and attitudes of young individuals and calls for further research on demographic differences and long-term effects. It suggests that social and situational factors impact the likelihood of obtaining digital content through illegal means more than ethical considerations. Anonymity in the digital world emerges as a powerful indicator that liberates individuals from traditional social constraints and promotes their "individualization." The article raises questions about the effectiveness of punishment in deterring digital piracy. It highlights the need for new and creative business models to address assumptions about changing ownership, sharing, and content copying. Laws prohibiting all unauthorized downloads could potentially label millions of people as offenders. The authors believe that this systematic review is the first in the literature since the emergence of the Pirate Bay case and the Government's Digital Britain report, addressing digital piracy behaviors and attitudes, demographic differences, and the need for further research on long-term effects.

Onete et al. (2016) researched consumer behavior in the context of online shopping in Romania. Their study aimed to identify the characteristics of the new type of consumer and understand the relationship between consumers in the Romanian electronic market and online stores. The research also provided insights into why consumers prefer products and services from foreign markets online. By correlating research results with official data, the study revealed the characteristics of digital consumers in Romania. It found that Romanian consumers are different from typical European consumers, showing interest in online shopping from abroad and being influenced by quality and price. The research indicated a nearly threefold higher representation of women in online orders in Romania, suggesting higher female participation in online shopping. Interest in online shopping is increasing among young individuals in Romania, with 95% of participants reporting online purchases in the last

12 months. Romanians order products or services both from Romanian websites (53% of participants) and European Union countries (38% of participants), with a minor percentage ordering from Asian countries (6% of participants). The main reasons Romanians purchase from foreign sellers online are the unavailability of the product in the country and price considerations. The most commonly purchased products online from foreign merchants by Romanians are clothing and shoes, electronics, watches and jewelry, and cosmetic products.

Tang et al. (2017) aim to explain the critical success factors of Pokémon GO and provide a valuable reference for practitioners in the application game market. The study investigates player behavior in mobile application games using a three-stage method involving focus group discussions and extensive survey studies. By discussing the social usage and structure of Pokémon GO, the article emphasizes the wide spread of the game in media and its high exposure in both online and offline environments. Using telepresence theory and social capital theory, the study seeks to understand the success factors of Pokémon GO. One identified vital success factor is the game's ability to evoke childhood memories for many young adults. Overall, the article offers insights into the success factors and consumer behaviors of Pokémon GO, providing valuable information for those interested in the application game market. The study identifies touching childhood memories as an essential success factor, resonating with young adults with nostalgic connections to the game. Another contributing factor to Pokémon GO's success is using augmented reality (AR) and global positioning systems (GPS), building on similar technologies applied in previous games.

Chivu (2018) explores new trends in marketing mix strategies for digital consumer behaviors. The article discusses the advantages of online stores, such as extensive product variety and personalized offers based on customer preferences. It emphasizes the importance of understanding consumer needs and desires to provide better service than competitors. Additionally, the article highlights the role of time in the consumer decision-making process and the need for time-saving solutions in the online environment. Conducting research with 100 participants through a survey method, the article aims to identify the most effective marketing mix elements in the online environment. It also addresses the emergence of a new consumer model, the digital consumer, with different needs and consumption behaviors compared to traditional consumers. Overall, the article contributes to understanding marketing strategies and consumer behavior in the digital environment.

Ozturkcan et al. (2019) contribute to the emerging field of sports marketing literature, social media analytics, and digital consumer behavior. They present an analysis of real-time streaming data through a long-term approach focusing on the 2013 and 2018 Turkish football leagues. The findings offer valuable insights for sports managers and marketers, recommending the inclusion of the context of winning or losing in post-match marketing plans, emphasizing the importance of weekdays in addition to weekends, and suggesting the use of after-work hours for social media interaction. The research analyzes behavioral data more accurately by collecting streaming data compared to

survey data, reflecting user behavior. The article also highlights the significance of Turkiye hosting valuable football clubs in Europe and the widespread use of Twitter.

Ermann et al. (2019) examine the impact of friend recommendations on social media advertising in the United States and South Korea, finding that friend recommendations decrease advertising effectiveness in the U.S. while increasing it in Korea. The study emphasizes differences in how Western and Asian consumers perceive friend recommendations and advertising disclosures. It contributes to understanding how friend recommendations influence social media advertising in different cultural contexts, specifically in the United States and Korea. The research underscores the importance of considering cultural differences in evaluating friend recommendations and advertising disclosures on social media. It suggests that social media advertisers must pay more attention to how different functions and combinations affect consumer perceptions and behaviors in various cultures. The study provides theoretical insights into the role of trust, reliability, and persuasive knowledge in the effectiveness of friend recommendations and disclosed social media advertisements. It also offers practical implications for managers and practitioners interested in social media advertising, highlighting the nuanced effects of friend recommendations and disclosures in different cultural contexts. The research suggests that trust in friend recommendations is an additional mechanism explaining cross-cultural differences in evaluating disclosed social media advertisements. It recommends caution for advertisers using friend recommendations in the United States, as combining them with disclosed advertisements decreases perceived reliability, brand attitude, and purchase intention. In Korea, however, incorporating friend recommendations in advertisements has been observed to increase advertising effectiveness. Advertisers are encouraged to leverage friend recommendations to enhance trust and reliability among Korean consumers.

Hasan et al. (2021) aim to understand digital consumer behaviors related to Chinese restaurants by analyzing visual content on the TripAdvisor platform. Deep learning and image analysis are used to examine user-generated online content and identify the most frequently repeated keywords. Image recognition, utilizing Inception V3 and Google's deep learning network, is employed to analyze 4,000 photos of nine Chinese restaurants, identifying 12 hierarchical image clusters. Additionally, a survey involving 125 Chinese participants investigates consumers' information needs before visiting a restaurant and their reasons for sharing experiences afterward. The study introduces a new analytical methodology using deep learning and image analysis to examine visual content and keywords related to Chinese restaurants on the TripAdvisor platform. The research provides insights into digital consumer behavior in culinary tourism by exploring various keywords and visual images published online. This analytical methodology contributes valuable information for image marketing management in the culinary tourism industry. It expands the literature on user-generated visual content in culinary tourism, enhances understanding consumer behavior, and guides future research. The combination of image analysis, clustering, and text mining in this research provides insights into digital

consumer behavior and contributes to developing marketing strategies in the culinary industry.

Jílková & Králová (2021) examine the impact of the COVID-19 crisis on digital consumer behavior and e-commerce trends in the Czech Republic, focusing on factors influencing digital consumer behavior and the latest trends in online shopping. The research utilizes data from two surveys conducted before and during the pandemic, involving 200 participants from different generations. The results indicate a significant increase in digital purchases and a shift in spending patterns, leading to higher online shopping frequency and changes in the types of products purchased. The study also highlights changes in devices used for online shopping and emphasizes shifts in consumer preferences for payment methods during the pandemic. Therefore, the research explores factors influencing digital consumer behavior that increase online transactions and changes in online searches, payments, and delivery methods due to fear of the pandemic and the desire for home security. Additionally, the study underscores changes in spending patterns, with a decrease in non-food categories and an increase in online food and non-alcoholic beverage consumption. The preference for personal computers over smartphones and tablets for online shopping is also investigated. Overall, the research contributes new insights into digital consumer behaviors and e-commerce trends during the COVID-19 crisis, enhancing understanding of the changing landscape of online shopping.

Tupikovskaja-Omovie & Tyler (2021) focus on understanding digital consumer behavior in the fashion m-retail sector, employing eye-tracking technology and Google Analytics data. Eye-tracking can complement Google Analytics data, capturing interactions with all website elements. In contrast, Google Analytics only monitors half of digital user activities. Integrating eye-tracking technology into research to improve marketing decisions and evaluate customers' shopping journeys expands the application of Google Analytics data. The research demonstrates how eye-tracking can provide a more comprehensive understanding of digital consumer interactions with a fashion retailer's website. It emphasizes that Google Analytics only captures half of digital user activities, while eye-tracking encompasses interactions with all website elements. Therefore, the study contributes to understanding digital consumer behavior in m-commerce and emphasizes retailers' need to innovate and develop more sophisticated analytics to meet evolving consumer needs.

Rúa-Hidalgo et al. (2021) analyze the ability of GIFs to create emotional connections in social media marketing strategies and demonstrate how neuroscience research techniques can enhance the analysis of emotions on social networks. The research consists of two stages: an experimental study using automatic biometric analysis in the first stage and an analysis of emotions declared in Instagram comments in the second stage. The results indicate that the explicit measure of emotional value is higher and more positive than implicit measures, influenced by engagement and the ratio of emojis in comments. The study underscores the importance of incorporating neuromarketing insights into measuring user emotion in social media campaigns. It suggests a

combination of emotion measurements (emotional value, basic emotions, and engagement) to evaluate the effectiveness of GIFs in creating emotional experiences on social networks. Integrating neuroscience research techniques, such as automatic biometric analysis, enhances the analysis of emotions in social media marketing strategies. Therefore, the research emphasizes the importance of including neuromarketing insights in measuring user emotion in social media campaigns. The explicit measure of emotional value is shown to be higher and more positive than implicit measures, influenced by engagement and the ratio of emojis in comments. In this regard, the research provides new insights into the emotional impact of GIFs on Instagram, analyzing declared emotions in user comments and utilizing biometric tools to determine and resolve perceived emotions by users. Moreover, it offers a more accurate analysis, extending beyond content analysis and traditional methods for measuring user emotion.

Morales-Solana et al. (2022) aim to understand the role of flow in the online purchase processes of bulk consumption products in online supermarkets using qualitative and quantitative techniques. The results reveal that concentration and personalization are the primary direct precursors of flow in online supermarkets. At the same time, factors such as perceived risk and perceived variety tend to hinder the flow state. Additionally, the flow has positive outcomes on purchase intention and e-loyalty. The article contributes to understanding digital consumer behavior in the context of bulk consumption products in Spain, shedding light on the role of flow in online purchase processes and defining concentration and personalization as the primary direct precursors of flow in this context. It also emphasizes inhibitory factors of flow, such as perceived risk and perceived variety. The study demonstrates the positive flow outcomes, including increased purchase intention and e-loyalty. Therefore, the article proposes a comprehensive flow model for mass consumption environments in online supermarkets, offering a theoretical framework for understanding and analyzing digital consumer behavior in this context. The model was validated using structural equation modeling by adding to the existing literature on flow in digital shopping environments.

Ivanova et al. (2022) aimed to develop a marketing strategy for small businesses to adapt to quarantine restrictions during the COVID-19 pandemic. Highlighting the need to reshape existing marketing strategies, the researchers emphasize the role of digitization in accelerating the adaptation process. The research analyzes the use of vending machines as a tool for automating sales processes and presents the potential business model of selling goods through vending machines. The article discusses the importance of digital media, particularly in promoting markets, to increase the activities and sales of small businesses. Emphasizing the increasing importance of small and medium-sized enterprises in national economies, the research highlights the need for appropriate support from the government to ensure their survival in the market. It also suggests addressing the need to adjust marketing strategies for small businesses in modern conditions to ensure their viability.

Sağkaya Güngör & Ozansoy Çadırcı (2022) discussed the transformation of consumer behavior due to digitization and the need for a comprehensive understanding

of digital consumers. By examining 5505 articles on digital consumers in 66 marketing journals, the authors derived 42 topics from current studies, applied theories, and methodologies to meet the need for bibliometric information on digital consumer research. The researchers primarily identified the impact of cultural, social, and economic factors on digital consumer behavior, emphasizing the significant role of recommendation systems in assisting consumers in their searches and making better choices. They observed that online brand communities' social identity and consumer engagement influence purchase intentions.

Yoon et al. (2022) explored the impact of contextual factors such as time and weather on the effectiveness of mobile advertising campaigns on social media, particularly in the context of meal delivery and food order services. They suggested that ads presented during the pre-decision stage (non-mealtime) increase consumer spending on meal services more effectively. Additionally, they found that adverse weather conditions (less sunlight) enhance the effectiveness of advertising on consumer spending in mobile app food delivery orders.

Rangaswamy et al. (2023) critically evaluated the evolution of the retail consumer behavior model resulting from digitization in the Singapore market using a cross-sectional and inductive analysis. Data were collected through a web-based survey with a sample size of 200. Various statistical analyses were employed, including Descriptive Analysis, ANOVA, Pearson correlation coefficient test, and simple linear regression test. Thus, the research methodology is grounded in critical realism, aiming to explore causal structures and understand the complexity of digital consumer behavior. The findings emphasize the positive impact of perceived risk, perceived values, and emotional elements on digital consumer behavior. The article also highlights the need for measures to protect consumers against threats posed by digitization.

4.1. Commonalities and Trends

The research covers various geographical contexts, including the United States, South Korea, Romania, Turkiye, Spain, the Czech Republic, and Singapore. The global nature of the studies indicates a comprehensive exploration of digital consumer behavior in various cultural and regional settings. Below are some common points and trends in these studies.

- The impact of cultural, social, and economic factors on digital consumer behavior is a recurring theme.
- Recommendation systems, Augmented Reality (AR), and Global Positioning Systems (GPS) significantly contribute to success in various contexts.
- Understanding consumer needs, desires, and time-saving solutions is crucial for effective marketing strategies.

- The influence of contextual factors, such as time and weather, on advertising effectiveness is explored.
- The role of technology, including eye-tracking and deep learning, in understanding digital consumer behavior is emphasized.

5. **DISCUSSION AND CONCLUSION**

Digital consumer behavior refers to the actions and decisions consumers make in the digital environment, such as online shopping, social media engagement, and other forms of digital interaction. Understanding digital consumer behavior has become increasingly crucial for marketers and researchers as consumers shift their consumption and social interactions to digital spaces.

Recent studies have focused on various aspects of digital consumer behavior. These include topics such as the impact of digital technologies on legal relationships with consumers, especially in the online domain, and the necessity to protect consumer rights reasonably. Additionally, these studies delve into the attitudes and behaviors of digital consumers, addressing issues like the transformation of traditional consumers into digital consumers and the influence of digital environmental factors on purchase decisions. Furthermore, the experiences and influences of consumers in the digital realm are examined.

Digital consumer behavior encompasses topics such as consumer digital culture, responses to digital advertising, and the effects of social media on consumer behavior. Moreover, studies explore the impact of digital marketing and digital payment on consumer purchasing behaviors. This involves examining factors influencing consumers' adoption of digital payment methods and contemplating the future trends of digital payment methods.

Several factors influence the scientific research process of digital consumer behavior. These factors can be decisive in the planning, execution, and interpretation stages of researchers' studies. Digital consumer behavior undergoes continuous evolution due to rapidly changing technological landscapes. New digital tools, platforms, and applications can influence consumer behaviors, necessitating researchers to stay abreast of these technological developments. A significant portion of consumers' online interactions occurs on social media platforms. These platforms can impact interactions among consumers and influence consumer behavior. Researchers must consider this factor to understand the role of social media platforms and examine interactions taking place on these platforms. Sensitivity to security and privacy issues in the digital realm is a crucial factor influencing digital consumer behavior. Researchers should address this topic to comprehend consumers' concerns and assess the impact of security measures on digital platforms. The increasing popularity of online shopping and mobile commerce affects consumers' purchasing behaviors. Researchers should strive to understand how consumers utilize e-commerce and mobile commerce platforms and how this usage influences digital consumer behavior by keeping track of e-commerce and mobile

commerce trends. Artificial intelligence and big data analytics have enhanced the ability to analyze large datasets related to consumers. Researchers can conduct more in-depth analyses and evaluate these data by employing these technologies to understand consumer behaviors better. Digital marketing strategies of businesses shape consumers' online interactions. Researchers should focus on these strategies to evaluate the impact of businesses' digital marketing tactics on consumer behaviors. Consumers' geographical locations can influence digital behaviors, especially with location-based services and applications shaping consumers' online interactions. The digital economy has significantly transformed consumer behavior, requiring a deeper understanding of the impact of digital technologies, marketing, and virtual experiences on consumer decision-making processes.

5.1. Research Gaps and Limitations

Another proposal (Rúa-Hidalgo et al., 2021) involves investigating whether stimulus types, such as stories, photos, or videos, can achieve a similar emotional impact on social media networks as GIFs.

Furthermore, Morales-Solana et al. (2022) suggest conducting additional research to investigate the impact of the number of products on the supermarket website on the consumer flow experience. This exploration will provide insights into how the abundance of choices can affect the flow state. Additionally, replicating the study using different sub-dimensions of risk perception would be valuable to provide empirical evidence on its effects on online shopping intentions and behaviors. This approach will contribute to a more comprehensive understanding of the role of risk perception in the flow experience. Exploring the relationship between flow and brand loyalty in online supermarkets is also significant for future studies. This will further enhance our understanding of the influence of flow on digital consumer behavior and its implications for retailers.

In a different study (Sağkaya Güngör & Ozonsoy Çadırcı, 2022), four directions for future research in the field of digital consumer studies are proposed. These include contextual, thematic, methodological, and theoretical directions. Contextual direction involves examining the influence of cultural, social, and economic factors on digital consumer behavior. Thematic directions encompass researching emerging topics such as social identity, emotional decision-making, and the role of influencers in digital consumer behavior. Methodological directions suggest using advanced techniques like topic modeling and bibliometric analysis to analyze and understand digital consumer research. Theoretical directions call for developing new theoretical models considering both benefits and costs in the digital environment.

Yoon et al. (2022) highlight the need for further research to understand nuanced differences in the impact of weather on advertising for future studies. Therefore, recognizing that subjective judgments of pleasant or unpleasant weather can vary, the importance of exploring nuanced differences in testing the impact of weather on advertising is emphasized. Future research should investigate these differences and

explore how weather conditions affect how individuals process advertising information. In another future research proposal (Rangaswamy et al., 2023), longitudinal studies are recommended to examine how characteristics related to digitization and consumer behavior change over time. Additionally, conducting survey research with representative sampling data to capture and analyze data related to digital phenomena from participants would be beneficial.

In future studies, developing new theoretical behavior models to measure digital consumption or evaluating the abilities of existing theories to measure digital consumer behavior in different aspects would be beneficial. On the other hand, research can be conducted on how technologies such as artificial intelligence and machine learning affect and shape digital consumer behavior. The impacts of personalized recommendations, chatbot interactions, and other artificial intelligence applications on consumer preferences can also be examined in this context. However, concerns about security and privacy are increasing in digital consumer behavior. Future research could explore how new security measures and privacy policies can be designed to ensure consumers feel secure in digital environments. Additionally, understanding the effects of VR and AR technologies on digital consumer experiences and researching their impacts in commerce, entertainment, and other sectors is expected to be a significant area of research in the future. With the development of social media platforms, studies can be conducted to understand better interactions among consumers and the influence of social media on consumer decisions. Lastly, consumers' sensitivity to environmental impact and sustainability issues is growing. In this context, focused studies can be conducted on how consumers assess sustainability criteria in their digital product and service choices. Research in these areas can provide crucial insights into understanding the future development of digital consumer behavior and how businesses can adapt to these changes.

Like any academic research, this systematic literature review has its limitations. For example, this study used only the WoS database, while others could have expanded it. The included studies cover only digital consumer behaviors associated with marketing; they do not encompass other related research areas.

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