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**“DRIVING DIGITAL INNOVATION IN COMMERCE:
A VISION FOR VIKSIT BHARAT @ 2047”**

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EDITOR'S

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**DRIVING DIGITAL INNOVATION IN COMMERCE :
A VISION FOR VIKSIT BHARAT @ 2047**

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DIGITAL IMMERSION AND MARKETPLACE BEHAVIOUR: UNDERSTANDING YOUNG ADULTS IN THE ERA OF DIGITAL COMMERCE

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ABSTRACT

The fast development of digital technologies has changed the commercial ecosystems in the world considerably, especially among young adults that are highly integrated into the digital world. Digital immersion can be described as constant interaction of people with smartphones, social media, digital payment systems, applications based on artificial intelligence, and online markets. The rising internet penetration, the proliferation of smartphones and digital payment solutions in India have triggered the uptake of digital commerce among young adults in that country. This seminar paper will discuss the role of digital immersion in market place behaviour, purchasing patterns, brand interaction and consumption psychology within the modern digital economy. Indian statistical data underline the fact that the number of internet users surpassed 950 million, 85% of households have a smartphone, and UPI covers almost 80 percent of the transactions, which are digital. Moreover, Gen Z has a considerable impact on the consumption trends of the countries, and it proves the strong intersection of youth culture and the digital market. The results have shown that digital immersion has an effect on attention span, impulse buying, brand loyalty, social validation behaviour and identity-based consumption. Although digital commerce boosts convenience, financial inclusion, and business, it creates issues of data privacy, excessive use of it, and digital addiction. The paper concludes with a highlight of the necessity of moderate digital interaction, responsible marketing practices, and effective regulatory principles to guarantee sustainable growth in the digital economy of the growing India.

Keywords

Digital Immersion, Marketplace Behaviour, Young Adults, Digital Commerce, E-commerce, Digital Payments, Online Consumer Behaviour, India, Gen Z Consumption

INTRODUCTION

Digital technology is changing the market and customer interaction pattern. Digital commerce, unlike conventional commerce, is a combination of mobile applications, social media, artificial intelligence, digital wallets, and omnichannel retail systems. This integration has made the marketplace to be very well connected where consumers are able to search, compare, buy and review products instantly. The demographic segment that is most digitally immersed is that of young adults. They use smartphones, streaming services, online games, fintech apps, and social networking platforms extensively on their daily routines. Such a constant experience of online space conditions their attitude towards brands, value, and consumption priorities. In India, cheap internet services and the use of smart phones have accelerated the digital transformation of the country. With the growth of digital ecosystems, marketplace behaviour is turning more and more into recommendations determined by algorithms, peer recommendations, and experiential consumption trends. The knowledge of the influence of digital immersion on marketplace behaviour is crucial to the businesses as well as the policy makers and the educators who aim at sustainable development in the digital economy.

OBJECTIVES OF THE STUDY

- To gain insights on the concept and extent of digital immersion in young adults.
- To examine the effect of digital immersion on marketplace behaviour.
- To explore the theoretical models describing the adoption of digital commerce.
- To examine socio-economic implications of playing the digital marketplace.

CONCEPTUAL FRAMEWORK

DIGITAL IMMERSION

Digital immersion is a concept of significant immersion of digital technologies in daily life. The young adults interact, entertain, learn and shop mostly using the internet. This immersion is not only used but also incorporated in the identity formation and expression of lifestyle. The availability of smart phones all the time makes sure that one is connected to the online market places. Personalized advertisements, influencer content, and push notifications keep influencing the state of consumption awareness. Consequently, the digital immersion

provides the atmosphere in which the opportunities to make purchases are incorporated into the daily digital contact.

DIGITAL COMMERCE

Digital commerce refers to the buying and selling processes which are carried out using digital infrastructure. It encompasses e-commerce websites, mobile shopping applications, social commerce, and online payment networks. Digital commerce is more personalized, fast, and user-friendly as compared to traditional commerce. Data analytics and artificial intelligence allow the platforms to suggest personalized products according to the user behaviour. This personalization makes it more interactive and foster repurchase. Hence, online business is not only transactional but experiential and algorithmic.

THEORETICAL FOUNDATIONS

TECHNOLOGY ACCEPTANCE MODEL (TAM)

The Technology Acceptance model implies that perception of usefulness and ease of use are determinants of technology adoption. The young adults embrace online shopping platforms as they find them convenient, time saving, and efficient. Mobile interfaces are easy to use, which increases user satisfaction and promotes further interaction. Therefore, the participation in a marketplace is a direct result of technology acceptance.

THEORY OF PLANNED BEHAVIOR (TPB)

According to the Theory of Planned Behavior, behavioural intention is affected by the attitudes, subjective norms and perceived control. Peer recommendations and social media influence have a major effect on buying in digital commerce. Online reviews and influencers are some of the activities that young adults use before purchasing products. Thus, social validation turns into a major factor of digital marketplace behaviour.

INDIAN STATISTICAL LANDSCAPE OF DIGITAL IMMERSION

INTERNET PENETRATION IN INDIA

India is expected to have approximately 958 million active internet users by 2026. This growth is a sustained yearly expansion due to the rural connectivity and reasonable data services. The growing access to high-speed internet has created accessibility to both the rural and urban youth in the online platforms. With the increase in internet penetration, the exposure to digital commerce platforms will increase in the same manner. The extensive usage of the internet will enable young adults to be constantly connected. This connectivity enhances the digital immersion and exposes more people to online advertisements and shopping sites. As a result, interaction in the marketplace will be more common and routine.

SMARTPHONE PENETRATION

According to the recent surveys by Ministry of Statistics and Programme Implementation (MoSPI) points out that 85.5 percent of the Indian households have at least one smart phone. Smartphones are direct access to electronic trade and social networking activities. Devices contribute to constant interaction with the digital environment by making them portable and affordable. The smart phones make it easy to make instant buying decisions because they offer one-click payment systems. They also combine social media, entertainment and shopping all on one interface. This intersection makes digital immersion more intense and alters market place behaviour in young people.

GROWTH OF INDIAN E-COMMERCE MARKET

Indian e-commerce market is estimated to be USD 300 billion in 2030. Such high growth is an indication of growing consumer confidence in online shopping sites. It has a large population of young adults who form a high percentage of this growing consumer base. The expansion is provided with digital infrastructure, enhanced logistics, and digital payment systems. Due to the growth of e-commerce, competition increases, and now younger customers with access to the Internet are being subjected to violent marketing methods. Therefore, digital immersion and market development are reinforcing.

DIGITAL PAYMENTS AND UPI ADOPTION

In India, Unified Payments Interface (UPI) is close to 80% in digital transactions. The popularity of UPI is making it easy to shop online and lessen the use of cash. Young adults will like UPI because of the convenience it provides, security, and instant transaction. E-money eliminates the transaction costs and promotes the impulse purchasing behavior. The convenience of using smart phones to transfer money enhances the participation of digital commerce. Therefore, the fintech innovation has a direct impact on the behaviour patterns of the marketplace.

GEN Z CONSUMPTION INFLUENCE

Gen Z is also a beneficial factor in terms of national consumption patterns in India. It has been estimated that this group of people governs almost 40 or more of total consumption amounts. They are fashion, electronics and lifestyle product trends that are highly influenced by their likes and preferences. Digital platforms increase the purchasing power of Gen Z by influencer marketing and social commerce. Digital trends and peer validation determine their spending behaviour. Thus, the digital immersion is a decisive factor in the creation of the consumption culture

DIGITAL IMMERSION AND MARKETPLACE BEHAVIOUR**INFORMATION SEARCH BEHAVIOUR**

Young people are dependent on online reviews and comparison websites prior to buying. Digital immersion allows access to various sources of product information at the same time. This narrows the information asymmetry and consumer awareness. But, at the same time, the abundance of information can result in decision fatigue. Consumers tend to rely on algorithmic recommendations in an effort to make it easier. Therefore, online sites have a big impact on appraisal.

IMPULSE BUYING BEHAVIOUR

Urgency is triggered by flash sales, limited-time discounts, and push-notifications. Online payment convenience eliminates obstacles to immediate buying choices. Impulse buying is also advanced by the use of social media advertising. Impulse buying is not always based on a rational decision because it is usually produced through the emotional stimulus. Hence, the immersion in digital platforms leads to the predisposition towards spontaneous consumption.

PERSONALIZATION AND BRAND LOYALTY.

The personalization powered by AI will increase the customer engagement through the recommendations of the relevant products. Loyalty programs that can be incorporated into apps are used to promote repetition purchases. Individualized messages develop a personalized focus. Emotional attachment becomes stronger when the consumers feel that the brands have understood them. Therefore, online personalization leads to brand loyalty in the long term.

SOCIO-ECONOMIC IMPLICATIONS**POSITIVE IMPACTS**

Online business creates jobs in supply chains, technology, and content development. It promotes small business using online market places. There is enhancement on financial inclusion with access to digital payments. Furthermore, online resources open the way to young entrepreneurship and the world market. Therefore, online immersion positively affects the economic growth.

NEGATIVE IMPACTS

Excessive exposure to online resources can cause addiction and excessive consumption. The issue of data privacy is a threat to consumers. The availability of cheap credit could be the source of financial laziness. Thus, digital literacy programs and regulatory systems are the keys to sustainable development.

CONCLUSION

Online penetration has radically changed the purchasing behaviour of the young adults in India. It is supported by numerous statistical data that show the quick increase in the number of internet users, smartphone users, the growth of e-commerce, and the adoption of digital payments. Such structural developments have formed a digitally merged market in which young adults actively and regularly interact. Although digital commerce is making life more convenient and creating economic opportunities, it is also provoking behavioural and ethical issues. A sustainable development needs balanced digital interaction, responsible marketing, and robust policy frameworks. There is a need to comprehend the digital immersion and marketplace behaviour intersection to influence the future of the digital economy in India.

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