A Study on The Role of Consumer Confidence in the Relationship Between Information Overload and Online Purchase Intention in the Digital Era

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ABSTRACT

In the digital era, consumers are exposed to vast amounts of online information through e-commerce platforms, social media, and digital advertisements, which often leads to information overload during purchase decision-making. This study examines the relationship between information overload and online purchase intention, focusing on the mediating role of consumer confidence. Information overload may create confusion, reduce decision-making ability, and negatively influence consumers' willingness to purchase online. However, consumer confidence plays a significant role in shaping trust and reducing uncertainty in digital purchasing behaviour. The study aims to analyse how consumer confidence influences consumers in processing excessive information and making purchase decisions in online environments. The findings are expected to contribute to understanding modern consumer behaviour and provide insights for businesses to design effective digital marketing strategies that enhance customer confidence and improve purchase intention.

Keywords: Information Overload, Consumer Confidence, Online Purchase Intention, Digital Era, Consumer Behaviour, Digital Marketing, E-Commerce.

INTRODUCTION

In the present digital era, the rapid growth of internet technology and the expansion of E-Commerce platforms have significantly changed consumer buying behavior. Consumers today are exposed to a large amount of product-related information through online advertisements, social media, product reviews, and digital marketing campaigns. While the availability of information helps consumers make better purchase decisions, excessive information often creates *information overload*, making it difficult for consumers to process information effectively. This can lead to confusion, decision fatigue, and hesitation, ultimately affecting their intention to purchase products online. Understanding the impact of information overload on consumer decision-making has therefore become an important area of study in Consumer Behaviour research.

An important factor influencing this relationship is *consumer confidence*, which refers to the trust and assurance consumers have in their ability to evaluate available information and make appropriate purchase decisions. Higher consumer confidence can help individuals handle excessive information more effectively and reduce uncertainty in online shopping environments. Since *online purchase intention* plays a crucial role in determining actual buying behavior, studying the relationship between information overload, consumer confidence, and purchase intention has become highly relevant in today's digital marketplace. This study aims to examine how consumer confidence influences the relationship between information overload and online purchase intention, providing useful insights for businesses and researchers in the field of Digital Marketing. [9] examined the development and refinement of possible mathematical models for the intellectual system of career guidance. Mathematical modeling of knowledge expression in the career guidance system, Combined method of eliminating uncertainties, Chris-Naylor method in the expert information system of career guidance, Shortliff and Buchanan model in the expert information system of career guidance and DempsterSchafer in the expert information system of career guidance method has been studied. [10] discussed that according to the observations in this paper, an existing mathematical model of banking capital dynamics should be tweaked. First-order ordinary differential equations with a "predator-pray" structure make up the model, and the indicators are competitive. Numerical realisations of the model are required to account for three distinct sets of initial parameter values. It is demonstrated that a wide range of banking capital dynamics can be produced by altering the starting parameters. One of the three options is selected, and the other two are eliminated.

LITERATURE REVIEW

Research offers multiple insights:

1. Singh (2024) examined factors influencing online buying intention among Generation Z consumers and found that trust, perceived security, and consumer confidence significantly affect online purchase decisions. The study highlighted that confidence plays an important role in reducing hesitation during digital transactions.

2. Li et al. (2026) studied the relationship between artificial intelligence, consumer trust, and continuous online purchase intention in cross-border e-commerce. The findings revealed that information overload weakens consumer trust and negatively influences purchase intention, especially when consumers face excessive digital information.

3. Journal of Business Research (2025) published a meta-analysis on consumer confusion which found that information overload is a major factor creating consumer confusion and reducing decision confidence. The study emphasized that excessive information can negatively impact consumer decision-making behaviour.

4. Guo et al. (2025) examined how information-rich digital interfaces influence consumer purchase intention. The study concluded that excessive product information increases cognitive load, which affects consumers' mental processing ability and reduces their willingness to make purchase decisions online.

5. Serafimovska et al. (2025) investigated digital fatigue and online purchase intention using the Stimulus-Organism-Response model. The research showed that continuous exposure to excessive digital content creates decision fatigue, influencing consumers to make quicker or delayed purchasing decisions.

6. Sharma Dixit et al. (2025) studied the impact of artificial intelligence on online consumer purchase decision-making. The study found that personalized recommendations and digital assistance improve consumer confidence, while excessive automated information can create confusion and reduce purchase intention.

7. Zhong et al. (2025) examined information overload in digital tourism marketing and found that excessive promotional information negatively affects purchase intention by creating confusion and reducing consumer confidence. The study emphasized the need for marketers to balance information quality and quantity.

8. Ying et al. (2025) studied the impact of information overload on consumer decision-making in the agri-food sector using the Stimulus-Organism-Response theory. The findings showed that information overload increases consumer confusion and decision deferral, while consumer knowledge and confidence help reduce the negative impact on purchasing decisions.

OBJECTIVES OF THE RESEARCH

The main objectives of this research are:

1. To examine the impact of information overload on consumers' online purchase intention in the digital marketplace.

2. To analyze the level of consumer confidence in making online purchase decisions in the presence of excessive digital information.
3. To study the relationship between information overload and consumer confidence in online shopping environments.
4. To evaluate the role of consumer confidence in influencing consumers' intention to purchase products through E-Commerce platforms.
5. To investigate whether consumer confidence mediates the relationship between information overload and online purchase intention in the context of Digital Marketing and modern Consumer Behaviour.

RESEARCH METHODOLOGY

Research Design

The present study adopts a **descriptive and explanatory research design** to examine the relationship between *information overload* and *online purchase intention*, with *consumer confidence* acting as an important influencing variable. The descriptive research design helps in understanding consumer perceptions, online buying behaviour, and the effect of excessive digital information exposure in today's online shopping environment. It provides a systematic understanding of how consumers experience and respond to information available through digital platforms.

Data Collection

The research relies on **secondary data sources**, including:

I. **Academic journals** (SAGE Publications, Emerald Publishing, SSRN, ResearchGate)
II. **Online research databases** (Google Scholar, Scopus, Web of Science, ScienceDirect)
III. **E-commerce and digital market reports** (Amazon, Flipkart, Statista, industry reports on online shopping behaviour and digital consumer trends)
IV. **Industry and consulting reports** (Deloitte, PwC, McKinsey & Company, reports related to Digital Marketing, consumer confidence, and online purchase behaviour)

Analytical Tools

i. **Descriptive Analysis**: To study consumer behaviour patterns related to information overload, consumer confidence, and online purchase intention in the digital environment.
ii. **Correlation Analysis**: To measure the relationship between information overload, consumer confidence, and consumers' online purchase intention.

iii. **Regression Analysis**: To examine the impact of information overload on online purchase intention and the influence of consumer confidence on purchase decisions.

Sampling and Time Frame

The study focuses on **online consumers who actively engage in digital shopping platforms and are exposed to product-related information through online channels**. It covers the period **2023–2026**, capturing recent consumer behaviour trends in the evolving E-Commerce environment and digital marketplace.

Limitations

The study depends mainly on secondary data, which may limit detailed consumer insights.

Rapid changes in E-Commerce and technology may affect the relevance of findings over time.

The study focuses only on selected factors and excludes other influences on Consumer Behaviour.

MARKET RECEPTION

In the present digital era, the rapid growth of E-Commerce platforms and online shopping has significantly increased consumer engagement in digital purchasing activities. Consumers are continuously exposed to large volumes of product information through advertisements, social media promotions, reviews, and influencer marketing, which often creates information overload and affects their decision-making process. In such an environment, consumer confidence plays a crucial role in building trust and reducing uncertainty during online transactions. Higher consumer confidence positively influences online purchase intention, making it an important factor for businesses in designing effective Digital Marketing strategies and improving overall consumer satisfaction in the competitive digital marketplace.

Metric (2024–2025)	Information Overload	Online Purchase Intention
Digital Information Exposure	Very High due to ads, reviews, and social media content	Influences product awareness and buying decisions
Consumer Decision-Making	Creates confusion and decision fatigue	May reduce willingness to complete purchase
Consumer Confidence Level	Lower confidence when excessive information is present	Higher confidence increases purchase intention

Trust in Online Platforms	Affected by misleading or excessive product information	Strong trust leads to higher purchase intention
Digital Marketplace Trend (2025)	AI-driven personalized content increases information overload	Growing online purchases driven by convenience and confidence

Discussion

The study highlights that in the present digital era, consumers are increasingly exposed to excessive product-related information through E-Commerce platforms, advertisements, social media content, and online reviews. This information overload often creates confusion and difficulty in processing available alternatives, negatively affecting consumers' ability to make effective purchase decisions. As the volume of digital information increases, consumers may experience decision fatigue, which can reduce their willingness to engage in online purchasing activities.

The findings also suggest that *consumer confidence* plays a significant role in this relationship by reducing uncertainty and improving trust in online shopping environments. Consumers with higher confidence are better able to evaluate available information and make purchase decisions despite excessive digital exposure. Therefore, businesses using Digital Marketing strategies should focus on providing clear, relevant, and trustworthy information that strengthens consumer confidence and positively influences online purchase intention in modern Consumer Behaviour.

Conclusion

The study concludes that excessive digital information available on E-Commerce platforms can create *information overload*, which negatively affects consumers' online purchase intention. Information overload often leads to confusion and difficulty in decision-making during online shopping. *Consumer confidence* plays an important role in reducing uncertainty and helping consumers make better purchase decisions. Higher confidence increases trust in online transactions and positively influences buying intention. Overall, businesses using Digital Marketing strategies should provide clear and reliable information to strengthen consumer confidence and improve purchasing behavior in modern Consumer Behaviour.

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