

**A STUDY ON THE INFLUENCE OF DIGITAL MARKETING
STRATEGIES ON CONSUMER PURCHASE INTENTION FOR IPROSPECT
INDIA, CHENNAI**

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ABSTRACT

This study examines the influence of digital marketing strategies on consumer purchase intention, with specific reference to iProspect India, Chennai. It evaluates the impact of Social Media Marketing (SMM), Online Advertising Effectiveness (OAE), and Influencer Marketing (IM) on Consumer Purchase Intention (CPI). A descriptive cross-sectional design was adopted, and primary data were collected from 120 digitally active consumers in Chennai using a structured five-point Likert scale questionnaire through convenience and purposive sampling (2024–2025). Data were analysed using IBM SPSS Statistics, applying correlation and regression techniques. The results show significant positive relationships between all three variables and purchase intention ($r = 0.470\text{--}0.566$, $p < 0.01$). The model explains 40.8% of the variance ($F = 26.696$, $p < 0.001$), with Social Media Marketing as the strongest predictor ($\beta = 0.335$). The instrument demonstrated high reliability (Cronbach's Alpha = 0.952). The study concludes that integrated and personalised digital marketing strategies significantly enhance consumer purchase intention.

Introduction and Background of the Study

Digital marketing refers to the strategic use of digital channels and technologies to promote products and services in a cost-effective, measurable, and interactive manner. In India, rapid internet penetration and smartphone adoption have significantly transformed the business landscape, enabling real-time consumer engagement and personalized communication. The digital advertising market reached ₹49,000 crore in FY2024–25, accounting for 44% of total ad spend, while internet users exceeded 806 million in 2025, highlighting the growing

dominance of digital platforms. Consumer behaviour has evolved with increased access to information, peer reviews, influencer endorsements, and seamless online shopping experiences. iProspect India, a leading digital marketing agency under Dentsu International, provides a relevant context due to its expertise in Social Media Marketing, Online Advertising, and Influencer Marketing. This study examines the impact of these three dimensions on consumer purchase intention, guided by established theories such as the S-O-R model, Technology Acceptance Model (TAM), Elaboration Likelihood Model (ELM), and Theory of Planned Behaviour (TPB).

Objectives of the Study

Primary

- To examine the influence of digital marketing strategies on consumer purchase intention among digitally active consumers in the iProspect India, Chennai context.

Secondary

- To assess the impact of Social Media Marketing on consumer purchase intention.
- To analyse the effect of Online Advertising Effectiveness on consumer purchase intention.
- To evaluate the role of Influencer Marketing in shaping consumer purchase intention.
- To examine the association between demographic variables and consumer purchase intention.

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Significance of the Study

- Digital marketing dominates India's advertising landscape, necessitating empirical evaluation of its impact on consumer behaviour.
- Provides data-driven insights for agencies like iProspect India to optimise digital budget allocation.
- Enables marketers to design integrated campaigns by assessing the effectiveness of SMM, OAE, and IM.
- Reflects evolving consumer behaviour driven by short-form content and personalised experiences.
- Addresses gaps in Indian literature on the combined impact of digital marketing strategies on purchase intention.

Scope of the Study

- Focuses on Social Media Marketing, Online Advertising Effectiveness, and Influencer Marketing.

- Based on 120 digitally active consumers across diverse demographics.
- Covers product categories: electronics, fashion, personal care, and food & beverages.
- Geographically limited to Chennai, Tamil Nadu.
- Time frame: 2024–2025.

Limitations of the Study

- Findings limited to Chennai; may not represent other regions or rural consumers.
- Small sample size (120) and non-probability sampling limit generalisability.
- Relies on self-reported data, which may introduce bias.
- Rapid digital changes may affect long-term relevance.
- External economic factors influencing purchase intention are not considered.

Review of Literature

Recent studies highlight the significant role of digital marketing in shaping consumer purchase intention.

Khan et al. (2023) found that digital advertising influences purchase intention primarily through brand attitude as a mediating factor.

Chen et al. (2023) showed that personalised digital marketing and influencer endorsements positively affect consumer attitudes, with trust acting as a key moderator.

Ahmad et al. (2023) identified that social media marketing significantly impacts purchase intention, especially for visually appealing products.

Kapoor et al. (2022), through a large-scale review, emphasized the importance of frameworks like TAM and TPB and called for more context-specific research in emerging markets.

Lou & Yuan (2022) highlighted influencer credibility and message value as critical drivers of trust and purchase intention.

Yadav & Rahman (2022) demonstrated that entertainment and customization in social media marketing enhance brand equity and purchase intention.

Shareef et al. (2021) identified informativeness and personalization as key elements of effective online advertising.

Bilgin (2020) confirmed that social media marketing indirectly influences purchase intention through brand awareness and image.

Research Gap

- Existing studies largely examine digital marketing channels in isolation rather than their combined effect.
- Limited research in the Indian context, particularly within agency environments like iProspect India.
- Lack of integrated models linking multiple digital strategies to purchase intention.
- Insufficient focus on cross-category (product vs. service) consumer responses.

Research Methodology

Introduction

This study adopts a systematic approach to examine the influence of Social Media Marketing (SMM), Online Advertising Effectiveness (OAE), and Influencer Marketing (IM) on Consumer Purchase Intention (CPI) using a sample of 120 respondents.

Research Design

A descriptive, cross-sectional survey design was used to analyse consumer perceptions at a single point in time and test relationships between variables.

Data Type & Sources

Both primary and secondary data were utilised. Primary data were collected through a structured five-point Likert scale questionnaire, while secondary data were sourced from journals, books, and industry reports.

Sampling Technique

Convenience and purposive sampling methods were adopted to select 120 digitally active consumers in Chennai.

Period of Study

The study was conducted during 2024–2025 over approximately four months.

Data Collection Method

The questionnaire consisted of two sections: demographics and 20 Likert-scale items measuring SMM, OAE, IM, and CPI (5 items each). A pilot test ensured validity and clarity.

Tools for Analysis

Data were analysed using IBM SPSS, applying frequency analysis, Cronbach's Alpha, Pearson correlation, simple and multiple regression, Chi-Square test, and One-Way ANOVA.

3.9 Hypotheses of the Study

H1 (Correlation Test)

H₀: There is no significant relationship between digital marketing dimensions (SMM, OAE, IM) and Consumer Purchase Intention (CPI).

H₁: There is a significant positive relationship between digital marketing dimensions (SMM, OAE, IM) and CPI.

H2 (Multiple Regression Test)

H₀: SMM, OAE, and IM have no significant combined influence on CPI.

H₁: SMM, OAE, and IM have a significant combined influence on CPI.

H3 (Chi-Square Test)

H₀: There is no significant association between Gender and CPI.

H₁: There is a significant association between Gender and CPI.

Hypothesis Testing

Pearson Correlation Test

The correlation analysis revealed significant positive relationships between all three digital marketing dimensions and Consumer Purchase Intention ($p < 0.01$). Therefore, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted.

Multiple Regression Test

The regression model was statistically significant ($R^2 = 0.408$, $p < 0.001$), indicating that SMM, OAE, and IM jointly influence Consumer Purchase Intention. Hence, H₀ is rejected and H₁ is accepted.

Chi-Square Test

The Chi-Square result ($p = 0.133 > 0.05$) showed no significant association between gender and Consumer Purchase Intention. Therefore, H₀ is accepted and H₁ is rejected.

Table 1: Pearson Correlations — Digital Marketing Dimensions and Consumer Purchase Intention

Variable	Statistic	SMM	OAE	IM	CPI
Social Media Marketing (SMM)	Pearson Correlation	1	.458**	.597**	.566**
	Sig. (2-tailed)		.000	.000	.000
	N	120	120	120	120
Online Advertising Effectiveness (OAE)	Pearson Correlation	.458**	1	.497**	.470**
	Sig. (2-tailed)	.000		.000	.000
	N	120	120	120	120
Influencer Marketing (IM)	Pearson Correlation	.597**	.497**	1	.534**
	Sig. (2-tailed)	.000	.000		.000
	N	120	120	120	120
Consumer Purchase Intention (CPI)	Pearson Correlation	.566**	.470**	.534**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	120	120	120	120

****.** Correlation is significant at the 0.01 level (2-tailed).

Source: Primary data

Interpretation (Correlation Analysis)

The results indicate that all three independent variables—Social Media Marketing (SMM), Online Advertising Effectiveness (OAE), and Influencer Marketing (IM)—are positively and significantly related to Consumer Purchase Intention (CPI) at the 0.01 level. SMM shows the strongest relationship ($r = 0.566$), followed by IM ($r = 0.534$) and OAE ($r = 0.470$). Moderate inter-correlations among predictors confirm that they are related yet distinct constructs. Since all p-values are below 0.05, the null hypothesis is rejected. These findings suggest that

favourable consumer responses to digital marketing stimuli are associated with higher purchase intention.

Multiple Regression Analysis

Hypothesis

H₀: SMM, OAE, and IM have no significant combined influence on CPI.

H₁: SMM, OAE, and IM have a significant combined influence on CPI.

Interpretation

The regression model is statistically significant ($R^2 = 0.408$, $F = 26.696$, $p < 0.001$), indicating that the three predictors jointly explain 40.8% of the variance in Consumer Purchase Intention. Among them, Social Media Marketing emerged as the strongest predictor ($\beta = 0.335$), followed by Influencer Marketing and Online Advertising Effectiveness. Since the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted.

Table 2(a): Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.639	.408	.393	.50143

a. Predictors: (Constant), Influencer Marketing, Online Advertising Effectiveness, Social Media Marketing.

Table 2(b): ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.137	3	6.712	26.696	.000
Residual	29.167	116	.251		
Total	49.304	119			

Table 2(c): Coefficients

Model	B	Std. Error	Beta	t	Sig.	VIF
(Constant)	.893	.399	—	2.236	.027	—
Social Media Marketing	.322	.088	.335	3.662	.000	1.641

Online Advertising Effectiveness	.220	.093	.199	2.356	.020	1.404
Influencer Marketing	.246	.099	.235	2.502	.014	1.723

a. Dependent Variable: Consumer Purchase Intention — Mean

Score. Source: Primary data

Interpretation (Multiple Regression Analysis)

The regression results show a strong model fit ($R = 0.639$, $R^2 = 0.408$), indicating that Social Media Marketing (SMM), Online Advertising Effectiveness (OAE), and Influencer Marketing (IM) together explain 40.8% of the variance in Consumer Purchase Intention (CPI). The model is statistically significant ($F = 26.696$, $p < 0.001$). Among the predictors, SMM is the strongest ($\beta = 0.335$), followed by IM ($\beta = 0.235$) and OAE ($\beta = 0.199$), all significant at $p < 0.05$. Variance Inflation Factor values (1.404–1.723) confirm no multicollinearity issues. Hence, the null hypothesis is rejected, establishing that all three digital marketing strategies significantly and positively influence CPI, with SMM having the greatest impact.

Chi-Square Test (Crosstabulation)

Hypothesis

H_0 : There is no significant association between Gender and CPI.

H_1 : There is a significant association between Gender and CPI.

Interpretation

The Chi-Square test result ($p = 0.133 > 0.05$) indicates no significant association between gender and Consumer Purchase Intention. Therefore, the null hypothesis is accepted, suggesting that purchase intention is independent of gender.

Table 3(a): Gender × Consumer Purchase Intention Category Crosstabulation

Gender	Statistic	Low	Medium	High	Total
Male	Count	1	7	52	60

	% within Gender	1.7%	11.7%	86.7%	100.0%
Female	Count	0	10	39	49
	% within Gender	0.0%	20.4%	79.6%	100.0%
Non-Binary	Count	0	0	8	8
	% within Gender	0.0%	0.0%	100.0%	100.0%
Prefer not to say	Count	0	2	1	3
	% within Gender	0.0%	66.7%	33.3%	100.0%
Total	Count	1	19	100	120
	% within Gender	0.8%	15.8%	83.3%	100.0%

Table 3(b): Chi-Square Tests

Test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.797	6	.133
Likelihood Ratio	9.518	6	.146
Test	Value	df	Asymptotic Significance (2-sided)
Linear-by-Linear Association	.918	1	.338
N of Valid Cases	120	—	—

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .03. Source: Primary data

Interpretation (Chi-Square Test)

The Pearson Chi-Square value ($\chi^2 = 9.797$, $df = 6$, $p = 0.133$) exceeds the 0.05 significance level, indicating no statistically significant association between gender and Consumer Purchase Intention (CPI). Supporting statistics, including the Likelihood Ratio ($p = 0.146$) and Linear-

by-Linear Association ($p = 0.338$), confirm this result. Hence, the null hypothesis is accepted. The crosstabulation shows that a majority of respondents (83.3%) fall within the high purchase intention category across all gender groups. This suggests that purchase intention toward digitally marketed products is broadly consistent irrespective of gender.

Findings

- Majority respondents were male (50%) and aged 21–30 years (42.5%), with postgraduates forming the largest group (40.8%).
- Most respondents (31.7%) spent 4–6 hours daily on digital platforms.
- Social Media Marketing showed high engagement, trust, and awareness impact (≈ 47 –52% strongly agree).
- Online Advertising was perceived as relevant, informative, and personalised (≈ 48 –50% strongly agree).
- Influencer Marketing significantly influenced purchase decisions, with credibility and authenticity playing key roles (≈ 45 –47% strongly agree).
- Reliability scores were excellent (Cronbach's Alpha: 0.875–0.916; overall 0.952).
- Strong positive correlations were found: SMM ($r = 0.566$), IM ($r = 0.534$), OAE ($r = 0.470$), all significant at $p < 0.01$.
- Regression analysis showed 40.8% variance explained ($R^2 = 0.408$), with SMM as the strongest predictor ($\beta = 0.335$).
- No significant differences in purchase intention across gender and age groups.

Suggestions

- Prioritise Social Media Marketing as the core strategy due to its strongest impact.
- Focus on short-form and interactive content to enhance engagement.
- Strengthen trust through transparent and credible brand communication.
- Use advanced targeting techniques to improve online ad relevance.
- Collaborate with credible micro-influencers to increase authenticity.
- Ensure transparent sponsorship disclosures in influencer campaigns.
- Implement integrated multi-channel strategies combining SMM, OAE, and IM.
- Develop broad-targeted campaigns, as demographic differences are insignificant.

Conclusion

This study examined the influence of Social Media Marketing, Online Advertising Effectiveness, and Influencer Marketing on consumer purchase intention in the Indian digital context, with reference to iProspect India, Chennai. Using data from 120 digitally active consumers and applying statistical techniques in IBM SPSS, the findings confirmed strong reliability and significant positive relationships between all three variables and purchase intention. The regression model explained 40.8% of the variance, with Social Media Marketing emerging as the strongest predictor. Further analysis indicated no significant differences in purchase intention across gender and age groups, suggesting broad effectiveness of digital marketing strategies across demographics. The results highlight the importance of integrated, personalised, and credible digital marketing approaches. Overall, the study provides practical insights for marketers and agencies to optimise digital strategies and contributes to understanding evolving consumer behaviour in the digital marketplace.

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