

A Study On The Effect Of Digital Marketing Techniques On Consumer Purchase Decisions In Online Market Place

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ABSTRACT

The research focuses on the impact of online marketing strategies on consumer buying behavior in online stores. The study aims at comprehending the effects of different digital strategies, including social media marketing, email campaigns, search engine optimization, and online adverts on consumer behavior and purchasing intentions. The study is one of the attempts to examine the impact of digital marketing strategies on online purchase decision. The study offer insights into marketing approaches that can improve decisions by considering the different aspects that influence consumer behavior. The convenience sampling method was used to sample 150 respondents who were used to gather primary data using a structured questionnaire. The article examines the extent of influence of digital marketing strategies based on various demographic characteristics and their contribution in influencing consumer preferences. The data was interpreted using statistical tools, such as Chi-square tests. The results indicate that digital marketing strategies play a significant role in consumer purchasing behavior, but the degree of its impact on consumer buying behavior differs amongst individuals. The researchers concluded that to make their marketing efforts more effective, companies can use specific digital strategies to connect with their customers and encourage them to make online purchases

Keywords: Social media marketing email campaigns, search engine optimization, consumer behavior and purchasing intentions.

INTRODUCTION:

The constant evolution of internet technologies and growing penetration of smartphones have made consumers more connected than ever. This evolution has radically changed other types of marketing as well, leading businesses away from traditional methods and showcasing alternative platforms like social media, search engines, email and mobile applications. As these platforms allow businesses to reach members of their target audience directly, deliver personalized experiences, and influence consumer purchasing decisions more effectively. Digital marketing tactics are being increasingly researched and practiced globally due to their impact on consumer behavior. Search engine optimization (SEO), social media marketing, influencer marketing, content marketing, and targeted advertising are examples of these techniques. These strategies will help you create awareness along with trust and engagement, the key factors in any decision-making process. Businesses are taking their business online as the modern-day consumers depend largely on online reviews, ratings and digital content for making purchase decisions.

The rise of e-commerce has opened up a myriad of market opportunities that were previously unavailable, leading to an explosion in businesses entering the online space. In order to remain competitive, companies need to adapt continuously to the new needs of consumers and new technical advances. In the modern business landscape, possessing the capability to read consumer data and provide relevant marketing information has emerged

as a corner stone of productivity. Therefore, it is important to understand how digital marketing tactics affect users purchase decisions in order to tailor our campaigns accordingly.

The findings derived from this study will add valuable insights to the academic literature in addition to practical application, allowing businesses a frame of reference for better understanding and harnessing digital marketing's impact on driving consumer decisions in an ever-digitized world.

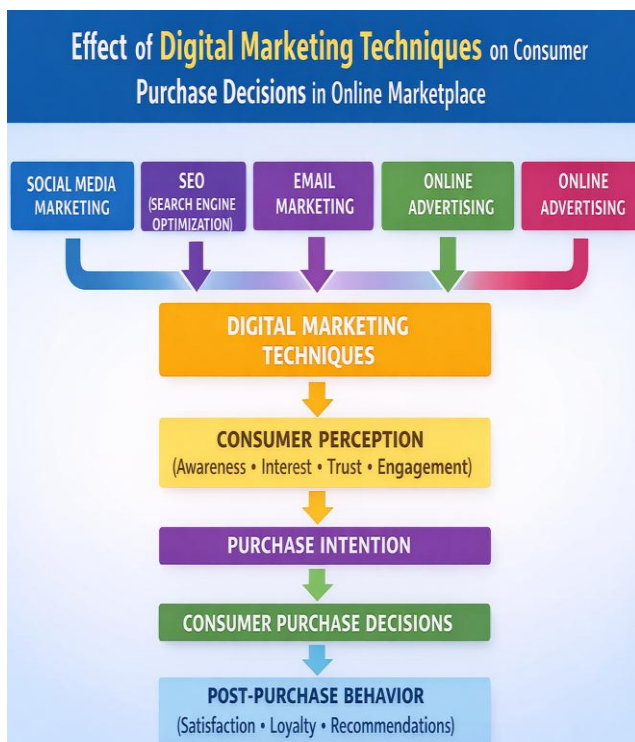
Theoretical Background

The study operates within the theoretical underpinnings of consumer behavior theories and digital marketing frameworks, explaining how purchases are made online. Theories are essential for this study due to its basis in the Consumer Decision-Making Process Model which highlights steps of problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Digital marketing strategies impact all of the stages above by directing consumers towards specific information, suggestions, and other persuasive content. To summarize one more considerable theoretical framework, this brought up another very important theory or model which is the Technology Acceptance Model (TAM) that addresses technology adoption through perceived usefulness and ease of use. For online marketplaces, digital marketing strategies improve the usability and aesthetic value of our platforms in order for consumers to engage and purchase products. Examples include accessible websites, tailored

recommendations, and focused ads that enhance online shopping are apparent worth and affect purchasing actions.

The theory of planned behavior (TPB) is another significant emphasis in understanding consumer purchase intentions. According to this theory, attitudes, subjective norms, and perceived behavioral control affect behavioural intention. Digital marketing strategies influence consumer attitudes via persuasive content, social norms through reviews and online interactions, and enhance perceived control with easy navigation and secure transaction facilities.

Moreover, the Stimulus-Organism-Response (S-O-R) paradigm has also been extensively utilized to account for customers' behavior in digital spaces. According to this framework, digital marketing techniques serve as stimuli that impact the internal state (organism) of consumers and influence their behavioral response such as a purchase. Then, things like the site design, promotional offers and interactive content act as stimuli that elicit cognitive and affective responses from consumers.” The AIDA model elaborates on the action-prone nature of marketing communications. Digital marketing methods provoke interest with eye-catching content, appeal to the audience with clarity of messages and prose, create desire through feelings, and lead towards action by way of purchase decision making. These theories collectively offer a nuanced perspective on how digital marketing strategies shape consumer behavior within online environments. Theories that will be framed in this study, to assess the effectiveness of digital marketing strategies on purchase decisions.



Literature review and Reserch Agenda

Adriani et al. (2025) discovered that content marketing has made a huge effective contribution to bringing in

readers and keeping them, subsuming some contribution. Shopping style may also have some consequences on purchasing decisions. The consumers involved in such times tend to reside in polarizing areas or places categories, and that means they are more prone towards spontaneous online shopping. In addition, the user experience is a key factor according to the study. Website navigation, design of platforms and simply ease of use in general actually have an effect on buyers' satisfaction with their purchase process. The study concludes by stating that all three factors indeed have a positive, significant influence on users making purchases. It emphasizes as well the importance of generating involvement content and improving user experience in online markets.

Al-Azzam, & Al-Mizeed, K. (2021) explored how digital marketing affects buying decisions in Jordan. The findings of the survey show that digital marketing tools (such as, social networking, email marketing, online advertising) greatly influence customer behavior. The results show that digital marketing enhances consumer awareness, enhances brand image and raises the likelihood of making a purchase. The study also stresses that trust and convenience in finding information are very important for driving consumers to purchase online. It is concluded that companies able to execute effective digital marketing strategies might do better influencing consumer decisions and gaining a competitive advantage. The research emphasizes the increasing role of digital platforms in today's consumer behavior.

Research Gap

Despite the existing number of studies that analyze the impact of digital marketing on consumer's behaviour, there is still a lack in research related to the effect of different methodologies for digital marketing effects as a whole in an online market place. Most of the past research investigates single strategies, like social media marketing or search engine optimization, rather than considering their combined influence on consumer purchase decisions. Moreover, studies examining the extent to which demographic factors of consumers can affect their perception and reaction to digital marketing efforts are limited. In addition, the majority of previous research is in developed economies with less consideration of emerging markets where digital adoption. In such markets evolving consumer behavior dynamics require new research on the influence of digital marketing tactics. There is also a gap for ground-level studies using primary data to examine real-time consumer response. The research will fill in these gaps by investigating the joint influence of several digital marketing strategies on consumers purchasing decisions in an online marketplace, as well as demographic differences. It adds to the literature on this topic by presenting qualitative data using a rigorous collection process.

Importance of the Study

With businesses transitioning towards digital platforms to target their customers, gaining a comprehensive understanding of the effectiveness of different marketing strategies is vital in gaining competitive advantage. The study is useful to marketers to

differentiate which techniques have a higher impact in terms of influencing consumers and helps them allocate their resources effectively. In the context of academia, the study expands existing knowledge by synthesizing several theoretical approaches and offering empirical findings regarding the impact of digital marketing on consumer decision-making. The study also adds to the literature by showing how demographic factors influence consumer responses and providing more granularities. The study's results can provide practitioner's insights to develop more focused and tailored marketing efforts, which could increase consumer engagement and satisfaction. It also provides insights which can be useful for businesses to enhance their online presence and optimize the digital strategies they devise. The research is important as it not only bridges the gap between theory and practice, but also aids in providing practical insights to help develop effective digital marketing strategies within the ever-changing online marketplace.

Statement of the Problem

Digital marketing continues to develop; businesses are turning to several different methods in an attempt to direct consumer purchase decisions. But with evolving consumer habits, these techniques might continue to work in traditional retail but may not be effective for online marketplaces (a new channel), considering that the digital world is ever-evolving and consumers tend to engage with newer methods. Consumers are inundated with information across multiple digital channels, making it difficult for businesses to stick in their minds and drive optimal decisions. While digital marketing strategies have become increasingly common, how these tactics impact consumer behavior and the extent to which demographic factors like age and gender influence their effectiveness remains nebulous. Digital marketing is an area where many businesses spend money but do not yet have clarity on what works best. The uncertainty surrounding these statements explains an existing disconnect between marketing actions and the consumers' responses to them, which indirectly results in resource misallocation. Such systematic analysis of the relationship between digital marketing techniques, along with their effect on consumer purchase decisions in online marketplaces needs to be addressed. This research attempts to tackle this issue by assessing the effectiveness of digital marketing strategies and determining underlying factors impacting consumer behavior.

Objectives and Methodology

The study aims at comprehending the effects of different digital strategies, including social media marketing, email campaigns, search engine optimization, and online adverts on consumer behavior and purchasing intentions. The convenience sampling method was used to sample 150 respondents who were used to gather primary data using a structured questionnaire. The article examines the extent of influence of digital marketing strategies based on various demographic characteristics and their contribution in influencing consumer preferences. The data was interpreted using statistical tools, such as Chi-square tests.

Analysis, findings and Results

Digital marketing techniques and Age of the consumers

The rapid increase in internet users and adoption of social media sites, organizations are increasingly engaging with digitally-oriented methods. Consumer reactions to these tactics can differ across age brackets and other demographic markers. Unravelling how digital marketing strategies are perceived and received across age-groups is crucial for formulating an efficient campaign. The research study attempts to show that as digital shopping techniques evolve with various age demographics tailoring and personalising to their preferences,.

Null hypothesis: There is no significant association between effect of digital marketing techniques and Age of the consumers

Table: 1
Effect of digital marketing techniques and Age

Age Group	Level of Effect			Total
	Low	Moderate	High	
Less than 30	7	9	4	20
	35.0 %	45.0 %	20.0 %	100.0 %
30 to 50	29	46	50	125
	23.2 %	36.8 %	40.0 %	100.0 %
More than 50	1	3	1	5
	20.0 %	60.0 %	20.0 %	100.0 %
Total	37	58	55	150
	24.7 %	38.7 %	36.7 %	100.0 %
Chi-Square	4.200	Difference - 4	Sig.	.380

The Chi-square test was applied to examine whether there is a significant association between the effect of digital marketing techniques and the age of consumers. The calculated Chi-square value is 4.200 with 4 degrees of freedom, and the corresponding significance (p-value) is 0.380. Since the p-value is greater than the standard threshold of 0.05, the null hypothesis is accepted. This indicates that there is no statistically significant association between age group and the level of effect of digital marketing techniques. Although variations are observed across age groups—for instance, consumers aged 30 to 50 shows a relatively higher proportion experiencing a high level of effect—these differences are not strong enough to be considered statistically significant. Therefore, it can be concluded that age does not play a decisive role in influencing the effect of digital marketing techniques among the respondents.

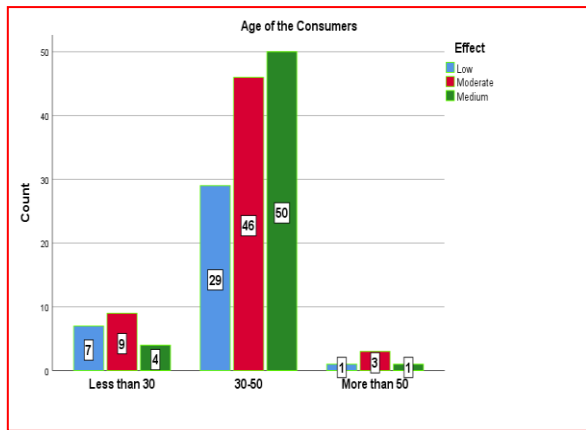


Figure: 1

Digital marketing techniques and Gender of the consumers

The transformation has changed how businesses connect with potential customers—using personalized and targeted approaches to marketing through digital channels. Reflective of the reality that more and more organizations are migrating to digital platforms, understanding how consumer response varies as a function of various demographic variables becomes critical. One of such factors is gender that can influence how people perceive, interact, and adopt digital marketing tools. Understanding how male and female consumers react differently allows marketers to tailor their strategies for much more inclusive, effective campaign designs. The objective of this study is to investigate the connection between gender and digital marketing techniques effectiveness, rendering readability whether gender is an important factor in consumer behavior.

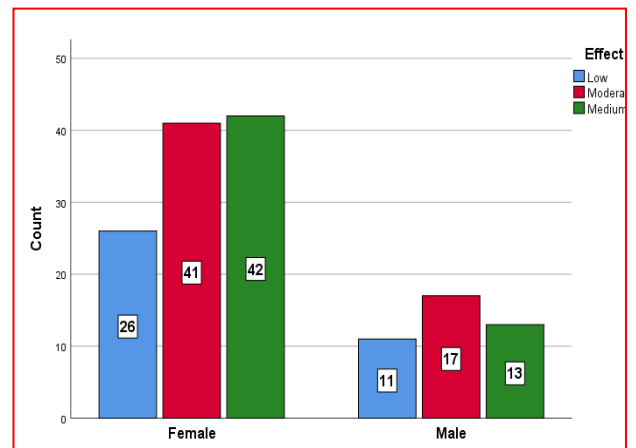
Null hypothesis: There is no significant association between effect of digital marketing techniques and Gender of the consumers

Table: 2 Effect of digital marketing techniques and Gender of the consumers

Gender	Level of Effect			Total
	Low	Moderate	High	
Female	26	41	42	109
	23.9%	37.6%	38.5%	100.0%
Male	11	17	13	41
	26.8%	41.5%	31.7%	100.0%
Total	37	58	55	150
	24.7%	38.7%	36.7%	100.0%
Chi-Square	.600	Difference 2	.741	

The Chi-square test was conducted to examine the association between the effect of digital marketing techniques and the gender of consumers. The calculated Chi-square value is 0.600 with 2 degrees of freedom, and the corresponding significance (p-value) is 0.741. Since the p-value is greater than the 0.05 level of significance, the null hypothesis is accepted. This indicates that there is no significant association between gender and the level of effect of digital marketing techniques. Although slight variations exist in the distribution of responses between male and female consumers, these differences are not statistically significant. Therefore, it can be concluded that gender does not significantly influence the effect of digital marketing techniques among the respondents.

Figure: 2



Implications for the Study

In terms of applicable theory, therefore, this research has enriched the understanding of how various digital marketing strategies interrelate with consumer behavior models in order to spur purchase decisions. The research however has provided empirical evidence that fits with the predictions of established theories, and can serve as a basis for further exploration in this field.

In practical terms, the findings of this research could benefit many companies and marketers by contributing to the design of better digital marketing strategies. Somewhat incongruously, as evidence shows that people adjust their marketing spend slightly down if they can not complete this purchase decision to a satisfactory level. The research study also suggests the potentially significant influence of demographic factors on marketing strategies, these enabling businesses to customize their campaigns for specific consumer demographics.

Besides, the study brings to light online marketplaces general consumer's preferences and behaviors, from which we can further improve customer experience. In a digital field, the results will also help opinion leaders and industry representatives see the changing environment of digital media. They will finally realise its implications on consumer behaviour through both third-party platforms and their own advertising campaigns.

Recommendations and Suggestions

The study's findings, a number of recommendations regarding improvement methods in influence digital processing techniques on consumer purchasing are introduced. Enterprises need to adopt a multi-channel digital marketing strategy with the incorporation of different online tactics including social media, SEO, email marketing, and content marketing. Personalized marketing will be a new focus, as customized promotional messaging is far more likely to pique consumers' interest and affect their decisions. Sources of company income should also invest in data analytics to better understand consumer behavior and preferences. Businesses can create data-driven campaigns and focus on what the customers want by studying consumer data. Moreover, practicing transparency and authenticity in digital marketing strategies is crucial for establishing trust with consumers. Additionally, online shopping experience must be made as user friendly as possible - with a smooth navigation process throughout the portal and reliable payment systems. In conclusion, demographic factors should be taken into account by organizations when designing marketing campaigns in order to ensure that they are relevant and effective. These tactics can enhance online performance for businesses to succeed in today's digital marketplace.

Conclusion

Purchasing choices of consumers in online markets are a wonderful component of digital marketing techniques. The rapid shift in digital technologies and the

increased use of online services has altered the way consumers interact with businesses and the manner in which they make purchases. With this study we are so much aware that the digital marketing strategy like the social media marketing can assist the marketers to cater the needs of the consumers. The consumer purchase decision is greatly impacted by digital marketing techniques though it depends on an individual to a person. The article also emphasizes the fact that demographic conditions (age and gender) have minimal effects on the overall performance of digital marketing strategies, which means that the latter can be applied in a broader range of consumer groups. Additionally, it underscores the necessity of embracing a customer oriented aspect in online marketing. This is based on the view of comprehending the consumer needs, preferences and behavior through formulation of effective marketing campaigns. Theoretical models such as the Consumer Decision-Making Model, the Theory of Planned Behavior, will be discussed to explore more about the impact of digital marketing on consumer choices. In conclusion, the study signals important implications for academia along with practical insights regarding the interplay of digital marketing practices and consumer buying behavior. The current comment can be further developed in future research to examine how consumer behavior is changing in the fin-tech industry in response to the emerging trends and technologies as digitalization keeps charging towards them...

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