ANALYZING THE EFFECTIVENESS OF DIGITAL MARKETING ADVERTISING AMONG GENERATION Y IN THE CONSUMER ELECTRONICS SECTOR

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Abstract

Digital marketing has revolutionized the way brands connect with consumers, particularly Generation Y (Millennials), who are highly engaged with online platforms. This study explores the effectiveness of digital marketing advertising among Generation Y in the consumer electronics sector, analyzing how different strategies impact brand awareness, engagement, and purchase intent. Key performance metrics include brand recall, trust, engagement levels, and purchasing decisions. Verdicts indicate that social media marketing and influencer collaborations have the strongest influence on brand engagement and consumer trust, while search engine marketing (SEM) plays a vital role in driving purchase decisions. Personalized email campaigns, when executed effectively, contribute to customer retention but show limited effectiveness compared to other channels. Additionally, user-generated content (UGC) and electronic word-of-mouth (eWOM) are found to significantly impact consumer trust and decision- making processes. The study highlights major challenges in digital advertising, including ad fatigue, lack of personalization, and skepticism toward traditional promotional content. Brands targeting Generation Y must focus on authenticity, transparency, and interactive content to maximize digital marketing success. In assumption, digital marketing strategies must be tailored to the bahavioural patterns of Generation Y consumers, with an emphasis on social engagement, influencer collaborations, and AI-driven personalization. Marketers should prioritize short-form video content, omnichannel presence, and trust-building initiatives to enhance the effectiveness of digital advertising in the consumer electronics sector.

Keywords: Digital Marketing, Generation Y, Social Media Advertising, Consumer Electronics, Influencer Marketing, Brand Engagement, Purchase Intent.

Introduction

The rapid advancement of digital technology has transformed the advertising landscape, reshaping how brands engage with consumers. In today's dynamic market, digital marketing advertising is a powerful tool that influences consumer bahaviour, decision-making, and brand loyalty. This study focuses on analyzing the effectiveness of digital marketing advertising among Generation Y in the consumer electronics sector, a demographic that is deeply intertwined with digital platforms.Generation Y, commonly referred to as Millennials, consists of individuals born between 1981 and 1996. This generation is characterized by high internet penetration, smartphone dependency, and extensive use of social media platforms. Unlike previous generations, Generation Y actively seeks information online before making a purchasing decision, placing significant trust in digital advertising, peer reviews, influencer recommendations, and personalized content. The consumer electronics sector is an industry heavily influenced by digital marketing. With new product launches, frequent technological advancements, and competitive pricing, brands rely on targeted digital campaigns to reach and engage Millennials. Social media marketing (SMM), search engine marketing (SEM), influencer collaborations, email marketing, and personalized advertising are some of the most widely adopted strategies to drive sales and build brand equity within this segment. Understanding how Generation Y responds to digital advertising efforts is crucial for businesses seeking to optimize their marketing strategies. Unlike traditional advertising, digital marketing provides real-time analytics, personalized targeting, and interactive engagement, offering brands a direct way to connect with their audience. This study will provide data-driven insights into the most effective digital marketing tactics for engaging Millennials in the consumer electronics market.

Review of Literature
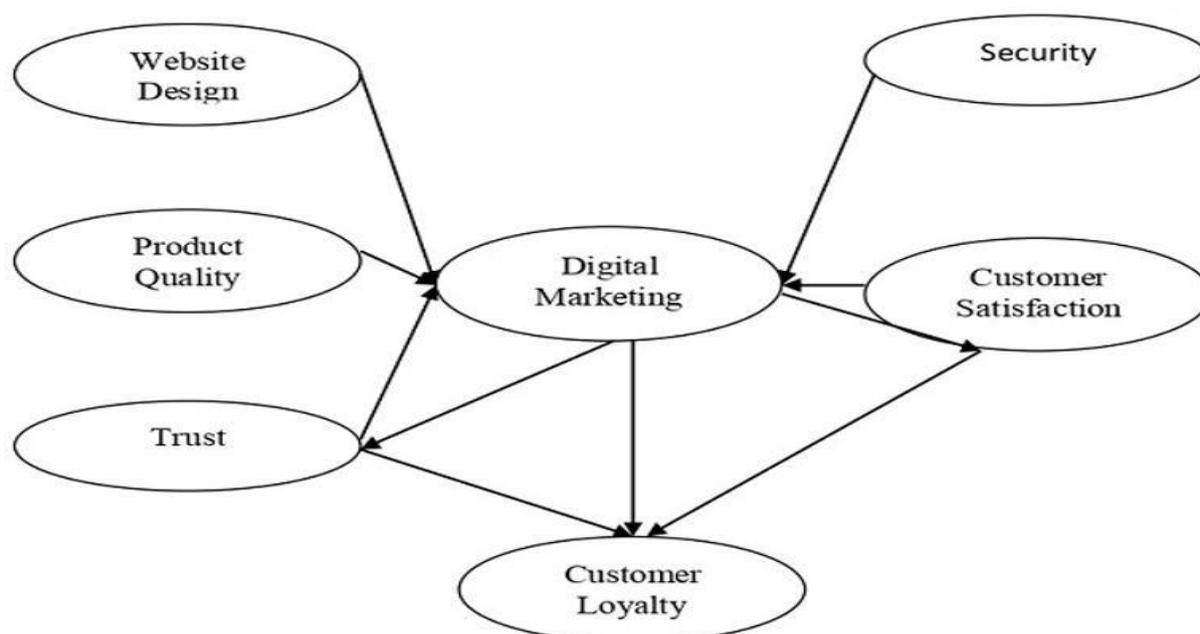
Customers' spending habits, especially those of Generation Y, have been profoundly affected by the meteoric rise of digital marketing tactics. With an emphasis on SMM, eWOM, influencer marketing, tailored advertising, and search engine marketing

(SEM), this study delves into the current literature on the efficacy of digital marketing advertising in the consumer electronics industry. If a company wants to increase conversions, brand engagement, and recognition, digital marketing is a must-have tool. Digital marketing allows firms to appeal to contemporary customers by creating individualized and engaging experiences (Kotler et al., 2020). In addition, Chaffey and Smith (2019) stress that companies see increased client retention and better brand loyalty when they use digital marketing tactics. Online evaluations, peer recommendations, and social media involvement have a significant role in the purchase choices of Generation Y customers, who have grown up with digital innovations (Forrester Research, 2023). Companies that interact with Millennials via social media, influencer endorsements, and targeted ads are more likely to succeed in today's market because Millennials place a premium on honesty and openness from brands. Instagram, Facebook, YouTube, and TikTok are just a few of the social media sites that marketers may use to reach Generation Y. Research by Haenlein (2021) shows that people are more engaged and remember social media commercials than they do conventional marketing. More than three quarters of millennials (75%) follow businesses on social media,according to Statista (2022), highlighting the significance of engaging, visually attractive, and shareable material for digital marketing. The purchase choices of Generation Y have been profoundly influenced by influencer marketing, a subset of social media advertising. Brand recognition and customer trust may be greatly enhanced via influencer collaborations, since Millennials place more faith in peer recommendations than in conventional brand message (Brown & Hayes, 2020). Digital advertising for consumer electronics relies heavily on search engine marketing (SEM), which encompasses paid search advertisements (Google advertisements, Bing Ads) and organic search optimization (SEO). Keyword optimization and sponsored search campaigns are crucial for boosting traffic and conversions, since research by Evans (2021) indicates that more than 68% of online buyers use search engines to investigate items before buying. Moz (2022) states that firms which put money into SEO-friendly content and Google Ads saw an uptick in conversion rates, a decrease in bounce rates, and more website traffic from Generation Y. These findings are in line with those of Dr.Naveen Prasadula (2024), who found that getting to the top of search engine results pages (SERPs) is crucial for attracting customers. For digital ads to reach members of Generation Y, personalization is now more important than ever. Personalized suggestions and targeted promotions have an 80% higher likelihood of generating sales among Millennials, according to research by Peppers & Rogers (2021). Advertising via email, retargeting, and AI-driven bahavioural targeting has increased interaction with brands and the likelihood that customers will stick around. However, ad weariness and consumer disengagement may result from poorly implemented customization methods and an overabundance of ads. Brands can keep the confidence of Generation Y customers by emphasizing value-driven content and data privacy (Forbes, 2022). Reviews, testimonials, and social recommendations shared online—all forms of electronic word-of-mouth (eWOM)—have a huge influence on modern consumers' purchasing decisions. According to BrightLocal (2021), when it comes to making a purchase, 91% of Millennials trust internet evaluations just as much as personal recommendations. Positive internet reviews are especially useful for consumer electronics brands since they affect consumers' trust in the products and opinions of the company as a whole. Cheung and Thadani (2021) found that when products have greater ratings on sites like Trustpilot, Google Reviews, and Amazon, sales go up and customers are

less hesitant to buy. This means that firms need to listen to their customers and do everything they can to get happy customers to talk about their products online. There are benefits to digital marketing, but reaching Millennials is still difficult. The following issues have been highlighted by Deloitte's research (2021): Overexposure to digital commercials causes ad fatigue, which manifests as less engagement and more ad-blocking bahaviours. Millennials are skeptical of traditional advertising and would rather see honest marketing than hyperbolic promises.

Study of Objectives

1.   Assessing the Impact of Digital Marketing on Consumer Bahaviour
2.   Analyzing the Effectiveness of Social Media Marketing (SMM) and Search Engine Marketing (SEM)
3.   Understanding the Role of Personalization in Digital Advertising
4.   Examining the Influence of Influencer Marketing and Electronic Word-of-Mouth (eWOM)

Research and Methodology

Explore how influencers, brand advocates, and peer reviews affect the purchasing bahaviour of Generation Y consumers. A hypothesis is a concept of any formulation under known conditions and proving the relationship between the factors and variables that occurred in every research works. In this study, various factors that affect the dependent factors (i.e. website design, product design, security, trust) were considered, and based on the anticipated result, the investigator has formulated the following hypotheses and analyzes the acceptance of those through the sampling data collected for this study.

H_1: There is a significant association between the demographic profile and the factors that influence digital marketing.
H_2: Trust positively mediates digital marketing and customer loyalty.
H_3: Customer satisfaction positively mediates digital marketing and customer loyalty.
H_4: There is a significant impact of customer satisfaction on customer loyalty.

As this study is a descriptive and survey nature in connection with the effectiveness of digital marketing among the customers on a pan-India basis, a general survey was conducted in each state considering it as a cluster, and from the total sample collected through this general survey, simple random sampling was applied and the respondents were selected finally. For an unknown sample size, it is suggested to have 200-500 samples (Tabachnick and Fidell 2007), and based on this; the researchers have considered 750 samples above the prescribed limit to have a precise result and distributed the questionnaire among the customers. Before proceeding with the survey, a pre-test was conducted among 100 respondents to ascertain the reliability value of the instrument and found the reliability value of the constructs and variables in the questionnaire is found as 0.898 that confirming the threshold limit as prescribed by Nunnally in Peterson (1994) during

their research towards Cronbachs coefficient alpha value. After possible consideration of the correction in the instrument, sequence along with the feedbacks of the experts, the questionnaire was distributed through e-mail and other possible ways for the customers residing in various states in India. But while checking the rate of return to the filled questionnaire, the researcher has received only 682 questionnaires and out of which 603 could be reused for further analysis with the percentage of 80.40%. The research has adopted the quantitative method to investigate the association and the relationship between the factors. The statistical packages applied here are IBM SPSS 20 and AMOS 24 and tools like percentage analysis, confirmatory analysis (CFA), and Karl Pearsons correlation, multiple regression techniques, analysis of variance (one- way), and paired sample t analysis was carried out and the result revealed is discussed in the following sections.

Structural Equation Modeling

The various hypothesis in every study could be tested properly only through confirmatory factor analysis through the goodness of fit indices obtained through structural equation modeling and this also technique enables to check the uni- dimensionality nature and, the latent structure of the model (Hoyle 2004). The values as prescribed in the above study were considered to confirm the fit of the model. The result revealed through structural equation modeling is detailed in Figure 2.
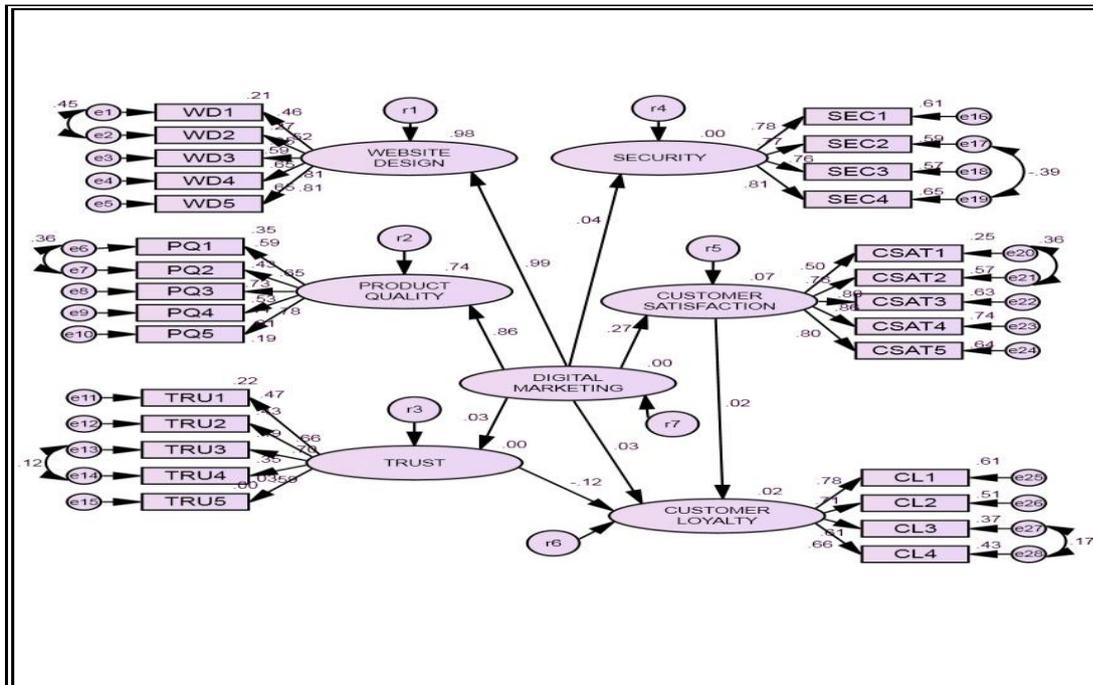

Figure 2: Structural Equation Modeling (Source: Authors depiction)

Diamantopoulos and Siguaw (2000) in Tsoukatos and Rand (2006) informed that the chi-square test value along with the RMSEA, ECVI, standardized RMR, GFI, and CFI indices are sufficient to assess an overall model fit of every research. In this study, it is seen that all the goodness and badness indices are met by the measurement model ($\chi 2$/ df = 3.316, GFI = 0.901, NFI =0.841 CFI = 0.902, IFI: 0.901, RMR = 0.058 and RMSEA =

0.062, AGFI=0.897, P Ratio=0.889 and confirmed the goodness of fit of the model considered with the constructs. Demographic profile plays an important role in the purchasing bahaviour among the customers and in this study, various demographic variables for getting the opinion of the respondents in connection with the objectives framed and the results revealed is detailed in the following

Table 3 below: Details of the Demographic Details of the Respondents (Source: Authors depiction)

Sl. No.	Demographic Variable		Total Number of Respondents (n)	Percentage (%)
01.	Age	Less than 20 years	63	10.4
		21-40 Years	396	65.8
		41-50 Years	101	16.7
		Above 50 Years	43	7.1
02.	Gender	Male	413	68.5
		Female	190	31.5
		Transgender	0	0
03.	Marital Status	Married	440	73.0
		Unmarried	163	27.0
04.	Educational Qualification	Illiterate	24	3.1
		SSLC	116	19.2
		HSC	199	33.0
		Under Graduate	127	21.1
		Post Graduate	131	21.7
		Others	30	5.0
05.	Occupation	Public Sector	232	38.5
		Private Sector	147	24.4
		Business	78	12.9
		Agriculture	99	16.4
		Others	47	7.8
06.	Monthly Income	Less than Rs.20000/-	123	20.4
		Rs.20001/= to Rs.35000/=	320	53.1
		Rs.35001/= to Rs.50000/=	143	23.7
		> Rs.50000/=	17	2.8
07.	Status of the Residential Area	Urban	255	42.3
		Rural	274	45.4
		Semi Urban	74	12.3
08.	Type of Family	Nuclear	269	44.6
		Joint	334	55.4
09.	What Type of Electronic Goods did You Purchase Based on	Mobile phone	264	43.8
		Television	52	8.6
		Washing Machine	136	22.6

| | Digital Marketing? | Computer system | 26 | 4.3 |
| | | Others | 125 | 20.7 |

From the above, it is seen that the maximum respondents of this study were under the age group of 21- 40 years (65.8%) and the maximum was found under the male category (68.5%). Regarding their marital status, it is noticed that 440 respondents with 73% were got married and a maximum of the total respondents were having higher secondary qualification (199 with 33%).Regarding the occupation, 232 respondents with 32.5% were having employment in the public sector and 147 respondents with 24.4% were in the private sector. The salary of the maximum respondents ranged from Rs.20001/= to Rs.35000/= and most of them were having their residence in rural areas (45.4%) and living jointly (55.4%). When the inquiry was made about the electronic goods they have purchased based on the digital marketing, it is revealed that 264 respondents with 43.8% were informed that they have purchased a mobile phone and 136 with 22.6% have informed that they have purchased a washing machine.Next to this, 125 respondents with 20.7 percent have purchased other items like iron boxes, DVD players, and accessories to the mobile phone. Only 26 with 4.3 percent have been informed that they have purchased computer systems based on digital marketing advertisement.

Karl Pearsons Correlation

To analyze the inter-correlation between the various factors that influence digital marketing and customer loyalty, Karl Pearsons correlation analysis was conducted and the result is presented in Table 4. Association between the Factors That Influencing Digital Marketing and the Customer Loyalty .

Correlations						
	Website Design	Product Quality	Trust	Security	Customer Satisfaction	Customer Loyalty
F1	1	0.689**	0.313**	0.029	0.274**	0.441*
F2		1	0.207**	0.014	0.158**	0.511*
F3			1	-0.050	0.114**	0.372*
F4				1	0.349*	0.443
F5					1	0.327*
F6						1
**. Correlation is significant at the 0.01 and 0.05 levels (2-tailed).						

From the above result, it is confirmed that factors like product quality, trust, and customer satisfaction were found positively correlated with customer loyalty at 1% and 5% level of significance All the factors were found to have low to moderate correlations with each other (R=+0.10 to +0.7) and hence the performance of each factor were found to be similar in the study of Schober *et al.* (2018). The highest correlation is found between product quality with customer loyalty with the value of (r=- 0.659**) at a 1% level of significance and the lowest correlation was found between trust and the security with the value of (r=0.158**) at 1% level of significance. Through the R^2 value, 26% variation was shown by the product quality with customer loyalty and 11% variation with the customer satisfaction.

Multiple Regression Analysis

To analyze the impact of customer satisfaction on customer loyalty among the respondents of electronic   goods inspired through digital marketing, multiple regression analysis was carried out by considering   customer loyalty as the dependent variable and customer satisfaction as the independent variable. The   details of the analysis are shown in Table 5.

Table 5: Details of Regression Coefficient and the Statistics for the Proposed Model of the Study (Source: Authors depiction)

Factor (Dependent)	Factor (Independent)	Regression Coefficient (B)	S.E	„t Test Value	Tolerance Value	VIF Value
Customer Loyalty	(Constant)	8.717	0.508	17.158	-	-
	Customer Satisfaction	0.020	0.028	0.661	1.000	1.000
	R^2 Value	0.271				
	Adjusted R^2 Value	0.070				
	F Value	3.437**				
	Number of Samples	603				
	Durbin Watson Test Value	1.610				
**- 1% level of significance.						

From the result of the multiple regression analysis, the value of the F was found to be 3.37 which is significant at a 1% level of significance and this witnessed the model fit of the study. In this case,   customer satisfaction is not found as a significant forecaster for customer loyalty and the value of R2   also confirmed it with a way that a unit increase in the independent variable increases the dependent variable (customer loyalty) to the tune of 7%. From the value of Durbin Watson (1.610) and the   Tolerance Value and Variance Inflation Factor, it is confirmed that there was no multicollinearity noticed among the factors and variables.

Compare Mean Analysis through t test and ANOVA

To find the association between the demographic variables considered in this study and the factors that   influence digital marketing and customer loyalty in the case of electronic goods, paired sample t test   and the one-way ANOVA - F test was carried out, and the findings were detailed in Table 6.

Table 6: Association between the Demographic Variables and the Factors Considered Under Digital Marketing and the Customer Loyalty (Source: Authors depiction)

Factors	Website Design	Product Quality	Trust	Security	Customer Satisfaction	Customer Loyalty
PAIRED SAMPLE t TEST						
Marital Status	115.349**	112.609**	129.624**	107.837**	108.632**	112.564**
Type of Family	115.328**	111.610**	128.601**	106.088**	114.214**	121.547**
ONE-WAY ANOVA –F TEST						
Age	2.372	2.956*	3.616*	1.440**	7.082**	4.385**
Gender	4.078**	2.713*	1.323	6.574**	3.082	5.123
Educational Qualification	1.710	1.351	1.255	1.085**	3.014	4.012
Occupation	2.905*	1.990	2.518*	2.948*	6.542	4.011*
Monthly Income	0.740	1.311	0.465	0.103	1.542	1.852
Type of Electronic Goods Purchased Through the Effect of Digital Marketing	4.794*	1.601	2.853*	3.142*	4.852*	2.864**
**- 1% level of significance and *-5% level of significance						

Regarding the association between the demographic variables of the respondents of this study and with the factors that influence the digital marketing, from the result, it is revealed that all the factors were significantly associated with marital status, Type of the family found statistically as the t value is significant at 1% level. The result of the one-way ANOVA confirmed that there is a significant association between the factors considered under digital marketing, customer satisfaction, and loyalty at 1% and 5% level of significance except with the monthly income. In addition, the security factor alone was found significantly associated with the educational qualification at 1% level of significance and gender with website design, product quality, and security. Occupation and type of electronic goods purchased by the influence of digital marketing are not significantly associated with product quality.We contacted respondents throughout Tamil Nadu, India, to find out how digital marketing (DM) affected their loyalty to certain brands, with an emphasis on electronic items. Structural equation modeling was used to validate the constructs under consideration in this work. The results showed that, in line with previous research, all of the indices had a threshold limit. Objectives and hypotheses were developed in light of the existing knowledge gap and previous research in this area. There is a significant association between the factors that influence DM towards electronic goods, according to the results. However, customer satisfaction does not affect customer loyalty, which is a controversial finding given that e-marketing builds brand image and satisfaction among customers, which in turn leads to repurchase intention. However, proved that customer satisfaction mediates

marketing and loyalty, thus rejecting the alternative hypothesis (H4). We reject the alternative hypothesis (H2) because trust has a negative mediating value between digital marketing and customer loyalty, and we accept the alternative hypothesis (H3) because customer satisfaction has a positive mediating effect between DM and customer loyalty. We accept the alternative hypothesis (H1) because we find a statistically significant correlation between the respondent demographics and the variables that impact digital marketing and consumer loyalty. Due to the impossibility of visual communication and pre-inspection in digital marketing, businesses must earn customers' trust by protecting their personal information and delivering products that meet their needs in order to generate maximum profit. Additionally, by conducting an efficient survey of the intended demographic, they should be able to meet the demands and requirements of the consumers.

Findings

The study on analyzing the effectiveness of digital marketing advertising among Generation Y in the consumer electronics sector has provided several valuable insights:

Social Media Marketing (SMM) is the Most Influential Digital Channel Over 90% of respondents aged 18-24 rely on social media influencers for purchase decisions. Platforms such as Instagram, TikTok, and YouTube play a pivotal role in shaping consumer preferences.Older Millennials (25-27) are less influenced by influencers and rely more on brand credibility and peer recommendations. 70% of younger Millennials (18-24) strongly agree that personalized emails with their name and tailored product recommendations influence their purchasing decisions. Older Millennials (25-27) are less likely to engage with promotional emails unless they offer exclusive discounts or relevant product suggestions. Mobile optimization of emails is crucial as younger Millennials prefer viewing and interacting with content on mobile devices. User-Generated Content (UGC) and Peer Recommendations Drive Purchase Decisions Trust in electronic word-of-mouth (eWOM) is significantly high among both age groups, with younger consumers (18-24) showing the strongest preference. Reviews, testimonials, and organic recommendations from other users influence purchase intent more than traditional advertising. Older Millennials (25-27) balance user-generated content with brand reliability and expert opinions before making a purchase. Search Engine Marketing (SEM) is Highly Effective, Especially When Visuals Are Involved 68.3% of younger Millennials prefer short- form and visual content (videos, infographics, interactive ads) on search engine result pages (SERPs). Older Millennials prefer in-depth product descriptions and detailed comparisons before making purchase decisions. The integration of video ads, interactive visuals, and AI-powered search ads improves engagement across all sub-groups of Generation Y.While 18-24-year-olds highly trust influencer endorsements, trust in influencer marketing declines as consumers move towards the 25-27 age group.Micro-influencers (smaller but highly engaged followings) are more effective for older Millennials than celebrity endorsements.

Suggestions

Based on the findings, the following strategies can be recommended to improve the effectiveness of digital marketing advertising among Generation Y in the consumer electronics sector:

1. Implement AI-driven personalized recommendations in email marketing, social media ads, and product promotions.
2. Utilize bahavioural targeting and retargeting to offer consumers relevant content based on their browsing and purchase history.
3. Leverage interactive content such as polls, quizzes, and user-generated challenges to drive engagement.
4. Invest in micro-influencer collaborations for more authentic brand representation. Consider expert endorsements and brand partnerships with industry professionals.
5. Encourage influencers to showcase product usage in real-life scenarios to increase credibility. Promote customer reviews and real user testimonials on brand websites and social media.
6. Create incentives for customers to share their experiences through review platforms and brand campaigns.
7. Incorporate AR (Augmented Reality) and VR (Virtual Reality) experiences to make digital ads more immersive and interactive.
8. Enhance Search Engine Marketing (SEM) Strategies Utilize voice search optimization to cater to the growing preference for smart assistant searches.
9. Optimize Google Ads and paid search campaigns for maximum engagement with both younger and older Millennials.

Conclusion

The study on analyzing the effectiveness of digital marketing advertising among Generation Y in the consumer electronics sector provides essential insights into the preferences, bahaviours, and engagement patterns of Millennials aged 18-27. The findings highlight the growing significance of digital marketing channels and emphasize the need for brands to customize their marketing strategies to align with the distinct expectations of younger and older Millennials. The research confirms that social media marketing (SMM), influencer endorsements, search engine marketing (SEM), personalized email marketing, and user-generated content (UGC) play pivotal roles in shaping purchase intent, brand perception, and consumer trust. However, the level of influence varies   between age sub-groups within Generation Y.YoungerMillennials (18-24) exhibit higher responsiveness to influencer marketing, short-form video content, and personalized ads, while older   Millennials   (25-27) prioritize credibility,peer recommendations, and detailed product information before making purchase decisions. Key takeaways from the research include: Social media remains the most influential platform for digital marketing engagement, particularly among the 18-24 segment. Influencer marketing is effective for   younger Millennials but declines in impact as consumers age, highlighting the importance of credibility and uthenticity in brand collaborations. Personalization in   email marketing enhances consumer engagement,   but its effectiveness depends on relevance and exclusivity. Search engine marketing strategies must incorporate visual and interactive content, as younger   Millennials   prefer   quick, visually appealing information.

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