

# Exploring the Influence of Digital Marketing on Consumer Buying Behaviour: A Comprehensive Study of Digital Marketing Channels and Their Impact on Consumers' Purchase Decisions

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## Abstract

Digital marketing plays an essential role in shaping consumers' buying behaviour. The rapid development of technology has created new opportunities for consumer-business interactions across various digital platforms such as social media networks, e-commerce websites, and mobile applications. These platforms provide consumers with access to product information, reviews, and price comparisons that influence their purchasing decisions. This article aims to explore the relationship between Digital marketing Channels and consumers' online purchasing behaviour. The research will examine how marketing activities in digital and social media, such as search engine marketing, online advertising, product reviews, social media advertising, e-mail marketing, and influencer marketing, affect consumer behaviour and purchasing decisions. It will also examine how social media networks influence the effectiveness of digital marketing strategies and how consumers interact with social media advertising. Results from this study will provide insights into the use and effectiveness of digital and social media marketing strategies. Most of the customers feel safe and secure in terms of payment while shopping online. Online schemes and offers are one of the important factors provided to customers that attract them to buy the products online. Also, there are few more factors that draw the attention of customers towards online shopping i.e. 24/7 availability, Quality information, and On-Time delivery. Therefore, Digital marketing plays a crucial role in influencing consumers' buying behaviour in India.

**Key Words:** Digital Marketing, Consumers Buying Behaviour, Social Media Marketing, Search Engine Marketing, E-mail Marketing, E-commerce Marketing, Influencer Marketing, Content Marketing, Online Advertising

## 1. Introduction:

Digital marketing is one of the most important developments in modern business. The rapid growth of the internet, smartphones, social media, search engines, e-commerce, and digital payment systems has changed the way businesses communicate with customers. In traditional marketing, businesses mainly use newspapers, magazines, television, radio, banners, posters and direct selling to promote their products. In contrast, digital marketing uses digital technologies and online platforms to reach customers, promote products and services, build relationships, generate sales, and influence consumer purchase decisions. Today, businesses of all sizes—from small local businesses to large multinational companies—use digital marketing to reach customers in domestic as well as international markets. (Alkadrie, S. 2024).

Digital marketing refers to the marketing of products, services, brands or ideas through digital channels and technologies. It has become necessary because consumer behaviour and business practices have changed significantly. Many people use the internet every day for searching for products, comparing prices, reading reviews, watching product videos, making purchases and payments. It enables businesses to influence customers during this decision-making process. It allows even a small business to reach customers in different cities, states, and countries. It can be more affordable than traditional advertising methods. It allows businesses to target customers according to Age, Location, Interests, and online behaviour of customers. Digital platforms allow businesses to interact with customers, and businesses can measure the results of marketing campaigns. Major digital marketing channels are search engine marketing, social media marketing, email marketing, influencer marketing, e-commerce marketing, online marketing, mobile marketing, content marketing, video marketing, affiliate marketing, search engine optimization, and web analytics. These channels have transformed how businesses build brand awareness, generate leads, nurture customer relationships, drive conversions, and have a significant positive influence on Consumer buying behaviour. (Kumar, A., 2026)

## 2. Main Digital Marketing Channels:

The following seven channels form the core focus of this study:

- 1. Social Media Marketing:** Social Media Marketing is the use of social networking platforms such as Facebook, Instagram, YouTube, LinkedIn and X (Twitter) to promote products, services, brands and organizations. It affects consumer behaviour by providing information, creating social influence, shaping attitudes, encouraging purchases, and developing long term customer relations
- 2. E-Commerce Marketing:** E-commerce marketing refers to marketing activities used to attract customers to an online store and encourage them to purchase products or services online. It shapes consumer behaviour by providing convenience, information, personalisation, social proof, and attractive offers, thereby influencing customers from product awareness to purchase and loyalty
- 3. Search Engine Marketing:** SEM is the process of promoting websites, products, or services through search engines such as Google and Bing. SEM mainly involves paid advertisements on search engines. It influences consumer behaviour by providing relevant information at the moment of search, helping consumers evaluate alternatives and encouraging purchase decisions.
- 4. Influencer Marketing:** IM influences consumer behaviour mainly through trust, credibility, social influence, product awareness, and recommendations, which can ultimately affect purchasing decisions. Research consistently demonstrates that consumers, particularly younger demographics, place higher trust in influencer recommendations than in traditional brand advertising.
- 5. Email Marketing:** Email marketing is the process of sending promotional, informational, or relationship-building messages to customers through email. Major emails are Promotional emails, Newsletter emails, Welcome emails, Product announcement emails, Discount and offer emails, Reminder emails, and Customer follow-up emails. Email marketing affects consumers' buying behaviour through personalised communication, information, offers, engagement, and relationship building.
- 6. Online advertising:** Online advertising refers to promoting products or services through digital platforms. Create awareness, influences interest and desire, social influence, encourages impels buying repeat purchases and brand loyalty.
- 7. Mobile Marketing:** Mobile marketing is the promotion of products and services through mobile devices such as smartphones and tablets. The major types are SMS marketing, Mobile application marketing, Push notifications, Mobile search advertising, Mobile social media advertising, Mobile website marketing, Location-based marketing, and QR-code marketing. Mobile marketing influences consumer behaviour through instant communication, convenience, personalisation, location-based offers, and easy purchasing.

## 3. India's Digital Marketing Trends:

Digital marketing in India is rapidly changing because of AI, smartphones, social media, UPI, e-commerce, regional-language content, and creator-led marketing. Digital advertising accounted for about 44% of India's total advertising market in FY 2024–25 and is projected to reach about 46% in FY 2025–26. The major direction of digital marketing in India is moving from mass advertising to personalised, AI-assisted, mobile-first, and creator-driven marketing. The next stage is likely to focus increasingly on AI + regional content + social commerce + UPI + data analytics + immersive/connected media. India's broader digital and media ecosystem is also expected to continue growing, with PwC projecting India's entertainment and media market to reach US\$36.7 billion by 2030.

## 4. Literature Review:

**Jones & Miller (2024)** examined the influence of mobile shopping on consumer satisfaction and loyalty. They found that a mobile, user-friendly, secure payment interface strongly affects user loyalty. Mobile app advertising and tailored push alerts were well-received by customers since they made the experience more engaging and convenient. Users choose companies that provide easy mobile purchasing experiences, according to the report.

**Alkadrie (2024)**, the study identified that engagement and conversion rates rose through search engine optimization (SEO) due to an increasing visibility of website and confidence from consumer. This is further magnified in social media marketing through influencer recommendations and brand-consumer interactions. Personalized marketing can boost the relevance and conversion rate of online buying by using customer information.

**Mukhtar et al. (2023)** examined the influence of mobile shopping on consumer satisfaction and loyalty. They found that a mobile, user-friendly, secure payment interface strongly affects user loyalty. Mobile app advertising and message push alerts were well-received by customers since they made the experience more engaging and convenient. Users choose companies that provide easy mobile purchasing experiences, according to the report.

**Nesterenko et al. (2023):** Digital marketing is essential for drawing in, keeping, and interacting with customers in the ecommerce space.

**Harsono, Indrapraja et al. (2024):** Many tactics are used to increase brand awareness, attract traffic, and turn leads into buyers, including influencer collaborations, email marketing, social media marketing, content marketing, and SEO

**Qian et al. (2023).** Research highlights the significant influence that digital marketing has on e-commerce consumer satisfaction, with tailored messages and interactive content having a favourable effect on satisfaction and loyalty. A seamless blend of digital channels and touch points is essential to provide customers with unified and customized experiences. Using omnichannel marketing techniques facilitates the online and offline channel transitions, increasing client happiness and loyalty.

**Potwora et al. (2023)** note that, in today's business world, digital marketing is playing an ever-more-important role in companies' overall performance. The various advantages of digital marketing become clear when it is broken down into its component parts. Using a personalized approach and efficient communication, this technique allows organizations to improve product performance and strengthen customer connections

**Francis et al. (2023):** The buying decisions of customers in the digital marketing domain are greatly influenced by email, social media, mobile, and content marketing. There are various factors of online purchasing that make customers more comfortable, such as payment alternatives, delivery options, and so on.

**Tandon, Nidhi & Kaur, Simran. (2018):** Digital marketing provides an opportunity for customers to have a look at the information about the product provided by the company and can able to do comparisons accordingly so that they can enjoy the right to choose and can place an order at any time 24\*7 at any place. With updated technologies and an increase in internet usage and engagement, the interconnectivity of consumers is increasing day by day, as a result of which consumer behaviour has changed, and organizations should understand the behaviour of a consumer. This research study analyses the impact of digital marketing on consumer buying behaviour. As a result, digital marketing has a positive impact on consumer buying behaviour; traditional marketing should soon be shifted to digital marketing.

## **5. Research Objectives:**

1. To assess the role and influence of social media marketing on consumer awareness, attitude, relations, brand preference, and purchase decisions.
2. To examine the impact of e-commerce marketing drives on consumer preference, convenience, personalisation, and buying behaviour
3. To evaluate the impact of influencer marketing and endorsements on consumer trust, credibility, product awareness, and buying behaviour.
4. To examine the influence of targeted online advertisements, mobile marketing, and digital promotional offers in driving impels buying, repeat purchase, brand loyalty, personalisation, and consumer purchase decisions.

## **Research hypotheses**

1. H<sub>01</sub>: Social media marketing has no positive significant influence on consumer awareness, attitude, relations, brand preference, and consumer purchase decisions.
2. H<sub>02</sub>: E-Commerce marketing has no positive significant impact on consumer preference, convenience, personalisation and buying behaviour.
3. H<sub>03</sub>: Influencer marketing has not positively and significantly influenced consumer brand trust, credibility, product awareness, and buying behaviour
4. H<sub>04</sub>: Targeted online advertisements and mobile banking have not positively and significantly influenced intent and conversion rates and consumers' buying behaviour

## **6. Research Methodology**

This research study has adopted a descriptive research design to investigate the relationship between digital marketing influence and consumer buying behaviour. The primary data were collected from a structured questionnaire from active digital consumers through online and face-to-face methods. 250 Respondents were selected for the study from differ regions of Karnataka. Consumers aged 16-55 years and at least two online purchases in last 6 months. The study period was covered from January- June 2026 (6 Months). The questionnaire covered demographic profiling, social media usage, influencer marketing exposure, Search engine responses, email and mobile marketing exposure, digital promotion behaviour, and overall purchase decision-making patterns. Percentage analysis was used to interpret

frequency distributions, and a one-tailed Z-test was applied to validate the primary hypothesis regarding social media marketing's impact on consumer buying behaviour. Secondary data were collected from various Journals, magazines, and websites.

### Demographic Profile of Participants

The survey gathered responses from 250 participants, representing a diverse range of demographics. The following table presents a summary of the demographic profile of the participants:

**Table 1. Demographic Sample**

| Demographic Characteristic      | Frequency | Percentage |
|---------------------------------|-----------|------------|
| <b>Age Group</b>                |           |            |
| 16-25 years                     | 90        | 36%        |
| 26-35 years                     | 70        | 28%        |
| 36-45 years                     | 50        | 20%        |
| Above 45 years                  | 40        | 16%        |
| <b>Gender</b>                   |           |            |
| Male                            | 160       | 64%        |
| Female                          | 90        | 36%        |
| <b>Monthly Income (Rs)</b>      |           |            |
| Lower Income (<50,000)          | 75        | 30%        |
| Middle Income (50,001-1,00,000) | 115       | 46%        |
| Higher Income (>1,00,000)       | 60        | 24%        |
| <b>Geographical Location</b>    |           |            |
| Urban                           | 120       | 48%        |
| Semi-Urban                      | 80        | 32%        |
| Rural                           | 50        | 20%        |

**Source: Primary Data (2026)**

Most of the participants were in the 16–35 age range, comprising 36% of those who were 16–25years and 28% of those who were 26–35years. The respondents' gender distribution was 36% female and 64% male. Participants' income levels were categorized as follows: 24% were classed as higher income, 46% as middle income, and 30% as lower income. In terms of geography, 48% of respondents lived in cities, 32% in semi-urban areas, and 20% in rural areas.

### 7.1 Social Media Influence on consumer awareness, brand preference, shopping attitudes and purchase decisions.

| Particulars                                            | Response  | Percentage |
|--------------------------------------------------------|-----------|------------|
| Social Media advertising influenced purchase decisions | Yes       | 76%        |
| Social Media advertising influenced purchase decisions | No        | 24%        |
| Most influential social media platform                 | Instagram | 38%        |
| Most influential social media platform                 | YouTube   | 29%        |
| Most influential social media platform                 | Face book | 20%        |
| Most influential social media platform                 | Others    | 13%        |

Source: Primary data

Social media marketing is significant influenced (76%) **brand preference**, consumer awareness, attitude, relations, and purchase decisions. 38% rated Instagram as the most influential social platform, with seamless integration of marketable content. YouTube and face book have 29% and 20% rated respectively, and have strong influence through long-form and short-form video reviews and ratings on consumers' purchase decisions

## 7.2 E-commerce marketing influence on customers' buying behaviour from product awareness, preference, convenience, personalisation, purchase, and loyalty

| Ratings                                                        | Response               | Percentage |
|----------------------------------------------------------------|------------------------|------------|
| Purchased by convenience and digital information               | Yes/strongly/some what | 87%        |
| Purchased by convenience and digital information               | No                     | 13%        |
| Personalisation influenced the purchase decision               | Yes/strongly/some what | 91%        |
| Personalisation influenced the purchase decision               | No                     | 9%         |
| Attractive offers and social proof influenced buying behaviour | Yes/strongly/some what | 89%        |
| Attractive offers and social proof influenced buying behaviour | No                     | 11%        |

Source: Primary data

The 87% conversion rate from convenience and digital information confirms e-commerce marketing positively influences purchase decisions. The 91% rate of Personalisation shows the strong influence of e-commerce marketing on consumers' buying behaviour, and the 89% rate of attractive offers and social proof confirms the influence on consumers' buying behaviour

## 7.3 Influencer marketing and Trust in Online Reviews and ratings influencing consumer buying behaviour

| Particulars                               | Response      | Percentage |
|-------------------------------------------|---------------|------------|
| Purchased after influencer recommendation | YES           | 78%        |
| Purchased after influencer recommendation | NO            | 22%        |
| Trust online product reviews and ratings  | Yes, Strongly | 50%        |
| Trust online product reviews and ratings  | Yes Somewhat  | 32%        |
| Trust online product reviews and ratings  | No            | 18%        |

Source: Primary data

A combined trust rate of 82% for online reviews and ratings validates the critical commercial importance of online reputation management. The 78% purchase conversion rate from influencer recommendations confirms influencer marketing as positively significant for consumer purchase decisions

## 7.4 Online advertising/Mobile marketing and promotional offers influencing on consumer buying behaviour

| Findings                                                                     | Response              | Percentage |
|------------------------------------------------------------------------------|-----------------------|------------|
| Engage with targeted digital advertising                                     | Always/often/sometime | 83%        |
| Engage with targeted digital advertising                                     | Never                 | 17%        |
| Buying decision influenced by Online promotional offers and Mobile marketing | Yes, always           | 52%        |
| Buying decision influenced by Online promotional offers and Mobile marketing | Yes, Sometimes        | 34%        |
| Buying decision influenced by Online promotional offers and Mobile marketing | No                    | 14%        |

Source: Primary data

The 83% engagement rate with targeted digital advertisements demonstrates the commercial value of personalisation and data-driven ad targeting. The 86% promotional/mobile marketing influence rate confirms that digital promotional strategies — including flash sales, limited-time discounts, and exclusive offers — are among the most powerful short-term purchase drivers available to digital marketers.

## 7.5 A one-tailed Z-test for proportions was applied to test H1: Social media marketing has a significant positive impact on consumer buying behaviour.

| Test parameter                   | Value                                    |
|----------------------------------|------------------------------------------|
| Sample size (N)                  | 250                                      |
| Sample proportion                | 0.76 (76%)                               |
| Null Hypothesis ( $H_0$ )        | $p = 0.50$ (no significant impact)       |
| Alternative Hypothesis ( $H_1$ ) | $p > 0.50$ (significant positive impact) |

|                                                |                                                 |
|------------------------------------------------|-------------------------------------------------|
| Level of Significance ( $\alpha$ )             | 0.05 (5%)                                       |
| Calculated Z-Value                             | 8.22                                            |
| Critical Value ( $Z_\alpha$ at 5%, one-tailed) | 1.645                                           |
| Decision                                       | Reject $H_0$ [ $Z$ (8.22) > $Z_\alpha$ (1.645)] |

Source: Primary data

Calculated Z-Value (8.22) is greater than the critical value  $Z_\alpha$  (1.645); hence, reject the null hypothesis ( $H_0$ ) and accept Alternative hypothesis ( $H_1$ ). The study confirms that social media marketing has a significant positive impact on consumer buying behaviour. The observed rate of 76% reflects a strong and commercially meaningful relationship between social media marketing exposure and consumer purchase decisions.

## 8 Research findings:

1. Social media marketing is significant influenced (76%) brand preference, consumer awareness, attitude, relations, and purchase decisions. 38% rated Instagram as the most influential social platform, with seamless integration of marketable content. YouTube and Facebook were rated by 29% and 20%, respectively, and have strong influence through long-form and short-form video reviews and ratings on consumers' purchase decisions
2. The 87% conversion rate from convenience and digital information confirms e-commerce marketing positively influences purchase decisions. The 91% rate of Personalisation shows the E Commerce marketing strong influence on consumers' buying behaviour
3. The 78% purchase conversion rate from influencer recommendations confirms influencer marketing as positively significant for consumer purchase decisions
4. The 83% engagement rate with targeted digital advertisements demonstrates the commercial value of personalisation and data-driven ad targeting. The 86% promotional/mobile marketing influence rate confirms that digital promotional strategies — including flash sales, limited-time discounts, and exclusive offers — are among the most powerful short-term purchase drivers available to digital marketers.

## 9 Suggestions:

1. WhatsApp, YouTube, and Instagram are the most active social platforms amongst youths. Therefore, businesses are suggested to market more and more on these social networking sites to promote their products.
2. Introduce value- added services, such as personalized support, extended warranties, or customizations.
3. Invest in broader campaigns across multiple platforms to increase visibility. Target new audiences or geographic locations that were previously too costly.
4. Tailored marketing strategies, user-friendly website designs, and incentives for engagement hold the Keys to lasting success.

## 10. Conclusion:

Digital marketing is one of the most effective and cost-effective marketing techniques. A business can reach new heights with proper implementation of digital marketing. For proper implementation, a business needs to understand the buying behaviour of its customers. This research was primarily conducted to understand the impact of digital advertisements, social media, E Commerce, emails, influencer marketing and websites on the buying tendency of consumers. The research focuses on the customers who rely on online shopping over traditional shopping. The availability of e-commerce platforms, digital channels, social media, etc. influences the buying behaviour of customers. It has been observed through the study that social media, e-commerce platforms, and influencer marketing have a remarkable impact on consumer purchase decisions. Customers tend to shop more through online portals during offers, sales, and festive seasons. Through this study, it is observed that customers believe in the credibility of the product information available online and that they have a look at it before purchasing the product. They are satisfied with their online shopping experience as well as with products purchased through online platforms, and this satisfaction results in the shift of their preference from traditional shopping to online shopping.

Most of the customers feel safe and secure in terms of payment while shopping online. Online schemes and offers are one of the important factors provided to customers that attract them to buy the products online. Also, there are a few more factors that draw the attention of customers towards online shopping, i.e. 24 Hours availability, Quality information, and On-Time delivery. Therefore, Digital marketing plays a crucial role in influencing consumers' buying behaviour in India. Digital media channels provide ample opportunities for marketers to communicate, influence, and

convert users into customers. But provided the growing competition and proliferation of new media channels, it is imperative for marketers to look into the finer details that will help avoid incorrect investment and bring better profitability. Digital marketing encompasses a wide array of strategies, from social media promotions to SEO and email campaigns, all underpinned by valuable user data. This adaptability empowers businesses to thrive amidst fierce competition. Critical to this journey is digital transformation, harnessing technology to enhance business models, processes, and customer experiences.

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