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An Empirical Analysis To Analyse The Role Of Digital Disruption And Brand Strategy: The Influence Of E-Tailing On Marketing Mix Decisions In The Indian Personal Care Market

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Abstract
Over the course of the last decade, the personal care sector has been steadily incorporating digital marketing and technology, which has resulted in a shift in the marketing mix. Over the last twenty years, the introduction of digital innovation has brought about substantial changes in the way customers interact with companies and make purchases. The educated customer carefully investigates news, education, and inspiration before making a purchase. This is because they often engage with a large number of touchpoints over a short period of time. When it comes to attracting and retaining customers in virtual environments, businesses face a variety of difficult issues that are unique to their industry. Using a comprehensive empirical methodology, the study investigates the techniques that are used by both traditional personal care corporations and digital native vertical brands (DNVBs) within the context of the Indian e-commerce sector. The study combines secondary data from industry sources with primary data obtained through structured questionnaires from marketing professionals and consumer participants in order to evaluate the effects of e-tailing on brand positioning, price sensitivity, customer engagement, and distribution efficiency. This is done in order to determine how e-tailing affects these factors. In addition to this, it investigates the ways in which digital disruption might enhance the integration of omnichannel strategies, rapid consumer feedback systems, and marketing campaigns powered by artificial intelligence (AI)..
Keywords: *E-tailing, Marketing mix, Correlation*

INTRODUCTION

As a result of the significant shift that has taken place in marketing in recent times, from traditional to digital, the concept of marketing has been transformed. A great number of businesses, ranging from all different sorts, have exerted a great deal of effort in order to include digital technology and marketing strategies, such as social media marketing, digital advertising, and electronic word-of-mouth, into their overall plan in order to get a significant edge over their competitors. Due to the fact that its intangible and ephemeral attributes centre experience at the heart of the value proposition, the food and beverage industry is attempting to identify itself in the midst of this unprecedented transformation from conventional to digital marketing (Sudirjo, 2024).Organisations and businesses are dependent on having an understanding of the behaviour of consumers. Because of the proliferation of social and mobile platforms, they have been compelled to develop technical advances with the intention of enhancing their interactions with customers. Because mobile technologies provide both interaction and immediacy, they have the ability to dynamically change the purchasing goals of customers via the real-time effect of their own motives. Additionally, digital marketing is a significant strategic instrument that enables the growth of a firm as well as facilitates the involvement of a broader target audience. Business enterprises have a tough time adopting and using digital marketing due to the rapidly increasing technical industry. In light of the fact that the digital market is in a state of perpetual flux, it is not sufficient for all businesses to just embrace new digital tools; rather, these technologies must be used in an appropriate and effective manner in order to enhance their market position and output. In spite of this, the implementation of digital marketing still poses difficulties for many enterprises in terms of finances, expertise, and technology.

During the course of the digitisation process, the purpose of this research is to explore the beneficial use of digital marketing strategies and their impact on the performance of organisations (Wulan, 2024).
The transition from Marketing 1.0 to Marketing 4.0 is important because it signals the beginning of a shift from a strategy that is product-centric to one that is customer-centric. Within the context of marketing 1.0, the attention was placed on the production of low-cost products, and the consumer was ignored. In contrast to Marketing 2.0, which placed an emphasis on the significance of the consumer's viewpoint, Marketing 3.0 builds upon Marketing 2.0 by placing an emphasis on the happiness of the customer. The goal of Marketing 4.0 is to fulfil the needs and expectations of consumers in the new multichannel environment by incorporating the whole customer experience into the digital framework. Approaches such as customer experiences, information management, and predictive data analysis are used in order to differentiate future trends and behaviours (Alharthey, 2023). This approach is very dynamic, since it monitors the activities and transactions of customers in real time in order to provide an experience that is both meaningful and emotionally engaging. Both the digital world and the conventional marketing mix have come into conflict, which has resulted in an increased need for models that have been adjusted and expanded. Marketers need to include a temporal and spatial marketing mix model into their strategy in order to remain in a competitive climate, present consumers with a value proposition that involves co-creation, and design an experience that encompasses all channels (Raji, 2024). At this point in time, the most important aspect of marketing is not so much providing the appropriate product at the appropriate price to the target market. The extraordinary ease, cost, accessibility, and control that digital marketing offers have been acknowledged by businesses in the marketing industry. It has been shown via empirical study that there is a link between customer attributes such as trust and loyalty and digital brand communication. Artificial intelligence, the Internet of Things, smart devices, and machine learning are some of the technologies that are now impacting and transforming consumer behaviours (Sugiharto, 2024). Recent years have seen an increase in the number of studies that investigate the influence of digital marketing on the decisions that consumers make while shopping online. As a result, our understanding of this topic has been expanded. The current analysi have been crucial in the development of this field and the expansion of information about it. After doing our enquiry, we discovered a number of rigors literature reviews on the issue, which was to be anticipated given the significance of the subject. However, there are other studies that are very recent (Jia, 2024). This is the case even when they explore digital marketing techniques and technologies, as well as their participation in a variety of marketing activities. (Salem, 2024).

LITERATURE REVIEW

The dynamics of contact between the firm and the consumer are stimulated by digital marketing, in contrast to the conventional marketing approach. Through the use of a powerful instrument, it was feasible to examine customisation in marketing. In particular when paired with societal shifts, digital marketing gives customers more agency and makes it possible for them to co-create value in relation to their own experiences. Academics and professionals have been presented with a new ecosystem of possibilities and challenges as a result of the proliferation of digital marketing. In light of the fact that digital marketing is always evolving in real time, digital marketers are required to be knowledgeable about all the latest innovations and new features in order to maintain their expertise in digital marketing tools (Abusaimeh, 2023). The vast volume of data necessitates an analysis that is both deliberate and efficient, which is a challenging dance. It is evident that a great number of businesses are having difficulty integrating digital concepts and practices into the conventional methods that are already in use. Internal collaboration, well articulated corporate goals, and executive knowledge are all necessary components of the endeavour. There is no one strategy that fits all circumstances perfectly. It is also important to note that all of this is being done in an age of information overload in an effort to attract the attention of customers. Therefore, effective digital marketing is dependent on having a comprehensive understanding of the behaviour of consumers and their intentions to make purchases (Rahman, 2023). As a result of the implementation of multichannel marketing strategies and advertising campaigns made possible by digital channels, targeted marketing, brand recognition, consumer engagement, and profit development are all

improved. There is a virtual market that is characterised by reach, conversions, and digital representation. This market is made possible by the vast possibilities offered by the internet and digital technology. In addition, digital advertising adheres to a number of fundamental standards that are fundamentally distinct from those of traditional advertising. It is possible that the six fundamental assessment criteria that are used in traditional advertising might also be beneficial to digital advertising (Adama, 2024). When it comes to implementing a digital marketing strategy, small and medium-sized businesses (SMEs) face a number of obstacles. Inadequate technical ability, limited financial and human resources, and the difficulty of keeping up with technology advancements are some of the problems that must be overcome (Verma, 2024). As a result of the fact that it will have an effect on the required influence on future projects and legislation, it is crucial to have a solid understanding of the actual impact that digital marketing has on the operational performance of these organisations. This study operates on the basis of the Technology Acceptance Model (TAM), which serves as the analytical foundation. According to the model, the adoption and utilisation of technology are determined by two factors: the perceived utility of the technology and the perceived ease of using the technology, which is described as effortlessness. According to this idea, the perceived benefits and ease of use of information and communication technologies (ICTs) are the factors that influence how effectively small and medium-sized enterprises (SMEs) can employ digital marketing. The purpose of this model is to provide an explanation for how prospective users of new technologies choose to engage with them, taking into account the impact of information that changes their attitudes towards other variables in the model (Fadilah, 2024).

METHODOLOGY

Approaches that are causal, descriptive, and quantitative are all considered in this research. On the basis of a survey, it collects information by using a straightforward cross-sectional sampling method. The purpose of developing and sharing Google Forms was to create a survey instrument that would allow for the efficient collection of data. The collection of primary data was made easier by the use of online self-report questionnaires that were delivered to a representative sample of persons who were either working in the personal care sector or knowledgeable about the expanding digital landscape. The questionnaire in question was meticulously prepared to include all aspects of strategic marketing strategies and the effect that these plans are believed to have on the growth of e-commerce.

Analysis

Table 1: Demographic analysis

Age	Frequency	Percent
Below 25 years	41	25.60
26 - 35 years	37	23.10
36 - 45 years	33	20.60
46 - 55 years	16	10.00
56 - 65 years	23	14.40
Above 65 years	10	6.30
Gender	Frequency	Percent
Male	101	63.10
Female	59	36.90
Marital Status	Frequency	Percent
Single	63	39.40
Married	97	60.60
Education	Frequency	Percent
Completed Undergraduate	118	73.80
Completed Post graduate	39	24.40
Completed Professional course	3	1.90

Annual Income	Frequency	Percent
Less than 5 Lakhs	39	24.40
6 - 10 Lakhs	58	36.30
11 - 15 Lakhs	48	30.00
16 - 20 Lakhs	15	9.40
Experience	Frequency	Percent
2 - 5 years	68	42.50
5 - 10 years	49	30.60
10 - 15 years	33	20.60
More than 15 years	10	6.30
How long have you been using e-commerce platforms	Frequency	Percent
1 - 2 years	100	62.50
2 - 3 years	34	21.30
More than 3 years	26	16.30
Use of social media for reviews	Frequency	Percent
Sometimes	71	44.40
Often	70	43.80
Very Often	19	11.90
Preferred e-commerce platform	Frequency	Percent
Myntra	22	13.80
Amazon	69	43.10
Flipkart	56	35.00
Others	13	8.10
Total	160	100.00

Important fresh insights on the customer base that influences marketing mix techniques in the Indian personal care business under digital disruption are provided by the demographic characteristics of the people who participated in the study. After doing an analysis of the age distribution, it was discovered that 25.6% of the participants fall into the category of being under the age of 25. This suggests that the younger generation is more likely to be active in digital activities and prepared for online platforms. Closely following those who are between the ages of 36 and 45 (20.6%), the next substantial cohort is comprised of those who are between the ages of 26 and 35 (23.1%). When taken as a whole, the three age groups account for more than 70 percent of the sample, which highlights the fact that the majority of the consumers are financially active and knowledgeable about technology advancements. However, the presence of respondents in the older age groups—46–55 years (10%), 56–65 years (14.4%), and above 65 years (6.3%)—demonstrates inclusion, but it also implies that digital involvement may decrease with increasing age. This is despite the fact that the frequency of respondents in these age categories is steadily decreasing. Regarding the gender makeup of the respondents, 36.9% of them said that they were female, while 63.1% stated that they were male. This underlines the increased participation of women in the digital economy, particularly in the personal care business, and hence indicates a gender disparity in the workforce. The data reveals a fairly balanced distribution of marital status, with 60.6% of respondents being married and 39.4% being single. This indicates a combination of family-oriented and individual purchasing habits, which may have a differential impact on product choice and brand loyalty. Seventy-three point eight percent of the respondents have received bachelor's degrees, and twenty-four point four percent have postgraduate certificates. This indicates that the respondents are usually literate and educated. The fact that just 1.9% of respondents had attended professional courses is indicative of the

fact that the sample is mostly composed of persons who have academic qualifications and are capable of comprehending and engaging with digital marketing tactics and promotional approaches. In the context of e-commerce and digital marketing efforts, this highlights how important it is to focus on customers who are well-informed. Based on the distribution of income among the respondents, a sizeable portion is classified as belonging to the middle-income group. Specifically, 36.3% of the respondents earn between ₹6 and 10 lakhs, while 30% earn between ₹11 and 15 lakhs yearly. The financial situation of those who are prone to engaging in discretionary expenditure on personal care products is improved by these. The economic diversity among digital users is shown by the fact that around 24.4% of them earn less than ₹5 lakhs, while 9.4% earn between ₹16 and ₹20 lakhs. This indicates the need for alternative price plans to accommodate diverse buying capacities, since it is necessary to accommodate a wide range of consumers. According to the data on work experience, the most common category consists of people with 2–5 years (42.5%) and 5–10 years (30.6%). This information suggests that the respondent pool primarily consists of professionals who are in the early to mid-career stages of their careers. Many of these professionals are likely to be technologically savvy and flexible enough to accommodate changing consumption trends. As a result of the fact that the remaining proportion is comprised of those with 10–15 years of experience (20.6%) and those with over 15 years of experience (6.3%), it is clear that there are experienced specialists, although in a lower number. According to the findings of the survey, 62.5% of respondents had used e-commerce websites for one to two years. This indicates that there has been a significant increase in the amount of online purchasing activity in recent times, which may be the consequence of digital developments brought about by the epidemic. Only 16.3 percent of respondents reported that their use had beyond three years, which suggests that many customers are still relatively inexperienced with digital retail ecosystems and need continual investment by online retailers in user-friendly experiences in order to ensure customer retention. It was observed that the majority of product evaluations were used on social media platforms; 44.4% of respondents acknowledged to using them sometimes, 43.8% stated they depended on them often, and 11.9% claimed to use them very frequently. Considering the significant degree of relationship between the two, it is clear that personal care products are becoming more dependent on peer reviews, influencer marketing, and social proof. It is clear from this behaviour that social networks play a significant role in influencing the choices that consumers make. Amazon was the most popular e-commerce site, accounting for 43.1% of all options. Flipkart came in second with 35%, while Myntra came in third with 13.8%. Other platforms were identified by the remaining 8.1% of respondents. This leads one to believe that Amazon's dominant position in the personal care business may be attributable to the company's extensive product selection, reliability, and unparalleled expertise in the field of logistics. Flipkart and Myntra are indispensable, particularly in the fashion and beauty sectors, and they highlight the need for companies to improve their presence and strategy across a variety of channels.

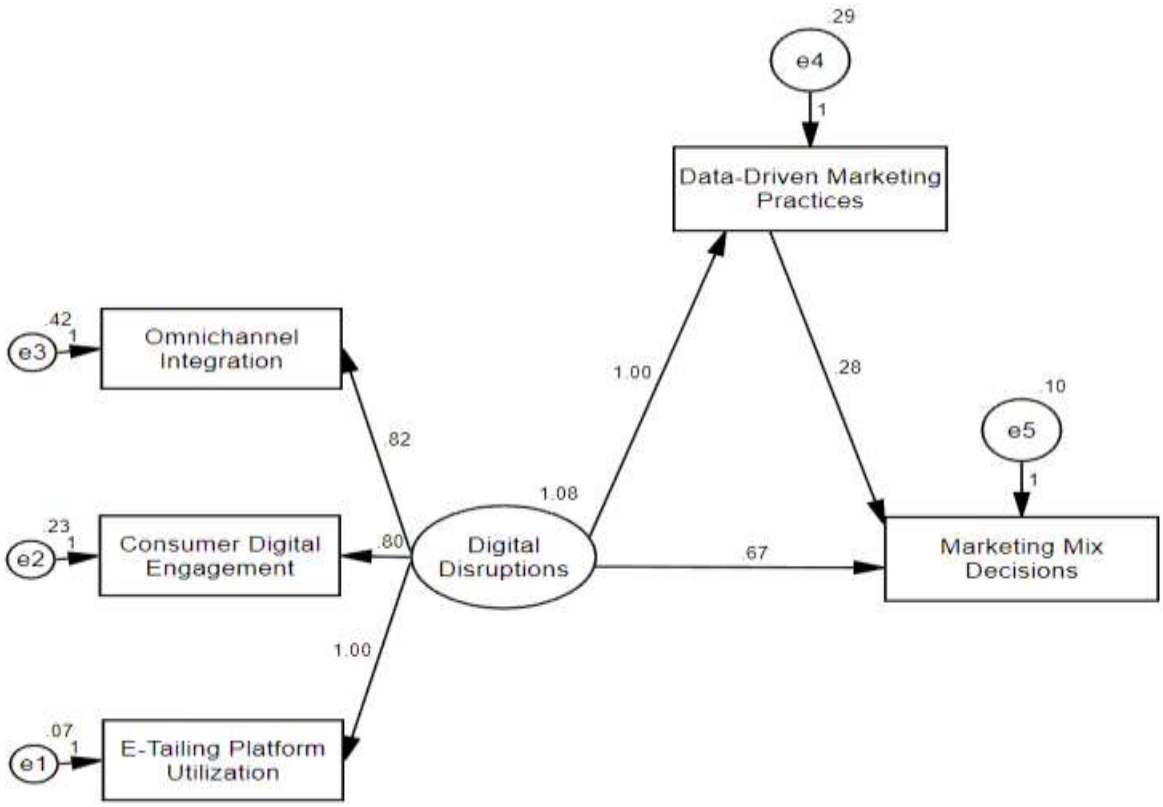
Table 2: Correlation analysis

Correlations	Omnichannel Integration	Consumer Digital Engagement	E-Tailing Platform Utilization	Data-Driven Marketing Practices	Marketing Mix Decisions
Omnichannel Integration	1	.779**	.739**	.736**	.786**
Consumer Digital Engagement	.779**	1	.851**	.746**	.767**
E-Tailing Platform Utilization	.739**	.851**	1	.862**	.920**
Data-Driven Marketing Practices	.736**	.746**	.862**	1	.903**
Marketing Mix Decisions	.786**	.767**	.920**	.903**	1

It has been shown that there is a considerable positive correlation between Omnichannel Integration and Consumer Digital Engagement (r = 0.779), E-Tailing Platform Utilisation (r = 0.739), Data-Driven Marketing Practices (r = 0.736), and Marketing Mix Decisions (r = 0.786). The findings show that

companies who successfully combine physical, digital, and mobile sales and engagement channels—physical, digital, and mobile—are probably going to have high degrees of consumer interaction, apply e-commerce systems more skilfully, use data-driven tools, and carry out strategic marketing decisions. The significance of channel synergy in facilitating comprehensive digital transformation is brought into sharper focus by this realisation. Specifically with regard to the utilisation of e-commerce platforms (r = 0.851) and data-driven marketing practices (r = 0.746), the matrix reveals significant connections between consumer digital involvement and the aforementioned activities. The higher values suggest that customers are more inclined to utilise e-commerce platforms when they engage with digital interfaces, such as social media, individualised content, or intuitive apps. This activity is meticulously documented via the use of data analytics, which ultimately results in improved marketing tactics. This is shown by the correlation between consumer digital engagement and marketing mix choices (r = 0.767), which demonstrates that understanding and using customer behaviour has a big impact on how businesses employ the 4Ps (product, price, location, and promotion) in a digital context. The usage of e-commerce platforms has obviously noticeable links, particularly when it comes to data-driven marketing strategies (r = 0.862) and marketing mix selections (r = 0.920). These robust connections shed light on the fact that businesses that utilise e-commerce platforms not only collect a substantial amount of data from their customers, but also transform that data into valuable insights that allow them to modify their fundamental marketing mix strategies. Because of the strength of this association with Marketing Mix Decisions, it is clear that platform utilisation has evolved beyond a simple sales channel to become an essential component of strategic decision-making. This demonstrates that technology has been successfully integrated into branding and positioning. The data-driven marketing practices have been shown to have a significant correlation with the decisions made about the marketing mix (r = 0.903). This indicates that businesses that make use of analytical tools and consumer intelligence systems significantly enhance their ability to make sound marketing judgements. This understanding highlights the vital significance of data analytics in current marketing settings, since choices are increasingly based on measurable customer behaviour rather than intuition or predetermined historical facts. Because of this, data analytics is becoming more important.

Structural Equation Model



This updated structural equation model (SEM) shown in the image presents a more quantitative and empirically supported interpretation of the relationships described in the conceptual framework for the study titled "An Empirical Analysis to Analyse the Role of Digital Disruption and Brand Strategy: The Influence of E-Tailing on Marketing Mix Decisions in the Indian Personal Care Market." This revised model integrates path coefficients and error variances, so providing a comprehensive knowledge of the strength and direction of causal influences among variables within the realm of digital disruption and marketing strategy. E-Tailing Platform Utilisation (loading = 1.00), Consumer Digital Engagement (loading = 0.80), and Omnichannel Integration (loading = 0.82) are the three primary observable characteristics that have a significant impact on the model. The latent construct Digital Disruption serves as the foundation of the model. The loading figures illustrate the degree to which each aspect contributes to the general concept of digital disruption. Due to the fact that the maximum standardised loading of 1.00 for e-tailing platform usage is the most significant predictor of digital disruption in this context, it is thus a confirmation of the key relevance of online retail technology in altering business dynamics. Consumer digital engagement and omnichannel integration play particularly significant roles in the personal care retail industry. This is due to the fact that big loadings suggest that businesses are able to communicate with customers digitally and effectively integrate numerous channels, which in turn enhances the disruptive digital environment. The structure of digital disruptions makes it possible for two primary predicted course of action to emerge. At a standardised route coefficient of 0.67, the first pathway has a direct connection to the choices that are made about the marketing mix, and it implies that there is a moderately strong direct influence. This suggests that as digital disruptions continue to grow, which is driven by increased platform use, increased consumer involvement, and omnichannel integration, brands are likely going to make significant changes in the decisions that they make regarding their basic marketing mix. These changes may include changes in product development, pricing strategies, promotional approaches, and distribution methods. The second route, which has a coefficient of 1.08, establishes a connection between digital disruptions and data-driven marketing practices. This is done to demonstrate that digital transformation compels businesses to include data-driven decision-making, artificial intelligence, and analytics into their marketing strategies. The data-driven marketing activities

that were subsequently shown a secondary effect on the choices that were made regarding the marketing mix showed a path coefficient of 0.28. This points to the existence of a partial mediation effect, in which the marketing mix is altered both directly by digital disruptions and indirectly by the use of data-driven marketing strategies. This mediated approach highlights how digital disruptions both impact internal marketing processes inside an organisation via the use of technology and data literacy, as well as how they apply pressure from the outside to marketing choices.e1 through e5 are the measurement error factors that are included into the model in order to represent the variance or noise that cannot be explained in relation to each and every observed variable. With omnichannel integration exhibiting the highest error, which may be a reflection of the complexity and variability in the corporate implementation of this strategy, the error values (.07 for e-tailing platform utilisation,.23 for consumer engagement,.42 for omnichannel integration,.29 for data-driven practices, and.10 for marketing mix decisions) demonstrate varying degrees of differences that cannot be explained. In the Indian personal care business, the model demonstrates via experimentation that digital disruptions, which are the consequence of changes in consumer behaviour and the use of technology, have a significant influence on marketing strategy. The marketing mix is rapidly altered as a result of these disruptions, and strategic marketing choices are indirectly impacted as a result of the use of data-driven marketing tactics. The empirical strength of this model lies in its capacity to demonstrate both structural and mediating impacts. As a result, it provides a comprehensive explanation of how digitalisation is altering marketing paradigms in a retail environment that is undergoing rapid change.

Table 3: Regression weights

Variables	Variables	Estimate	S.E.	C.R.	P
Data-Driven Marketing Practices	Digital Disruptions	0.996	0.048	20.548	0.00
E-Tailing Platform Utilization	Digital Disruptions	0.816	0.041	19.336	0.00
E-Tailing Platform Utilization	Digital Disruptions	0.8	0.042	19.191	0.00
Omnichannel Integration	Digital Disruptions	0.823	0.053	15.384	0.00
Marketing Mix Decisions	Data-Driven Marketing Practices	0.283	0.063	4.513	0.00
Marketing Mix Decisions	Digital Disruptions	0.67	0.074	9.013	0.00

The first link demonstrates, with a high estimate value of 0.996, that Digital Disruption has a powerful and statistically significant effect on Data-Driven Marketing Practices. This is what the first connection demonstrates. Both the significant ratio of 20.548 and the p-value of 0.00, which is lower than the threshold of 0.05, provide evidence that this association cannot be attributed to random chance. Companies that are facing a growing amount of digital disruption are thus likely going to use a greater number of marketing strategies that are driven by data. It provides assistance for the revolutionary influence that digital technology and activities conducted online have had on the design of marketing strategies that are driven by data, such as predictive analytics, consumer insights, and algorithmic decision-making. A significant path coefficient to digital disruption is shown by the utilisation of e-commerce platforms; two estimates that are practically identical, 0.816 and 0.8, both of which have critical ratios that are more than 19 and p-values that are 0.00, are shown. The presence of these aspects supports the hypothesis that the degree to which firms employ e-commerce platforms, such as Amazon, Flipkart, or customised direct-to-consumer websites, is intimately connected to the larger framework of digital disruptions. The strength and reliability of these principles demonstrate how the utilisation of platforms—by means of online transactions, consumer monitoring, and fast feedback—improves the perception and experience of disruption in marketing channels and customer interactions.There is a substantial and statistically significant connection between omnichannel integration and digital disruptions, as shown by an estimate of 0.823 and a critical ratio of 15.384. Given this association, it can be deduced that businesses who use consistent integration throughout their physical storefronts, the internet, mobile

applications, and social media platforms are seeing an increased number of digital shocks. A coherent customer experience is created by combining a large number of communication channels with sales channels. This generates a customer experience that is both a product of the digital revolution that is occurring in the industry and a stimulus. The influence of data-driven marketing techniques on choices about marketing mix may be quantified with the assistance of an estimate of 0.283, a critical ratio of 4.513, and a p-value of 0.00. Despite the fact that this impact is statistically significant, the strength of the association is very weak in comparison to other influences. This suggests that although data-driven practices have an impact on marketing mix decisions, such as adjusting prices in response to consumer demand or developing individualised promotional strategies, their direct influence may be more complicated and may be moderated by other factors, such as managerial judgement or brand limitations. In conclusion, the direct effect of digital disruption on marketing mix decisions is finally highly considerable, as shown by an estimate of 0.67, a critical ratio of 9.013, and a p-value of 0.00. According to this, it seems that digital disruptions are having a significant impact on how businesses approach product positioning, pricing policies, distribution networks, and promotional materials. This is true regardless of the data standards that are in place. Certainly, digital upheavals have a substantial influence on strategic choices within the framework of the marketing mix. These upheavals may be attributed to a variety of factors, including shifts in consumer expectations, the rise of nimble rivals, or the reconfiguration of interactions between brands and customers.

DISCUSSION

The demographic profile of the respondents in the study provides meaningful insights into the consumer base influencing marketing mix decisions in the Indian personal care market under the forces of digital disruption. A closer interpretation of the age distribution reveals that the largest segment of participants, amounting to 25.6%, falls in the below-25-years category, indicating a youthful demographic that is more likely to be digitally active and receptive to online platforms. The subsequent significant group lies in the 26–35 years range (23.1%), followed closely by those aged 36–45 years (20.6%). These three age brackets cumulatively represent nearly 70% of the sample, clearly emphasizing the dominance of digitally inclined and economically active consumer cohorts. The presence of respondents in the older age brackets—46–55 years (10%), 56–65 years (14.4%), and above 65 years (6.3%)—suggests an inclusive representation, but with gradually declining frequency, indicating that digital engagement may taper with advancing age. In terms of gender composition, a majority of 63.1% of the respondents identified as male, while 36.9% were female. Although this shows a gender disparity, it also points to the growing participation of women in the digital marketplace, especially in the personal care domain. With regard to marital status, the data shows a relatively balanced spread with 60.6% of the respondents being married and 39.4% single, reflecting a combination of family-oriented and individual consumption patterns, which may influence product choices and brand loyalty in different ways. The educational profile of the respondents demonstrates a highly literate and qualified sample, with 73.8% having completed undergraduate studies and 24.4% holding postgraduate degrees. A very small fraction (1.9%) had completed professional courses, suggesting that the sample is primarily composed of academically trained individuals with the capacity to understand and respond to digital brand strategies and promotional techniques. This further underlines the relevance of targeting educated consumers in e-tailing and digital marketing campaigns. Income levels among respondents reveal that a significant share falls within the middle-income bracket, with 36.3% earning between ₹6–10 lakhs and 30% earning ₹11–15 lakhs annually. These are financially empowered individuals likely to engage in discretionary spending on personal care products. About 24.4% earn less than ₹5 lakhs, while 9.4% earn between ₹16–20 lakhs, pointing toward the economic heterogeneity among digital consumers and indicating multiple pricing strategies may be required to address varied purchasing capacities. Work experience data shows that the most experienced group ranges between 2–5 years (42.5%) and 5–10 years (30.6%), suggesting that the respondent base is comprised mostly of early to mid-career professionals, many of whom may be digitally savvy and flexible in adopting new consumption patterns. The remainder includes those with 10–15 years (20.6%) and over 15 years of experience (6.3%), indicating representation from experienced professionals but in smaller proportions.

When looking at the adoption of e-commerce platforms, the data reveals that 62.5% of respondents have been using such platforms for 1–2 years, suggesting a surge in online shopping behavior in the recent past, possibly accelerated by pandemic-induced digital shifts. Only 16.3% reported usage for more than three years, which implies that many consumers are still relatively new to digital retail ecosystems, and e-tailers need to continually invest in user-friendly experiences to retain them (Ballester, 2021). The use of social media for product reviews was reported as frequent, with 44.4% saying they sometimes use it, 43.8% indicating they often rely on it, and 11.9% stating they use it very often. This high level of engagement underscores the growing reliance on peer feedback, influencer marketing, and social proof in personal care product choices. Such behavior reflects how deeply integrated social platforms have become in shaping consumer decisions. Regarding the preferred e-commerce platforms, Amazon emerged as the dominant choice with 43.1% preference, followed by Flipkart (35%), and Myntra (13.8%). The remaining 8.1% reported using other platforms. This suggests that Amazon commands a strong position in the personal care segment, likely due to its wide product variety, trust factor, and logistics capabilities. Flipkart and Myntra also play crucial roles, especially in fashion and beauty segments, further highlighting the need for brands to optimize presence and strategy across multiple platforms (Ahmadi,2022).

CONCLUSION

Starting with Omnichannel Integration, it shows a substantial positive correlation with Consumer Digital Engagement (r = 0.779), E-Tailing Platform Utilization (r = 0.739), Data-Driven Marketing Practices (r = 0.736), and Marketing Mix Decisions (r = 0.786). These results suggest that businesses that successfully integrate multiple sales and engagement channels—physical, digital, and mobile—are also likely to achieve higher levels of consumer interaction, adopt e-commerce platforms more effectively, utilize data-driven tools, and make strategic marketing decisions. This underscores the pivotal role of channel synergy in driving holistic digital transformation. Consumer Digital Engagement also exhibits strong correlations across the matrix, especially with E-Tailing Platform Utilization (r = 0.851) and Data-Driven Marketing Practices (r = 0.746). These high values imply that when consumers are actively engaged through digital interfaces—such as social media, personalized content, or user-friendly applications—they are more likely to use e-tailing platforms, and such behavior is closely monitored through data analytics, feeding into improved marketing strategies. The correlation between Consumer Digital Engagement and Marketing Mix Decisions (r = 0.767) reinforces the idea that understanding and leveraging consumer behavior directly influences how businesses manage the 4Ps (product, price, place, and promotion) in a digital environment. E-Tailing Platform Utilization stands out with particularly high correlations, especially with Data-Driven Marketing Practices (r = 0.862) and Marketing Mix Decisions (r = 0.920). These very strong associations highlight that organizations that leverage e-commerce platforms not only gather vast consumer data but also convert that data into actionable insights that reshape their core marketing mix strategies. The strength of this correlation with Marketing Mix Decisions indicates that platform usage is no longer a mere sales channel, but a central pillar in strategic decision-making, reflecting deep integration of technology in branding and positioning. Data-Driven Marketing Practices also correlate highly with Marketing Mix Decisions (r = 0.903), emphasizing that as organizations adopt analytical tools and customer intelligence systems, they become significantly more capable of refining their marketing decisions. This finding underlines the vital role of data analytics in modern marketing ecosystems, where decisions are increasingly based on measurable consumer patterns rather than intuition or static historical data.

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