

Effectiveness of Digital Marketing on Consumer Buying Behaviour in Retail Stores in Amravati city

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Abstract

Digital marketing significantly influences how consumers make buying decisions in retail channels, particularly in the growing electronic retail sector in bustling cities. The Internet and smartphones are common tools for consumers, who often receive advertisements through social networks, WhatsApp messages, influencer content, and online discounts. This study aims to explore how digital marketing affects consumers' buying behavior in electronic retail stores in Amravati.

The main goal of this research is to determine the role of digital marketing in the buying decision process. A descriptive research design was used, and 30 consumers were surveyed in person through a questionnaire at electronic retail stores. The results indicate that digital marketing effectively builds brand awareness, establishes trust, and influences purchasing behavior. The most effective digital marketing strategies identified included social media, WhatsApp marketing, and influencer testimonials. Furthermore, this research offers retailers in developing urban markets insights to enhance their digital marketing strategy.

Keywords: Digital Marketing, Consumer Buying Behaviour, Retail Stores, Social Media Marketing, Amravati City

1. Introduction

The Indian retail sector has undergone significant transformation in recent years due to rapid economic growth, increasing disposable incomes, urbanization, and changing consumer lifestyles. Traditional promotional methods such as banners, pamphlets, newspapers, and word-of-mouth were earlier the main tools used by retailers. However, the emergence of digital technologies and widespread internet access has changed how businesses communicate with customers (Gujrati & Uygun, 2021).

Digital marketing involves the use of online platforms such as social media, websites, search engines, email, and mobile applications to promote products and services. It allows businesses to reach a large audience at low cost, personalize communication, and measure campaign effectiveness (Tyagi et al., 2025). Platforms such as Facebook, Instagram, WhatsApp, and Google Ads are now widely used by retailers to influence customer awareness and purchase decisions (Antczak, 2024).

Consumer buying behaviour has also evolved in the digital era. Modern consumers actively search for product information online, compare prices, read customer reviews, and follow influencer recommendations before making purchase decisions. Even in offline retail environments, digital content strongly influences customer preferences and trust (Singh, 2022). Studies indicate that social media engagement and online reviews significantly shape

consumer attitudes and purchase intentions (Vadivel & Raghul, 2024).

Amravati, a growing urban city in Maharashtra, has experienced rapid development in the retail sector, particularly in electronics stores. Retailers increasingly use WhatsApp promotions, social media advertising, influencer collaborations, and online discount campaigns to attract customers and remain competitive. However, most existing research focuses on metropolitan cities and online shopping platforms, with limited studies examining smaller developing cities and physical retail environments (Tailor & Kaur, 2023).

Therefore, this study aims to analyze the effectiveness of digital marketing on consumer buying behaviour in electronics retail stores of Amravati city. The research seeks to understand how digital promotions influence awareness, trust, and purchase decisions, thereby contributing to both academic knowledge and practical retail strategies.

2. Statement of the Problem

Retailers use digital marketing as a major promotional strategy to reach customers when they run advertisement online, conduct social media campaigns, and use instant messaging platforms. In a growing urban city like Amravati, retailers of electronics have been employing the use of WhatsApp promotions, Instagram and Facebook advertisements, influencer marketing, and Google ads to lure customers. However, alongside the digital efforts, traditional marketing methods such as banners, posters, pamphlets, and word of mouth are also still very much in use.

Although digital marketing is a powerful tool mostly in the major cities and through online platforms, its real impact on consumer buying behavior in developing cities such as Amravati is quite ambiguous. It is noteworthy to figure out whether customers get to see and trust digital promotions and significantly if these lead to their purchase decisions in brick and mortar stores. Also, there is not much research that relates consumer demographic characteristics such as age, income, and education with their response to digital marketing. Hence, the purpose of this study is to assess the impact of digital marketing on consumer buying behavior in retail stores of Amravati city and to be of help to local retailers..

3. Review of Literature

Tyagi et al. (2025) studied the influence of digital marketing strategies on consumer purchase decisions and found that tools such as social media marketing, search engine optimization, influencer marketing, and personalized advertising positively affect consumer buying behaviour. The study emphasized that customized and relevant digital content increases consumer engagement and purchase intention. However, it also highlighted that excessive or intrusive marketing may reduce consumer trust.

Khandelwal et al. (2024) analyzed the impact of artificial intelligence and digital marketing on consumer purchase intention. Their findings revealed that AI-driven tools such as chatbots, personalized recommendations, and targeted advertisements significantly influence buying decisions. The study also highlighted the importance of data privacy and transparency in building consumer trust, suggesting that ethical digital marketing practices enhance long-term customer relationships.

Vadivel and Raghul (2024) investigated the impact of digital marketing channels on customer buying behaviour and found that social media advertisements are the most commonly encountered and influential form of digital marketing. The study revealed that consumer perception of digital marketing effectiveness varies based on education level, indicating that demographic factors play a role in shaping responses to digital promotions.

Antczak (2024) studied the influence of digital and social media marketing on consumer buying behaviour and found a strong positive relationship between social media engagement and purchase decisions. Platforms such as Facebook and Instagram were found to help consumers compare products, read reviews, and build trust before making purchases.

Gujrati (2021) examined how digital marketing has changed consumer behaviour by improving information accessibility and enabling personalized communication. The study highlighted the role of targeted advertising and interactive content in enhancing brand engagement. However, it noted a lack of analysis on how demographic factors influence consumer responses, indicating a gap for further research.

Singh (2022) conducted a critical study on the impact of social media marketing on consumer buying

behaviour in India. The research pointed out that most studies focus on online shopping and metropolitan areas, with limited attention given to in-store purchases in smaller cities.

Tailor and Kaur (2023) concluded that digital marketing positively impacts consumer buying behaviour but noted a lack of region-specific and retail-sector-focused studies. The authors suggested that future research should examine digital marketing effectiveness in smaller cities and local retail environments.

4. Objectives of the Study

The present study is conducted with the following objectives:

1. To understand the influence of digital marketing on the buying decisions of consumers in retail stores of Amravati city.
2. To compare the impact of digital marketing on consumers across different demographic groups such as age, gender, income, and education.

5. Hypothesis

- **H0:** There is no significant relationship between digital marketing and consumer buying behaviour in retail stores of Amravati city.

6. Research Design

The present study adopts a descriptive research design to examine the effectiveness of digital marketing on consumer buying behaviour in retail stores of Amravati city. This design is suitable as it helps in understanding consumer awareness, perceptions, and responses towards digital marketing tools such as social media advertisements, WhatsApp promotions, influencer marketing, and online reviews. The study focuses on consumers' real buying behaviour without manipulating any variables.

- **Universe:**

All retail customers in Amravati city who are exposed to digital marketing activities.

- **Population:**

Consumers visiting electronics retail stores in Amravati city.

- **Sample Unit:**

Individual customers shopping at electronics stores and exposed to digital marketing promotions.

- **Sample Size:**

The study is based on a sample of 30 respondents.

- **Sampling Technique:**

Convenience sampling method was used, where respondents were selected based on their availability and willingness to participate.

- **Sources of Data:**

- **Primary Data:** Collected through a structured questionnaire.
- **Secondary Data:** Collected from journals, research papers, books, and websites related to digital marketing and consumer behaviour.

- **Data Collection Tool:**

A structured questionnaire consisting of closed-ended questions was used to collect relevant information from respondents.

- **Tools Used for Data Analysis:**

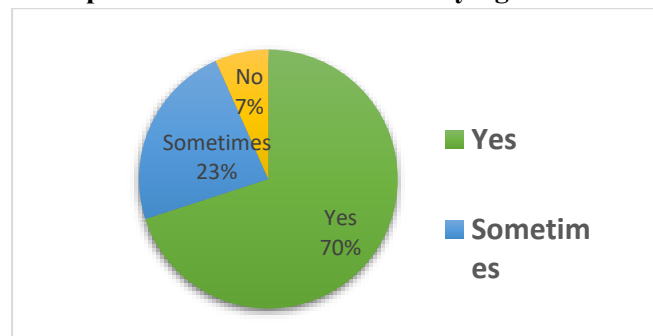
Percentage analysis, tables and graphs using MS Excel and Chi-square test were used to analyze the data and draw conclusions.

7.1 Data Analysis and Interpretation

This section explains what the collected data reveals about how digital marketing influences customers who purchase electronics in Amravati city. The responses of 30 customers were studied to understand their awareness, trust, and buying behaviour related to digital promotions such as social media ads, WhatsApp messages, and online reviews.

The aim was to see whether digital marketing truly affects how people choose and buy products, and whether this supports the research objectives and hypothesis.

1. Impact of Online Reviews on Buying Decision

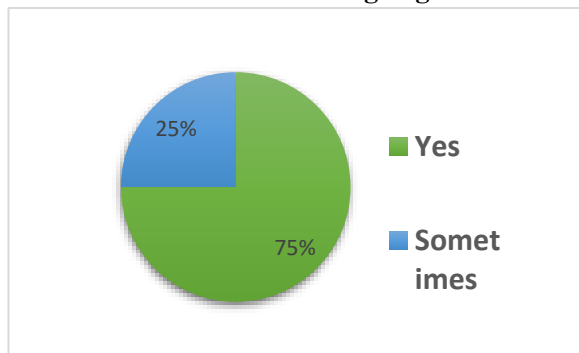


Response	Respondents	Percentage
Yes	21	70%
Sometimes	7	23.3%
No	2	6.7%
Total	30	100%

Interpretation

A large majority of respondents said that online reviews influence their buying decision. This proves that consumers do not depend only on store staff; they also rely on digital opinions before purchasing. This shows that digital marketing builds trust and plays a role in shaping consumer behaviour.

2. Store Visit After Receiving Digital Offer

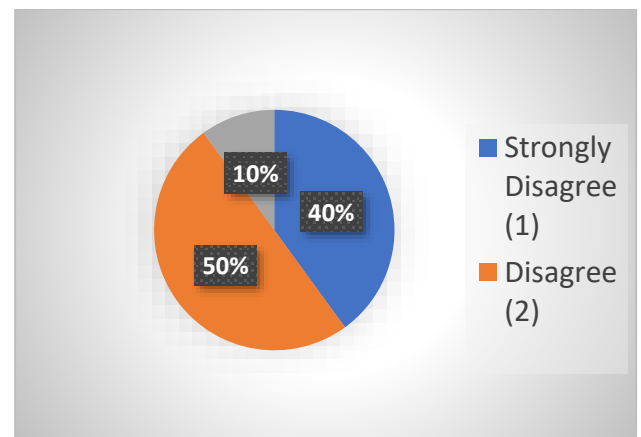


Response	Respondents	Percentage
Yes	19	63.3%
No	11	36.7%
Total	30	100%

Interpretation

Most respondents visited an electronics store after receiving a digital offer. This proves that online promotions directly convert into physical store visits, clearly showing the effect of digital marketing on real buying behaviour.

3. Which type of digital advertisement catches your attention quickest?

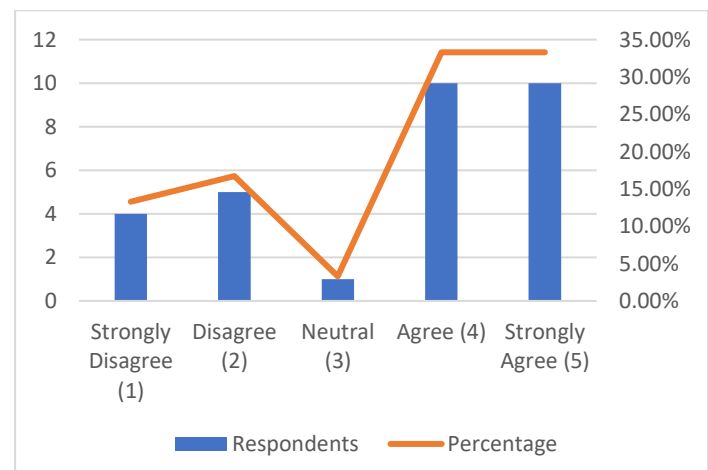


Type of Ad	Respondents	Percentage
Short Reels	17	56.7%
Image Ads	10	33.3%
Video Ads	3	10.0%
Carousel Posts	0	0%
Text-based promotions	0	0%
Total	30	100%

Interpretation

Most respondents said that **short reels** attract their attention the quickest, showing that customers prefer fast and visually engaging content. Image ads also work well, but long video ads are less effective. This means short-form digital content is the best way to grab customer interest in electronics marketing.

4. Digital marketing has changed my buying behaviour



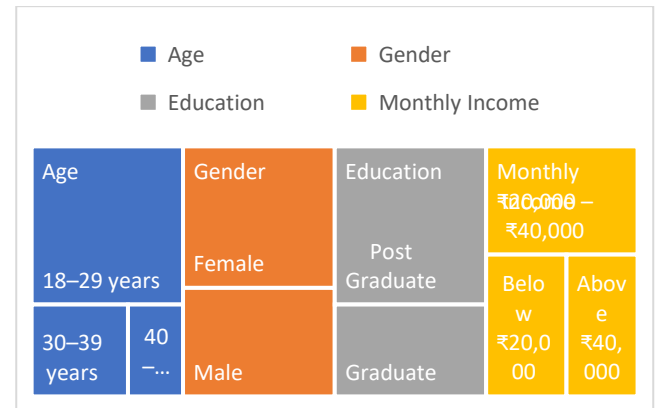
Likert Level	Respondents	Percentage
Strongly Disagree (1)	4	13.3%
Disagree (2)	5	16.7%
Neutral (3)	1	3.3%
Agree (4)	10	33.3%
Strongly Agree (5)	10	33.3%
Total	30	100%

Interpretation:

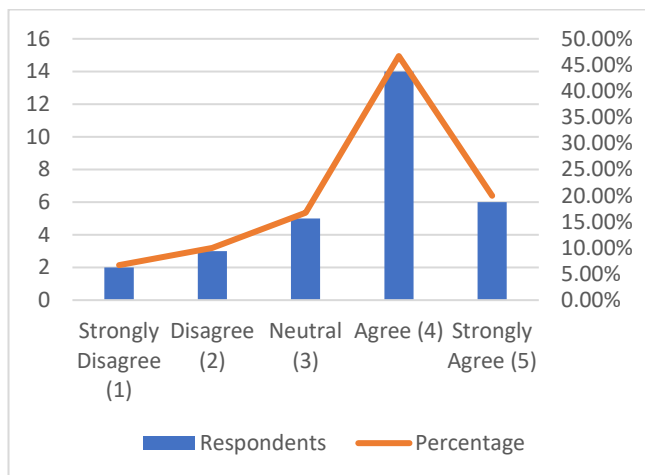
Two-thirds of the respondents either agreed or strongly agreed that digital marketing has changed how they buy. Only a small group felt otherwise. This shows that digital platforms are clearly shaping customer decisions in electronics shopping.

is not just informative—it actually brings people into physical shops.

6. Demographic Profile of Respondents and Their Exposure to Digital Marketing



5. Online promotions motivate me to visit a retail store



Likert Level	Respondents	Percentage
Strongly Disagree (1)	2	6.7%
Disagree (2)	3	10.0%
Neutral (3)	5	16.7%
Agree (4)	14	46.7%
Strongly Agree (5)	6	20.0%
Total	30	100%

Interpretation

Most customers said online offers and promotions push them to visit a store. This proves that digital advertising

Demographic Factor	Category	Respondents	Percentage
Age	18–29 years	19	63%
	30–39 years	7	23%
	40–49 years	4	14%
Gender	Male	13	43%
	Female	17	57%
Education	Graduate	11	37%
	Post Graduate	19	63%
Monthly Income	Below ₹20,000	9	30%
	₹20,000 – ₹40,000	13	43%
	Above ₹40,000	8	27%

Interpretation

The table shows that most respondents are young, educated, and financially active. The largest group falls in the 18–29 age range, which is the segment that uses social media, online shopping platforms, and digital

advertisements most frequently. This makes them more likely to notice and respond to digital marketing messages.

Female respondents were slightly more than males, which indicates that women are also active participants in electronics shopping and digital engagement. This suggests that digital marketing in electronics retail is not limited to male buyers alone.

Education also plays a major role. A majority of the respondents were post-graduates, which means they are more comfortable with online platforms, online reviews, and digital information. This group tends to compare products online and trust digital content more while making purchase decisions.

In terms of income, most respondents fall in the middle and higher income groups. These customers have better purchasing power and are more likely to respond to promotional offers, online discounts, and festive deals advertised digitally.

7.2 Chi-Square Test of Hypothesis

Q5 (Digital marketing changed my buying behaviour) ↓ \ Q6 (Online promotions motivate store visit) →	SD (1)	D (2)	N (3)	A (4)	SA (5)	Total
Strongly Disagree (1)	1	2	0	0	0	3
Disagree (2)	0	2	2	1	0	5
Neutral (3)	0	0	1	0	0	1
Agree (4)	0	0	0	6	4	10
Strongly Agree (5)	1	0	0	7	2	10
Total	2	4	3	14	6	30

Chi-Square Test Result

Particular	Value
Calculated Chi-Square (χ^2)	31.19
Degrees of Freedom	16
Level of Significance	0.05
Table Value (χ^2 at df = 16, 0.05 level)	26.30
Decision	Reject H_0

The Chi-Square test was applied to examine whether digital marketing has a significant influence on consumer buying behaviour. The calculated Chi-Square value obtained from the Excel analysis is 31.19, with 16 degrees of freedom. The table value of Chi-Square at the 5% level of significance is 26.30.

Since the calculated value (31.19) is greater than the table value (26.30), the null hypothesis is rejected. This means that digital marketing has a significant influence on consumer buying behaviour in electronics retail stores of Amravati city.

The result shows that customers who feel that digital marketing has changed their buying behaviour are also more likely to be motivated by online promotions to visit retail stores. Therefore, digital marketing plays an important role in shaping consumer purchase decisions.

8. Findings of the Study

The study clearly shows that digital marketing has become an important part of everyday life and strongly influences how people make buying decisions in electronics stores of Amravati city. Most of the respondents are regularly exposed to digital platforms such as social media, WhatsApp promotions, online reviews, and influencer recommendations. This indicates that digital communication has become a normal and trusted source of information for modern consumers.

It was found that online reviews play a major role in building confidence among buyers. People prefer to read the experiences of other customers before spending their money on electronic products. This reflects a social trend where consumers depend on collective opinions and community feedback rather than only on traditional advertising.

The study also revealed that short and creative digital content, especially social media reels and image-based advertisements, attracts the attention of consumers more effectively than long promotional messages. This shows that people today prefer quick, clear, and visually appealing information in their busy lifestyles.

Another important finding is that digital offers and online promotions motivate customers to visit physical retail stores. This proves that digital marketing does not replace traditional shopping; instead, it supports and strengthens local businesses by bringing more customers to them.

The demographic analysis indicates that younger and educated consumers are more responsive to digital marketing. These groups are more active on smartphones and social media, which makes them more influenced by online advertisements and digital communication.

Finally, the statistical analysis confirmed that there is a significant relationship between digital marketing and consumer buying behaviour. This means that digital platforms are not just a trend but have become a real and powerful factor in shaping purchase decisions in society.

9. Managerial Implications

The findings of this study carry several useful implications for managers and owners of electronics retail stores, especially in growing cities like Amravati. Since digital marketing has a clear influence on customer awareness, trust, and buying behaviour, managers should treat it as a core part of their business strategy rather than a side activity.

One of the most important implications is the need to strengthen the store's digital presence. Customers are regularly exposed to promotions through platforms such as Instagram, Facebook, WhatsApp, and online review sites. Managers should ensure that their store pages are active, visually appealing, and regularly updated with product information, offers, and new arrivals. Consistency in posting and replying to customer queries can build credibility and improve customer engagement.

The study also shows that short-form content like reels and quick promotional videos attracts customers more than long advertisements. Managers should therefore focus on creating simple, engaging content that highlights product features, discounts, and

demonstrations in a short and clear format. Even basic smartphone videos can be effective if they are relevant and authentic.

Another important implication is the role of trust. Since many customers rely on online reviews and influencer recommendations, managers should encourage satisfied customers to leave feedback online. Responding politely to both positive and negative reviews can improve the store's reputation and show that the business values customer opinions.

WhatsApp marketing also emerged as a powerful tool. Managers can use WhatsApp Business to send personalized offers, festive discounts, and product updates. However, it is important not to overuse this channel, as too many messages can irritate customers and reduce their interest.

From a strategic point of view, managers should also invest in basic digital training for staff. Salespersons who understand how digital offers work can guide customers better and ensure that online promotions match in-store prices. This avoids confusion and builds trust.

10. Limitations of the Study

- The study focuses mainly on selected digital marketing tools such as social media platforms, influencers marketing, WhatsApp, online advertisements etc.
- Digital marketing trends, platforms, tools and consumer behaviour change fast. So the results of this study may become outdated after some time.
- The research includes only one store categories – Electronics stores.

11. Recommendations

Considering the results of this study, several practical and socially useful suggestions can be given to retailers and business owners in Amravati and similar cities.

Retailers should focus on building a strong and trustworthy online presence. In today's digital society, customers expect to find information about products, prices, and offers on social media and online platforms. Regular and honest communication through Instagram,

Facebook, and WhatsApp can help retailers stay connected with the community.

Businesses should give priority to creating simple and meaningful digital content. Short videos, reels, and clear image advertisements should be used to explain product features, offers, and benefits. This will help customers make better and quicker decisions and reduce confusion while shopping.

Since online reviews influence buying decisions greatly, retailers should encourage satisfied customers to share their experiences on digital platforms. Responding politely to customer feedback, whether positive or negative, can create a sense of trust and social responsibility.

WhatsApp Business can be used as a personal communication tool to inform customers about new products, festival discounts, and special schemes. However, messages should be sent in a balanced and respectful way so that customers do not feel disturbed or irritated.

Retail staff should also be trained to understand digital offers and online promotions. When employees are well informed, they can guide customers properly and build stronger relationships with them.

Retailers should continuously observe which digital channels are most useful for their target customers and plan their marketing activities accordingly. A customer-friendly and ethical approach to digital marketing will not only increase sales but also contribute to long-term social goodwill.

12. Scope for Future Research

This study opens up several directions for further research in the area of digital marketing and consumer buying behaviour. One important extension would be to increase the sample size and include respondents from more than one city. This would make it possible to compare how consumers in larger cities, smaller towns, and rural areas respond to digital marketing in different ways.

Future research could also focus on other retail sectors such as fashion, grocery, healthcare products, or lifestyle goods to see whether digital marketing has the same level of influence across different industries. Since this study concentrated only on electronics retail stores,

similar studies in other sectors would provide a broader understanding.

Another area for further research is the role of advanced digital tools such as artificial intelligence, chatbots, personalized recommendations, and data analytics in shaping consumer decisions. Qualitative methods like interviews or focus group discussions could also be used to gain deeper insights into customer trust, attitudes, and emotional responses to digital advertising.

Long-term studies could track changes in consumer behaviour over time as digital platforms continue to evolve. This would help in understanding how trends, technology, and customer expectations develop in the future.

13. Conclusion

This study was conducted to understand how digital marketing affects the buying behaviour of consumers in electronics retail stores of Amravati city. The research clearly shows that digital platforms such as social media, WhatsApp promotions, online reviews, and influencer content have become an important part of the consumer decision-making process.

The findings prove that digital marketing has a real and meaningful impact on society. It helps consumers become more aware, informed, and confident while making purchases. People today prefer to compare products, read reviews, and gather information online before visiting a store. This reflects a positive social change where technology supports smarter and more responsible buying behaviour.

The study also highlights that digital marketing is not limited to big cities or online shopping only. Even in developing urban areas like Amravati, it plays a vital role in connecting local businesses with customers and improving the overall shopping experience.

From a societal point of view, digital marketing helps build transparency, trust, and better communication between retailers and consumers. When used ethically and responsibly, it benefits both businesses and the community by providing useful information and genuine value.

Overall, the research confirms that digital marketing has become an essential part of modern consumer life and will continue to shape buying behaviour in the future.

Retailers who understand this change and adopt customer-friendly digital strategies will be able to serve society more effectively and grow in a sustainable manner..

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