DIGITAL ECONOMY DRIVERS CHANGES IN HOUSEHOLD CONSUMPTION: A SYSTEMATIC LITERATURE REVIEW

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Abstract. Driven by the digitalization wave, the digital economy is reshaping the global economic system and household consumption behavior at an unprecedented speed. However, existing literature remains fragmented and lacks systematic synthesis. Adhering to the PRISMA guidelines, this research study employs a Systematic Literature Review (SLR) method to analyze 39 articles published between 2000 and 2024 from the Web of Science and Scopus databases, aiming to clarify the research progress, hot topics, and underlying mechanisms in this field. Ultimately, by integrating the Technology Acceptance Model (TAM), the Unified Theory of Acceptance and Use of Technology (UTAUT), and the Stimulus-Organism-Response (S-O-R) framework, this research study proposes a unified conceptual framework. It illustrates how external digital stimuli influence consumers' cognitive and emotional states to shape actual purchasing behaviors, bridging the gap in fragmented literature and providing a solid theoretical foundation and future direction for researchers and policymakers alike.
Keywords: *digital economy, household consumption, consumption motivation, systematic literature review, PRISMA*

Introduction

Driven by the wave of digitalization, the Digital economy is reshaping the global economic system at an unprecedented speed, especially in the consumer sector. The widespread application of e-commerce, digital payments, online marketing, social media, and emerging platform economies has led to significant changes in consumer purchasing behavior, consumption paths, and values. The increasing shift of economic activities to online has not only broadened the boundaries of consumption but also reshaped the motivations and methods of consumption (Ciucan-Rusu et al., 2022; Verhoef et al., 2021). However, despite the increasing importance of this topic, the literature on consumer consumption in the Digital economy is still fragmented, some gaps that still need to be filled urgently, which affects our overall understanding of the field and makes it difficult to understand the important issues that need to be solved urgently.Building on this research background, the subsequent questions are the concentration of the study: (RQ1): What are the key research focuses concerning household consumption in the context of the Digital economy? (RQ2): What key factors significantly influence household consumption in the context of the Digital economy?

Research backgroud

The Digital economy refers to economic activities enabled by the integration of individuals, enterprises, devices, data, and processes through digital technologies (Javaid et al., 2024). Supported by technologies such as the Internet, mobile

communication, big data analytics, and information and communication systems, it encompasses online transactions and interactions across diverse sectors. Because of its reliance on Internet connectivity, many authors (Javaid et al., 2024; Li and Li, 2024; Wang et al., 2024; Oloyede et al., 2023; Borowiecki et al., 2021; Bukht and Heeks, 2017) use "Digital economy" as the primary term but immediately clarify "also known as" or "sometimes referred to as" the "internet economy" within parentheses or appositives, demonstrating common scholarly practice. The Digital economy has transformed the way consumers engage with products, services, and marketplaces (Mao, 2021). During the previous 20 years, the quick spread of digital technology and the internet has fundamentally changed consumer behavior, creating new opportunities and challenges for businesses and policymakers. Throughout the process, the inhabitants' material living standards have consistently increased, resulting in a notable enhancement of their standard of living. Their lifestyle, purchasing patterns, and consumption patterns have drastically changed (Shen et al., 2023). Additionally, it's critical to remember that due to the COVID-19 epidemic, the shift of consumption to online has been accelerated and triggered long-term changes. The emergence of the Internet has greatly changed residents' consumption habits (Alaimo et al., 2020)，and it's difficult to change the consumption habits of residents once they are formed (Sheth, 2020).

Materials and Methods

In the research, the SLR framework was utilized closely following PRISMA guidelines (Page et al., 2021) to locate, assess, and compile research on the interactions between the Digital economy and consumption, with a focus on publications from 2000 onward.As shown in *Figure 1*.The WoS and Scopus databases were used for the search, covering period from 2000 to 2024 (*Table 1*). Searches were conducted in each database using predefined queries. The search string were (("Internet economy" OR "online shopping" OR "e-commerce" OR " Digital economy ") AND ("consumption")) AND PUBYEAR > 2000 AND PUBYEAR < 2025 AND (LIMIT-TO (LANGUAGE = English) AND (LIMIT-TO (OA = all)) AND (LIMIT-TO (DOCTYPE = ar) OR LIMIT-TO (DOCTYPE = cp) OR LIMIT-TO (DOCTYPE = re)) .

Table 1. .*Inclusion and exclusion criteria.*

Criteria	Inclusion criteria	exclusion criteria
Period	2000-2024	Before 2000
Language	Only English	Non English wil not be included.
Source	Only Peer Reviewed Journal is included.	Conference/news
Topic	Digital economy and household consumption	Unrelated topics

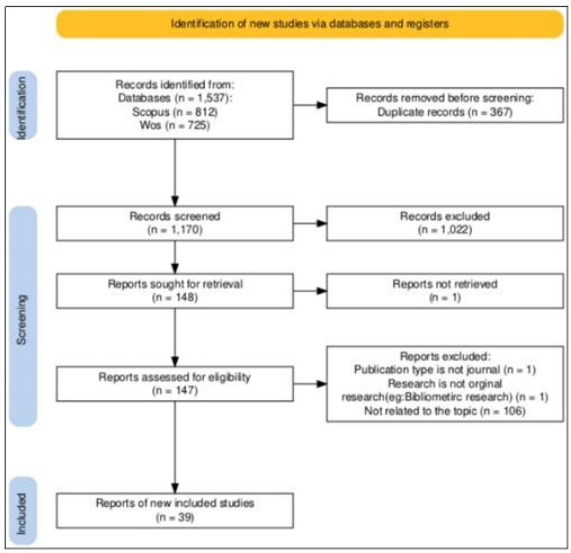


Figure 1. *PRISMA flow diagram for research.*

Results and Discussion

Publication characteristics

The final sample consisted of 39 articles published between 2000 and 2024. The publication trend demonstrates increasing scholarly interest in the relationship between the Digital Economy and household consumption, particularly after 2020. As shown in *Figure 2*.This growth reflects the rapid expansion of e-commerce platforms, mobile technologies, digital payment systems, and data-driven business models that have transformed consumer markets worldwide.

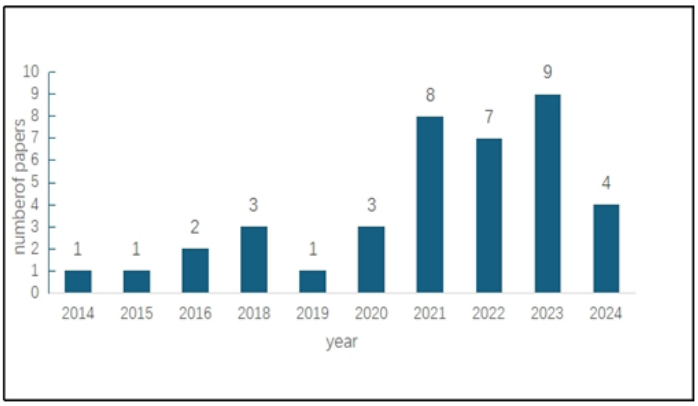


Figure 2. *Publication numbers of papers by year.*

Keyword co-occurrence analysis

This study investigates how Digital economy affects household consumption and investment behavior. To visualize the intellectual structure of the reviewed literature, a keyword co-occurrence analysis was conducted using VOSviewer version 1.6.20. Author keywords were selected as the unit of analysis, and the Full Counting method

was applied. To ensure meaningful network visualization while retaining sufficient keyword coverage, the minimum occurrence threshold was set at two occurrences. Keywords appearing fewer than two times were excluded from the analysis. As shown in *Figure 3*. *Figure 3* illustrates the main research keywords in studies on the "digital economy and consumption."Overall, the clustering results show that research has expanded from basic technology adoption to broader psychological, social, and sustainability perspectives, with trust, technology acceptance, and purchasing behavior remaining central in the digital consumption literature.

Major research themes

The thematic analysis of the 39 studies identified three major research themes: (i) Consumer behavior and purchase decision. It primarily focuses on how online shopping behavior is influenced by elements including purchase intention, incentive, convenience, and safety;(ii) Emerging technologies' effects on consumption. A second research stream focuses on the adoption of digital technologies using frameworks such as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT).Analyze how consumer decision-making is affected by technology like artificial intelligence (AI), augmented reality, and live shopping; (iii) Trust, Risk, and Consumer Confidence. Trust emerges as one of the most influential factors affecting household consumption in digital environments. Consumers frequently face concerns related to privacy protection, payment security, data misuse, and product authenticity. Studies consistently show that trust reduces perceived risk and strengthens purchase intentions, whereas concerns regarding security and privacy can negatively affect consumer participation in digital markets (*Figure 3*).

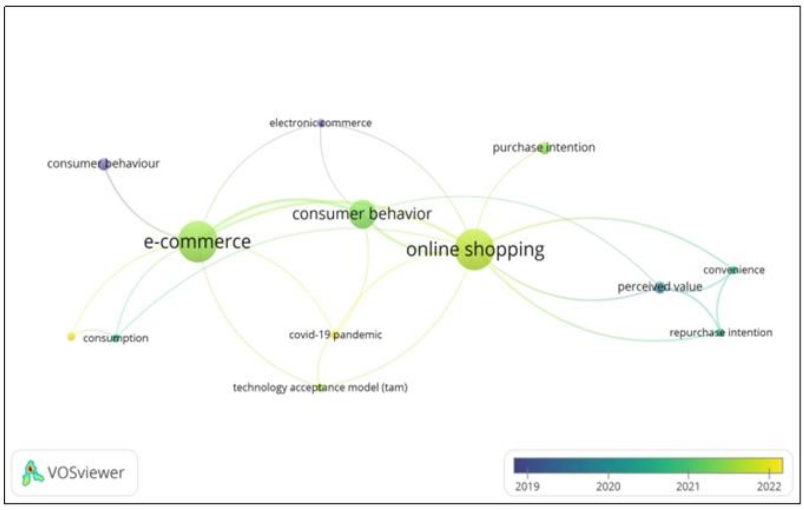


Figure 3. *Network visualization of papers.*

Key factors influencing household consumption

The Digital economy has dramatically changed the logic of consumer decision-making. Research shows that extrinsic motivations and intrinsic motivations jointly drive online shopping behavior. According to Chen and Lin (2023), by boosting cognitive validity, online carnival advertising dramatically increases consumers' trust and propensity to buy on new e-commerce platforms. Dharmesti et al. (2021) proposed

that millennials' shopping behavior is significantly influenced by escapist motivations and value motives. In addition, the trust and commitment mechanism plays a key role in complex consumption scenarios (Handoyo, 2024), and customers across global e-commerce heavily depend on the mediation effect of trust on POI retailers' buying intentions (Wistedt, 2024). Emerging technologies optimize consumer experience by increasing interactivity and authenticity. Augmented reality (AR) and artificial intelligence (AI) are prominent in fashion e-commerce and recommendation systems, and AR try-on features increase shopping satisfaction among Gen Z consumers (Kovács and Keresztes, 2024) and reduce purchase hesitancy; At the same time, the accuracy and interactivity of AI significantly promote repeat purchase intention by enhancing the perceived hedonic value. Additionally, online purchase intents can be explained by perceived usefulness and simplicity of use, especially in developing country markets (Nguyen et al., 2022; D'souza et al., 2021). Logistics efficiency is the core factor affecting consumer satisfaction. Research shows that for every 1-day reduction in delivery time, the rate of repeat purchases increased (Barua et al., 2023). Nonetheless, last-mile delivery still has inconsistencies. El Moussaoui et al. (2023) proposed that Moroccan consumers prefer the spatiotemporal flexibility of pick-up points but are dissatisfied with their safety and density; In addition, younger customers are more worried about delivery time, while older consumers are more concerned about cost. In addition, reverse logistics, such as ease of returns, is critical to building consumer trust.

Key research themes in the digital economy and household consumption

In response to RQ1, among these themes, e-commerce remains the dominant research stream. Most studies focus on how online platforms reshape purchasing behavior by reducing transaction costs, expanding product accessibility, and improving shopping convenience. A second prominent theme concerns technology acceptance and consumer adoption behavior. Numerous studies draw upon the Technology Acceptance Model (TAM) to explain how perceived usefulness and perceived ease of use influence online purchase intentions. Trust and risk perception represent another major research focus. Unlike traditional retail environments, digital consumption requires consumers to rely on technological systems and virtual interactions. Consequently, concerns regarding data security, privacy protection, payment safety, and transaction reliability significantly influence purchasing decisions. Logistics and service quality have emerged as increasingly important topics in recent years. The growth of e-commerce has shifted scholarly attention from online transaction processes to post-purchase experiences, including delivery efficiency, return policies, and customer service quality. Research suggests that consumer satisfaction depends not only on platform functionality but also on the effectiveness of logistics systems that support digital transactions. Finally, sustainability and responsible consumption have become emerging research frontiers. While digital technologies facilitate access to environmentally friendly products and information, concerns remain regarding packaging waste, energy consumption, and the environmental impact of e-commerce logistics. As digital consumption continues to expand, balancing convenience and sustainability has become an important challenge for policymakers and businesses alike.

Factors influencing household consumption in the digital economy

In response to RQ2, the review identifies two broad categories of factors influencing household consumption: external drivers and internal drivers. External drivers originate from the digital environment itself. These include promotional activities, price transparency, personalized recommendations, platform functionality, social media influence, logistics efficiency, and technological innovations such as artificial intelligence and augmented reality. These factors create favorable consumption conditions by reducing search costs, increasing information accessibility, and enhancing consumer convenience. However, external stimuli alone are insufficient to explain consumption behavior. Their influence is largely mediated by internal psychological processes. Internal drivers include perceived usefulness, perceived ease of use, trust, perceived risk, enjoyment, satisfaction, and hedonic value. The literature consistently shows that consumers evaluate digital environments through both rational and emotional mechanisms. Rational evaluations focus on efficiency and utility, while emotional evaluations involve enjoyment, immersion, and experiential value.

Integrating TAM, UTAUT, and S-O-R: Toward a unified explanatory framework

Previous studies have typically applied these theories independently. TAM focuses on perceived usefulness and perceived ease of use as determinants of behavioral intention. UTAUT extends this perspective by incorporating social influence and facilitating conditions. Meanwhile, the S-O-R framework emphasizes the psychological mechanisms through which environmental stimuli affect behavioral responses.The findings of this review suggest that these theories are complementary rather than competing explanations. Digital economy factors such as platform design, promotional activities, logistics performance, and social interactions function as external stimuli. These stimuli influence consumers' cognitive and emotional states, including perceptions of usefulness, trust, enjoyment, and risk. Subsequently, these psychological responses shape behavioral intentions and actual consumption behavior.The integrated framework proposed in *Figure 4* therefore provides a more comprehensive explanation of household consumption in digital environments. Rather than viewing consumer behavior as a purely rational decision-making process, the model recognizes the simultaneous influence of technological perceptions, emotional experiences, and social interactions. This integration helps explain why consumers often continue purchasing from certain platforms even when objective economic benefits are limited, highlighting the importance of trust, satisfaction, and emotional engagement in digital consumption (*Figure 4*).

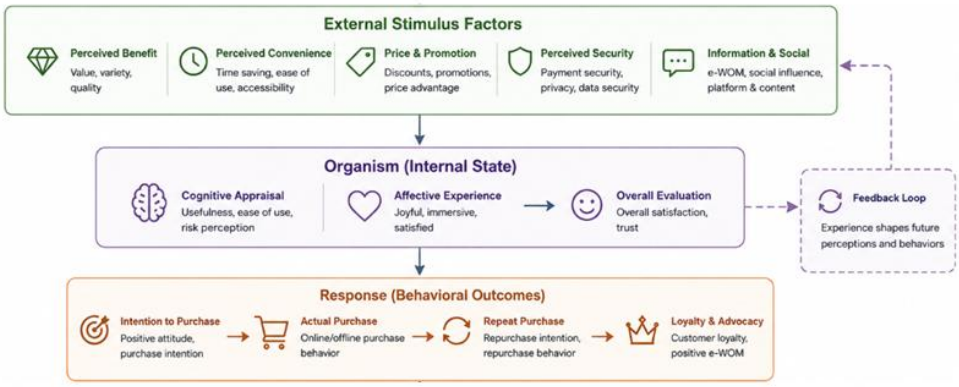


Figure 4. *Conceptual framework integrating TAM, UTAUT, and S-O-R theories.*

Conclusion

This PRISMA-based systematic review of 39 studies (2000–2024) synthesizes evidence on how the Digital Economy shapes household consumption and proposes an integrated conceptual framework. For RQ1, research clusters around five interconnected themes: e-commerce adoption, technology acceptance, consumer trust and risk perception, logistics and service quality, and sustainable consumption; e-commerce remains dominant, while AI, social commerce, digital trust, and green consumption are emerging focus. For RQ2, influencing factors fall into external drivers (platform functionality, price transparency, digital promotions, personalized recommendations, social media influence, logistics performance) and internal drivers (perceived usefulness, perceived ease of use, trust, perceived risk, enjoyment, satisfaction, hedonic value); consumer behavior reflects interactions between technological conditions and cognitive–affective responses, with trust, convenience, and enjoyment particularly critical for purchase intention and continued consumption. Overall, the Digital Economy fundamentally reshapes information access, product evaluation, platform interactions, and decision processes in household consumption, prompting a scholarly shift from technology-centered to consumer- and sustainability-oriented perspectives and offering a foundation for empirical testing and policy guidance.

Limitations

This study has limitations, just like any other. Despite the inclusive search strategy, some relevant articles were missing, especially from other databases. However, we selected widely used databases to minimize this problem. Secondly, reliance on English literature may overlook important non-English studies. In addition, data heterogeneity may introduce bias and highly domain-specific studies may have been missed in the screening process due to the broader concept of the “Digital economy”.

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Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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