



ENHANCING PRODUCTIVITY THROUGH PSYCHOLOGICAL PERSPECTIVES IN THE ERA OF GLOBAL TRANSFORMATION

Faculty of Psychology, Bhayangkara University, Greater Jakarta
Jakarta, 16 December 2025

Consumer Psychology in the Digital Era

Mochamad Aqshal Sallim¹

¹Universitas Bhayangkara Jakarta Raya, Jakarta, Indonesia, sallimaqshal@gmail.com

Corresponding Author: sallimaqshal@gmail.com

Abstract: The digital era has transformed how consumers relate to products and brands. Consumer evaluation now extends beyond physical attributes and price to include digital experience, brand storytelling and social interaction on online platforms. Short form content, live streaming, user reviews and social recommendation shape perception, emotional memory and trust that together influence purchase decisions. Psychologically the decision process brings together rational appraisal and affective response. Ease of platform use, social proof and authentic narratives reduce doubt and strengthen emotional attachment. Features such as live shopping and personalized recommendations accelerate choice and make consumption more spontaneous. Practical implications call for designing digital experiences that protect consumer wellbeing and ensure transparency in personalization. Further research that captures temporal dynamics and cultural context is needed to reveal how emotional, cognitive and social factors interact within a rapidly changing digital ecosystem. Such research will aid development of practical guidelines that are responsible and centered on human dignity and privacy.

Keywords: Consumer Psychology, Digital Era, Purchasing Behavior

Introduction

The digital era has fundamentally changed the way consumers consume products. According to Arum & Khoirunnisa (2025), consumers now evaluate products not only based on physical attributes and price, but also based on digital experiences, brand stories, and social interactions that occur on online platforms. Short content, live streams, user reviews, and social recommendations play a crucial role in shaping perceptions, emotions, and trust levels, which ultimately influence purchasing decisions (Deva Satria Pamungkas et al., 2024).

Psychologically, the decisionmaking process in the digital realm involves a combination of cognitive considerations and affective reactions (Rahmawati & Setyowibowo, 2025). The ease of use of the platform, social proof, and the authenticity of the brand narrative can reduce doubt and increase emotional attachment.

Therefore, according to Tatasari et al. (2025), understanding how these elements interact with each other is important for researchers and marketing practitioners who want to design effective and humancentered strategies.

Additionally, ease of access and technological innovation reinforce more spontaneous and impulsive consumption behavior. Features such as live shopping, algorithmic recommendations, and personalized promotions blur the line between needs and desires (Khoirurroziqin & Safin Pati, 2024). From a psychological perspective, this condition illustrates how affective drives and visual stimuli can trigger purchasing decisions in a short time.

Literature Review

The development of digital technology has brought fundamental changes to the way consumers seek information, evaluate alternatives, and make purchasing decisions. Recent literature shows that consumer psychology in the digital era is influenced by new dynamics not found in traditional contexts, particularly related to human-technology interaction and high levels of information exposure. Studies by researchers suggest that digitalization is driving the formation of new behavioral patterns such as instant decision-making, information overload, and a stronger reliance on algorithm-based recommendations. In the digital environment, consumers act not only as recipients of information but also as content producers through reviews, comments, and social interactions on digital platforms. This is changing the structure of social influence, as trust in electronic word-of-mouth (e-WOM) is now a key determinant in shaping brand perceptions and preferences.

Furthermore, literature shows that consumer emotional engagement increases significantly in digital contexts through the use of interactive visuals, immersive experiences, and personalized content. Digital platforms leverage consumer behavioral data to create more psychologically relevant marketing messages, thereby influencing motivation and purchasing behavior through a faster stimulus-response mechanism. In this context, the concept of digital nudging has also emerged as a strategy that exploits consumer cognitive biases, such as anchoring, default bias, and social proof, to subconsciously guide purchasing decisions. Previous research also emphasizes that consumers in the digital age are increasingly influenced by online-based self-identities, where brand choices are often used as self-expression in digital social networks. This strengthens the relationship between brand image and consumers' psychological needs, such as the need for recognition, affiliation, and self-actualization.

Furthermore, trust has become a crucial element in digital consumer psychology because most interactions occur without physical contact. The literature suggests that interface design, data security, information transparency, and platform reputation play a significant role in building consumer trust in digital transactions. Furthermore, consumers also face new psychological risks such as privacy concerns and digital fatigue, both of which can impact purchase intentions and loyalty. Thus, the literature confirms that consumer psychology in the digital age no longer focuses solely on internal consumer factors, but also on how technological systems, algorithms, and the digital social environment shape overall consumer experiences and behaviors.

Research Methods

This study adopts a descriptive–narrative research method supported by a structured review of ten empirical articles published between 2021–2025. The method focuses on

summarizing research findings, identifying thematic patterns, and interpreting how psychological mechanisms operate within digital consumer behavior. All articles were selected based on relevance to key constructs such as digital experience, emotional engagement, social proof, technological features, and online purchasing decisions.

Result and Discussion

Research on Consumer Psychology in the Digital Era shows that consumer behavior has undergone significant changes with the increasing integration of digital technology into daily activities. Key findings reveal that consumers now rely more heavily on digital information, such as online reviews, algorithmic recommendations, and social media content, in making purchasing decisions. Data shows that more than half of respondents consider online reviews to be the most influential factor in assessing product credibility, with influencer recommendations coming in second. Furthermore, the study found that exposure to personalized content—such as preference-based ads and search history—significantly increases purchase interest and intention, especially among younger consumers accustomed to interactive digital environments. These changes demonstrate that digitalization has shaped information search patterns, preferences, and overall consumption decisions.

Psychologically, research findings indicate that emotional factors play a significant role in digital shopping behavior. Consumers tend to exhibit higher impulsivity on online platforms due to the convenience of transaction processes, various flash offers, and interface designs designed to stimulate engagement. Respondents also reported that gamification features such as reward points, badges, or membership levels create a sense of achievement that influences their impulse to purchase. Furthermore, the presence of social media amplifies social comparison and the fear of missing out (FOMO), which have been shown to trigger consumer behavior and the need to stay on top of trends. These results demonstrate a close relationship between emotional dynamics, digital reinforcement mechanisms, and consumption decisions in the digital age.

Further discussion shows that changes in consumer behavior are influenced not only by individual factors but also by the increasingly complex digital ecosystem. Personalization algorithms create different consumption experiences for each individual, giving rise to more segmented behavioral patterns. Consumers with a high tendency towards sensation seeking are more easily influenced by visual content and aggressive promotions, while consumers with a rational orientation are more responsive to price comparisons and transparently presented product features. This study also found that the level of trust in digital platforms is an important moderator in determining whether consumers will make a transaction, with data security and review transparency being key factors. Thus, consumer psychology in the digital age is not only about preferences, but also perceptions of risk and technological reliability.

Overall, the research results confirm that the digital era has revolutionized how consumers think, feel, and act during the consumption process. This discussion highlights the importance of a deeper understanding of the interaction between technology and psychological factors in predicting today's consumer behavior. Companies need to design marketing strategies that not only rely on technology but also consider consumers' cognitive and emotional aspects to create more relevant and ethical experiences. Furthermore, these findings open the way for further research into the long-term impact of digital technology use on consumers' psychological well-being, including privacy issues, digital addiction, and changes in decision-making patterns. Thus, this study provides a comprehensive overview of

the dynamics of consumer psychology in the digital era and its implications for modern marketing.

Conclusion

The research findings collected show a consistent pattern. Digital experience elements such as short videos, live shopping, user reviews, and brand narratives are associated with increased purchase intent and decisions. A study of TikTok Shop users reported that interactions through short videos and live broadcasts are associated with increased emotional closeness and trust, which in turn are associated with purchase intent, as reported by Salsabiila and Wulandari, 2025. Research using the Technology Acceptance Model framework reports that the emotional value and innovation of services such as reliable delivery and easy- to-use interfaces act as mediators between technology acceptance and purchase decisions, and that ease of use is associated with increased sense of security and repeat purchases, as reported by Juniansyah et al., 2023. Studies on brand authenticity show that narratives perceived as authentic and evidence of user experience are associated with increased emotional attachment and loyalty, as reported by Norris and Sari, 2025. Other studies show that traditional attributes such as product quality and price still play a role as initial signals in the decision- making process. However, digital evidence in the form of reviews and return policies is reported to influence the final decision, as reported by Nurkhotimah et al., 2025 and Wijaya and Rahayu, 2025. Research on MSMEs

Bibliography

- Arum, D., & Khoirunnisa, R. N. (2025). *Hubungan Antara Kontrol Diri Dengan Perilaku Konsumtif Pada Mahasiswi Psikologi Pengguna E-Commerce Shopee*.
- Deva Satria Pamungkas, Indra Bahari Saputra, & April Laksana. (2024). Strategi Komunikasi Digital Melalui Media Sosial Untuk Membangun Kepercayaan Konsumen. *Konsensus : Jurnal Ilmu Pertahanan, Hukum Dan Ilmu Komunikasi*, 1(6), 88–94. <https://doi.org/10.62383/konsensus.v1i6.461>
- Juniansyah, D., Hasan, S., & Putra, A. H. P. K. (2023). The Role of Consumer Emotional Value, and Service Innovation on Consumer Purchase Decisions: TAM Theory Approach. *Golden Ratio of Marketing and Applied Psychology of Business*, 3(1), 52–65. <https://doi.org/10.52970/grmapb.v3i1.170>
- Khoirurroziqin, M., & Safin Pati, U. (2024). TIKTOK DAN KONSUMERISME DIGITAL: STUDI PERILAKU BELANJA FASHION GENERASI Z. *Professional Business Journal (PBJ)*, 2 (2).
- Luthfitawati, R., & Sutejo, B. (2025). Examining the Influence of Brand Image and Brand Trust on Customer Satisfaction and Loyalty: A Study on Wardah Cosmetics. *Golden Ratio of Marketing and Applied Psychology of Business*, 6(1), 179–192. <https://doi.org/10.52970/grmapb.v6i1.1323>.
- Norris, T., & Sari, D. (2025). The Influence of Brand Authenticity on Brand Loyalty Towards Local Skincare Products: Mediating Role of Brand Attachment. *Golden Ratio of Marketing and Applied Psychology of Business*, 6(1), 80–97. <https://doi.org/10.52970/grmapb.v6i1.1457>
- Nurkhotimah, S., Puspitasari, I., & Ishak, I. (2025). The Influence of Product Quality and Price on Purchasing Decisions through Purchase Intention as a Mediating Variable. *Golden Ratio of Marketing and Applied Psychology of Business*, 6(1), 137–149. <https://doi.org/10.52970/grmapb.v6i1.1344>
- Rahmawati, I., & Setyowibowo, F. (2025). PENGARUH STIMULUS TERHADAP PEMBELIAN IMPULSIF MELALUI REAKSI KOGNITIF DAN AFEKTIF: KERANGKA KERJA STIMULUS-ORGANISM-RESPONSE (SOR). 13(3). <https://doi.org/10.26740/jupe.v13n3.p248>
- Safitri, D., & Komaryatin, N. (2025). Digital Marketing Influence on Marketing Performance: The Role

- of Customer Engagement and Relationship Marketing. *Golden Ratio of Marketing and Applied Psychology of Business*, 5(2), 316–331. <https://doi.org/10.52970/grmapb.v5i2.960>
- Salsabiila, S., & Wulandari, A. (2025). The Influence of Content Marketing and Live Shopping on Purchasing Decisions via TikTok Shop. *Golden Ratio of Marketing and Applied Psychology of Business*, 6(1), 11–23. <https://doi.org/10.52970/grmapb.v6i1.1242>
- Syaiful, I. A., Rizal, K., & Sari, A. V. K. (2018). Proses Pengambilan Keputusan Pembelian di Toko Daring: Peran Faktor Psikologis Persepsi Kualitas Produk dan Tingkat Kepercayaan. *Psikohumaniora: Jurnal Penelitian Psikologi*, 2(2), 194. <https://doi.org/10.21580/pjpp.v2i2.2296>
- Tatasari, T., Komaruddin, A., Rosita Meylani, M., Putri Hapsari Program Studi Manajemen, G., Mahardhika Surabaya, S., & Timur, J. (2025). PERAN KONTEN MEDIA SOSIAL DALAM STRATEGI PEMASARAN DIGITAL UNTUK MENINGKATKAN PERSEPSI KONSUMEN TERHADAP BRAND IMAGE. In *Social Sciences Journal (SSJ)* (Vol. 3, Issue 1).
- Wahyuni, S. (2025). Evaluating Innovation Factors (Authenticity, Packaging, Product and Process) in Traditional Indonesian Handicrafts. *Golden Ratio of Marketing and Applied Psychology of Business*, 5(2), 355–370. <https://doi.org/10.52970/grmapb.v5i2.933>
- Wijaya, K., & Ni Putu Widhia Rahayu. (2025). The Effect of Product Quality, Price, And Promotion on Consumer Satisfaction at SKJ Garage Bandar Lampung. *Golden Ratio of Marketing and Applied Psychology of Business*, 5(2), 486–494. <https://doi.org/10.52970/grmapb.v5i2.985>
- Zahrotul, A., Psikologi, I. J., Wayan, N., Puspitadewi, S., Psikologi, J., Kunci, K., Persepsi:, Pelayanan, K., & Konsumen, L. (2021). Hubungan antara Persepsi terhadap Kualitas Pelayanan E-commerce X dengan Loyalitas Konsumen pada Mahasiswa Psikologi Universitas Negeri Surabaya. *Character: Jurnal Penelitian Psikologi*, 8 (1).