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A Study of Digital Marketing and Its Impact on Consumer Buying Behaviour with Special Reference to Selected Products of Domestic Companies

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Abstract
Digital marketing has emerged as an essential tool for domestic companies to influence consumer buying behaviour through online communication, targeted advertising, social media engagement and personalized promotional strategies. The present study examines the impact of digital marketing on consumer purchasing decisions with special reference to selected products of domestic companies. It focuses on four major parameters: social media marketing, online advertising and promotional offers, electronic word-of-mouth and online customer reviews, and website usability with digital customer engagement. These factors are examined in relation to consumer awareness, product preferences, purchase intentions and final buying decisions. Primary data were collected from 173 respondents in Bhopal and Indore using a structured questionnaire and a stratified random sampling method. The study highlights the growing importance of digital marketing in strengthening consumer relationships and influencing purchasing behaviour.

1. Introduction

Digital marketing has become one of the most influential components of modern business strategies, transforming the manner in which domestic companies communicate with consumers and promote their products. The rapid expansion of internet connectivity, smart phones, social media platforms and e-commerce has created new opportunities for companies to reach potential customers. Unlike traditional marketing, digital marketing facilitates direct communication, personalized advertising, real-time interaction and measurable promotional outcomes. Consumer buying behaviour is significantly influenced by various digital marketing practices, including social media advertisements, online promotional offers, customer reviews, electronic word-of-mouth and the quality of company websites. These parameters influence consumer awareness, trust, product evaluation, purchase intention and final purchasing decisions. Domestic companies increasingly utilise digital platforms to improve brand visibility, understand consumer preferences and compete effectively in the marketplace.

The present study examines the relationship between selected digital marketing parameters and consumer buying behaviour, focusing on selected products of domestic companies. The study is

geographically confined to Bhopal and Indore, Madhya Pradesh, and considers the responses of 173 consumers to evaluate the influence of digital marketing on their purchasing decisions.

2. Review of Literature

The following studies provide the theoretical and empirical foundation for examining digital marketing and consumer buying behaviour. The review covers social media marketing, digital advertisements, promotional offers, online reviews, electronic word-of-mouth, customer engagement and purchase intention.

Rajarathinam, Rathinam and Parayitam (2022). examined the influence of social media advertising on consumer buying behaviour in India. The study collected responses from 1,325 consumers belonging to Chennai and Coimbatore. The findings indicated that social media advertisements significantly influence online purchasing, habitual buying, variety-seeking behaviour and impulsive buying. Accessibility, customisation, consumer interests and online interaction were identified as important factors influencing advertising effectiveness. The study established the importance of social media advertising in influencing consumer purchasing decisions. **[01]**

Upadhyay, Paul and Baber (2022). investigated the impact of online social media marketing efforts on customer responses, particularly in the Indian smartphone market. The study examined 318 consumers who visited the social media pages of selected smartphone brands. Its findings revealed that social media marketing influences customer responses through brand equity and brand trust. Brand equity played an important mediating role between marketing efforts and consumer responses. The study highlighted the importance of developing strong digital brand identities to influence consumer preferences and purchasing decisions **[02]**

Sharma, Mishra and Nandre (2022) examined the application of the Theory of Planned Behaviour in understanding social media adoption for online shopping in India. The study investigated consumer attitudes, subjective norms, perceived behavioural control and privacy-related beliefs. The findings indicated that consumer attitudes, subjective norms and perceived behavioural control significantly influenced social media purchasing behaviour. Social media trustworthiness also contributed positively to consumer attitudes. The research demonstrated that consumer confidence and favourable perceptions are essential for encouraging purchasing decisions through digital platforms. **[03]**

Ghouse, Duffett and Chaudhary (2022) . studied the influence of Twitter advertising on purchase intentions and purchase attitudes among Indian millennial consumers. The research was based on 500 respondents and examined the relationship between social media advertising and consumer perceptions. The findings demonstrated that Twitter advertisements positively influenced consumer purchase attitudes. The study also identified differences in advertising perceptions according to social media usage patterns and demographic characteristics. It suggested that domestic companies should incorporate social media advertising into their promotional strategies to improve consumer engagement and purchasing intentions. **[04]**

Nag and Gilitwala (2023) examined the buying behaviour of Indian consumers under the influence of social media. Their research focused on how consumers utilise social media platforms to obtain product-related information before making purchasing decisions. The study involved 400 Indian respondents and adopted a quantitative research approach. It highlighted the role of social media in influencing consumer cognition and product evaluation. The research indicated that digital information and online communication have become important considerations in the consumer decision-making process. **[05]**

Abdelkhair et al. (2023). investigated the relationship between sales promotion and impulse buying behaviour towards consumer goods, with particular emphasis on purchase intention as a mediating factor. The research highlighted the importance of promotional incentives in influencing immediate consumer responses. Digital marketing frequently communicates discounts, special offers and limited-period promotional schemes to prospective buyers. The findings provide useful insights into how promotional strategies can encourage consumers to make unplanned purchases and strengthen the effectiveness of marketing communication in competitive consumer markets. **[06]**

Sharma, Agarwal and Malati (2024) examined the factors influencing electronic word-of-mouth through social networking sites and its impact on consumer purchase intention. The study collected information from 315 social media users and applied structural equation modeling. The findings revealed that electronic word-of-mouth influences brand awareness, brand image and purchase intention. The study also identified Instagram and other social networking platforms as important channels for consumer recommendations. It emphasized that customer-generated information and online communication can strengthen brand recognition and influence purchasing preferences. **[07]**

Ngo et al. (2024), Studied the impact of electronic word-of-mouth information on online purchase intention among Generation Z consumers. The research examined information quality, credibility, quantity, and usefulness and information adoption. Data were collected from 280 respondents through a structured questionnaire. The findings demonstrated that information quality and usefulness play important roles in consumer information adoption and purchase intention. The research established that online reviews and recommendations influence consumer evaluation and purchasing preferences, particularly among younger consumers who actively use social media. **[08]**

Abdul Rahman et al. (2026), Abdul Rahman et al. investigated the influence of social media marketing on consumer perception and purchase decisions in India. The study was based on 1,111 valid responses and examined digital advertising, customer reviews, brand awareness and demographic factors. The findings indicated that brand awareness and customer reviews were important predictors of consumer purchasing behaviour. The research also demonstrated that digital marketing can influence purchasing decisions across urban, semi-urban and rural markets. Its findings are particularly relevant for domestic companies targeting consumers in emerging markets **[08]**

3. Research Gap

The reviewed literature establishes that digital marketing influences consumer attitudes, brand awareness, purchase intention and buying decisions. However, several research gaps remain:

1. Many previous studies have examined social media advertising or electronic word-of-mouth independently rather than considering multiple digital marketing parameters together.
2. Limited geographical attention has been given to consumer buying behaviour in Bhopal and Indore, particularly in relation to domestic companies.
3. The combined influence of social media marketing, online advertising and promotional offers, electronic word-of-mouth, and website usability on consumer buying behaviour requires further examination.
4. There is a need to understand how digital marketing practices influence the actual product selection and purchasing decisions of consumers in regional markets.

The present study attempts to address these gaps by examining four selected dimensions of digital marketing and their influence on consumer buying behaviour in Bhopal and Indore.

4. Research Approach

The present study follows a quantitative and descriptive-analytical research approach. It examines the relationship between selected digital marketing practices and consumer buying behaviour. The study uses primary information collected through a structured questionnaire and secondary information obtained from research journals, books, articles and relevant publications. A five-point Likert scale has been adopted to measure respondents' perceptions regarding different digital marketing parameters. Coefficient analysis is employed to examine the direction, strength and statistical significance of the relationship between independent variables and consumer buying behaviour

5. Objectives of the Study

1. To examine the influence of social media marketing on consumer buying behaviour towards selected products of domestic companies.
2. To analyse the impact of online advertising and promotional offers on consumer purchasing decisions.
3. To evaluate the influence of electronic word-of-mouth and online customer reviews on consumer buying behaviour.
4. To assess the impact of website usability and digital customer engagement on consumer buying behaviour.

6. Hypotheses of the Study

The following null hypotheses have been formulated according to the objectives:

H01: Social media marketing does not have a significant impact on consumer buying behaviour towards selected products of domestic companies.

H02: Online advertising and promotional offers do not have a significant impact on consumer buying behaviour.

H03: Electronic word-of-mouth and online customer reviews do not have a significant impact on consumer buying behaviour.

H04: Website usability and digital customer engagement do not have a significant impact on consumer buying behaviour.

7. Research Design

The present study adopts a descriptive and analytical research design to examine the impact of digital marketing on consumer buying behaviour. The descriptive approach helps understand consumer perceptions, preferences and purchasing patterns, while the analytical approach evaluates the influence of selected digital marketing parameters on purchasing decisions towards products offered by domestic companies.

Population of the Study

The population of the study comprises consumers residing in Bhopal and Indore who are exposed to digital marketing activities and have knowledge of products promoted by domestic companies. It includes consumers from different age groups, income levels, educational backgrounds and occupational categories who participate in purchasing decisions.

Sample Area of the Study

The geographical area selected for the present study includes Bhopal and Indore cities of Madhya Pradesh. These cities have been selected due to their growing commercial activities, increasing internet penetration, expanding consumer markets and widespread use of digital platforms. The selected areas provide an appropriate setting for examining digital marketing influences on consumer purchasing behaviour.

Sample Size

The present study is based on a sample of 173 respondents selected from Bhopal and Indore, Madhya Pradesh. The respondents represent different demographic and occupational categories and have exposure to digital marketing practices. The sample has been considered to obtain relevant information regarding consumer awareness, product preferences and purchasing decisions.

Sampling Method

The study employs a stratified random sampling method to select respondents from the identified geographical areas. The population is divided into relevant strata to ensure representation of different consumer categories. Subsequently, respondents are selected randomly from these groups to minimise selection bias and obtain diverse opinions regarding the influence of digital marketing on consumer buying behaviour.

Sources of Data

The study uses two sources of information:

Primary Data: Primary data have been collected from 173 respondents through a structured questionnaire designed to obtain information regarding their exposure to digital marketing and purchasing behaviour.

Secondary Data: Secondary information has been obtained from research papers, academic journals, books, published articles, websites and other relevant sources associated with digital marketing and consumer buying behaviour.

Measurement Scale

A five-point Likert scale has been adopted to measure the perceptions and opinions of respondents.

Response category	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

8. Data Analysis Techniques

The collected data are proposed to be analysed using coefficient analysis, particularly regression coefficients, t-statistics and probability values (p-values). The analysis examines the individual influence of each selected digital marketing parameter on consumer buying behaviour.

The level of significance is considered at 5% ($p \leq 0.05$). A p-value below 0.05 indicates a statistically significant relationship, whereas a value greater than 0.05 indicates that the relationship is not statistically significant at the selected level.

Hypothesis Testing and Data Analysis

The coefficient analysis is used to examine the influence of four selected digital marketing parameters on consumer buying behaviour. The following table presents the statistical values supplied for the study.

Table 1: Coefficient Analysis of Digital Marketing and Consumer Buying Behaviour

S. No.	Independent variables	Coefficient (β)	t-statistic	p-value
1	Social Media Marketing	0.794	8.964	0.014
2	Online Advertising and Promotional Offers	1.304	11.52	0.033

3	Electronic Word-of-Mouth and Online Customer Reviews	0.934	10.334	0.089
4	Website Usability and Digital Customer Engagement	1.334	12.69	0.007

1. **Social Media Marketing:** The study reveals that social media marketing has a significant positive impact on consumer buying behaviour. Digital advertisements, interactive content, brand promotions and social networking activities influence consumer awareness, preferences and purchasing decisions.
2. **Online Advertising and Promotional Offers:** The findings indicate that online advertisements, discounts, cashback facilities and promotional offers significantly influence consumer purchasing decisions. Attractive digital promotional strategies encourage consumers to explore products and make purchase decisions.
3. **Electronic Word-of-Mouth and Online Customer Reviews:** The study identifies a positive but statistically insignificant relationship between online customer reviews, electronic word-of-mouth and consumer buying behaviour. This indicates that customer recommendations may influence product perceptions but do not independently establish a significant impact.
4. **Website Usability and Digital Customer Engagement:** The findings establish that website usability and digital customer engagement have a significant positive impact on consumer buying behaviour. Easy navigation, accurate product information, accessibility and responsive customer support encourage consumers to make purchasing decisions.

9. Conclusion of the Study

Digital marketing has become an important strategic instrument for domestic companies in influencing consumer buying behaviour. The growing use of smartphones, internet connectivity and social networking platforms has transformed the way consumers search for product information, evaluate alternatives and make purchasing decisions. The present study, based on 173 respondents from Bhopal and Indore, examines four important dimensions of digital marketing, namely social media marketing, online advertising and promotional offers, electronic word-of-mouth and online customer reviews, and website usability with digital customer engagement.

The results of coefficient analysis indicate that social media marketing, online advertising and promotional offers, and website usability with digital customer engagement have statistically significant positive relationships with consumer buying behaviour. Among the four examined dimensions, website usability and digital customer engagement demonstrate the highest reported coefficient, followed by online advertising and promotional offers. However, electronic word-of-mouth and online customer reviews do not establish a statistically significant relationship at the selected 5% significance level.

The study concludes that domestic companies should focus on developing effective digital marketing strategies that combine attractive advertising, consumer-oriented promotional activities, interactive communication and user-friendly digital platforms. Although online reviews and recommendations remain relevant to consumer information gathering, their independent influence requires further investigation. Overall, the effective utilization of digital marketing can help domestic companies

improve consumer awareness, strengthen market competitiveness, develop customer relationships and influence purchasing decisions in the growing markets of Madhya Pradesh.

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