

DIGITAL DETOX AND CONSUMER BEHAVIOUR

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Abstract

The intensive growth of digital technology and the widespread increase of social media has brought with them immense changes in consumer behaviour alleviating the process of information search, judgement of products and making a purchase decision. However, it does not necessarily go unnoticed that mass usage of online space has paved way to the information saturation, digital exhaustion, smartphone addiction. As a result, the idea of digital detox, or a temporary and voluntary avoidance of advanced technology or the Internet, has stepped in as a solution to address the adverse consequences of having an excessive number of technologies in one's lives and improve well-being in general. This research always questions: So it is nexus between digital detox behaviors and consumer behaviour, specifically the impact of lower levels of digital interaction on purchase intention, brand perception, and decision-making processes? The research is based on the ones of a quantitative approach, as it gathers survey data of social media users and applies the methods of statistics, correlation, and regression, to investigate the connection between digital detox behaviour and consumer buying behaviour. It is hoped that the results will prove that digital detox decreases impulsive buying behaviour which can be prompted by social media exposure and leads to an increased match between needs-driven and mindful purchasing behaviours. The study will have a substantial impact on the literature on consumer behaviour since it will clarify how consumer decision making and influence on marketing are being redefined by digital disengagement in the digital marketplace.

Keywords

Consumer Behaviour , Digital Detox , Influence, Purchase Intention, Fatigue

1. Introduction

The digital medium has come to have a leading effect on consumer behaviour. Influencer marketing, online advertising, and social media have a significant impact on product awareness, attitudes and purchase intentions of the consumer. The relentless exposure to digital marketing content might lead to the development of impulse buying and consumption out of fashion. However, too much digital use can cause information overload, whereby the amount of information permeates the process ability of an individual, resulting in confusion, loss in the quality of decision making as well as digital fatigue.

1.1 Digital Detox and Customer Decision-Making.

Digital detox may modify the consumer behaviour due to the minimal exposure to the marketing stimuli. The fewer hours that people spend on online platforms, the fewer banners and promotions of influencers, as well as the signals of social comparison that tend to affect the purchasing behaviour, they will encounter. Smartphone abstinence studies show that abstinence has the potential to alter the emotional and behavioural reactions of an individual to digital stimuli which could imply that people

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might change the way they engage with digital environments. As a result, consumers that engage in the digital detox can base their decision-making and need-satisfaction on making rational decisions that lack the impact of social media.

2. Research Gap

Though many have investigated the challenges of digital detox considering the effects on mental health and wellbeing, not many have challenged how it influences consumer behaviour and the choices made during buying. To this end, the current study will be aimed at formulating understanding about the attitude of consumers, their intention to purchase, and purchase behaviour regarding online detox activities.

3. Research Objectives

- To identify the notion of digital detox among the consumers.
- To determine the correlation between digital detox and consumer buying behaviour.
- To investigate the role of digital detox in purchase intention.

4. Research Methodology

This research examines the consumer acquisition motive and the purchasing machine at times of digital detoxes. The digital behaviour of the participants is measured by means of a survey conducted on a target population that is recruited on the platform of social media. The number of respondents in sample is 100. The SPSS carried out the statistical analysis and employed the correlation and regression as well as the descriptive statistics.

5. Literature review

The psychological and behavioural consequences of digital detox practices have been studied in a number of studies. Coyne and Woodruff (2023) explored the outcomes of digital detox in young adults for 14 days. The research showed that

abstinence of social media use had a significant effect of decrease the use of smartphone and media dependence and enhancing life satisfaction, sleep quality, and perceived wellness. The analysis also emphasize that the participants had more concentration and healthier behavioural patterns once they decreased the digital interaction.

On the same note, Ramadhan et al. (2024) used a systematic review to analyse the mental health effect of digital media detox. The paper concluded that exposure to social media platforms was decreased, which leads to better psychological wellness, lower stress levels, and better self-control. All these results suggest that, indirectly, digital detox habits can impact consumer behaviour, as they can make people more conscious and mindful consumers.

Experimental studies conducted by Allcott et al. (2021) earlier investigated the effect of media abstinence using a short-term study. The findings showed that the participants who decrease the usage of social media had a better well-being and spent the time they had to do other things like having offline socialization and self-development. These changes in behaviour can change the exposure to internet advertisements and influencer marketing, and in turn, change consumer buying behaviour.

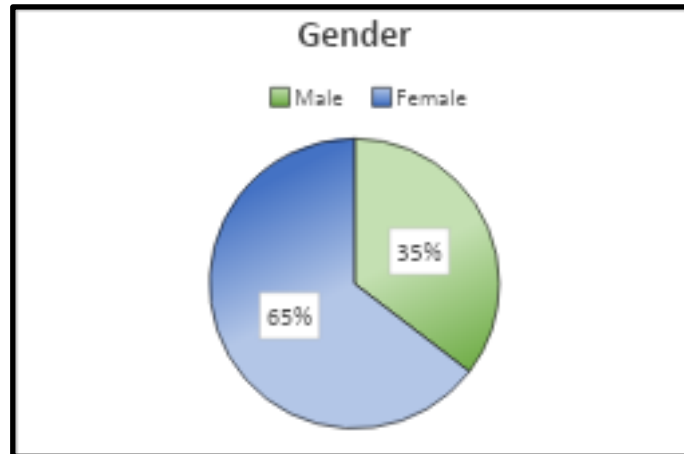
The other key point of view is the association of personality traits and the adoption of digital detox. Nguyen (2022) studied users of digital detox applications and discovered that social influence, behavioural intention, and personality traits were the significant elements that determined the adoption of detox technologies. The analysis indicates that people of a particular personality type will be more inclined to adopt digital detoxing as a way of coping with digital overload and adopt healthier patterns of technology-usage.

Digital detox behaviour has also been recently associated with conscious consumption and anti-consumption behaviour. Lakshmi et al. (2025) suggested that the increased shift toward the so-called de-influencers and less frequent digital interactions provoke the consumer to listen critically to the marketing messages and prevents impulse purchasing. Consequently, digital detox can help to develop

more sustainable and responsible buying behaviour.

6. Data Analysis:

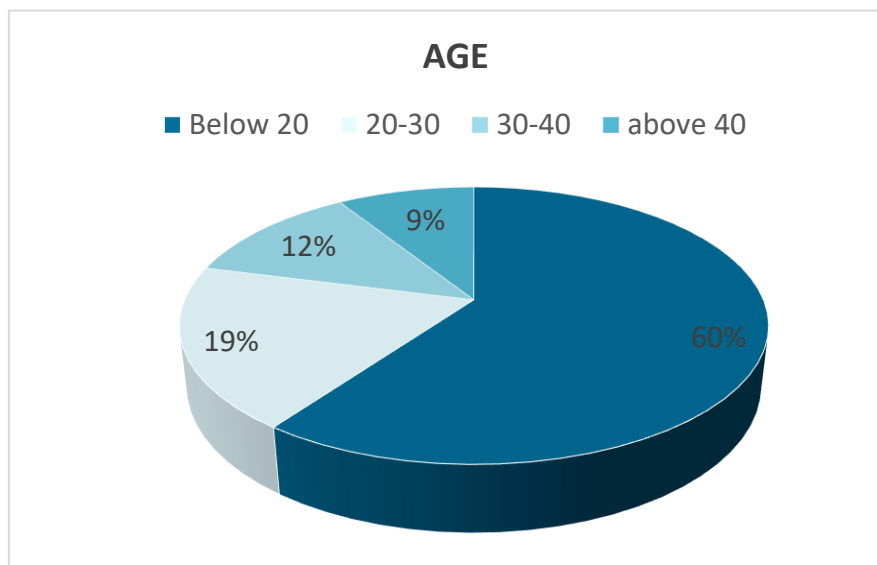
Figure 1: Gender of the respondents



Source: Primary Data

The survey had more female respondents (65%) compared to male respondents (35%).

Figure 2: Age of the respondents



Source: Primary Data

The above pie chart represents the distribution of respondents based on their age factor. It is observed that about 60% of the sample size belong to the age group that lies below 20 years, 19% of them belong to 20-30 years, 12% belong to 30-40 years and the least number of respondents are above the age of 40.

Correlation analysis

The relationship between digital detox behaviour and consumer behaviour to determine the strength and direction correlation analysis was conducted .

Table1: Pearson Correlation Result

<i>Variables</i>	<i>Correlation (r)</i>	<i>Significance (p- value)</i>
Digital Detox Behaviour & Consumer Behaviour	0.660	0.000

Source: Primary Data

These statistics show that value 0.660 there it is a highly correlated between digital detox behaviour and consumer behaviour. It means that people

having digital detox will be more likely to have a rational purchasing process and have less impulsive buying behaviour.

Regression analysis

Regression analysis was conducted to examine whether digital usage behaviour predicts consumer behaviour.

Table 2. Model Summary

<i>Model</i>	<i>R</i>	<i>R²</i>	<i>Adjusted R²</i>
1	0.660	0.436	0.430

Source: Primary Data

Therefore, digital usage behaviour contributes to the variance in consumer behaviour (33.6 and 43.6) and hence the huge influence of digital usage behaviour on consumer decision-making.

7. Findings

The majority of the respondents (84.2 0 0) were aged 20-24. The social media sites have a major impact on product knowledge and buying behaviour. Some of the respondents stated that they had breaks in between using social media or spending time on the screen. There was a moderate degree of agreement among the respondents that the digital detox helps to make sure that one can be more focused on the non-digital world and can make better decisions. The respondents indicated that they sometimes end up purchasing after the exposure to products in the social media. Also, interviewees reported that less online presence enables them to take their time before buying.

8. Suggestions

People are to be advised to engage in healthier digital behavior, including spending less time in front of the screen and social media use. Such practices will tend to bring down the information overload and encourage more deliberate purchases. The digital detox programme may be established in organizational and educational institutions that aim at supporting the process of developing a healthier approach towards digital technology.

9. Scope for Future Research

There is a rationale to conduct further researches to study other psychological variables such as stress, digital fatigue, and social media addiction. There could be comparative studies of differences due to age and profession. Another type of research was also able to profile the effect digital detox behaviour

has on the attitude towards a particular product line, sustainable goods or luxury items. Longitudinal research would especially be useful to compare behavioural changes in the long run due to the practices of digital detox.

10. Conclusion

The fast changing digital technologies have significantly changed the consumer behaviour. The social networking sites have already been very powerful in terms of marketing and promoting products by influencing the attitude of consumers and their buying patterns. However, the digital world may lead to information overload and impulsive purchasing and undermine the quality of the decisions due to too much exposure. This paper has explored the correlation between the digital detox behaviour and consumer attitudes showing significant positive relationship. The results indicate that people that follow digital detox practices (reducing screen time or going offline on social media) are more inclined to have a reasonable, positive purchasing behaviour. Through empowering the consumer to make better-informed decisions based on responsible use of technology and encouraging digital well-being, it is feasible to enable consumers to make more responsible decisions in the digital process of purchasing products. Overall, digital detox can be discussed as a feasible/ healthy measure of increasing consumer awareness/ financial accountability/ and decision-making in the modern world that is highly

interconnected through digital means.

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