

# Impact Of Digital Analytics On Brand Engagement Effectiveness

Bhumit Ranka<sup>1</sup>, Abdul Khalid<sup>2</sup>, Vikas Jain<sup>3</sup>

<sup>1,2,3</sup>School of Management and Commerce, Vikrant University, Gwalior, India

---

## **Abstract**

Digital analytics in e-commerce created a new manner in which brands connect with their consumers. The evaluation of digital analytics tools namely AI algorithms and machine learning techniques and IoT applications examines their effect on Amazon India's engagement strategy across the Indore district. The survey research included 120 Amazon user responses from Indore City. Digital analytics tools act as a strong driver which boosts brand engagement through their power to explain 50% of its changing pattern. Consumer purchases and brand engagement outcome results from social media interactions through Facebook, Twitter, LinkedIn and YouTube ( $R^2 = 0.338$  along with  $R^2 = 0.539$ ) show that online connections significantly affect buying choices. Consumer loyalty toward brands depends on online verbal endorsements and sudden purchasing reactions according to the research findings. The research findings offer essential guidance to businesses which helps them tweak their digital methods while maximizing customer relations and improving brand customer retention. The research exclusivity to Indore city does not restrict the discoveries from delivering meaning to e-commerce markets on a wider scale. Future investigators should examine matched factors across various regions to establish the complete scope of digital analytics in consumer engagement processes. The research enhances prevailing discussions regarding data-based marketing methods and their capacity to build enhanced brand connections between businesses and consumers during digital times.

**Keywords:** Digital analytics, Brand engagement, Social media marketing, Consumer behaviour, E-commerce.

---

## **INTRODUCTION**

The Indian digital data analytics sector has seen substantial growth in the last five years, creating new opportunities for Indian businesses. The industry is expected to drive socio-economic growth and transformation by 2030. The worldwide digital market is projected to reach \$786 billion by 2026, with India, with 900 million internet users, as a major contributor. Mobile internet advertising is anticipated to attain ₹22,350 crore by 2025, exhibiting an annual development rate of 25%. The Indian digital sector is anticipated to reach ₹537 billion by 2024, with companies investing ₹1 lakh crore in digital advertising in 2022. In 2022, digital media constituted 22% of advertising, with an annual growth rate of 33%.

Online word-of-mouth is crucial in modern marketing, since digital influencers profoundly impact consumer decisions. However, its influence on consumer behavior and brand engagement inside Indian e-commerce has yet to be investigated. (Raj, 2023)

Digital analytics differs from digital marketing; it focuses on evaluating the effectiveness of marketing platforms like WhatsApp, Facebook, and Instagram. Tools such as Google Analytics and SEO enhance the evaluation of digital strategies, hence augmenting client engagement and online income. This study examines digital analytics inside the Indian market, an area that has not been previously investigated.

Despite its significance, the impact of digital analytics on Indian businesses and e-commerce remains little researched. The influence on consumer behavior and brand interaction has not been empirically investigated. This study aims to rectify these shortcomings and provide perspectives on the future of digital marketing in India.

Digital analytics is crucial for assessing the effectiveness of brand engagement for Amazon India, especially in the expanding e-commerce industry. Amazon India employs data-driven insights to evaluate user interactions,

purchase behaviors, and customer sentiment, hence enhancing marketing strategies and optimizing customer experience. In Indore, a major commercial hub in Madhya Pradesh, digital analytics allows Amazon to understand local consumer preferences, purchasing behaviors, and engagement metrics. Metrics such as website traffic, conversion rates, social media interactions, and customer reviews provide substantial insights into consumer involvement with the platform in Indore. (Anil Varma and Samrat Ray, 2023a)

Amazon employs advanced analytical tools, including AI-generated recommendations, customized advertisements, and location-based incentives, to improve engagement in this domain. The increasing preference for online shopping among consumers in Indore enables Amazon India to use digital analytics to refine its local strategy, optimize supply chain operations, and strengthen customer retention. Moreover, sentiment analysis of user feedback and reviews allows Amazon to identify key areas for service improvement. By continuously analyzing digital interaction metrics, Amazon ensures a seamless and personalized shopping experience for consumers in Indore, therefore strengthening its brand presence and fostering long-term customer loyalty in the region. (Deshpande, 2024)

### **Brand Engagement**

When customers develop both cognitive and emotional bonds with businesses through their interactions and real-world connections, this is known as brand engagement. Since brand engagement builds long-lasting relationships with customers rather than one-time sales, it is becoming a crucial part of modern marketing. Successful brand engagement leads to increased consumer loyalty and active brand promotion, both of which foster long-term company growth.

In addition to direct communications through social media, client support services, and experiential marketing, brand engagement also includes indirect consumer encounters that occur through word-of-mouth and brand image. In contrast to conventional sales-focused marketing tactics, brand engagement focuses on customer experiences to create a strong sense of brand identity between businesses and consumers.

- Customers are more inclined to interact with businesses that share their feelings, goals, and beliefs. By creating deep psychological connections, emotional branding techniques like narrative and purpose-driven marketing increase engagement.
- To build trust, a brand has to convey genuine messages and keep a consistent identity. Customers like openness, and any seeming discrepancy might reduce interest.
- In order to foster conversation, engaging companies use channels such as social media, websites, and customer service to actively connect with their audience. Personal investment and a sense of community are fostered by two-way communication.
- By immersing customers in the brand's journey, immersive experiences like events, virtual reality engagements, or tailored product suggestions increase consumer engagement.
- Engagement is increased when consumers are encouraged to produce content, post reviews, and take part in brand-related conversations. Loyal customers frequently turn into brand ambassadors, influencing prospective buyers through natural advertising.

Engaging your audience successfully makes customers stick longer and developing tighter bonds between them and your brand which generates more lifetime value in each client. Engaged consumers hold a higher probability to continue buying from the brand and they also recommend the brand to others and stand up to defend it when confronted with criticism. Customer interaction with brands leads to important feedback which allows businesses to advance their products and services and improve their services for their customers. The abundance of marketing messages in current times makes brand engagement the defining element that distinguishes brands from others. Brands develop enduring marketplace success through meaningful connections that lead to enduring customer relationships with their brands. (Khan *et al.*, 2019), (Rasmus, 2021)

### Objectives

- To assess the impact of digital analytics tools, including AI, machine learning, and IoT, on brand engagement effectiveness for Amazon India in the Indore district.
- To evaluate the role of social media platforms in influencing consumer buying behavior and brand engagement with Amazon India in the Indore district.
- To analyze the influence of online word-of-mouth and impulsive buying tendencies on consumer engagement and long-term brand loyalty toward Amazon India in the Indore district.

### Hypothesis

- There is significant impact of digital analytics tools, including AI, machine learning, and IoT, on brand engagement effectiveness for Amazon India in the Indore district.
- There is significant role of social media platforms in influencing consumer buying behavior and brand engagement with Amazon India in the Indore district.

### Statement of the Problem

Brand engagement is essential to the success of platforms such as Amazon India in the rapidly evolving digital marketplace. Although the use of AI, machine learning, and IoT analytics is growing, little is known about how these technologies affect consumer interactions and purchase behavior, particularly in the Indore region. Even though digital marketing methods are now widely used, there is a lack of recorded evidence about the use of digital analytics to examine their impact on regional brand interactions and consumer purchase behavior. The influence of internet word-of-mouth and social media platforms on customer loyalty and impressions of Amazon India is not thoroughly examined in this study. This study examines the relationship between digital analytics and Amazon India's brand engagement in Indore to fill the knowledge gap. To provide business strategies that optimize digital approaches to strengthen customer connections and foster strong brand loyalty in competitive e-commerce markets, this research explores significant factors that influence consumer behaviors during interactions and purchase decisions.

### LITERATURE REVIEW

(K and Cathelina, 2025) This study look at the main elements that affect how customers interact with Amazon's digital marketing campaigns: incentives, accessibility, trust and security, and relevancy. Through the analysis of these variables, the study seeks to offer insights that may enhance consumer engagement and aid in the optimization of Amazon's digital marketing tactics. to determine the main elements that affect how customers interact with Amazon's digital marketing platforms. to investigate the ways in which consumer involvement with Amazon's digital content is influenced by trust, security, incentives, accessibility, and relevance. Data was gathered from 327 respondents in the Bengaluru area using a structured survey. The purpose of the study was to find out how customers felt about the several aspects that affected how they interacted with Amazon's digital marketing. To determine the fundamental elements influencing customer contact, factor analysis was conducted using the Varimax rotation approach. The predicted connections between these elements and customer participation were then examined using structural equation modeling, or SEM. Consumer engagement is greatly influenced by trust and security, incentives, accessibility, and relevance, which account for 82.232% of the variation, according to factor analysis. All four of the suggested characteristics significantly and favorably affect how customers interact with Amazon's digital marketing initiatives, according to SEM study. The study's conclusions offer insightful information on the main elements that influence customers' interaction with Amazon's digital marketing campaigns. It was discovered that incentives, accessibility, relevance, and trust and security all greatly improved consumer connection.

(Anil Varma and Samrat Ray, 2023b) Amazon is now a major player in many nations and has become a worldwide leader in the e-commerce sector in recent years. In this case study, Amazon's digital strategy in India—a nation with a rapidly growing e-commerce market—is the main emphasis. For Amazon, India's fast

expanding internet penetration and rising smartphone use have brought both possibilities and problems. The case study investigates how Amazon has built a solid presence and spurred expansion in the Indian e-commerce market by utilizing digital technology. In this case study, Amazon E-Commerce's digital strategy in India is examined, with a focus on customer-centricity, technology adoption, logistics optimization, and market expansion. With the help of pertinent sources, this study offers a thorough grasp of Amazon's prosperous expansion in India's cutthroat e-commerce market.

**(Chaturvedi and T, 2023)** During this era of automation, digital marketing is a global trend. The trend of digital marketing is growing daily thanks to the ideas of Internet marketing, which is developing into a crucial platform of digital marketing, as well as electronic gadgets like digital billboards, smartphones, tablets, gaming consoles, and many more. By creating a specialized market in online retailers that rival traditional ones, Amazon has proven the power of internet marketing. The current study looks at how Amazon.com has used a range of online and digital marketing strategies in an effort to dominate the digital marketing space. The current study also discusses how Amazon's introduction of novel concepts has led to their tremendous success in the realm of internet marketing. It will be clear in a few years that traditional marketing has mostly been replaced by digital marketing. A lot of marketers would rank digital marketing as their top priority. They may be searching for innovative ways to market online, lowering cost per lead, increasing click-through and conversion rates, and learning about industry trends.

**(Seth, 2023)** This study looks at scaled customization in the context of hyper-targeted digital marketing, with a focus on data-driven approaches. Through a thorough case study of Amazon, key strategies and techniques the company employs to deliver highly customized client experiences are examined. The study looks at cross-channel integration, automation, AI-powered solutions, dynamic content creation, real-time personalization, customer segmentation, and predictive analytics. The outcomes show how these tactics might increase customer loyalty and involvement. The implications for practitioners include emphasizing privacy and transparency, investing in automation and artificial intelligence, and adopting a customer-centric approach. The report also makes recommendations for future lines of inquiry, such as contextual personalization, cross-cultural personalization, and assessment measures. This study highlights the value of data-driven tactics for laser-focused digital marketing and their capacity to boost customer satisfaction and loyalty.

**(Agarwal, Gulla and Singh, 2021)** social media is becoming quite popular with both consumers and companies. By using a PLSSEM approach, this study seeks to determine the constructs of perceived Social Media Marketing (SMM) activities of an online retailer, Amazon, and assess the impact of those activities on customer equity drivers, such as value equity, relationship equity, brand equity, and purchase intention. Interactivity, informativeness, personalization, trendiness, and word-of-mouth are the five components of perceived social media marketing efforts. Value equity, relationship equity, and brand equity all benefited greatly from SMM activity. Only brand equity, out of the three customer equity factors, significantly influenced purchase intention; relationship equity and value equity had no discernible effect. The results of this study will assist e-commerce companies in managing their social media marketing efforts and predicting the future purchase patterns of their clientele.

## RESEARCH METHODOLOGY

The systematic framework used to carry out a study, including the concepts, methods, and processes needed to gather, examine, and interpret data, is referred to as research methodology. It acts as a methodical way to guarantee the authenticity, validity, and dependability of study findings. The study design, data collecting strategies, sample tactics, and data analysis processes are some of the elements that make up a clearly defined research methodology. Methodologies may be roughly divided into two categories: qualitative and quantitative.

The goal of qualitative research is to investigate ideas, actions, and experiences using techniques including

content analysis, interviews, and observations. On the other hand, quantitative research measures variables and finds patterns using numerical data and statistical methods. Both strategies are combined in mixed-methods research to give a more thorough grasp of a topic.

The nature of the study, the type of data needed, and the research objectives all influence the choice of research technique. A strong technique reduces biases and ensures consistency, which raises the credibility of research. It also helps researchers choose the right instruments and methods for gathering and analyzing data. In the end, producing significant discoveries and expanding knowledge in each topic depend heavily on research methods.

**The Study:** The study will be exploratory in nature. Survey method will be used to collect the data.

**The Sample Design**

**Area of the study:** Indore district India.

**Sample Frame:** Sample frame of this study people who use amazon in Indore district.

**Sampling Technique:** Judgmental sampling technique will be used in this study.

**Sampling Size:** The sample size of this study was 120.

**Sampling Element:** The sampling element of this study will be individual respondents.

**Tools used for Data Collection**

Standardized questionnaires were to collect data on study variables (Weiss *et al.*, 1967). Likert type scale will used to collect data where 1 indicated strongly disagree and 5 indicated strongly agree.

**Tools used for Data Analysis**

A data analysis took place using the SPSS software program. The demographic data of respondents was assessed through frequency and percentage testing at the initial stage. A regression analysis was performed afterward to analyze the connection between digital analytics tools and social media platforms and online word-of-mouth and brand engagement and consumer behavior. By conducting the regression analysis, the study measured the influence strength and statistical significance between variables which yielded understanding of how well Amazon India's digital tactics performed within Indore district.

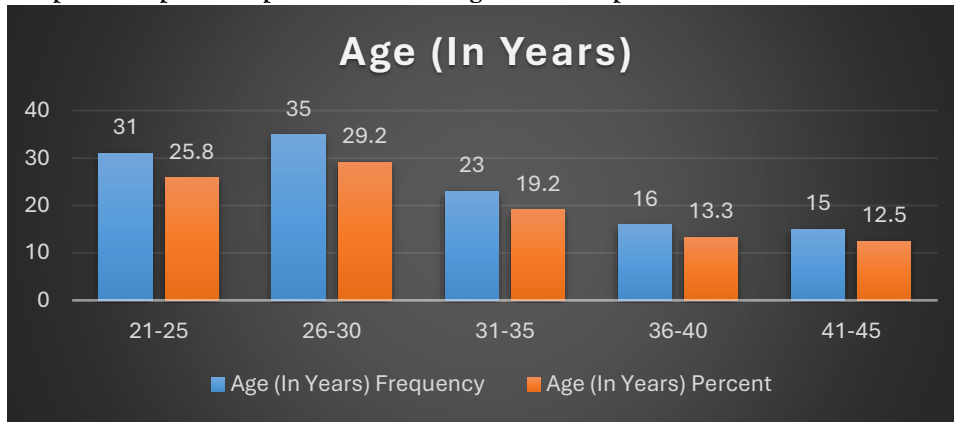
**RESULT AND DISCUSSION**

**Table: 1 Age (In years)**

Age (In Years)		
	Frequency	Percent
21-25	31	25.8
26-30	35	29.2
31-35	23	19.2
36-40	16	13.3
41-45	15	12.5
Total	120	100.0

The above table discusses the Frequency and percentage of age of the respondents. In 21-25 years age group, Frequency is 31 and percentage is 25.8%. In 26-30 years age group, Frequency is 35 and percentage is 29.2%. In 31-35 years age group, frequency is 23 and percentage is 19.2%. In 36-40 years age group, Frequency is 16 and percentage is 13.3%. In 41-45 years age group, frequency is 15 and percentage is 12.5%.

**Graph:1 Graphical representation of Age of the respondents.**

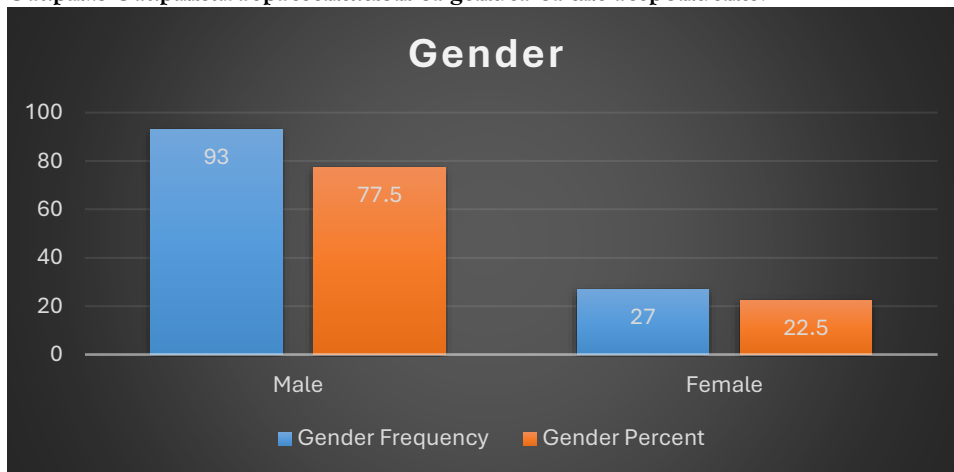


**Table:2 gender of the respondents.**

Gender		
	Frequency	Percent
Male	93	77.5
Female	27	22.5
Total	120	100.0

The above table discusses the Frequency and percentage of Gender of the respondents. In male group, Frequency is 93 and percentage is 77.5%. In Female group, Frequency is 27 and percentage us 22.5%.

**Graph:2 Graphical representation of gender of the respondents.**



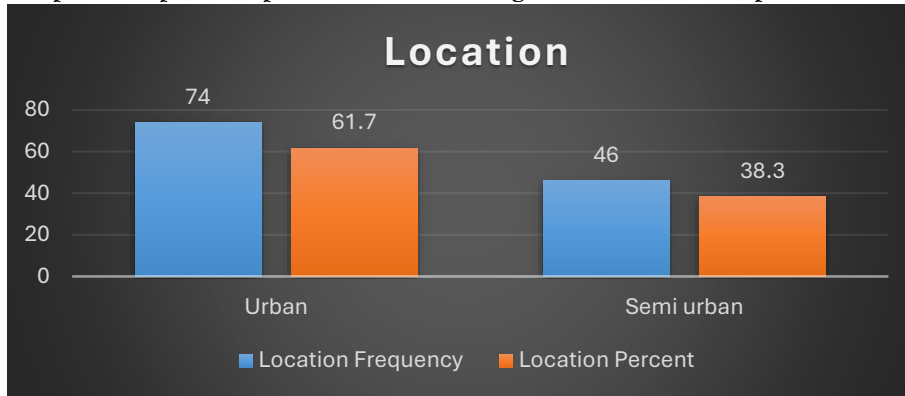
**Table: 3 Living Location of the respondents.**

Location		
	Frequency	Percent
Urban	74	61.7
Semi urban	46	38.3
Total	120	100.0

The above table discusses the frequency and percentage of location of the respondents. In urban area,

frequency is 74 and percentage is 61.7%. In Semiurban, Frequency is 46 and percentage is 38.3%.

**Graph:3 Graphical representation of Living Location of the respondents.**

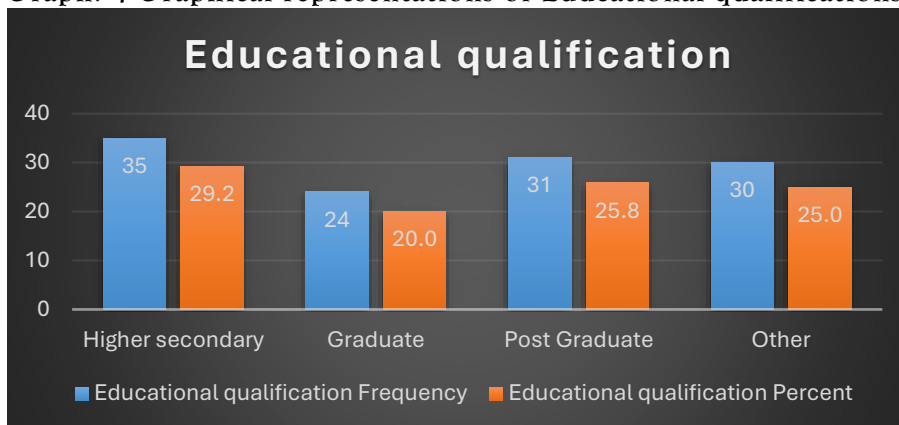


**Table: 4 Educational qualifications of the respondents.**

Educational qualification		
	Frequency	Percent
Higher secondary	35	29.2
Graduate	24	20.0
Post Graduate	31	25.8
Other	30	25.0
Total	120	100.0

The above table discusses the frequency and percentage of Educational Qualification of the respondents. In Higher secondary, Frequency is 35 and percentage is 29.2%. In Graduate, Frequency is 24 and percentage is 20.0%. In post-graduate, frequency is 31 and percentage is 25.8%. In Other, frequency is 30 and percentage is 25.0%.

**Graph: 4 Graphical representations of Educational qualifications of the respondents.**



**Table: 5 Monthly income of the respondents.**

Monthly income (In RS)		
	Frequency	Percent
25000-30000	29	24.2
31000-35000	15	12.5

36000-40000	31	25.8
41000-45000	20	16.7
Above 46000	25	20.8
Total	120	100.0

The above table discusses the Frequency and percentage of Monthly income of the respondents. In 25000-30000, Frequency is 29 and percentage is 24.2%. In 31000-35000, Frequency is 15 and percentage is 12.5%. In 36000-40000, Frequency is 31 and percentage is 25.8%. In 41000-45000, Frequency is 20 and percentage is 16.7%. In above 46000, Frequency is 25 and percentage is 20.8%.

Graph; 5 Graphical representations of Monthly income of the respondents.

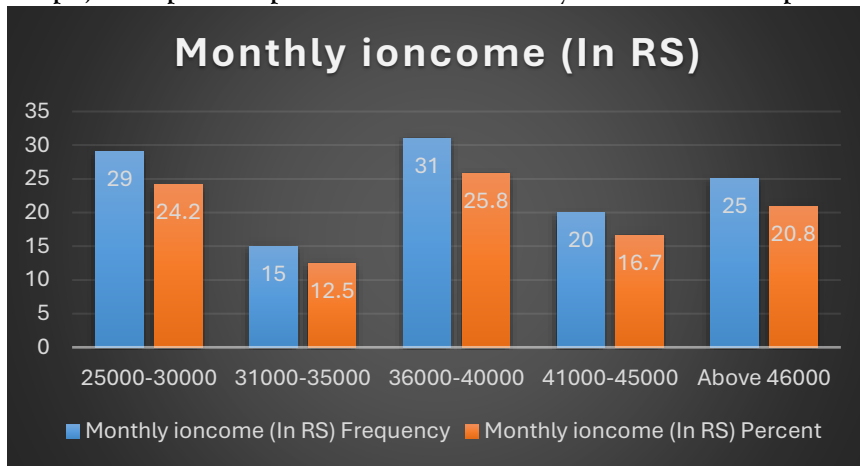


Table: 6 Regression test.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 <sup>a</sup>	.500	.496	1.00780
a. Predictors: (Constant), Data Analytics (AI, Machine Learning & IoT)				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.018	1	120.018	118.166	.000 <sup>b</sup>
	Residual	119.849	118	1.016		
	Total	239.867	119			
a. Dependent Variable: Brand Engagement.						
b. Predictors: (Constant), Data Analytics (AI, Machine Learning & IoT).						

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.178	.307		.580	.563
	Data Analytics (AI, Machine Learning & IoT)	.873	.080	.707	10.870	.000

a. Dependent Variable: Brand Engagement.

According to the regression research, Amazon India's brand engagement efficacy in the Indore area is significantly impacted by digital analytics technologies including artificial intelligence (AI), machine learning, and the Internet of Things. 50% of the variation in brand engagement can be explained by the model ( $R^2 = 0.500$ ), indicating a moderate to strong correlation. Digital analytics tools strongly predict brand engagement, according to the ANOVA test, which validates the model's statistical significance ( $F = 118.166, p < 0.001$ ). According to the coefficient analysis, brand engagement rises by 0.873 units for every unit increase in the usage of digital analytics tools ( $B = 0.873, p < 0.001$ ), demonstrating the powerfully favorable impact of these technologies on the efficacy of brand engagement.

**Table: 7 Regression test.**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.581 <sup>a</sup>	.338	.332	.84518

a. Predictors: (Constant), social media Tools (FB, Twitter, LinkedIn, YouTube)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.009	1	43.009	60.209	.000 <sup>b</sup>
	Residual	84.291	118	.714		
	Total	127.300	119			

a. Dependent Variable: Consumer buying Behavior

b. Predictors: (Constant), social media Tools (FB, Twitter, LinkedIn, YouTube)

Coefficients <sup>a</sup>					
---------------------------	--	--	--	--	--

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.794	.276		2.875	.005
	Social Media Tools (FB, Twitter, LinkedIn, YouTube).	.545	.070	.581	7.759	.000

a. Dependent Variable: Consumer buying Behavior.

According to the regression research, social networking sites like Facebook, Twitter, LinkedIn, and YouTube have a big impact on the purchasing decisions of customers in the Indore area who shop at Amazon India. A moderate link is indicated by the model's ability to explain 33.8% of the variance in consumer purchasing behavior ( $R^2 = 0.338$ ). The model's statistical significance is confirmed by the ANOVA test ( $F = 60.209$ ,  $p < 0.001$ ), demonstrating that social media platforms are a major predictor of consumer purchasing behavior. The results of the coefficient analysis show that social media involvement has a significant positive impact on purchase decisions, with consumer buying behavior increasing by 0.545 units for every unit increase in social media usage ( $B = 0.545$ ,  $p < 0.001$ ).

**Table: 8 Regression test.**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 <sup>a</sup>	.539	.535	.96791

a. Predictors: (Constant), social media Tools (FB, Twitter, LinkedIn, YouTube)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.319	1	129.319	138.038	.000 <sup>b</sup>
	Residual	110.547	118	.937		
	Total	239.867	119			

a. Dependent Variable: Brand Engagement

b. Predictors: (Constant), social media Tools (FB, Twitter, LinkedIn, YouTube)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.199	.316		-.630	.530
	Social Media Tools (FB, Twitter, LinkedIn, YouTube)	.945	.080	.734	11.749	.000

a. Dependent Variable: Brand Engagement.

According to the regression research, social networking sites like Facebook, Twitter, LinkedIn, and YouTube have a big impact on how people in the Indore district interact with Amazon India. A substantial correlation is suggested by the model's 53.9% explanation of the variation in brand engagement ( $R^2 = 0.539$ ). Social media platforms strongly predict brand engagement, according to the ANOVA test, which also validates the model's statistical significance ( $F = 138.038$ ,  $p < 0.001$ ). According to the coefficient analysis, brand engagement rises by 0.945 units for every unit increase in social media usage ( $B = 0.945$ ,  $p < 0.001$ ), demonstrating the significant positive influence of social media tools on brand engagement.

## DISCUSSION

Amazon India's brand engagement in the Indore district is greatly influenced by digital analytics technologies like AI, machine learning, and the Internet of Things. Regression study shows that since digital analytics tools account for half of the volatility in customer interactions, they have a positive relationship with brand engagement. Amazon India uses AI suggestions in conjunction with customized promos and regional marketing tactics to successfully optimize engagement, improve the user experience, and boost brand loyalty. Brand engagement and customer purchasing behavior are significantly impacted by social media platforms such as YouTube, Facebook, LinkedIn, and Twitter. The findings indicate that social media influences 33.8% of consumer buying decisions and generates 53.9% of customer-brand interaction. According to the research, social media advertising and digital word-of-mouth marketing are important factors influencing contemporary consumers' decisions to buy.

Consumers' brand interactions are based on online word-of-mouth and their impulsive buying behaviors, according to the report. Consumers like to deal with businesses that share their values and have clear, easy-to-use interfaces. Amazon India improves customer happiness and service quality by leveraging real-time information to inform its strategy development through digital analytics. Previous findings that show how digital marketing enhances the development of consumer trust in addition to boosting brand exposure and extending customer loyalty are supported by the study data. The current study limits its analysis to the Indore district; hence, future research should cover a variety of places. By demonstrating how data analytics maximizes brand interaction for online retail giants like Amazon, the study adds crucial knowledge about contemporary digital marketing strategies.

## CONCLUSION

According to the study, Amazon India's brand engagement is greatly increased by digital analytics, especially in the Indore district. Amazon is able to assess customer preferences, optimize marketing techniques, and

enhance the entire shopping experience through the use of AI, machine learning, and the Internet of Things. The findings of the regression show that digital analytics tools are helpful at fostering brand loyalty and that they have a significant relationship with customer involvement. In a similar vein, social media sites like Facebook and Twitter are important conduits for interaction and have a significant impact on consumer behavior.

The report emphasizes how crucial data-driven marketing tactics are in influencing how customers see and engage with businesses. Businesses must use social media interaction and analytics as digital marketing develops further in order to forge closer bonds with their target market. Despite being restricted to Indore, the study's conclusions have important ramifications for e-commerce businesses looking to use digital analytics to improve brand engagement. To confirm the wider influence of digital marketing on customer behavior, future studies might investigate these tactics in various geographical areas. Moreover, the role of digital influencers' skills to influence customer behavior may be explored as behaviour skills play an important role in the influence process (e.g. Tiwari et al., 2022; Jain & Tiwari, 2024)

## REFERENCES

1. Agarwal, B., Gulla, A. and Singh, S. (2021) 'Impact of Social Media Data Analytics on Customer Equity Drivers and Purchase Intention: Understanding World's Most Valuable Brand - Amazon.', *Turkish Online Journal of Qualitative Inquiry*, 12(3). Available at: [https://openurl.ebsco.com/EPDB%3Agcd%3A11%3A18718763/detailv2?sid=ebsco%3Aplink%3Ascholar&id=ebsco%3Agcd%3A160413506&crl=c&link\\_origin=scholar.google.com](https://openurl.ebsco.com/EPDB%3Agcd%3A11%3A18718763/detailv2?sid=ebsco%3Aplink%3Ascholar&id=ebsco%3Agcd%3A160413506&crl=c&link_origin=scholar.google.com).
2. Anil Varma and Samrat Ray (2023a) 'The case of amazon's E-commerce digital strategy in India', *World Journal of Advanced Research and Reviews* [Preprint]. Available at: <https://doi.org/10.30574/wjarr.2023.19.1.1270>.
3. Anil Varma and Samrat Ray (2023b) 'The case of amazon's E-commerce digital strategy in India', *World Journal of Advanced Research and Reviews*, 19(1), pp. 075-079. Available at: <https://doi.org/10.30574/wjarr.2023.19.1.1270>.
4. Chaturvedi, S. and T, V.K. (2023) 'Study on the Effectiveness of Digital Marketing on E-Commerce Business with Special Reference to Amazon', *International Journal of Research Publication and Reviews*, 4(4). Available at: [https://www.researchgate.net/publication/369793993\\_Study\\_on\\_the\\_Effectiveness\\_of\\_Digital\\_Marketing\\_on\\_E-Commerce\\_Business\\_with\\_Special\\_Reference\\_to\\_Amazon](https://www.researchgate.net/publication/369793993_Study_on_the_Effectiveness_of_Digital_Marketing_on_E-Commerce_Business_with_Special_Reference_to_Amazon).
5. Deshpande, S. (2024) *New Amazon Ads research explains why brand building is critical for digital-first brands in India*, *Amazon Ads*. Available at: <https://advertising.amazon.com/library/research/brand-building-digital-first-brands-india>.
6. K, R. and Cathelina (2025) 'Investigating the factors influencing consumer engagement with Amazon's digital marketing channels'. Available at: <https://dialnet.unirioja.es/servlet/articulo?codigo=10004302>.
7. Khan, I. et al. (2019) 'Brand engagement and experience in online services', *Journal of Services Marketing*, 34(2), pp. 163-175. Available at: <https://doi.org/10.1108/JSM-03-2019-0106>.
8. Jain, V., & Tiwari, S. (2024). The Role of political skill in Bigg Boss: Strategies for survival and behavioral competencies in reality show. *Information & Media*, 99, 145-163 <https://doi.org/10.15388/Im.2024.99.8>.
9. Raj, P.M. (2023) 'Empirical Study on Digital Branding through Delivery (DBD): An Amazon Experience', *IUP Journal Brand Management*, 20(2), pp. 1-13.
10. Razmus, W. (2021) 'Consumer Brand Engagement Beyond the "Likes"', *Frontiers in Psychology*, 12. Available at: <https://doi.org/10.3389/fpsyg.2021.692000>.
11. Seth, S. (2023) 'PERSONALIZATION AT SCALE: DATADRIVEN APPROACHES FOR HYPERTARGETED DIGITAL MARKETING - A CASE STUDY OF AMAZON', *International Journal of Creative Research Thoughts (IJCRT)*, 11(7). Available at: <https://ijcrt.org/papers/IJCRT2307768.pdf>.
12. Weiss, D.J. et al. (1967) 'Manual for the Minnesota Satisfaction Questionnaire', *Manual for the Minnesota Satisfaction Survey* [Preprint].
13. Tiwari, S., Jain, V., & Anis, S. (2022). Variation of Political Skill Dimensions Across Different Industries. *Vision*, 29(2), 232-243. <https://doi.org/10.1177/09722629211065601> (Original work published 2025)