

Impact Of Digital Marketing Strategies On Consumer Buying Behaviour For Electronic Products

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Abstract

This study determines the influence of digital marketing strategies on the buying behaviour of consumer. Nowadays, customers depend on digital technologies to collect product information, and make buying decisions. Digital marketing strategies such as SEO, SEM, content marketing, and display advertising is important for shaping consumer attitudes and behaviour. The study indicated that how the digital marketing strategies influence important aspects of the consumer journey, brand awareness, and purchase intention of the consumers. The interactive marketing efforts enhance consumer confidence, while product reviews act as an important factors of consumer's buying decisions. The role of multimedia content such as interactive ads, videos, and demonstrations in refining product desirability and understanding of consumer. This study provides valuable insights for companies targeting to enhance digital marketing strategies to increase sales and influence the behaviour of consumers.

Keywords: brand awareness, digital marketing, consumer confidence, SEO

1.1 INTRODUCTION

In the fast evolving digital background, buying behaviour of consumers has undergone transformation, particularly in the electronic products. Digital marketing has developed as a dominant device for industries to reach, engage, and impact buyers. With the developing penetration of the social media platforms, internet, and smartphones, consumers depend on digital channels to read reviews, compare features, research products, and make purchase decisions. Electronic products, being high-involvement goods, require detailed evaluation, digital marketing strategies deliver consumers with instant access to relevant information. Nowadays, consumers are more knowledgeable, and they seek out brands that provide high-quality products also engaging digital platforms. Procedures such as retargeting ads, search engine optimization, and content marketing have changed the way businesses interact with their consumers. Social media platforms, have become influential spaces where customers exposed to branded content, peer reviews, and feelings of the influencer that can influence buying decisions. The AI helps the companies to deliver custom-made messages to particular consumer segments, increasing the conversion rates. Consumers conduct thorough online research before making a purchase of electronic products due to the cost and technical nature of these products. They tend to depend on video demonstrations, reviews, and user-generated content to guide their buying decisions. Digital marketing provides businesses with the tools to offer promotional deals, showcase product features, and indicate customer testimonials that can retain buyers. This article analyse how various digital marketing strategies impact each stage of the consumer decision-making process, from interest to evaluation, buying, and post-purchase behaviour.

1.2 Review of Literature

Ahmed, and Kaur, (2019), digital marketing has transformed consumer purchasing behaviour by reshaping how consumers evaluate, and buy products. The social media platforms, and e-commerce websites helps the companies directly engage with their audiences. Consumers are influenced by visually appealing content, and trend-based advertising, which creates a sense of emotional connection to products. Digital marketing empowers the companies to analyse consumer preferences through data analytics, allowing for more personalized promotions.

Anderson, and Srinivasan, (2022), through digital channels consumers are continually exposed personalized content that guides their choices. These digital marketing strategies display customer reviews, indicate promotions, deliver relevant product information, and create a sense desirability. Consumers search for online content to compare features, read user feedback, and assess the reliability of product before making a decision. The ease of access of digital platforms, combined with multimedia content, enhances consumer confidence and streamlines the process of decision-making.

Bleier et al., (2020), increasing concerns over consumer privacy is reforming how industries collect, and use consumer's information. The future of marketing depends on maintain a balance between privacy and personalization, necessitating companies to adopt privacy-first approaches. Trust will become a competitive advantage, and companies that prioritize ethical data practices will be better positioned to build permanent relationships with their customers.

Dastane, (2020), stated that digital marketing influence on consumers' buying intention by creating awareness, and guiding decision-making through interactive content. Strategies help companies stay visible throughout the journey of consumers. These tactics help the companies to understand the product benefits and features also it create a sense of urgency through limited-time offers.

Emon et al., (2024), studied that SRM will improve supply chain performance. Enumerating this influence comprises assessing key performance indicators like cost efficiency, product quality, delivery reliability, and innovation capabilities. Strong SRM practices contribute to reduced lead times, improved communication, and risk mitigation. Metrics such as cost savings, and on-time delivery rates achieved through joint initiatives, and defect rates are used to evaluate the impact.

Garg, Bansal, and Single, (2021), digital marketing has transformed the decision-making process of consumers by providing easy access to information, and custom-made content. This experience helps to shape their awareness, and reinforces preferences during the assessment stage. Interactive content helps the consumers to engage with brands, improving their confidence in buying decisions. Digital marketing increases purchase intention, reduces the consumer decision-making cycle and ultimately shaping the consumer behaviour.

Johnson et al., (2020), assessed that the regulations strengthened consumer rights by mandating transparency and giving the ability to access the data. Personalized advertising help to develop customer experience, consumers expect companies to respect their privacy choices and transparent about data practices. Companies should prioritize provide clear privacy options to build trust, maintain customer loyalty, and ensure success in a digital landscape.

1.3 Digital Marketing Strategies

Digital marketing strategies is the use of digital tools to support products, and engage with consumers. It is important in this digital economy, where consumers spend a key portion of their time. Key digital marketing strategies include SEO to develop website visibility in search results, and display advertising for targeted paid ads which includes making valuable content to attract the consumers. SMM leverages platforms to build brand awareness and interact with audiences, while email marketing allows communication with potential customers. Affiliate marketing extend reach by connecting with third parties who can impact buying decisions. These strategies are enabling vendors to track performance, and deliver timely communication. When integrated effectively, digital marketing strategies help businesses to enrich customer experience, increase conversion rates, and succeed long-term brand loyalty.

a. Search Engine Optimization

The main goal of SEO is to drive targeted traffic to a website by ensuring it seems among the top results on search engines. In the competitive sectors such as e-commerce, SEO performance will lead to brand credibility, and higher conversion rates. SEO emphasizes user-friendly, and creating valuable content that aligns with what customers are searching for. When executed efficiently, SEO increases rankings, making it a cost-effective, develops the consumer experience, and sustainable digital marketing approach.

b. Search Engine Marketing

Marketers provide on keywords relevant to their products, and their ads seem at the top or bottom of search results when shoppers search for those terms. It provides measurable results, and targeting audience, making it a significant strategy for generating leads, and increasing conversions. It allows companies to control their budget, and test various campaign formats. With tools such as keyword

planning, and ad extensions, SEM helps companies quickly adapt to market trends and maximize ROI. SEM is a vital component of a wide-ranging digital marketing tactic, particularly for companies looking to reach audiences searching for their offerings.

c. Content Marketing

The aim of content marketing is to offer educational, informative material that builds trust and relations with customers. This can include infographics, podcasts, blog posts, eBooks, and social media posts personalized to meet the needs of the target audience. The effective content marketing increases brand awareness and supports other marketing strategies. The high-quality content improves brand authority, and increases conversion and engagement rates. In this digital background, content marketing provides a more authentic way to connect with and retain customers.

d. Display Advertising

Display advertising contains visually engaging ads, to create brand awareness and promote products. These ads are exposed to consumers based on their browsing history, using progressive targeting techniques. Display ads will appear in a number of formats, including interactive elements, and static images. The key benefit of this advertising is its capacity to capture attention through visual appeal, making it greatly effective for reminding consumers of previously viewed products and building brand recognition. Display advertising also provides measurable results, including conversions, impressions, return on investment and click-through rates, allowing sellers to enhance campaigns based on performance.

e. Consumer Purchase Decision

It is a method that persons go through when selecting, buying, and assessing a product. This procedure comprises information search, problem recognition, and buying decision. It commences when a customer identifies a need and seeks information to solve it through peer recommendations, online research, reviews, or social media. After gathering relevant data, the consumer compares different products based on value, quality, price, and features. Once the assessment is complete, the consumer makes purchase decision.

1.4 Objectives

To examine the impact of digital marketing strategies.

To measure how digital marketing strategies impact consumer purchase decision.

1.5 Hypothesis

H1: There is an association between SEO and consumer purchase decision.

H2: Content marketing positively impact on consumer purchase decision.

METHODOLOGY

The questionnaire of the study contains both closed-ended and Likert scale-based questions aimed to evaluate consumer experience to digital marketing tools, their influence on purchase decisions, and post-purchase behaviour. A sample size of 132 was selected using convenient sampling. KMO = 0.892 and Cronbach's Alpha = 0.981.

1.6 Analysis and Interpretation

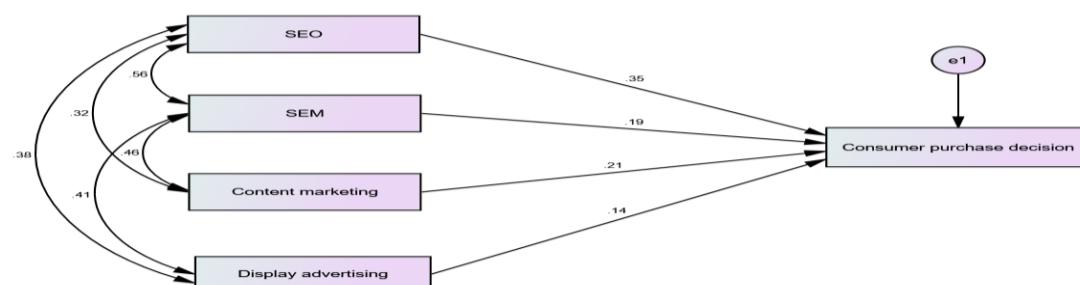


Figure 1.1
Factors of Digital Marketing
Fit indices for the model

- CMIN/DF: 4.842, which is less than 5.
- GFI attained is 0.965 exceeds the suggested value of above 0.90.
- CFI: The CFI value is 0.952. It specifies a high degree of fit between the model and the observed data.
- NFI: The NFI value is 0.948. It beats the recommended threshold, representing excellent model fit.
- IFI: The IFI value is 0.955. It is more than the suggested value, demonstrating an excellent fit.
- RMR: The value of RMR is 0.063 which is below 0.08. Consequently, it is over identified model.

Testing Significance Of The Dimensions Of Digital Marketing Strategies

Table 1.1

			Estimate	S.E.	C.R.	P
Consumer purchase decision	<~	SEO	.296	.088	3.361	***
Consumer purchase decision	<~	SEM	.149	.087	1.701	.089
Consumer purchase decision	<~	Content marketing	.191	.087	2.207	.027
Consumer purchase decision	<~	Display advertising	.126	.088	1.437	.151

Source: Primary Data

Testing of Hypothesis

Table 1.1 indicates, SEO has a positive impact on consumer purchase decision with $p = 0.000$, and content marketing has an influence on CPD with $p = 0.027$.

H1: There is an association between SEO and CPD.

H2: Content marketing positively impact on CPD.

SEM has a negative influence on consumer purchase decision with $p = 0.089$. Display advertising has a negative impact on consumer purchase decision with $p = 0.151$.

DISCUSSION

This study discloses that digital marketing strategies influencing consumer buying behaviour. Today, consumers are extremely depending on digital platforms for product information, reviews, comparisons, and purchasing decisions. Among the various tactics analysed, SMM begun as impactful in shaping consumer perceptions and creating awareness. Consumers tend to trust peer recommendations and traditional advertising, particularly when purchasing high-involvement products. SEO and SEM were effective, therefore improving visibility and conversion rates. Content marketing through video demonstrations, blogs, and how-to guides supports consumers understand product features and make decisions. This article indicated that the significance of targeted and personalized advertisements, which increase the desire of consumer engagement and make decision. Display advertising influence trust and confidence in products, and serve as important tools for maintaining consumer interest and stimulating purchase completion. A well-integrated digital marketing method, is important for guiding consumers throughout their purchasing journey. Companies innovate their digital marketing efforts to enrich customer satisfaction and meet evolving consumer expectations.

Implications

This research specifies the requirement for companies to invest in online marketing platforms. The organisations need to focus on engaging, and custom-made content to build trust and capture consumer attention. The companies should collaborate with digital creators and maintain social media presence to continue in competitive. The organisations need to encourage customers to share their experiences, as positive feedback increases credibility and purchase decision. Companies should adopt customer-centric approaches, leveraging consumer data to provide product recommendations. From a strategic standpoint, companies should adopt an integrated digital marketing approach that aligns all online efforts SEO, SEM, content marketing, and display advertising around the consumer journey. This integration can enrich engagement, develop brand loyalty and improve conversion rates. The study emphasizes that digital marketing is no longer optional but necessary for influencing consumer behaviour.

CONCLUSIONS

The study determines that digital marketing strategies have a profound influence on consumer purchasing behaviour, particularly in the electronics product segment, where consumers engage in high-involvement purchases. With the digital change in consumer behaviours, the platforms like search engines, websites, and social media have become important to the process of decision-making. The digital marketing efforts can educate consumers about product features, create strong brand visibility, and influence buying behaviour. These methods provide relatable product endorsements that boom with targeted consumers. Content marketing, such as product videos, and tutorials, commenced as a key driver of consumer knowledge, where technical provisions impact buying decisions. The study underscores the significance of personalized marketing, which help companies tailor their message based on consumer preferences and behaviour, thereby improving buying behaviour. The presence of customer testimonials, online reviews, and star ratings enhances consumer trust and confidence, making them crucial touchpoints in the digital buying journey. The study highlights the need for companies to continuously monitor digital trends, invest in innovative technologies, and continue agile in the advertising tactics to meet the expectations of empowered digital consumers.

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