

Digital Behavior of Users and Its Relationship to Online Activities and Environmental Purchase Preferences

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Abstract

The aim of the present study is to analyse users' digital behavior and evaluate its relationship with the intensity of online activities and environmental purchasing preferences, with a specific focus on environmentally oriented consumers across different generational cohorts. The empirical part of the research was conducted through a quantitative online questionnaire survey carried out in multiple countries. The survey was designed to identify the determinants of digital behavior and sustainable purchasing decisions and focused on areas related to the demographic characteristics of respondents, their relationship to digital technologies, the frequency and structure of online activities, behavior in the field of digital transactions, as well as perceptions of sustainability, environmental values, and preferences in purchasing ecological products. Based on the findings, it can be concluded that digitalization functions as a significant mobilizer of ecological behavior, primarily through social media, e-commerce platforms, and various applications for tracking product sustainability. The study offers practical implications for marketing strategies targeting environmentally conscious consumers and provides a basis for further research on digital determinants of environmental decision-making.