

# Role Of Digital Marketing In Shaping Consumer Purchase Intention For Electronic Products On Amazon

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## **Abstract**

*The fast development of digital marketing has reformed the dynamics of consumer engagement, particularly in digital platforms like Amazon. This article explores the crucial role of digital marketing in inducing consumer purchase intentions, a sector noticeable by high involvement and demanding information search. With consumers' dependent on digital content for decision-making, strategies like targeted advertising, recommendation systems, affiliate marketing, multimedia content, and interface design have become vital to online marketing campaigns. The aim of this study is to ascertain how these digital tools influence consumers' purchase intention. The research used qualitative and quantitative approaches, to evaluate the degree of impact. The findings recommend that digital marketing drives movement also develops consumer confidence and loyalty. Recommendations based on past behaviour, create purchase intention. The article analysed that a well-integrated digital marketing strategy is essential for inducing consumer behaviours, particularly in the competitive electronic products.*

**Keywords:** Amazon, consumer, targeted advertising, purchase intentions

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## **INTRODUCTION**

In this digital era, marketing has surpassed traditional boundaries, growing into a dynamic approach that is important in impacting consumer behaviour. With the widespread adoption of internet technologies, digital marketing has become a vital tool for companies aiming to retain consumers, (Al-azzam, 2021). Among these platforms, Amazon stands out as a leading global marketplace, mainly for electronic products, where consumer decisions are shaped by online interactions, (Semila Fernandes et al., 2022). The dependence on digital media channels has altered how consumers gather information and make purchase decisions. Consumers seek relevant, and personalized experiences when shopping online, (Anushka and Urvashi, 2022). Features such as targeted advertising, recommendation systems, affiliate marketing, multimedia content, and interface design directly influence the purchase intention of consumer, (Omar, and Atteya, 2020). Electronic products, high in value, require consumers to invest time in assessing alternatives.

## **REVIEW OF LITERATURE**

Axita Thakkar et al., (2022), stated that online customer engagement influencing consumer purchase decision-making. The consumer engagement provides information, connection with the product and a sense of involvement. On Amazon, consumers rely on user experiences, ratings, and feedback shared by other buyers to evaluate product suitability. The engagement tools and limited-time deals keep consumers encourage impulsive purchases. The resilient online engagement makes satisfied consumer, leading to quicker purchase actions.

Bakhshi, and Edwards, (2021), ascertained that digital marketing is important for shaping consumer decision-making. Through retargeting strategies, digital advertising captures consumer attention. The digital ads create brand visibility and also serve as a source of product information, and promotional offers that guide consumers toward making purchase decisions. The interactive ad formats enrich user engagement. Digital advertising reduces the time consumers spend in assessing options, and increases the likelihood of purchase.

Budiman, (2021), shows social media has impact on brand image among Generation Y, who are highly active digital consumers. Social media allows brands to communicate directly with consumers through real-time responses, which builds trust. A positive brand presence across social media channels strengthens brand image by showcasing values, personality, and customer-centric practices.

Ganesh, and Shrikant Ratley, (2020), examined that, customer analysis is important for understanding how different segments of consumers respond to various online platforms. Analysing customer data from channels allows marketers to ascertain which platforms drive most conversions, and purchase intention. This helps to allocate marketing budgets and develop the content that booms with specific customer groups. The customer examination empowers companies to create an impactful digital marketing approach, and maximizing return on investment.

According to Hernandez, (2021), content marketing influencing the purchase decisions of Generation Y consumers. This group prefers to conduct research before making a purchase, and turning social media posts to gather insights about products. Content marketing informs Generation Y consumers, build long-term relationships, and emotional connections that shape their purchase intention.

Kapoor, and Kulshreshtha, (2020), indicated that digital marketing influence buying decision of consumer by shaping how consumers evaluate, and choose products in the online environment. Through various digital channels consumers are exposed to targeted marketing messages that align with their needs. These digital touchpoints deliver immediate access to product information, customer reviews, and promotional offers, which aid in the decision-making process. The feedback options reduce hesitation and enrich customer satisfaction, particularly in high-involvement purchases.

Li, and Wang, (2020), indicated that digital advertising influences consumer behaviour by shaping awareness, preferences, and finally purchase decisions in the digital marketplace. The digital advertising influences psychological triggers like scarcity, and urgency, to prompt quicker decision-making. The digital advertising raises brand visibility, shaping consumer attitudes, and increase purchasing behaviour in a cost-effective manner.

Nadeem, (2020), examined that social media marketing is influencing consumers' decision-making methods by present a highly interactive environment for brand engagement. Consumers trust on social media to discover new products, read reviews, and seek opinions from peers. SMM raises brand confidence and guiding consumers toward confidence in purchase decisions.

### **1.1 Role of Digital Marketing**

Digital marketing is a powerful tool for fetching potential buyers, influencing their insights, and guiding them through the decision-making process. Through various channels businesses can successfully reach targeted audiences and stimulate purchase intention of the products, (Axita Thakkar et al., 2022). Digital marketing enable consumers to interact with sellers more transparently. Product ratings, customer reviews, promotional offers and detailed specifications assist as vital decision-making tools for online consumers, (Suh et al., 2020). These elements reduce risks, build trust and confidence in the platform and the product.

#### **1.1.1 Targeted Advertising**

It is a significant component of digital marketing that develops the effectiveness of potential consumers. This precision ensures that consumers are exposed to products that align with their needs, or previous online experiences, thus increasing possibility of engagement and conversion. Unlike traditional mass advertising, targeted ads minimize irrelevant content and capture attention through tailored messaging, (Bakhshi, and Edwards, 2021). The relevance of advertising improves conversion rates and also improve the user experience, making it a powerful tool in shaping consumer preferences, and purchase decisions.

#### **1.1.2 Recommendation Systems**

Recommendation systems is important in improving the experience of online shopping and influencing consumer behaviour, (Tiffany et al., 2018). These systems use algorithms to analyse user data to recommend relevant products tailored to the preference of individual. This will improve customer satisfaction also boosts upselling and cross-selling opportunities for industries. The recommendation systems build a sense of convenience, making shopping experience feel user-centric, (Budiman, 2021). Their continuous learning ability ensures that recommendations become more accurate, and strengthening customer engagement.

### 1.1.3 Affiliate Marketing

It is a performance-based digital marketing strategy that is important in influencing consumer purchase decisions by leveraging third-party promoters, such as content creators, and influencers. Affiliates promote the products of a company through unique links on YouTube videos, social media channels, and websites. This method spreads a brand's reach to the audiences through trusted voices that consumers follow. Consumers are trust recommendations from affiliates they perceive as knowledgeable, which helps increase confidence and reduce skepticism in the purchase decision, (Ganesh and Ratley, 2020). It increases visibility, and contributes to increase of sales by combining upgrade with the impact of word-of-mouth.

### 1.1.4 Multimedia Content

On e-commerce platforms such as Amazon, high-quality multimedia content helps consumers better understand product usage, features, and benefits. This is important for electronic products, where detailed explanatory and visuals content reduce uncertainty and support decision-making. Multimedia content improves recall, boosts emotional appeal, and boosts user engagement across digital channels. Consumers remember products that are visually rich formats and presented through dynamic, (Hernandez, 2021). Multimedia content develops the user experience and also increases conversion rates by providing clear, and trustworthy information that guides consumers through their buying journey

### 1.1.5 Interface Design

A well-designed interface ensures that users can simply direct a website, find relevant information, and complete transactions smoothly. Clear menus, minimal clutter, and intuitive layouts contribute to positive consumer experience, which in turn improve satisfaction. The real interface design helps the consumers to compare options, read reviews, and make purchases with minimal effort, (Kapoor, & Kulshreshtha, 2020). A user-friendly interface lowers bounce rates, reduces frustration, and encourages longer browsing times, which can increase the conversion rates.

### 1.1.6 Purchase Intention

Purchase intention is formed by number of factors including user experience, product visibility, perceived value, and persuasive content such as advertisements, reviews, and recommendations, (Li, and Wang, 2020). Platforms like Amazon actively impact purchase intention through personalized suggestions, targeted marketing strategies, and shopping experiences. Emotional connections, and promotional offers strengthening purchase intention. Thus, influencing purchase intention is vital for marketers, as it predicts future buying behaviour and also helps refine strategies to convert potential interest into real sales.

## 1.2 Objectives

To study the purchase intention of amazon consumers.

To analyse relationship between affiliate marketing and purchase intention.

## 1.3 Hypothesis

H1: There is an association between recommendation system and purchase intention.

H2: There is a significant relationship between affiliate marketing and purchase intention.

## 1.4 Methodology

125 questionnaires were distributed, 115 questionnaires received, and 110 were usable. Thus, this study's sample size is 110. Cronbach's Alpha Value = 0.948, which surpassed 0.7 threshold. KMO value = 0.789, which exceeds 0.5 threshold.

## 1.5 Analysis and discussion

Table 1.1

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted Square	R Std. Error of the Estimate	Durbin-Watson
1	.586 <sup>a</sup>	.344	.277	.539	1.167
a. Predictors: (Constant), Interface Design, Multimedia Content, Targeted Advertising, Affiliate Marketing, Recommendation Systems					
b. Dependent Variable: Purchase Intention					

Table 1.1 revealed that  $R^2=.344$ , the factors of digital marketing create 34.4% variance on Purchase intention. The regression fit verified by the table 1.2:

Table 1.2

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.460	5	1.492	5.131	.001 <sup>b</sup>
	Residual	14.249	49	.291		
	Total	21.709	54			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Interface Design, Multimedia Content, Targeted Advertising, Affiliate Marketing, Recommendation Systems						

$F=5.131$ ,  $P=.001$  are statistically significant @ 1% level. Consequently, there is an association between the factors of digital marketing and purchase intention. The individual influence of all the factors assessed in the below coefficient table.

Table 1.3

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.909	.392		2.319	.025
	Targeted Advertising	.140	.124	.149	1.124	.267
	Recommendation Systems	.195	.088	.338	2.223	.031
	Affiliate Marketing	-.213	.084	-.348	-2.549	.014
	Multimedia Content	.160	.082	.255	1.952	.057
	Interface Design	.181	.105	.264	1.721	.092
a. Dependent Variable: Purchase Intention						

### Testing of Hypothesis

Recommendation Systems ( $\beta =.338$ ,  $t= 2.223$ ,  $P=.031$ ) and Affiliate Marketing ( $\beta =-.348$ ,  $t= -2.549$ ,  $P=.014$ ) are statistically significant @5% level of significance. Therefore, there is an association between Recommendation Systems, Affiliate Marketing and purchase intention.

Thus,

**H1: There is an association between recommendation system and purchase intention.**

**H2: There is a significant relationship between affiliate marketing and purchase intention.**

The factors such as Targeted Advertising ( $\beta=.149$ ,  $t=1.124$ ,  $P=.267$ ), Multimedia Content ( $\beta =0.255$ ,  $t= 1.952$ ,  $P=.057$ ) and Interface Design ( $\beta =.264$ ,  $t= 1.721$ ,  $P=.092$ ) are insignificant @5% level of significance. As a result, there is no association between the factors such as Targeted Advertising, Multimedia Content, Interface Design and Purchase Intention.

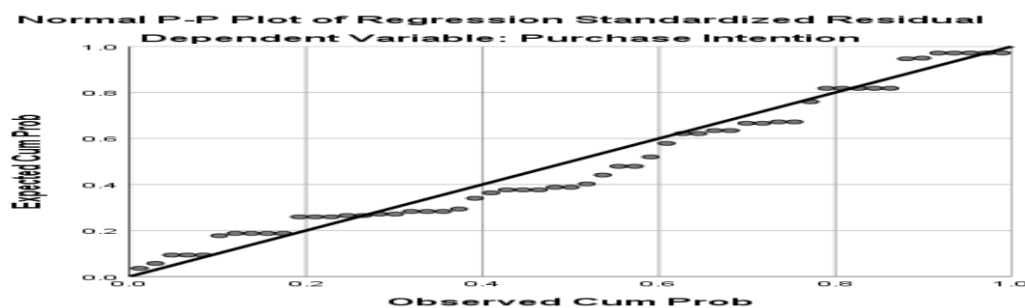


Figure 1.1

### DISCUSSIONS

In this technology-driven marketplace, digital marketing is shaping consumer purchase intentions. The digital marketing strategies like targeted advertisements, recommendation systems, affiliate marketing,

multimedia content and interface design directly impact how buyers interact with online products. On Amazon, where competition amongst suppliers is high and attention of the consumer is fragmented, these strategies guide consumers through their purchase funnel. The availability of content, inducing consumer purchase decisions and reducing uncertainty, (Nadeem, 2020). Digital marketing tools that deliver real-time offers, and thorough product information, enable consumers to make confident choices. This study indicates digital marketing attracts consumers and also fosters loyalty, trust, and satisfaction. These practices encourage repeated purchases and strengthen consumer confidence. Digital marketing contributes in making a continuous consumer journey from awareness to consideration to post-purchase engagement. The study emphasizes that digital marketing is a promotional tool and a strategic enabler that shapes purchase intention of the consumers.

### **Implications**

The companies need to recognize the growing impact of digital channels and prioritize investments in targeted advertising, recommendation systems, affiliate marketing, multimedia content and interface design to remain competitive in the online marketplace. The success of Amazon platforms establishes consumers purchase products when marketing strategies are interactive, and personalized to individual preferences. Companies need to focus on improving quality of product, proposing time-sensitive promotions to drive conversions. Digital marketing must be integrated across all stages of the consumer journey. Digital marketing becomes more critical in reducing perceived risks and building trust. The Amazon platforms must continue to enrich their mobile engagement features and recommendation procedures to develop user experience and improve satisfaction. The technology-enabled method to marketing impacts purchase intentions and also promotes long-term customer loyalty in the competitive environment.

### **CONCLUSION**

Digital marketing strategies such as targeted advertisements, recommendation systems, affiliate marketing, multimedia content and interface design is important for inducing consumer behaviour throughout their decision-making process. These tools boost consumer engagement and product visibility, reduce the perceived risk connected with online shopping and build trust. The study strengthens that consumers are responsive to interactive digital experiences that align with their expectations and preferences. The marketers need to adopt a consumer-centric tactic, leveraging data-driven insights to craft engaging marketing experiences that align with consumer expectations. Digital marketing support function that shapes how consumers evaluate, discover, and purchase products in this digital marketplace.

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