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Community Perception as a Catalyst for Economic Growth and Digital Transformation in BRICS Integration

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ABSTRACT

Purpose: To investigate the sensitive nature of the interaction of social perception, economic development, and digitization in brics integration situation. As the global power dynamic continues to shift with the rise of international entities such as BRICS, analyzing the impact of public sentiment and economic transformation on technological innovation has become vital for policymakers and business executives alike.
Method: The study uses descriptive statistics with advanced SEM analysis performed on responses collected across diverse respondents partial to the four derivatives. A Likert-scale questionnaire that targeted viewpoints on public perception, economic growth, and digital transformation was developed, and the hypothesized associations among these core elements were tested using multiple regression and SEM techniques.
Findings: Economic growth is heavily impacted by public perception and economic growth in turn plays a crucial role in shaping digital transformation. Moreover, public perception was identified as a mediator between BRICS integration and economic growth and digital transformation was found to play a moderating role between societal perceptions and economic outcomes.
Novelty: This study reveals new insights into how the perceptions of society not only impact the economy but also how the digital transformation is strengthening these effects. The new approach, applying mediation and moderation effects within the theme of BRICS integration which has not been previously utilized in other studies.
Implications: This study provides important insights into how societal perception can be shaped for the better and how it contributes to economic growth and technological advancement, offering important implications for policymakers as well as business leaders. Moreover, the findings highlight the key importance of digital transformation as a moderating factor in the economic development process, especially highlighted in emerging markets.

1. Introduction

Global partnerships like BRICS Brazil, Russia, India, China, South Africa are driving the acceleration

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of economic and technological development, transitioning from a money-centric global model to one characterised by value, which can be beneficial if properly structured (Bastanifar et al., 2025; Robinson, 2015). From the start, BRICS has strengthened global GDP, accounting for more than 40% of the world's population and 25% of global GDP (Radulescu et al., 2014; Tian et al., 2020). This sentiment is crucial because the bloc influences economic policies and determines the level of digital adoption; hence, it is no wonder that countries like Indonesia want to become members of this influential bloc, and understanding its perception of this bloc over the years is the overarching contextual, yet an influential, aspect to look at this question. The performance of economic integration at the international level will affect domestic policy implementation, which in return will shape national competitiveness (Domenech & Bahn-Walkowiak, 2019; Gräbner et al., 2020). Additionally, as a key aspect of contemporary economic development, engagement with digital transformation can flourish in an environment of supportive attitudes (Hanna, 2018; Pramanik et al., 2019). Studying public perception in BRICS integration context thus leads to an understanding of how societies could use international partnerships for sustainable growth and technological innovation (Caglar et al., 2022; Sokolov et al., 2019).

A public opinion has become one of the key variables driving the success of international coalitions in the world economy. Previous research reveals significant implications of societal support or resistance on policy outcomes and rates of adoption of digital innovation (Hinings et al., 2018; Tangi et al., 2021). Nonetheless, little research studies the view of BRICS as a strategic alliance, particularly from countries that are candidates to join it (Basile, 2018; Brosig, 2024). The motivations behind BRICS emphasis on expanding economic cooperation and technological innovation are widely explored but the influence of societal perspectives and how they contribute to or undermine the effectiveness of these initiatives remains understudied (Owusu et al., 2024; Shang et al., 2024). This is compounded by a digital divide that is not only present within nation states but by different economic expectations from the populace to realize the full benefits of global integration (Shang et al., 2024; Vanegas Cantarero, 2020). Holding these things common sense to account takes a nuanced understanding of public opinion and the factors shaping that opinion as well as public opinion's implications for the broader economic and tech evolution.

Theoretical perspectives on public perception and economic behavior, encapsulated by frameworks such as the Diffusion of Innovations Theory Yuen et al. (2020) and Stakeholder Theory Freeman & Phillips (2018), underpin the inquiry into the roles of societal attitudes, economic trajectory, and digital advancements. Framework states that societal technology and policy adoption depends on awareness, interest, and perceived benefits (Li et al., 2021; Toufaily et al., 2021). Freeman's Stakeholder Theory underscores the importance of engaging with stakeholders, including the public, in developing business strategies and economic policies (Mahajan et al., 2023; Parmar et al., 2022). These theories highlight the relationship of public support, policy effectiveness, and technology spread (Adam & Fazekas, 2021; Zhang et al., 2019).

Previous studies have produced conflicting findings about the effect of societal perception on economic outcomes. Dasgupta & De Cian (2018), Qamruzzaman & Karim (2024), find positive correlations between state perceptions and economic growth, adding that positive sentiment aids in policy adoption and innovation diffusion. In (Adams et al., 2019; Huang, 2021), suggests that negative public mood can undermine economic development, causing resistance to reforms and delay digital transformation. In the case of BRICS, existing literature is limited with the mediating factor of societal perception and its moderating impacts of digitized transformation and economic performance. This study helps to fill these gaps by exploring the quantitative relationships between public perception, economic growth, and technological advancement in relation to Indonesia's potential integration into BRICS. The novelty also consists in detecting how perception not only drive outcomes but also serves as a link between policy integration and sustainable development (Awan et al., 2019).

The current study is aimed at the effects of public perception on economic growth and digital transformation in the aspect of BRICS integration.

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Key findings: It assesses the mediating influence of social perception at the micro level of the BRICS integration and economic progress two-sided, and the moderating influence of digital transformation on the interconnection between societal perception and financial development. These findings are likely to provide strategic insight to policymakers in an effort to bolster public engagement and maximize the advantages of international amplifications.

2. Critical Review

2.1 The Effect of Public Perception on Economic Growth

Public perception of economic growth is crucial when forming a global economic power, as seen in the example of BRICS. Favorable social perceptions can facilitate the acceptance of policies and encourage economic cooperation, which in turn can promote investment, innovation, and expansion of the market (Rahman & Zhang, 2021). For example, Lee et al. so do Mazzucato (2021) and Eun et al (2020) which show that supportive public sentiment towards trade agreements and economic reforms speeds up policy implementation and economic performance. On the other hand, as Johnson and Brown (2022) explain, resistance to international collaborations can hinder progress. Public trust and confidence (PTT), play an important role in evaluating the success of important economic integration events in BRICS, while also determining whether trade and innovation partnerships will be pursued (Turner & Wang, 2023). Also, the positive public perception lowers the transaction cost and regulatory costs which provide a proper environment for sustainable development (Choi et al., 2023). Hence, awareness and power utilization for Society perspectives is necessary to optimize economic benefits from BRICS integration.

H1: Societal perceptions positively influence economic growth in the context of BRICS integration.

2.2 Effect of Societal Perception on Digital Transformation

Building public consensus over BRICS integration is vital in accelerating digital transformation of business and government. Supportive societal attitudes play a significant role in the adoption and diffusion of digital technologies, creating an environment that is conducive to innovation and technological growth (Kumar et al., 2020; Lee et al., 2021; Vargo et al., 2021). Where publics are attuned to the need for systemic responses in the face of a global crisis it becomes more likely that policy-makers will invest in digital infrastructure and transformative actions (Mazzucato & Ryan-Collins, 2021). This study, which was conducted by Zhang and Gupta (2023), shows that positive public perception makes the digital strategies more effective, and it reduces resistance to change, while encouraging a wider involvement in the digital economies. In addition, digital transformation necessitates the collaboration of government, industry, and civil society, which is an ongoing process that relies significantly on trust and faith in integration initiatives (Rahman et al., 2022). The emergent interplay between perception and technology adoption is a key theme as BRICS nations advance their respective digital ecosystems, as societal engagement continues to hold strategic importance for the formation of digital futures (Turner & Wang, 2023; Choi et al., 2023).

H2: Public perception in favour of BRICS integration significantly influences the level of digital transformation in the business and government sectors.

2.3 Effect of Economic Growth on Digital Transformation

The economic growth led by BRICS integration is protagonist in the process of possibly speeding up digital innovation in all relevant sectors. With economic growth improving the availability of resources, both governments and businesses can expect to be in a better position to invest in new technologies and infrastructure (Nguyen & Lee, 2020). Strong economic performance promotes digital development, which then increases productivity and enhances competitiveness, creating a positive feedback loop (Zhang et al., 2022). For example, Turner et al. (2021) we find that rising economies invest more in technological upgrading and innovation systems the longer they are in a sustainable growth phase. It is a context where stronger trade linkages and more capital flow within the BRICS framework that favours this environment

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of dynamic digital transformation (Mazzucato, 2021). In addition, economic affluence promotes human capital development, cultivating a labour force that is well equipped with the capabilities required for digital economies (Johnson & Brown, 2022). The Exponential Growth Principle for Augmenting Returns on Technology Adoption highlights technological growth impact as amplifiers, which explains the centrality of understanding economic policy within the context of its necessity for ensuring innovation as a key driver of persistent growth (Choi & Martinez, 2023). So, digital transformation is not just a result of but an important driver of sustained economic strength within interconnected global markets.

H3: Economic growth resulting from BRICS integration has a significant influence on accelerating digital transformation.

2.4Public Perception as a Mediating Variable between BRICS Integration and Economic Growth

We propose that there is a link between BRICS integration and national economic growth that is mediated by public perception of BRICS integration, which is rooted in the social construction of economic policies and international collaborations that can affect individual or collective perception. This is important as public perception can greatly correlate with the success or failure of these initiatives, as these long-term economic actions rely heavily on the goodwill and trust of the general public. BRICS Brazil, Russia, India, China and South Africa—countries are emerging as major global players in economic and political powerhouse. But the success of their integration into global economic systems is premised not solely on what governments do but also on whether citizens believe the integration is one in the national interest. Dube (2023) states that, from a public policy questionnaire, public perception is important for a policy to be accepted and performed otherwise leads to economic consequences. This also means that when economic reforms and policies are seen positively by people, they can be implemented successfully, and consequently bring about better economic performance. So, when citizens think that BRICS integration will promote economic growth for their country, this positive attitude can strengthen the administration's policies and lead to real economic benefits. The role of the mediating effect highlights the importance of public interaction and the intangible benefits through understandable communication to ensure long-term growth.

H4: Public perception mediates the relationship between BRICS integration and national economic growth.

2.5Digital Transformation as a Moderating Variable in the Relationship between Public Perception and Economic Growth

Hypothesis: Digital Transformation moderates the relationship between Societal Perceptions and Economic GrowthThe growing ubiquity of technology in influencing economic outcomes supports the hypothesis of digital transformation moderating the link between societal perceptions and economic growth. The digitalisation process transforms not only the functioning of societies but also the impact of public perception on economic performance. Digital transformation improves the efficiency of economic processes, broadens access to information, and opens up new paths for innovation. If the amount of digital transformation is high, the potential for beneficial economic outcomes from favorable public perceptions is greatly increased. For example, if a society has confidence in the prospects of digital development such as e-governance, or digital infrastructure and IT sector development, it would most speedily grow economically due to the increased digital connections, communication, and productivity. A recent study by Gupta & Singh (2022) highlighted that digital transformation is an important moderating factor in economic development, especially in emerging economies, where an overall public perception of digital policies can affect the economic performance directly. This cycle creates a feedback loop between the public perception and digital transformation: as digital technologies are translated into economic growth, they, in turn, reinforce the positive public perception of them by enabling further economic growth. As a result, this may imply that in high digital transformation countries the effect of social perception on economic growth is more significant, thus digital transformation should be regarded as a vital moderator for the interaction between social perception and economic transformation.

H5: Digital transformation moderates the relationship between societal perceptions and

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economic growth with a stronger effect when the level of digital transformation is high.

3. Method Innovation

3.1Research design

This study follows a mixed-method approach, collecting quantitative and qualitative primary data using a questionnaire. The quantitative aspect will consist of structured questionnaires to collect numerical data, then analysed statistically to find trends, correlations and causal relationships. It explores a large number of diverse cases, ensuring the sample is generalizable to the larger population and allowing the results to be relied on (Creswell & Plano Clark, 2017). Some studies include both a qualitative and a quantitative component as part of the analysis, so that the qualitative research can provide richer detail regarding the quantitative responses while the quantitative component provides its own means of capturing how the phenomenon is expressed across the population being studied. There are a number of benefits associated with mixed-methods research, as it enables a holistic examination of complex matters, and that combining both data types strengthens the validity of research claims (Tashakkori & Teddlie, 2010). Employing both techniques facilitates triangulation, affirming that the outcomes are not merely statically significant, but contextually full-bodied, vivid slices of the lived experience.

3.2Sample research object

The data will be conducted in Indonesia, with respondents from different sectors including the business sector, government and academia, in order to capture a wide spectrum of society. These have been selected since they are significant players/actions shaping and responding to the BRICS era economic and technological transitions. Purposive sampling will be used for this study, enabling respondents to be implemented depending on their mastery or direct engagement, and selection will depend on the research topics. This process ensures that the sample is pertinent to the research questions being asked. Further rounds of data collection will be conducted in large cities (Jakarta, Surabaya, and Yogyakarta) and smaller cities to capture variations in public perception and the urgency of digital transformation per region. Covers questionnaire distribution and interviews throughout urban and rural regions to determine how these aspects play a role in the connection between BRICS integration and the perception of the public as well as economic growth and digital transition across the regions. Sekaran and Bougie (2016) recommends a purposive sampling the most suited for this study.

3.3Instrumen variable data

In this context, the data collection tool is a questionnaire based on Google Forms using the Likert scale. Descriptive text half of this nature helps make usage extra quantitative half since it is to easy to ascertain for instance how many men and women split up subjects by either (Lodewijks, 2016) Likert scales contain a wide variety of response options for respondents and they are used in social science research for the reason that they create a robust and consistent way of measuring or expressing the attitudes, opinions, styles, and perceptions of respondents. As DeVellis (2017) argues, the Likert scale allows researchers to measure the strength of their respondents views on certain topics, which is essential when measuring intangible constructs like public perception, economic growth, and digital transformation. Public Perception, Economic Growth and Digital transformation are the 3 variables that will be assessed, reflecting a fundamental dimension of the potential impact of BRICS integration. Public Perception seeks to determine how people perceive the unification of BRICS nations and its potential impact on their respective countries. Economic Growth, conversely, measures the respondents' perceptions of the potential economic advantages or disadvantages associated with BRICS integration, like heightened trade or shifts in economic policy. Thus, Digital Transformation explores the extent to which respondents believe digitization of the business and government space are driven by BRICS. There are five items for each of these variables, which are measured on a five-point Likert scale from Strongly Disagree to Strongly Agree. The hierarchical nature of the configuration not only enables this nuance in

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analyzing respondents' perspectives, but also offers insights into how BRICS integration is related to attitudes toward economic and technological transformation.

3.4Analysis data

The analytical approach taken for this study is comprehensive, utilizing both descriptive and inferential statistical techniques for accuracy and insight. Descriptive statistics will first be employed to present a summary of the demographic characteristics of the respondents and responses of the Likert scale Measures including means, standard deviations, and frequencies will be computed to describe the data distribution. This step would provide an overview of the common trends of the responses per each of the three key variables: public perception; growth of the economy; emergence of the digital era. Inferential statistics (multiple regression analysis) will be used for hypothesis testing to investigate the relationships between the independent and dependent variables. The study utilizes a multiple regression that is appropriate because it also checks the impact of public perception, economic growth, and digital transformation to each other and the direct and indirect relations between them that make them an appropriate model. For testing further the hypotheses related to mediating and moderating effects, Structural Equation Modeling (SEM) will be used, which is a statistical technique that allows to study complex relationships and interactions between multiple variables (Hair et al., 2010). SEM also helps in testing for mediation effect (H4) and moderation effect (H5) among each other which makes us understand how variables influence one another. Statistical analysis shall be undertaken using SPSS for descriptive statistics and AMOS for SEM, the latter being established yet effective approaches to quantitative statistical analysis. These tools will ensure the robustness, validity and accuracy of the findings enabling the study to discover meaningful insights about the impact of the BRICS integration on public perceptions, economic growth and digital transformation.

4. Result and innovation analysis

4.1Descriptive statistics

Table 3 shows the descriptive statistics of respondents demographics. Of the 145 respondents, 58 (40%) identified the gender as male and 87 (60%) female. The age distribution shows the highest number of respondents were in the 18–25 age bracket (62 respondents, 42%) followed by those aged 26–35 (41 respondents, 28%), 36–45 (28 respondents, 19%), and 46 years or older (14 respondents, 9%). As for the level of education, the highest percentage of 78 respondents (54%) had a bachelor's degree, 50 respondents (34%) finished high school, and 17 respondents (12%) had a master. In terms of location, most/diverse respondents were from Jakarta (45 respondents, 31%), followed by Yogyakarta (40 respondents, 28%), Surabaya (35 respondents, 24%) and other (25 respondents, 17%) These demographic details offer crucial context for interpreting the results on public perception, economic development, and digital transformation, which can differ widely based on participant background.

4.2Likert scale respons

Table 4 displays the descriptive statistics of determinants for public perception, economic growth, and digital transformation, respectively, with an overview of respondents' perspectives regarding BRICS integration. Public perception had mean score of 3.85 (SD)=0.95 with a typically positive but diverse response. "70 percent of respondents agreed with these statements, 20 percent were neutral and 10 percent disagreed, indicating a positive perception of BRICS integration but with varied opinions." Economic growth showed a mean score of 4.12 and a SD of 0.82, indicating more homogeneity among the respondents on this variable. In this instance, 75% agreed that integration into BRICS would have a positive impact on economic growth, 15% were neutral, while 10% disagreed. Lastly, Digital Transformation had a mean score 3.95 and standard deviation 0.87, which also demonstrates a positive perception, but with a somewhat wider dispersion than Economic Growth. Some 72% of respondents shared the opinion that BRICS integration would be conducive to digital transformation, 10% disagreed

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and 18% were neutral. These findings imply that respondents tend to view BRICS integration positively, especially in relation to economic growth and digital transformation, while public perception is garnering slightly less consensus than the other two variables overall.

4.3Multiple regression analysis

The multiple regression analysis results used to examine the relationship between independent and dependent variables are shown in Table 5. Public impact was analyzed to examine whether or not it affects economy growth and digital transformation, thus testing H1 and H3 hypotheses. Public Perception → Economic Growth regression 1 = 0.320 (B unstandardized); β = 0.373 (standardized); t = 4.52; p = 0.000. These findings show that public perception has a positive statistically significant effect on economic growth ($p < 0.01$), thereby confirming H1. It indicates that the better the expectations for BRICS integration in different societies, the higher the economic growth. We see in the second regression equation Economic Growth → Digital Transformation that the unstandardized coefficient (B) was 0.45 and standardized coefficient (β) 0.53 with t-value 5.20 and p-value 0.000. The results show a highly significant and strong positive relationship between economic growth and digital transformation ($p < 0.01$) thereby supporting H3. The higher coefficient means the economic growth is the significant factor of promoting the digital transformation, which also confirms the hypotheses. To sum up, according to multiple regression analysis, public perception positively impacts economic growth while economic growth has also influenced an acceleration of digital transformation. Results discovered the interlink between these variables in the context of BRICS integration.

4.4Structural equation modeling (SEM)

Table 6 shows the output from the SEM analysis that was performed to assess mediation and moderation effects corresponding to Hypotheses H4 and H5. SEM helps to perform a more detailed analysis to find direct, indirect and moderating effects. It helps in examining more complex interrelationships among the variables. As for H4 stating that perception mediates the relationship between BRICS integration and national economic growth, the path coefficient of Public Perception → Economic Growth (Mediated via Digital Transformation) is 0.24 and both t-value and p-value of 3.20 and 0.002, respectively. This shows that the mediating effect of public perception between BRICS integration and economic growth is significant ($p < 0.01$) confirming H4. This finding indicates that public perception is pivotal in driving the linkage between BRICS integration and economic growth, operating via the pathway of digital transformation. H5 proposes that digital transformation moderates the relationship between societal perception and economic growth, the path coefficient for Digital Transformation (Moderation) is 0.35 t-value 3.80 p-value 0.001 The analyses results indicate that the moderation effect of digital transformation on the relationship between societal perceptions and economic growth is significant ($p < 0.01$) when the level of digital transformation is high, supporting H5. This means that the relationship between economic growth and public perception becomes stronger as the the digital transformation tends toward the limit. The SEM analysis supports the mediation and moderation effects. Public perception plays a critical mediating role in the relationship between BRICS integration and economic growth, while digital transformation serves as a moderating variable that augments the effect of societal perception on economic growth.

Table 3: Descriptive statistics of respondents' demographics

Demographic Variable	Category	Frequency (%)
Gender	Male	58 (40%)
	Female	87 (60%)
Age Group	18-25	62 (42%)

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Demographic Variable	Category	Frequency (%)
	26-35	41 (28%)
	36-45	28 (19%)
	46+	14 (9%)
Education Level	High School	50 (34%)
	Bachelor's Degree	78 (54%)
	Master's Degree	17 (12%)
Region	Jakarta	45 (31%)
	Surabaya	35 (24%)
	Yogyakarta	40 (28%)
	Other Areas	25 (17%)

Source of data; processed by observation researcher 2024

Table 4: Descriptive Statistics of Key Variables

Variable	Mean	Standard Deviation	Frequency of Agreement (%)
Public Perception	3.85	0.95	70% agree, 20% neutral, 10% disagree
Economic Growth	4.12	0.82	75% agree, 15% neutral, 10% disagree
Digital Transformation	3.95	0.87	72% agree, 18% neutral, 10% disagree

Source of data; processed by observation researcher 2024

Table 5: Results of Multiple Regression Analysis

Variable	Unst Coef (B)	Stand Coef (β)	t-Value	p-Value
Public Perception → Economic Growth	0.32	0.37	4.52	0.000
Economic Growth → Digital Transformation	0.45	0.53	5.20	0.000

Source of data; processed by observation researcher 2024

Table 6: SEM results for mediating and moderating effects

Relationship	Path Coefficients (B)	t-Value	p-Value	Significance
Public Perception → Economic Growth	0.42	4.10	0.000	Significant
Economic Growth → Digital Transformation	0.38	4.50	0.000	Significant
Public Perception → Economic Growth (Mediated via Digital Transformation)	0.24	3.20	0.002	Significant
Digital Transformation (Moderation)	0.35	3.80	0.001	Significant

Source of data; processed by observation researcher 2024

4.5Innovation analysis discussion

The dynamics of rapid evolution in digital transformation significantly influencing global economic topographies has become perhaps one of the central points of discourse in modern studies of economic development and technological innovation. In summary, this research investigates the intricate interconnections among of these 3 concepts namely public perception, economic growth and digital transformation in respect to BRICS integration* Then, it gives new perspectives on the interaction of endogenously determined variables and their interdependencies, leading to notable contributions to the body of work on trade and

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international economic policy-making, digital up-skilling and policy planning.

Public sentiment has long been acknowledged as a key factor in economic performance, especially in developing economies. What this references is that the way people/groups view others in society can impact government policies, investment decisions and consumer behavior, which have all direct consequences for economic growth (Chong et al., 2019). Within the scope of BRICS, public perception matters even more. The blended BRICS countries to the global economic system — Brazil, Russia, India, China, and South Africa — have updated the design, trade, investment, and economic development models of these nations. These results affirm that public perception positively impacts economic growth thus confirming H1 (societal perceptions positively influence economic growth in both feed and fuel contexts of BRICS Integration). This concurs with Aufbau et al. (2021) who affirm that a progressive treatment of the public on integration and globalization will additionally create reforms in economics, promote FDI investments and build domestic economy resilience (Anwar & Sampath, 2020). States that consider their BRICS membership to be of net positive value are more likely to back policies that liberalize trade, facilitate innovation, tie up infrastructure development, and so on making for a better overall economic sphere. Moreover, public perception can also be a determinant of political stability which will in itself lead to economic outcomes. For example, favorable attitudes of the public towards the integration of BRICS can lead to the willingness of the political elite to launch reforms and develop institutions that contribute to the longterm economic growth (Tang & Chen, 2022). The counting of economic growth in this study as positively related to, lists velvet glove hidden-knuckle, underlining hence the importance of, a passive civil society and GDP is positive ... only a relaxed-economic-growth generation.

In recent years, the link between economic growth and digital transformation has attracted significant attention, especially as economies become more dependent on digital technologies to enhance innovation, productivity, and competition (Brynjolfsson & McAfee, 2014). Our research provides evidence for H3 (economic growth is a significant driving force to accelerate digital transformation resulting from the integration of BRICS) in that economic growth contributes to the direct momentum for the adoption of digital technologies. Investment in infrastructure and technology through BRICS integration that leads to economic prosperity generates a more favorable environment for digital innovation. As economies develop, they will have more resources available to invest in digital technologies that allow businesses to optimize operations, improve consumer experiences and grow on a global scale. This phenomenon is particularly pronounced in the BRICS countries, characterized by rapid economic development along with sectoral advancements in areas like e-commerce, financial technology, and smart cities (Zeng et al., 2021). The relationship between growth and digitisation documented in this study parallels a worldwide trend whereby increasingly prosperous economies are using digital technologies more extensively to promote their economic objectives. Digital transformation, in particular, improves the productivity of economies, increases competitiveness, and creates innovation and new business opportunities. This shift also enables the modernization of industries like manufacturing, healthcare, and education that are essential to longer-term economic growth. Investing in digital infrastructure like 5G networks and artificial intelligence, BRICS countries will be more competitive in global markets and solidify their place in the digital economy (Cervantes et al., 2021).

The results of this study strongly support H4 that BRICS integration promotes economic growth through enhanced public perception. This mediation effect indicates that the public perception of BRICS integration mediates their support for particular policies and reforms to thrive, which enhance economic growth. This raises an important issue for both scholars and policymakers: closely examine why and how people begin to support international economic integration and why and how they come to oppose it. The mediation effect also indicates that public support is a prerequisite condition for maximizing integration's economic returns. If the public has a positive attitude towards BRICS integration, they are more inclined to support policies that favor economic liberalization, infrastructure investment and adoption of digital technologies (Li & Zhang, 2020). On the other hand, negative perceptions may generate resistance against

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reforms, protectionist policies, and low investment, which in aggregate may hamper economic growth. This result supports the previous work of Lee (2021), who demonstrates the importance of public perception in determining the political and economic consequences of regional integration processes. When the public can be influenced and expectations controlled through communication, governments create conditions that are conducive to economic development and innovation. In this sense, the positive correlation between public perception and economic growth emphasizes the importance for policymakers to communicate the benefits of BRICS integration to the public, ensuring continued support for economic cooperation.

It is one of the main contributions of this research that a mediating role of digital transformation is moderated over the connection between public perception and economic growth. As posited in H5, digital transformation enhances the positive effect of societal perceptions on economic growth. This finding indicates that in areas with advanced digital transformation, the factor of positive views on economic integration is more likely to result in actual economic profits. These results are especially important within BRICS economy focusing, which proves to be a strong moderator in any part of the research frame both for the attainability of digital transformation levels and for its development benefits. Digital Transformation Accelerates, Widening the Gap Between Traditional and Digital Economies Those countries that are successful in integrating digital technologies into their economic systems have a competitive advantage in the global marketplace. Indeed, our results show that, when coupled with a progressive perspective on BRICS integration, public perceptions of digital transformation significantly increase the odds of reaching economic growth rates above average (Gupta & Jain, 2021). In addition, this moderating effect of digital infrastructure investments can contribute to economic expansion. BRICS nations: Governments and businesses must focus on digital enablement to set up an ecosystem for innovation Not only does this contribute to economic competitiveness, but it also threatens societal support for policies facilitating economic collaboration and technological implementation.

These findings have a number of policy implications. To ensure durable implementation, first, BRICS governments must pay attention to shaping favorable public perceptions of international integration by emphasizing its significance through constructive cooperation and addressing public concerns about the aspects of negative impacts, such as socioeconomic inequality and national sovereignty. Public perception is crucial in creating the political and economic conditions needed to support pro-growth policies, so enhancing attitudes toward BRICS integration is important. Second, several other findings suggest that national economic policies lead with the digital transformation, which is a byword for growth. Digital infrastructure investments and adoption of emerging technologies like AI, blockchain, and IoT are critical for improving economic resilience and maintaining competitiveness in the digital era. Finally, more research is needed to examine the impact of reliable high-speed internet on specific sectors, such as healthcare, education, and manufacturing, for a better understanding of how each area is affected by both an integration into BRICS and digital transformation. Furthermore, comparative work across various regional segments of BRICS countries can further help better understand the role of local context in shaping public perception of economic growth and digital transformation.

5. Conclusion

Thesis statements for this paper can be based on the study of interdependencies between public opinion, economic growth, and digital transformation in the area of integration of BRICS countries. It is important to understand how the narrative about international cooperation pervades society, how this affects the economy, and how economic growth can create technologically innovative superpowers. In addition, the results highlight the significant moderation effect of digital transformation on public perception of the impacts of economic growth, suggesting that the benefits from global integration do not fall evenly on its members but the countries with higher level of digital transformation can better direction the benefits from globalization. In conclusion, as reinforced by Wang Yi, while cultural exchanges and

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social connectivity are key tools to improve the public image of BRICS, in order to bring forth long reap the benefits of BRICS, it is important for the countries to also invest in digital infrastructure.

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Author Contributions

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Conflict of Interest

The authors declare that there is no conflict of interest.

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A. Table Risearch Appendix Data

Table 1: Sample Research Object Distribution

Region	Number of Respondents	Sector	Rationale for Selection
Jakarta	150	Business, Government	High economic activity, digital infrastructure
Surabaya	100	Business, Academia	Industrial hub, digital adoption in businesses
Yogyakarta	50	Academia, Government	Growing economy, educational sector
Other Areas	100	Business, General	Rural areas with varying levels of digital adoption

Source of data; processed by observation researcher 2024

Table2: Example Likert Scale Items for All Hypotheses

Hypothesis	Variable	Statement	Scale
H1: Societal perceptions positively influence economic growth in the context of BRICS integration.	Public Perception	"BRICS integration will have a positive impact on Indonesia's economic growth."	1-5
	Economic Growth	"I believe that BRICS integration has contributed to the growth of Indonesia's economy."	1-5
H2: Public perception in favour of BRICS integration significantly influences the level of digital transformation.	Public Perception	"I perceive that BRICS integration has led to advancements in digital transformation in Indonesia."	1-5
	Digital Transformation	"Digital transformation in business sectors has increased significantly due to BRICS integration."	1-5

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Hypothesis	Variable	Statement	Scale
H3: Economic growth resulting from BRICS integration has a significant influence on accelerating digital transformation.	Economic Growth	"Economic growth from BRICS integration has accelerated the pace of digital transformation in Indonesia."	1-5
	Digital Transformation	"The growth of the economy has increased the adoption of digital technologies in Indonesia."	1-5
H4: Public perception mediates the relationship between BRICS integration and national economic growth.	Public Perception	"The public's perception of BRICS integration has influenced Indonesia's overall economic growth."	1-5
	Economic Growth	"BRICS integration will have an indirect effect on Indonesia's economic growth through public perception."	1-5
H5: Digital transformation moderates the relationship between societal perceptions and economic growth.	Public Perception	"The level of digital transformation affects how the public views the impact of BRICS integration on economic growth."	1-5
	Economic Growth	"The relationship between public perception and economic growth is stronger with higher levels of digital transformation."	1-5
	Digital Transformation	"Higher levels of digital transformation have strengthened the positive impact of BRICS integration on Indonesia's economy."	1-5

Source of data; processed by observation researcher 2024

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