

Factors Influencing Consumer Buying Behavior in Digital Marketing: A Study of Himachal Pradesh

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Abstract

Digital marketing has transformed the way consumers search for information, evaluate alternatives, and make purchase decisions, yet consumer responses to digital marketing efforts vary due to multiple underlying influences. The present study aims to identify the key factors shaping consumer buying behaviour in the digital marketing environment using an exploratory factor analysis approach. Primary data were collected from consumers across selected districts of Himachal Pradesh through a structured questionnaire measured on a five-point Likert scale. A multi-stage sampling design was adopted, resulting in 633 valid responses for analysis. The suitability of the data for factor analysis was confirmed through reliability testing, the Kaiser–Meyer–Olkin measure, and Bartlett's Test of Sphericity. Principal Component Analysis with Varimax rotation was employed to extract the underlying dimensions influencing consumer behaviour. The results revealed eight distinct factors, reflecting the combined influence of social and community dynamics, personal and demographic characteristics, platform convenience, promotional and visual appeal, security and privacy concerns, price sensitivity, deal-seeking behaviour, and AI-driven personalization. These factors together explain a substantial proportion of variance in consumer buying decisions, highlighting the multidimensional nature of digital consumer behaviour. The study contributes to the existing literature by providing empirical evidence from a regional context and offers actionable insights for managers and digital marketers seeking to design consumer-oriented digital marketing strategies.

Keywords: Digital Marketing, Consumer Buying Behaviour, Exploratory Factor Analysis, Consumer Behaviour, Himachal Pradesh

1. Introduction

Digital marketing has emerged as a central component of contemporary business practice, enabling organizations to reach and engage consumers through internet-based platforms such as websites, social media, search engines, mobile applications, and electronic communication tools. These digital channels allow firms to promote products and services, communicate value, and build long-term relationships with customers in a highly competitive and technology-driven marketplace. In marketing literature, terms such as digital marketing, online marketing, and e-marketing are often used interchangeably to describe marketing activities conducted through digital technologies and networked environments (Strauss & Frost, 2014). Consumer buying behaviour in digital environments refers to the processes through which individuals search for information, evaluate alternatives, and make purchase decisions using online platforms and digital interfaces (Kamat & Kamat, 2020). Unlike traditional settings, digital environments expose consumers to continuous information, interactive content, and personalized marketing messages, which significantly influence their perceptions and decision-making processes. Features such as online reviews, social media interactions, price comparison tools, and flexible payment options further shape consumer responses and intensify the complexity of buying behaviour in the digital context. Consumer responses to digital marketing are influenced by multiple interrelated factors, including personal characteristics, social and cultural influences, economic considerations, psychological responses, and technological features. These factors operate simultaneously and interact with one another, making it difficult to examine their individual effects using simple analytical approaches. Prior studies have emphasized that understanding these underlying dimensions is essential for analyzing how digital marketing influences consumer behaviour and purchase decisions. Despite the growing relevance of digital marketing, empirical studies identifying the latent factors influencing consumer buying behaviour remain limited, particularly in regional markets. In this context, the present study employs Exploratory Factor Analysis to identify the key factors shaping consumer buying behaviour in digital marketing in Himachal Pradesh, with a view to supporting managerial decision-making and strategic planning.

2. Review of Literature

Existing studies indicate that consumer buying behaviour in digital marketing environments is influenced by a combination of personal, social, economic, psychological, and technological factors. Personal characteristics such as age, gender, education, income, occupation, and lifestyle influence how consumers engage with digital platforms. These factors affect online shopping frequency and responsiveness to digital marketing messages, though their impact varies across regions and market segments (Dahiya, 2012; Sonwaney & Chincholkar, 2019). Social and cultural factors further shape consumer behaviour through family influence, peer recommendations, online communities, and social media interactions, with subjective norms and word-of-mouth communication playing a significant role during information search and evaluation stages (Lim et al., 2016; Buttle, 1998; Voramontri & Klieb, 2019). Economic considerations such as price sensitivity, perceived value, discounts, and payment flexibility strongly influence online purchase decisions, as digital platforms enable easy price comparison and evaluation of offers, although concerns related to financial risk and transaction security continue to affect final purchase choices (Bhayani & Vachhani, 2014; Sen, 2005). Psychological factors, including motivation, convenience, trust, perceived risk, and purchase intention, have been identified as key drivers of digital buying behaviour, with convenience and time savings emerging as particularly influential in both metropolitan and non-metropolitan markets (Lim et al., 2016; Sonwaney & Chincholkar, 2019). Technological factors also play a crucial role, as website usability, quality of information, mobile compatibility, content effectiveness, and personalized digital interfaces shape consumer experience and confidence in online transactions, while recent advances such as conversational artificial intelligence further enhance personalization and customer engagement in digital marketing contexts (Ramesh & Vidhya, 2019; Abdelkader, 2023).

3. Research Gap

The existing literature indicates that consumer buying behaviour in digital marketing has been examined across various dimensions, including demographic, social, psychological, economic, and technological factors. However, much of the prior research has focused on individual variables, specific digital tools, or selected consumer groups, often within metropolitan or broad national contexts. There is limited empirical evidence that examines these influencing factors collectively to identify their underlying structure using multivariate techniques. Studies applying Exploratory Factor Analysis to uncover latent dimensions of consumer buying behaviour in digital marketing remain relatively scarce. In addition, regional-level evidence, particularly from emerging and hill regions such as Himachal Pradesh, is limited despite increasing digital adoption. This gap underscores the need for a systematic, factor-based empirical study to identify the key dimensions influencing consumer buying behaviour in digital marketing, which the present study seeks to address.

4. Need and Scope of the Study

The rapid expansion of digital marketing has transformed consumer decision-making, creating a need to understand how different factors influence buying behaviour across diverse regional contexts. The present study is confined to selected districts of Himachal Pradesh including Kangra, Mandi, Kinnaur, and Lahaul and Spiti in order to capture consumer responses from both the most populated and the least populated districts of the state. The scope of the study focuses on identifying the various factors that influence consumer buying behaviour in the digital marketing environment. Primary data were collected from consumers belonging to varied demographic and socio-economic backgrounds to ensure balanced representation. By focusing on defined geographical boundaries and key behavioural dimensions, the study provides a focused assessment of consumer buying behaviour in the context of digital marketing in Himachal Pradesh.

5. Research Objectives

1. To examine the factors influencing consumer buying behaviour in the digital marketing environment.
2. To identify the underlying dimensions of consumer buying behaviour in digital marketing using Exploratory Factor Analysis.
3. To derive managerial insights for improving digital marketing strategies based on the identified factors in Himachal Pradesh.

6. Research Methodology

The present study adopts an empirical research design to examine the factors influencing consumer buying behaviour in the digital marketing environment. The study is based primarily on primary data collected from consumers residing in four selected districts of Himachal Pradesh using a structured questionnaire. The study area was chosen to represent both the most populated and the least populated districts of the state in order to capture regional diversity in consumer responses. A multi-stage sampling approach was followed to obtain a balanced and representative sample, resulting in 633 valid responses used for analysis. The questionnaire was designed to collect respondents' demographic information and to measure behavioural perceptions related to the factors influencing consumer buying behaviour in digital marketing, with statements rated on a five-point Likert scale. Secondary data from published books, research articles, journals, and reports were consulted to support the conceptual foundation of the study. Exploratory Factor Analysis was employed to identify the underlying dimensions influencing consumer buying behaviour in the digital marketing context.

7. Results and Discussion

This section presents the results of the empirical analysis carried out to identify the factors influencing consumer buying behaviour in the digital marketing environment. The findings are discussed using appropriate statistical techniques to provide meaningful insights into consumers' perceptions and behavioural patterns.

7.1 Descriptive Statistical Analysis of Factors Affecting Consumer Buying Behaviour in Digital Marketing

Table 1 presents the descriptive statistical results for statements measuring factors influencing consumer buying behaviour in the digital marketing environment based on responses from 633 consumers using a five-point Likert scale. The mean scores indicate that economic and presentation-related factors exert a relatively stronger influence on consumer behaviour. The highest mean value is observed for the statement "*I tend to wait for discounts or sales before purchasing products online*" (Mean = 3.81), highlighting the importance of price sensitivity and deal-seeking behaviour. This is followed by "*I am influenced by the presentation of digital ads when making a purchase decision*" (Mean = 3.73) and "*The visual appeal of digital marketing materials affects my willingness to buy*" (Mean = 3.70), underscoring the role of advertising design and visual content in shaping purchase intentions. A strong preference for app-based shopping is also evident from the mean score of 3.67 for convenience-oriented mobile usage. In contrast, relatively lower mean values are reported for statements related to security concerns (Mean = 3.01), education-based evaluation (Mean = 3.09), and promotional motivation (Mean = 3.10), suggesting that these factors are comparatively less influential. The standard deviation values reported in Table 1 range from 1.23 to 1.60, indicating moderate variation in consumer responses and reflecting diverse perceptions toward digital marketing attributes. Overall, the descriptive statistics provide an initial understanding of consumer attitudes and form a suitable basis for subsequent factor analysis.

Table 1: Descriptive Statistical Analysis of Factors Affecting Consumer Buying Behaviour in Digital Marketing

Statements	Mean	SD	N
My age influences my preference for online shopping.	3.36	1.45	633
I feel that digital marketing often targets products based on my gender.	3.19	1.38	633
My income level affects the types of products I consider purchasing online.	3.31	1.44	633
My occupation influences my choice of digital products and brands.	3.12	1.34	633
My education level affects how I evaluate products before purchasing online.	3.09	1.36	633
My family members' opinions significantly influence my online purchasing decisions.	3.22	1.51	633
I often rely on recommendations from friends when choosing products to buy online.	3.26	1.48	633

I trust recommendations from social media influencers when making online purchases.	3.53	1.46	633
I follow trends within my community when deciding what products to purchase online.	3.62	1.43	633
I prefer to buy from brands that demonstrate social responsibility and ethical practices.	3.47	1.52	633
I am motivated to purchase products online when I see others buying them.	3.39	1.60	633
Pricing is a key factor when I make purchasing decisions online.	3.39	1.36	633
I tend to wait for discounts or sales before purchasing products online.	3.81	1.31	633
I compare prices across multiple online platforms before making a decision.	3.45	1.46	633
I am more likely to purchase from websites that offer multiple payment options.	3.68	1.30	633
Free shipping options add value to my online shopping experience.	3.49	1.38	633
I am more likely to buy from brands that offer loyalty rewards and points.	3.45	1.42	633
I am attracted to online promotions that highlight economic savings or benefits.	3.49	1.41	633
I am influenced by the presentation of digital ads when making a purchase decision.	3.73	1.39	633
The visual appeal of digital marketing materials affects my willingness to buy.	3.70	1.37	633
My concerns about data privacy frequently affect my online shopping behaviour.	3.39	1.44	633
I hesitate to purchase from unfamiliar platforms due to security concerns.	3.01	1.47	633
Special offers or promotions motivate me to make purchases online.	3.10	1.40	633
I prefer websites that are easy to navigate.	3.57	1.36	633
I prefer shopping apps over websites for convenience they offer.	3.67	1.23	633
AI-generated product recommendations help me in my buying decisions.	3.26	1.44	633

Source: - Data collected through questionnaire.

7.2 Reliability Statistics for Factors Affecting Consumer Buying Behaviour in Digital Marketing

Table 2 presents the reliability statistics for the statements used to examine factors affecting consumer buying behaviour in the digital marketing context. The internal consistency of the scale was assessed using Cronbach's Alpha, which is a widely accepted measure of reliability. The analysis yielded a Cronbach's Alpha value of 0.803 for the 26 items included in the scale, indicating a good level of internal consistency. This result suggests that the items demonstrate consistent measurement and are suitably aligned to capture the underlying dimensions related to personal, social and cultural, economic, psychological, and technological influences on consumer buying behaviour. The satisfactory reliability of the scale confirms its suitability for further statistical analysis and supports its use in subsequent exploratory factor analysis.

Table 2: Reliability Statistics for Factors Affecting Consumer Buying Behaviour in Digital Marketing

Cronbach's Alpha	No. of Items
0.803	26

7.3 KMO and Bartlett's Test for Factors Affecting Consumer Buying Behaviour in Digital Marketing

Table 3 presents the results of the Kaiser–Meyer–Olkin measure of sampling adequacy and Bartlett's Test of Sphericity, which were conducted to assess the suitability of the data for factor analysis. The KMO value of 0.799 indicates an acceptable level of sampling adequacy, suggesting that the variables share sufficient common variance for meaningful factor extraction. In addition, Bartlett's Test of Sphericity is found to be statistically significant, with a chi-square value

of 10109.258 at 325 degrees of freedom and a significance level of 0.000. This result confirms that the correlation matrix is not an identity matrix and that the variables are significantly correlated. Taken together, these findings demonstrate that the dataset is appropriate for exploratory factor analysis and is suitable for identifying the underlying dimensions influencing consumer buying behaviour in the digital marketing context.

Table 3: KMO and Bartlett's Test for Factors Affecting Consumer Buying Behaviour in Digital Marketing

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.799
Bartlett's Test of Sphericity	Approx. Chi-Square	10109.258
	df	325
	Sig.	.000

7.4 Communalities of Factors Affecting Consumer Buying Behaviour in Digital Marketing

Communalities were examined to assess the extent to which each variable contributes to the factor solution explaining consumer buying behaviour in the digital marketing context. Communalities values indicate the proportion of variance in each item that is explained by the extracted factors. Before extraction, all variables assume a value of 1.000, reflecting total variance availability. As shown in Table 4, most items display extraction communalities above 0.60, suggesting that they are well represented within the factor structure. High communality values are observed for statements such as "*I follow trends within my community when deciding what products to purchase online*" (0.851), "*I prefer to buy from brands that demonstrate social responsibility and ethical practices*" (0.832), and "*I am motivated to purchase products online when I see others buying them*" (0.837), indicating a strong alignment with the underlying dimensions identified through factor analysis. Even items with relatively lower communalities, including "*The visual appeal of digital marketing materials affects my willingness to buy*" (0.594) and "*I prefer shopping apps over websites for convenience they offer*" (0.615), exceed the acceptable threshold of 0.50, confirming their relevance. Overall, the communality results demonstrate that all selected statements contribute meaningfully to the factor model and provide a sound basis for identifying the key dimensions influencing consumer buying behaviour in digital marketing.

Table 4: Communalities of Factors Affecting Consumer Buying Behaviour in Digital Marketing

Statements	Initial	Extraction
My age influences my preference for online shopping.	1.000	.803
I feel that digital marketing often targets products based on my gender.	1.000	.827
My income level affects the types of products I consider purchasing online.	1.000	.819
I prefer online shopping due to the convenience it offers for my busy lifestyle.	1.000	.784
My education level affects how I evaluate products before purchasing online.	1.000	.777
My family members' opinions significantly influence my online purchasing decisions.	1.000	.800
I often rely on recommendations from friends when choosing products to buy online.	1.000	.739
I trust recommendations from social media influencers when making online purchases.	1.000	.729
I follow trends within my community when deciding what products to purchase online.	1.000	.851
I prefer to buy from brands that demonstrate social responsibility and ethical practices.	1.000	.832
I am motivated to purchase products online when I see others buying them.	1.000	.837
Pricing is a key factor when I make purchasing decisions online.	1.000	.626

I tend to wait for discounts or sales before purchasing products online.	1.000	.658
I compare prices across multiple online platforms before making a decision.	1.000	.592
I am more likely to purchase from websites that offer multiple payment options.	1.000	.656
Free shipping options add value to my online shopping experience.	1.000	.795
I am more likely to buy from brands that offer loyalty rewards and points.	1.000	.657
I am attracted to online promotions that highlight economic savings or benefits.	1.000	.607
I am influenced by the presentation of digital ads when making a purchase decision.	1.000	.653
The visual appeal of digital marketing materials affects my willingness to buy.	1.000	.594
My concerns about data privacy frequently affect my online shopping behaviour.	1.000	.770
I hesitate to purchase from unfamiliar platforms due to security concerns.	1.000	.799
Special offers or promotions motivate me to make purchases online.	1.000	.636
I prefer websites that are easy to navigate.	1.000	.684
I prefer shopping apps over websites for convenience they offer.	1.000	.615
AI-generated product recommendations help me in my buying decisions.	1.000	.717

Extraction Method: Principal Component Analysis.

7.5 Total Variance Explained for Factors Affecting Consumer Buying Behaviour in Digital Marketing

Principal Component Analysis was conducted to examine the underlying structure of variables related to consumer buying behaviour in the digital marketing environment. As presented in Table 5, eight components with eigenvalues greater than one were retained, following the commonly accepted criterion for factor extraction. Together, these eight components explain 72.524 percent of the total variance, indicating that a substantial proportion of information contained in the 26 observed statements is captured by the extracted factors. After rotation, the first component accounts for 18.625 percent of the variance, followed by the second component with 13.840 percent and the third with 12.768 percent, while the fourth component explains 7.093 percent. The remaining four components contribute 6.638 percent, 4.683 percent, 4.636 percent, and 4.241 percent of the variance respectively. The distribution of variance across multiple components suggests that consumer buying behaviour in digital marketing is influenced by several meaningful dimensions rather than a single dominant factor. Overall, the results provide strong empirical support for the multidimensional nature of consumer decision-making and offer a sound basis for interpreting the rotated component matrix in the subsequent stage of analysis.

Table 5: Total Variance Explained for Factors Affecting Consumer Buying Behaviour in Digital Marketing

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.146	23.640	23.640	6.146	23.640	23.640	4.842	18.625	18.625
2	3.526	13.561	37.201	3.526	13.561	37.201	3.599	13.840	32.465
3	2.845	10.942	48.143	2.845	10.942	48.143	3.320	12.768	45.233
4	1.859	7.149	55.291	1.859	7.149	55.291	1.844	7.093	52.325
5	1.267	4.873	60.165	1.267	4.873	60.165	1.726	6.638	58.964
6	1.135	4.365	64.529	1.135	4.365	64.529	1.218	4.683	63.647

7	1.072	4.122	68.652	1.072	4.122	68.652	1.205	4.636	68.283
8	1.007	3.872	72.524	1.007	3.872	72.524	1.103	4.241	72.524
9	0.922	3.546	76.070						
10	0.803	3.088	79.158						
11	0.725	2.787	81.945						
12	0.653	2.511	84.457						
13	0.607	2.335	86.791						
14	0.590	2.270	89.061						
15	0.521	2.005	91.066						
16	0.422	1.625	92.691						
17	0.326	1.255	93.946						
18	0.277	1.065	95.010						
19	0.248	0.953	95.963						
20	0.242	0.931	96.893						
21	0.220	0.846	97.739						
22	0.194	0.747	98.486						
23	0.136	0.522	99.008						
24	0.114	0.440	99.448						
25	0.083	0.319	99.767						
26	0.061	0.233	100.000						

Extraction Method: Principal Component Analysis.

7.6 Scree Plot for Factors Affecting Consumer Buying Behaviour in Digital Marketing

The scree plot illustrated in Figure 1 displays the eigenvalues associated with each component extracted through factor analysis, arranged in descending order. The plot shows a sharp decline in eigenvalues up to the initial components, followed by a gradual flattening of the curve after the fifth component, indicating a visible point of inflection commonly referred to as the elbow. This pattern suggests a reduction in the marginal explanatory power of subsequent components. However, the decision regarding factor retention was not based solely on visual inspection of the scree plot. The Kaiser Criterion was also applied, under which components with eigenvalues greater than one are considered suitable for retention. Based on this criterion, eight components were retained, as they satisfied the eigenvalue threshold and together explained a substantial proportion of total variance. Moreover, the retained components were conceptually meaningful and aligned with the theoretical framework of the study, thereby providing a reliable basis for identifying the key dimensions influencing consumer buying behaviour in the digital marketing context.

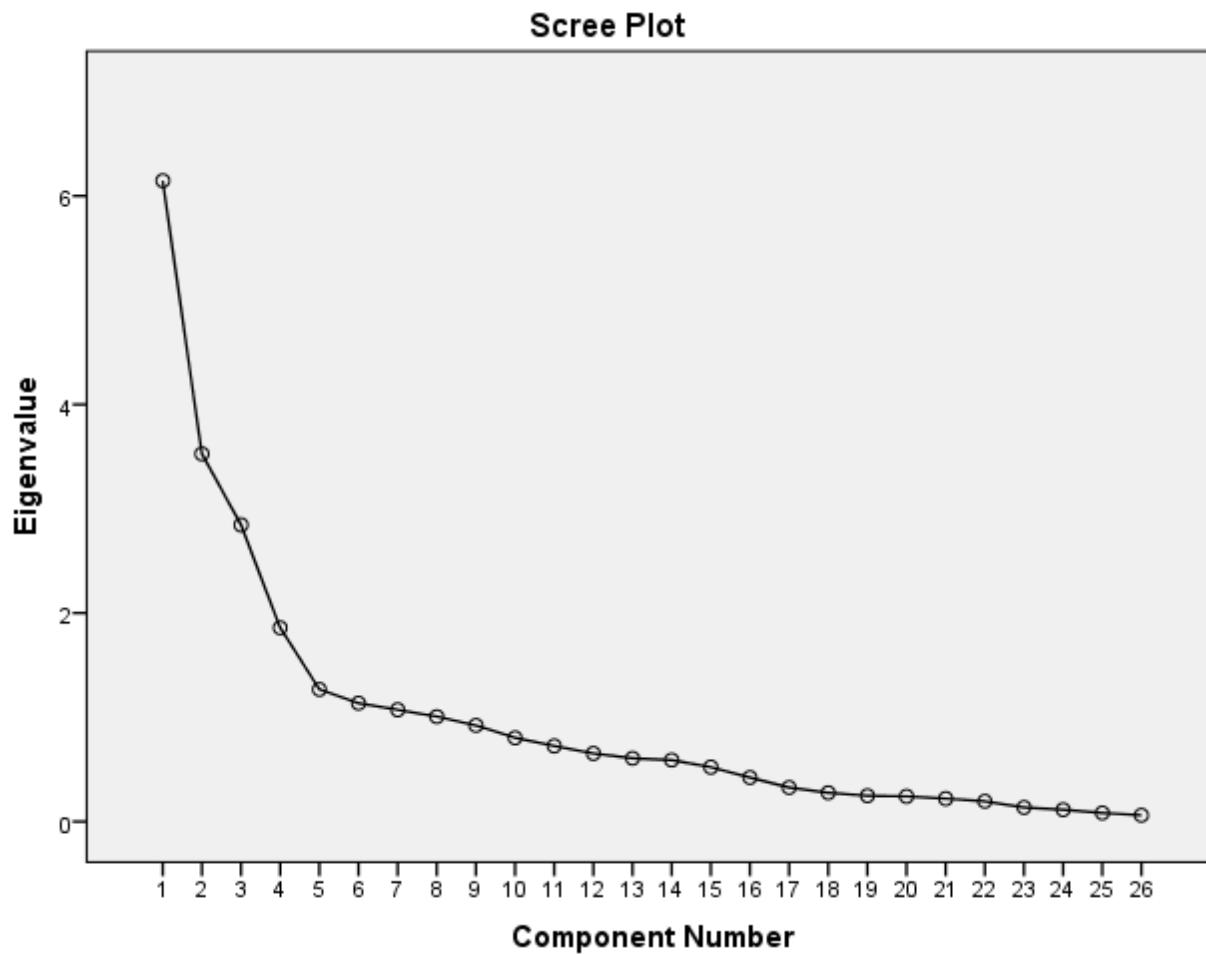


Figure 1: Scree Plot for Factors Affecting Consumer Buying Behaviour in Digital Marketing

7.7 Component Matrix of Factors Affecting Consumer Buying Behaviour in Digital Marketing

Table 6 presents the initial component matrix obtained from Principal Component Analysis, illustrating the factor loadings of the 26 questionnaire statements on the eight extracted components. These loadings represent the degree of association between each statement and the underlying components before rotation. In the unrotated solution, several statements exhibit moderate to high loadings on more than one component, resulting in overlapping associations that limit clear interpretation. Such cross-loadings are common at the preliminary stage of factor extraction, as items related to social influence, ethical considerations, pricing sensitivity, and digital convenience often share common variance. Although the unrotated component matrix provides an initial overview of the data structure, its explanatory value remains limited due to the lack of distinct factor separation. Therefore, the unrotated matrix primarily serves as a preliminary step, leading to the application of a rotation technique aimed at achieving a clearer and more interpretable factor structure without altering the total variance explained.

Table 6: Component Matrix of Factors Affecting Consumer Buying Behaviour in Digital Marketing

Statements	Component							
	1	2	3	4	5	6	7	8
I follow trends within my community when deciding what products to purchase online.	0.840	-0.082	-0.321	-0.036	-0.036	0.105	-0.087	-0.122
I prefer to buy from brands that demonstrate social responsibility and ethical practices.	0.823	-0.082	-0.320	0.021	0.014	0.132	-0.101	-0.133

I am motivated to purchase products online when I see others buying them.	0.815	-0.079	-0.331	-0.044	-0.051	0.109	-0.123	-0.159
I trust recommendations from social media influencers when making online purchases.	0.749	0.045	-0.359	0.003	0.127	-0.074	0.084	0.092
My family members' opinions significantly influence my online purchasing decisions.	0.675	0.096	-0.546	0.059	-0.016	-0.026	0.106	0.149
I often rely on recommendations from friends when choosing products to buy online.	0.667	0.122	-0.485	-0.034	0.156	0.117	-0.066	0.006
My education level affects how I evaluate products before purchasing online.	0.662	0.024	0.571	-0.006	-0.040	0.079	-0.027	-0.059
My concerns about data privacy frequently affect my online shopping behaviour.	0.659	0.143	-0.126	0.198	0.193	-0.417	0.206	0.083
I feel that digital marketing often targets products based on my gender.	0.645	-0.085	0.624	0.008	0.030	0.088	-0.056	-0.055
My age influences my preference for online shopping.	0.621	-0.053	0.466	-0.248	-0.324	0.176	-0.011	0.012
My income level affects the types of products I consider purchasing online.	0.613	-0.033	0.450	-0.287	-0.336	0.200	0.054	0.013
I hesitate to purchase from unfamiliar platforms due to security concerns.	0.477	0.139	0.404	0.204	0.244	-0.456	0.202	0.197
Free shipping options add value to my online shopping experience.	-0.045	0.854	-0.026	-0.240	-0.050	-0.040	0.005	-0.043
I am more likely to purchase from websites that offer multiple payment options.	-0.047	0.771	-0.070	-0.228	0.020	0.002	-0.053	-0.001
I am more likely to buy from brands that offer loyalty rewards and points.	-0.047	0.762	0.000	-0.248	-0.102	-0.004	0.053	0.014
I prefer websites that are easy to navigate.	-0.074	0.760	-0.068	-0.228	0.055	0.194	-0.004	0.055
I prefer shopping apps over websites for convenience they offer.	0.104	0.705	0.100	-0.135	0.135	-0.168	-0.106	-0.147
My occupation influences my choice of digital products and brands.	0.514	0.116	0.649	0.091	0.220	-0.121	0.097	0.071
I am influenced by the presentation of digital ads when making a purchase decision.	0.089	0.258	0.043	0.652	-0.225	-0.035	-0.112	-0.295
The visual appeal of digital marketing materials affects my willingness to buy.	0.081	0.310	-0.021	0.618	-0.227	-0.005	-0.189	-0.145
I am attracted to online promotions that highlight economic savings or benefits.	-0.059	0.400	0.127	0.587	-0.008	0.097	-0.269	0.024
I compare prices across multiple online platforms before making a decision.	-0.132	0.130	0.298	0.145	0.508	0.381	-0.211	-0.010
Pricing is a key factor when I make purchasing decisions online.	-0.109	0.007	0.010	0.048	0.482	0.273	0.377	-0.404
Special offers or promotions motivate me to make purchases online.	0.077	0.131	-0.036	0.311	0.095	0.493	0.469	0.206
AI-generated product recommendations help me in my buying decisions.	0.125	-0.073	-0.014	-0.002	0.283	0.137	-0.510	0.580
I tend to wait for discounts or sales before purchasing products online.	-0.078	0.274	-0.067	0.320	-0.374	0.183	0.335	0.429

Extraction Method: Principal Component Analysis.

a. 8 components extracted.

7.8 Rotated Component Matrix of Factors Affecting Consumer Buying Behaviour in Digital Marketing

Table 7 presents the rotated component matrix obtained through Principal Component Analysis using Varimax rotation with Kaiser normalization, which converged after seven iterations and resulted in the retention of eight components based on eigenvalues greater than one and conceptual interpretability. Factor loadings of 0.50 and above were considered significant, and statements were grouped under the component on which they showed the highest loading, yielding a clear and interpretable factor structure. The extracted factors reveal the multidimensional nature of consumer buying behaviour in the digital marketing environment. The first factor reflects community and social influence, highlighting the role of peer behaviour, social norms, influencer opinions, and ethical brand perceptions in shaping purchase decisions. The second factor captures personal and demographic influences, indicating that age, income, education, occupation, gender, and lifestyle-related convenience continue to affect digital buying behaviour. The third factor emphasizes convenience and platform-related features such as free shipping, multiple payment options, loyalty benefits, ease of navigation, and mobile app usability, which enhance the overall shopping experience. The fourth factor relates to promotional and visual appeal, showing that advertising presentation, visual design, and value-oriented messaging significantly influence purchase intentions. The fifth factor represents security and privacy concerns, reflecting hesitation associated with unfamiliar platforms and data protection issues. The sixth factor highlights price sensitivity, where consumers prioritize affordability and engage in price comparison across platforms. The seventh factor captures deal-seeking behaviour, characterized by a strong preference for discounts, sales, and promotional offers. The eighth factor reflects the growing influence of AI-guided purchase decisions, where personalized recommendations and intelligent suggestions support consumer choice and reduce search effort. Overall, these eight factors demonstrate the multidimensional nature of consumer buying behaviour in digital marketing and provide a foundation for broader conclusions and managerial implications.

Table 7: Rotated Component Matrix of Factors Affecting Consumer Buying Behaviour in Digital Marketing

Statements	Component							
	1	2	3	4	5	6	7	8
I follow trends within my community when deciding what products to purchase online.	0.870	0.285	-0.079	0.025	-0.014	-0.029	-0.073	-0.022
I prefer to buy from brands that demonstrate social responsibility and ethical practices.	0.862	0.261	-0.097	0.068	-0.010	0.027	-0.069	0.011
I am motivated to purchase products online when I see others buying them.	0.859	0.274	-0.071	0.042	-0.055	-0.032	-0.109	-0.030
My family members' opinions significantly influence my online purchasing decisions.	0.844	-0.054	0.053	-0.008	0.148	-0.147	0.196	-0.014
I often rely on recommendations from friends when choosing products to buy online.	0.841	0.010	0.120	-0.014	0.027	0.055	0.015	0.112
I trust recommendations from social media influencers when making online purchases.	0.799	0.091	0.023	-0.064	0.268	-0.039	0.062	0.025
My age influences my preference for online shopping.	0.196	0.853	0.003	-0.090	-0.023	-0.159	0.026	-0.042
My income level affects the types of products I consider purchasing online.	0.198	0.852	0.033	-0.136	-0.036	-0.145	0.071	-0.083
I feel that digital marketing often targets products based on my gender.	0.141	0.831	-0.113	0.076	0.258	0.114	-0.093	0.099
My education level affects how I evaluate products before purchasing online.	0.181	0.816	-0.008	0.101	0.244	0.065	-0.051	0.043
My occupation influences my choice of digital products and brands.	0.007	0.642	0.045	0.073	0.570	0.161	-0.015	0.114

Free shipping options add value to my online shopping experience.	-0.016	-0.021	0.884	0.074	0.019	-0.035	0.028	-0.071
I am more likely to purchase from websites that offer multiple payment options.	0.015	-0.062	0.805	0.049	-0.007	-0.007	0.013	0.027
I am more likely to buy from brands that offer loyalty rewards and points.	-0.041	0.018	0.797	0.023	-0.003	-0.068	0.097	-0.077
I prefer websites that are easy to navigate.	0.006	-0.040	0.795	0.009	-0.101	0.095	0.149	0.096
I prefer shopping apps over websites for convenience they offer.	0.035	0.069	0.709	0.151	0.203	0.070	-0.193	-0.003
I am influenced by the presentation of digital ads when making a purchase decision.	0.048	0.024	0.014	0.785	0.052	0.015	0.036	-0.172
The visual appeal of digital marketing materials affects my willingness to buy.	0.077	-0.021	0.076	0.753	0.022	-0.070	0.086	-0.033
I am attracted to online promotions that highlight economic savings or benefits.	-0.106	-0.025	0.176	0.694	0.064	0.058	0.121	0.246
I hesitate to purchase from unfamiliar platforms due to security concerns.	0.088	0.320	0.028	0.077	0.825	-0.017	0.015	0.037
My concerns about data privacy frequently affect my online shopping behaviour.	0.559	0.066	0.041	0.083	0.659	-0.056	0.020	-0.086
Pricing is a key factor when I make purchasing decisions online.	-0.021	-0.099	-0.003	-0.079	0.014	0.753	0.040	-0.200
I compare prices across multiple online platforms before making a decision.	-0.207	0.091	0.085	0.139	-0.024	0.544	-0.030	0.467
I tend to wait for discounts or sales before purchasing products online.	-0.070	-0.054	0.123	0.199	0.009	-0.240	0.732	-0.038
Special offers or promotions motivate me to make purchases online.	0.101	0.031	-0.006	0.074	0.010	0.357	0.701	0.025
AI-generated product recommendations help me in my buying decisions.	0.118	0.005	-0.062	-0.070	0.029	-0.140	-0.006	0.821

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

8. Managerial Implications

The findings of the study provide important insights for managers and digital marketers aiming to influence consumer buying behaviour effectively. The strong role of community and social influence indicates that businesses should leverage peer recommendations, user-generated content, and credible influencers while also demonstrating ethical and socially responsible practices to build trust. The impact of personal and demographic factors highlights the need for audience segmentation and personalized digital marketing strategies rather than uniform messaging. The importance of convenience and platform-related features suggests that investments in easy navigation, mobile-friendly interfaces, flexible payment options, and loyalty programs can enhance consumer engagement and retention. At the same time, the influence of promotional and visual appeal underscores the value of visually attractive advertisements combined with clear value-oriented communication. Concerns related to security, privacy, price sensitivity, and deal-seeking behaviour indicate that transparent data protection measures, secure payment systems, competitive pricing, and timely promotional offers remain critical in reducing hesitation and motivating purchases. Finally, the growing role of AI-guided purchase decisions suggests that organizations should integrate intelligent recommendation systems carefully to enhance personalization while maintaining consumer confidence and control. Overall, digital marketing strategies that balance trust, convenience, value, personalization, and ethical responsibility are more likely to strengthen long-term consumer relationships and support sustained business performance.

9. Conclusion

The present study examined the factors influencing consumer buying behaviour in the digital marketing environment using an exploratory factor analysis approach. The findings confirm that consumer behaviour in digital markets is multidimensional and shaped by social, personal, economic, psychological, technological, and AI-driven influences. The identification of eight distinct factors demonstrates that online purchase decisions are not guided by a single dominant driver but emerge from the interaction of community influence, demographic characteristics, platform convenience, promotional appeal, security considerations, price sensitivity, deal-seeking tendencies, and intelligent personalization. The results further indicate that while consumers value convenience, visual appeal, and economic benefits, trust, privacy, and ethical practices remain equally important in shaping digital purchase behaviour. By uncovering the underlying dimensions of consumer decision-making, the study contributes to the growing body of digital marketing literature and provides a structured understanding of consumer responses in a regional context. Overall, the study reinforces the need for balanced digital marketing strategies that integrate trust, usability, value, and personalization to effectively engage consumers and support sustainable business outcomes.

10. Limitations and Scope for Future Research

The study is limited to selected districts of Himachal Pradesh, which may restrict the generalizability of the findings to other regions. It relies on cross-sectional primary data collected through a structured questionnaire and uses exploratory factor analysis to identify underlying dimensions. Future studies may expand the geographical scope, adopt longitudinal designs, and apply advanced techniques such as confirmatory factor analysis or structural equation modelling to further validate and extend the findings.

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