

# **DIGITAL MARKETING EFFECT ON URBAN INDIAN CONSUMERS: BUYING PATTERNS FOR ELECTRONIC PRODUCTS IN THE DIGITAL ERA**

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## **ABSTRACT**

The rapid advancement of internet-connected technologies has transformed traditional marketing approaches, giving rise to digital marketing as a dominant channel for consumer engagement. Digital marketing facilitates interaction between marketers and consumers through various virtual platforms, including search engine marketing, affiliate marketing, content marketing, and more. Rather than focusing solely on direct selling, these platforms aim to engage customers through informative and solution-oriented content that ultimately influences purchasing decisions. This study explores the impact of key digital marketing components on consumer buying behavior, specifically in the context of electronic products. Employing a descriptive research design, data were collected from a judgment-based sample of 500 respondents using a structured questionnaire. The collected data were analyzed using factor analysis and regression techniques to identify significant influencers. The findings reveal that five out of six digital marketing constructs have a statistically significant impact on consumer purchase behavior. These insights provide valuable implications for marketers aiming to refine their digital strategies to effectively influence buying decisions in the electronics sector.

## **KEYWORDS:**

Digital Marketing, Consumer Buying Behaviour, Electronic Goods, Factor Analysis, Regression Analysis.

## **1. INTRODUCTION**

Digital marketing represents the modern evolution of marketing, leveraging internet-connected devices to engage with consumers and promote products or services. It encompasses a variety of platforms and techniques that facilitate direct and interactive communication between brands and their target audiences. In recent years, there has been significant discourse around the integration of artificial intelligence (AI) into digital marketing strategies, enhancing personalization, targeting, and consumer engagement. Digital

marketing platforms can broadly be categorized into two main types: social media marketing platforms and other digital marketing platforms. This section provides a brief overview of the major platforms used in digital marketing today.

### 1.1 Social Media Marketing

Social media marketing involves promoting products and services through popular social networking platforms such as Facebook, Twitter, YouTube, LinkedIn, Snapchat, Pinterest, Quora, and Instagram. These platforms offer diverse tools for businesses, including business profiles, group communities, messaging services, and various advertising formats such as display ads, stories, reels, and sponsored content. The growth of social media marketing has been exponential. For instance, Facebook boasts over 2.3 billion active monthly users, Twitter has more than 350 million users, and YouTube sees approximately 1.8 billion user logins per month. Notably, YouTube users collectively watch over 1 billion hours of content daily. Social media influences consumer behavior in several key ways. Consumers are often swayed by peer recommendations, social proof, and trends observed on their networks. Additionally, targeted advertisements and influencer marketing play a significant role in shaping purchasing decisions. As aptly noted by marketers, *“Social network marketing is the practice of expanding the number of one’s business and/or social contacts by making connections through individuals.”* Social media is not an isolated marketing tool; rather, it serves as a powerful engine driving the broader marketing strategy.

**Erik Qualman (2023) proposed the following process and model:**

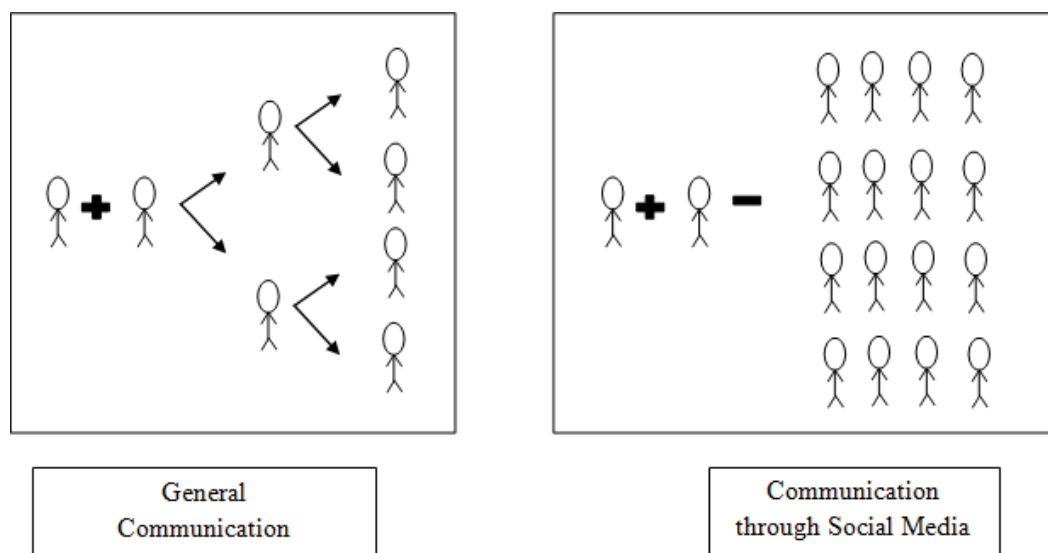


Figure 1 Social Media Communication Model

**Table:1 Overview of Key Digital Marketing Platforms**

S. No.	Digital Marketing Platform	Description	Key Features/Advantages
1	<b>Social Media Marketing</b>	Use of social platforms like Facebook, Instagram, Twitter,	- Wide audience reach- Paid promotions lead to brand websites- Peer influence

S. No.	Digital Marketing Platform	Description	Key Features/Advantages
		YouTube, etc., for promotions and engagement.	and social proof affect buying decisions
2	<b>Content Marketing</b>	Strategically sharing relevant, valuable content (blogs, articles) to help consumers make informed decisions.	- Builds trust- Drives website traffic through embedded links- Targets confused but interested buyers
3	<b>Search Engine Marketing (SEM)</b>	Paid advertising on search engines to appear at the top of search results for specific keywords.	- High visibility- Targets users actively searching for products/services- Increases click-through rates
4	<b>Online Public Relations (Online PR)</b>	Managing brand reputation through digital reviews, ratings, and customer engagement.	- Builds brand loyalty- Uses CRM, emails, and feedback systems- Supports e-WOM and online reputation management
5	<b>Affiliate Marketing</b>	Commission-based marketing where affiliates promote products using special links.	- Performance-based revenue- Low-cost promotion model- Popular platforms: Amazon Affiliate, ClickBank
6	<b>Email Marketing</b>	Sending promotional or informative emails to a targeted customer database.	- Personalized and direct- High content longevity- Automated via tools like Mailchimp and Drip

## 2. LITERATURE REVIEW

The studies are grouped under three themes: **Digital Marketing**, **Consumer Behavior in Electronic Product Marketing**, and **Retail Market**.

**Table 2: Literature Review on Digital Marketing**

S. No.	Author(s)	Year	Key Findings / Summary
1	Lages et al.	2018	Identified five key factors influencing word-of-mouth and customer loyalty: relationship orientation, trust, commitment, cooperation, and satisfaction.
2	Sharma	2002	Internet marketing transforms marketing processes, affecting cost, location, and competition.
3	Bandopadhyay	2021	Online buyers exhibit similar buying behavior as offline buyers, relying heavily on product information.
4	Venkatesh	2008	Online marketing and the internet have significantly transformed business practices.
5	Abdul Brosekhan & MuthuVelayutham	2008	Modern digital ads differ from traditional methods in their psychological and social impact on consumers.
6	Feng Zhu	2010	Online reviews are more effective for popular digital products with tech-savvy users (video game industry)

S. No.	Author(s)	Year	Key Findings / Summary
			case).
7	Shanker et al.	2021	Highlighted the role of shopper marketing, store layout, and multichannel strategies in digital environments.
8	Kotler & Armstrong	2012	Noted that even traditional companies now adopt digital platforms for better outreach (e.g., Amazon).
9	Winer	2008	Emphasized the importance of blogs and social media in brand communication and engagement.
10	Kwak et al.	2020	Analyzed Twitter data to understand information spread, though practical business applications were limited.
11	Nair	2011	Viewed social media as a mix of sociology and technology impacting marketing communications.
12	Foux	2022	Consumers perceive social media reviews as more trustworthy than corporate advertisements.
13	Russell Winer	2021	Private firms use social networking extensively for targeted campaigns.
14	Bhaskar Kumar	2014	E-commerce plays a crucial role in lead generation in sectors like real estate.
15	Sonia Dara	2016	Stressed the importance of making digital content (videos, social media, websites) user-centric.
16	Yasmin et al.	2015	Differentiated digital marketing from internet marketing, showing the broader scope of digital media.
17	Epstein & Yuthas	2004	Highlighted the growing importance of online and digital marketing in the business ecosystem.
18	Gautam	2017	Noted the increasing use of digital tools to enhance CRM and profitability.

**Table 3: Literature Review on Consumer Behavior in Marketing of Electronic Products**

S. No.	Author(s)	Year	Key Findings / Summary
1	BanshHari	2002	Focused on consumer perceptions toward widely-used electronics like TVs and computers.
2	Losarwar	2002	Examined socio-economic and psychological factors (e.g., lifestyle, brand awareness) influencing purchases of electronics like refrigerators and fans.

**Table 4: Literature Review on Retail Market & E-Commerce**

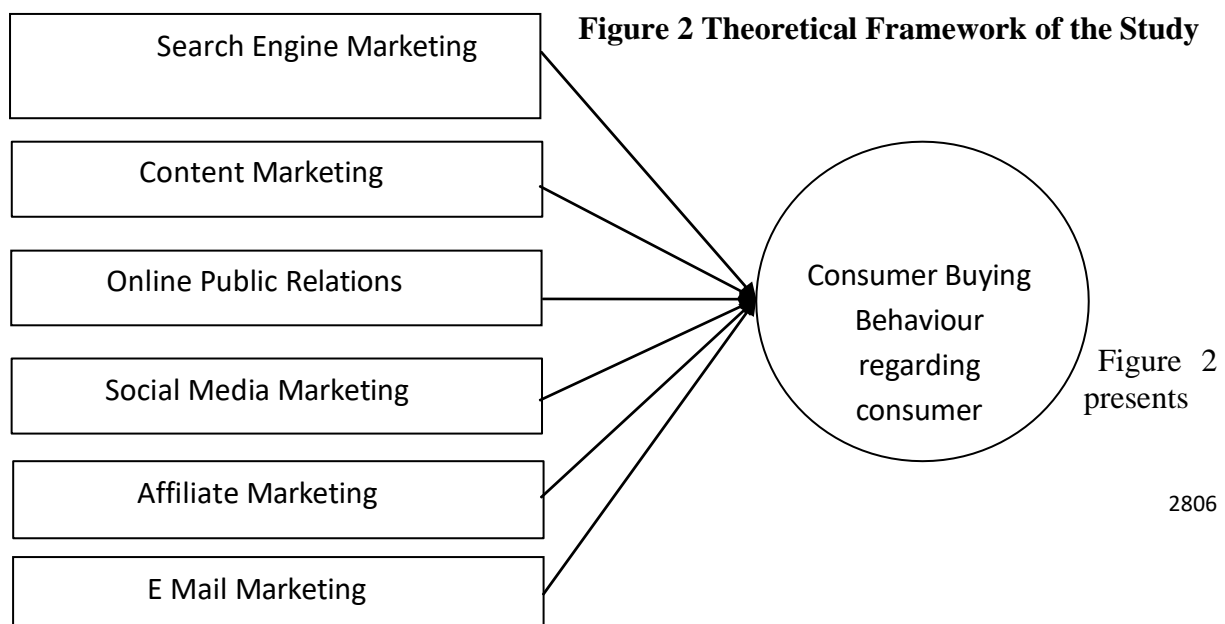
S. No.	Author(s)	Year	Key Findings / Summary
1	Goyal & Aggarwal	2022	Retail market in India is rapidly transforming; entry of global players like Walmart has reshaped consumer behavior.
2	Jiang, Jerath & Srinivasan	2021	Studied Amazon's approach to connecting brands and small sellers with buyers; focused on demand prediction.

S. No.	Author(s)	Year	Key Findings / Summary
3	Sriram et al.	2023	Found a positive link between social media marketing and commercial performance.
4	Vernik et al.	2011	Argued that allowing DRM-free downloads may reduce piracy and improve legitimate consumption.
5	Sinha, Machado & Sellman	2010	DRM removal increases customer welfare and legal demand, especially in digital media.
6	Rust, Kannan & Perg	2003	Weak copyright protection can reduce price competition, potentially benefiting firms.
7	Danaher et al.	2022	Found piracy increased when free content was monetized, but declined once accessible again online.

### 3.OBJECTIVES

The primary objective of this study is to analyze the influence of digital marketing on consumer buying behavior with specific reference to electronic products. The study is designed to empirically examine the impact of key digital marketing components on purchasing decisions.

- To assess the influence of Search Engine Marketing (SEM) on consumer buying behavior for electronic products.
- To evaluate the role of Content Marketing in shaping consumer perceptions and purchase intentions for electronic devices.
- To analyze the impact of Online Public Relations (Online PR) on consumer trust and brand credibility in the context of electronics.
- To examine the effect of Social Media Marketing on consumer engagement and decision-making related to electronic product purchases.
- To determine the contribution of Affiliate Marketing to consumer awareness and buying behavior for electronic goods.
- To study the effectiveness of E-mail Marketing in influencing consumer preferences and final purchase decisions of electronic products.



the theoretical framework of the study, which clearly illustrates the conceptual foundation and provides a comprehensive understanding of the study's aim. This framework outlines the relationship between various digital marketing components and their influence on consumer buying behavior, specifically in the context of electronic products.

#### 4. Data Analysis and Interpretation:

##### Factor Analysis:

**Table 5: Barlett's test of spherically and Measure of Sampling Adequacy**

"Kaiser-Meyer-Olkin Measure of Sampling Adequacy".		.817
Bartlett's Test of Sphericity	Approx. Chi-Square	8001.621
	df	314
	Sig.	.000

The results of the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy yielded a value of 0.817, which indicates good sampling adequacy. Since KMO values above 0.8 are considered meritorious, this suggests that the data is well-suited for factor analysis. Additionally, Bartlett's Test of Sphericity produced a chi-square value of 8001.621 with 314 degrees of freedom and a significance level of 0.000. This highly significant result indicates that the correlation matrix is not an identity matrix, confirming that the variables are sufficiently correlated to proceed with factor analysis. Overall, these findings demonstrate that the data meets the necessary criteria for factor analysis, making the sample and variables appropriate for further analysis.

**Table 6: Factors, Factor Loading and Reliability**

SL. No.	Factor Names	Factor Loadings	Factor Reliability
Factor 1	<b>Search Engine Marketing</b>		<b>.822</b>
1	I search for products and product information on Search engine (Google/Yahoo) before I make a purchase decision	.838	
2	I click on relevant links on search engine	.827	
3	I find relevant information about products and services from search engine.	.764	
4	Generally I click on first 3-4 search results of my search query	.743	
5	Search engines shows the most relevant results at the top	.619	
6	I have no hesitation in buying products online from the retailer that I find through search engine	.616	
Factor 2	<b>Content Marketing</b>		<b>.784</b>
1	I like to read relevant content online about the	.829	

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	products I plan to buy.		
2	I generally click on the link of „more info“, „know more“ etc.	.824	
	If the post/blog is interesting about something.		
3	I like to search information about product to compare and find products	.738	
4	I listen to YouTube reviews/ Other online reviews about the products I want to buy	.720	
5	I click links that are provided in the blogs or reviews to reach on the product page online	.695	
Factor 3	Online Public Relations		.758
1	I like the to see personalized messages, offers and products on mail	.809	
2	I like those retailers who keep informing about products and help in better decision making	.787	
3	I purchase products from those online marketers who respond to my problems in effective and timely manner	.761	
4	I like to purchase from those online retailers who provide full information about purchase and returns	.726	
5	I like those online retailers who operate online communities to help buyers make better buying decisions	.711	
Factor 4	Social Media Marketing		.811
1	I am an active users of Facebook or at least one social media platform	.786	
2	I use to explore products on social media	.713	
3	I usually click on social media advertisements	.697	
4	I visit the websites of online retailers and explore information about products	.659	
Factor 5	Affiliate Marketing		.784
1	I use online coupons from various coupon websites while buying products	.792	
2	I click on the product / service or online retailers“ link while reading blogs online to go on product page	.624	
3	I click on the product / service or online retailers“ link while	.608	

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	listening YouTube reviews to go on the product page		
4	I visit the websites / online retailers" product page by clicking on the links provided online by experts or online communities	.552	
Factor 6	E-Marketing		.762
1	I read mails sent by online retailers	.741	
2	I take interest in e-mail promotions of online retailers regarding electronic goods	.736	
3	I visit on the online retailers through emails sent by them	.730	
4	Email from online retailers sometimes make me buy their products	.707	

The factor analysis results, as presented in Table 6 demonstrate strong validity and reliability for the six identified factors of digital marketing influencing consumer behavior towards electronic products. The Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test (not shown here but presumably adequate) confirm the appropriateness of the data for factor analysis. Each factor shows satisfactory internal consistency with reliability values (Cronbach's alpha) ranging from 0.758 to 0.822, indicating good reliability of the scales.

**Factor 1, Search Engine Marketing**, shows the highest reliability at 0.822, with strong factor loadings for items related to searching product information, clicking relevant links, and trusting search engine results when making purchase decisions. This implies that consumers heavily rely on search engines like Google or Yahoo for product research before buying.

**Factor 2, Content Marketing**, also displays solid reliability (0.784), with high loadings on items concerning consumers' interest in reading relevant product content, engaging with blogs and online reviews, and using links from these contents to explore products further.

**Factor 3, Online Public Relations**, has a reliability of 0.758 and includes consumers' preferences for personalized messages, timely problem resolution, continuous product information, and online community support from retailers, highlighting the importance of ongoing communication and reputation management in digital marketing.

**Factor 4, Social Media Marketing**, with a reliability of 0.811, reflects active consumer engagement on social media platforms such as Facebook, where users explore products and respond to advertisements, indicating social media's significant role in influencing buying behavior.

**Factor 5, Affiliate Marketing**, shows good reliability (0.784) with items related to the use of online coupons, clicking affiliate links in blogs and YouTube reviews, and following expert recommendations, emphasizing the impact of commission-based marketing channels on consumer decisions.



**Factor 6, E-Mail Marketing**, with a reliability of 0.762, underlines consumers' attention to promotional emails, interest in email marketing offers, and the influence of emails in driving visits to retailer websites and purchases.

### Descriptive Analysis:

The consolidated mean values have been presented for the above factors in the Table below:

**Table 7: Factors Determining Digital Marketing**

SL. No.	Factors	Mean
1	Search Engine Marketing	3.61
2	Content Marketing	3.64
3	Online Public Relations	3.70
4	Social Media Marketing	3.89
5	Affiliate Marketing	3.72
6	E Mail Marketing	3.82

The descriptive analysis presented in Table 7 highlights the relative importance of various digital marketing components as perceived by respondents. Among the six factors studied, Social Media Marketing recorded the highest mean score of 3.89, indicating that consumers consider it the most influential digital marketing strategy in shaping their buying behavior for electronic products. This is followed by E-Mail Marketing with a mean of 3.82, suggesting that promotional emails are also highly effective in influencing consumer decisions.

Affiliate Marketing (mean = 3.72) and Online Public Relations (mean = 3.70) follow closely, reflecting their significant yet slightly lower impact compared to social media and email marketing. Content Marketing (mean = 3.64) and Search Engine Marketing (mean = 3.61) have the lowest mean values among the six factors, though still above the neutral point, indicating they are moderately influential but comparatively less impactful from the consumer's perspective.

### Impact of Online retailing factors on online shopping behaviour for Electronic goods online

Regression was applied on five independent variables and one dependent variable. The independent variables were Risk in online ShoppingPrice of the product and Expected features, Product inquiry, Time and Website features. The dependent variable was the Online Consumer behavior for electronic goods. The results of Regression analysis have been shown in the Table 8

	R Square	Coefficient of Constant	Coefficient	Significance
Search Engine Marketing	.404	1.084	.746	.000
Content Marketing	.352	1.686	.481	.000
Online Public Relations	.387	1.486	.569	.000
Social Media Marketing	.150	2.364	.420	.000
Affiliate Marketing	.003	3.679	-.039	.228
E Mail Marketing	.105	2.358	.385	.000

The regression analysis presented in Table 8 examines the influence of various digital marketing strategies on consumer buying behavior for electronic products. The R Square

values indicate the proportion of variance in consumer behavior explained by each digital marketing factor individually. Among these, Search Engine Marketing shows the highest explanatory power with an R Square of 0.404, meaning it explains 40.4% of the variance in buying behavior. It also has a significant positive coefficient of 0.746 and a p-value of 0.000, indicating a strong and statistically significant influence.

Online Public Relations and Content Marketing follow, with R Square values of 0.387 and 0.352, and coefficients of 0.569 and 0.481 respectively, both with p-values of 0.000, showing a significant and positive impact on consumer buying behavior. Social Media Marketing also has a significant effect ( $p = 0.000$ ) with a coefficient of 0.420, although it explains a smaller portion of the variance (R Square = 0.150). E-Mail Marketing demonstrates a moderate yet significant effect (R Square = 0.105, coefficient = 0.385,  $p = 0.000$ ), suggesting that email campaigns do play a meaningful role in influencing consumers. In contrast, Affiliate Marketing shows an insignificant effect on consumer buying behavior, with a very low R Square of 0.003, a negative coefficient (-0.039), and a p-value of 0.228, which is above the threshold for statistical significance. This suggests that affiliate marketing, in this study, does not have a meaningful influence on consumers' purchase decisions.

## 5. FINDINGS

1. **Search Engine Marketing (SEM)** significantly influences consumer buying behavior (CBB) for electronic products. Consumers actively search for product-related information through search engines, and the effectiveness of SEM is closely linked with higher Click Through Rates (CTR).
2. **Content Marketing** is an effective tool in guiding consumers to products through relevant and engaging content. Consumers respond positively to blogs, reviews, and product comparisons, indicating that informative content helps them make purchase decisions.
3. **Online Public Relations and Word of Mouth** (including online reviews and ratings) play a critical role in shaping consumer perceptions. Consumers trust retailers who provide transparent, responsive, and informative communication.
4. **Social Media Marketing** has a significant and positive impact on consumer buying behavior. Consumers are highly active on platforms such as Facebook, Instagram, YouTube, Twitter, Snapchat, and TikTok. The wide engagement on these platforms enhances product visibility and influence.
5. **E-mail Marketing** also shows a substantial effect on consumer behavior. Effective emails that are opened, clicked, and responded to (Call to Action) help build long-term relationships with consumers and influence their purchase decisions.
6. **Affiliate Marketing**, in contrast, does not significantly impact consumer buying behavior for electronic products. The technical and indirect nature of affiliate marketing often makes it less visible or recognizable to the average consumer.

## 6. CONCLUSION

The study provides strong empirical evidence that digital marketing significantly influences consumer buying behavior for electronic products. Among the various tools, Search Engine Marketing, Content Marketing, Online Public Relations, Social Media Marketing, and E-mail Marketing have proven to be highly effective in influencing purchase decisions. These tools help in delivering relevant information, increasing brand engagement, and building trust with consumers. However, Affiliate Marketing lacks significant impact, likely due to its concealed and technical implementation, which reduces consumer awareness and response. The study

underscores the increasing role of digital platforms in shaping consumer decisions, especially as internet penetration and mobile phone usage rise. With online retailing expanding rapidly, the adoption and success of digital marketing strategies are expected to grow further. Therefore, businesses should strategically invest in and optimize these digital marketing tools to enhance consumer engagement and drive sales in the electronics sector.

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