



DIGITAL MARKETING AS A PROTAGONIST IN INFLUENCING CONSUMER BEHAVIOR OF URBAN HOUSEHOLD IN INDIA: A BUSINESS ANALYTICS APPROACH

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1.Abstract: India has come forward as a digitally driven consumer market in the last couple of years accompanied by a surge in digital marketing. The massive spread of cellular phones, more internet availability, enhanced social media interactions, and the household digitalization of life have altogether changed consumer purchasing behavior. Since consumers are using digital platforms more and more for product information, comparison, and deciding what to buy, companies are finding it very important to understand the driving factors of consumer buying behavior in the digital market evolutions. This paper attempts to unearth the key digital marketing factors that guide household consumers' purchasing decisions in India. So, the study is concentrated on the impacts of the four major dimensions of digital marketing, personalization, social media marketing, influencer marketing, and digital promotions, on consumers' purchase intention, trust, and engagement. A quantitative research approach has been taken for the present research. Primary data have been gathered through surveys which were conducted among 400 urban and semi, urban consumers of India. After that, only 384 valid responses were taken for further analysis in the SPSS software. Statistical methods including pilot testing, reliability analysis, and factor analysis were used to verify the validity and reliability of the measuring instruments.

Keywords: Digital Marketing, Consumer Behavior, Personalization, Influencer Marketing, Social Media Marketing, Digital Promotions, Business Analytics, Purchase Intention.

2. INTRODUCTION

2.1 Background of the study

Digital marketing has changed communication, marketing, and delivering value to customers in the current business environment drastically. The sharp increase in internet usage, mobile phones, and social media has created the possibility for companies to receive instant and interactive feedback from their customers. Therefore, they aren't confined to traditional mass media like TV, radio, and print only anymore. The digitalization of communication has seen even more of a transformation in developing countries like India where digital access has significantly increased not only in the big cities but also in the smaller towns in the last ten years.

Currently, India is one of the fastest, growing digital markets worldwide with several hundred million internet users being actively involved every day on various social media, search, and e, commerce platforms. The increase of digital users has made information not only more accessible but also has changed consumers' way of living, their preferences, and their purchase behavior. Customers nowadays seek online reviews, product comparisons, influencer recommendations, and targeted ads before making a purchase.

In India digital platforms have penetrated almost every aspect of the consumer household decision, making process, and the increased dependence on online shopping has now included daily groceries, fashion, electronics, and financial services. The dissemination of cheap smartphones, in conjunction with the availability of mobile internet, have allowed consumers from different socio, economic strata to get access to the digital market. As a result, companies of any kind, start, ups as well as large multinational corporations, have been compelled to set aside a bigger part of their marketing budgets to digital mediums.

2.2 Research problem:

Even though digital marketing has been adopted very rapidly, and companies have poured hundreds of millions of dollars into online advertising and customer engagement strategies, many of them still don't know which digital tactics can really influence customers' buying behavior. Digital platforms, theoretically, make it possible for marketers to be extremely precise in their targeting and also to track their activities very accurately through metrics such as clicks, impressions, and conversions. However, such metrics may not necessarily result in consumers becoming loyal or purchasing again over a long period of time, and thus it becomes difficult to justify the disparity between marketing spending and actual behavioral outcomes. The dilemma is most obvious in India, which, due to its vast and diverse culture, has consumers who differ significantly in terms of their language, income, level of education, and digital literacy. Marketing tactics that entice urbane and technology, oriented consumers may not work with semi, urban, or first, time internet users, on the other hand.

2.3 Objectives of the Study

The Purpose of this study is to determine the role of digital marketing in influencing consumer behavior of household in India by using the business analytics approach

The research objective in this study is shown below:

- 1.To Examine the influence of personalization, on Consumer Behavior in the Indian household.
- 2.To examine the influence of social media marketing on Consumer Behavior in the Indian household
- 3.To examine the influence of influencer marketing on Consumer Behavior in the Indian household
- 4.To examine the influence of Digital Promotion on Consumer Behavior in the Indian household

2.4 Significance of the research

The research paper is valuable to academic literature for reflecting multiple digital marketing dimensions through a business analytics framework in the Indian market scenario. From a practical standpoint, the results enable marketers to fine, tune their digital marketing strategies, increase customer interaction, and efficiently manage the use of marketing resources. Government and business leaders may use the knowledge gained to create consumer, oriented digital environments and increase household digital adoption. This study also presents research, based proof on how different consumer segments react to various digital marketing stimuli, thus promoting marketing approaches that are both more inclusive and more targeted for developing markets like India. Moreover, this paper lays the groundwork for subsequent studies in the areas of data, driven marketing and consumer behavior analytics in digitally changing environments.

3.REVIEW OF LITERATURE

Digital marketing has notably influenced consumer behavior in modern markets with internet access and social media usage becoming more widespread. Researchers have demonstrated that digital platforms support two, way communication, allow for personalized messaging, and influence through peers, which altogether impact the way consumers think and their decision to buy (Kotler & Keller, 2016; Chaffey & Ellis, Chadwick, 2019). In the case of India, a developing country, the fast rief of e, commerce and mobile connectivity have resulted in digital marketing playing a greater role in households purchase decisions not only of one but across different product categories.

Among the various players driving the success of internet marketing, personalization is by far the most significant one. Providing tailored recommendations to customers as well as showing targeted advertisements that make the message more relevant and the consumer more satisfied will lead to the increased likelihood of a purchase in the near future as well as to brand loyalty (Kumar & Reinartz, 2016).

social media marketing can be regarded as a promotion tool that fosters two, way communication and electronic word, of, mouth offering an opportunity for users to not only talk to brands but also to each other. There are studies that illustrate that social media engagement works as a stimulus to brand familiarity, reliability, and commitment, most of all with those consumers who are very active through the digital channels (Kaplan & Haenlein, 2010; Duffett, 2017).

Influencer marketing, in essence, is a quite recent weapon of marketers' arsenal. Influencers are thus seen as legitimate local opinion leaders and their endorsements have been proven to affect consumers' attitudes and buying behaviors. Due to their supposed genuineness and ability to be relatable, they have a greater influence on the young generation (Freberg et al., 2011; De Veir man et al., 2017).

Digital promotional activities such as offering discounts and coupons are capable of effectively creating an immediate buying motivation by elevating the perceived value and urgency of the purchase in the online shopping context (Liu et al., 2013).

3.2 Research gaps Identified

There exists very few studies that have empirically looked into the extent to which various digital marketing strategies influence household consumer behavior in India from a business analytics integration perspective. In fact, most studies only focus on one aspect of digital marketing such as personalization, social media marketing, influencer marketing, or digital promotions, and disregard the combined or comparative effects of these equally important facets in a single analytical model. Besides that, research done on the Indian market has been mostly descriptive or correlational in nature and has not gone deeply enough into how these digital marketing factors result in consumer engagement and purchase intention among different demographic groups. This paper fills the above, mentioned gaps through a methodological approach that considers the direct as well as the interactive impacts of major digital marketing features on household consumer purchase intention and engagement, thus providing an enriched and empirically validated picture of digital marketing effectiveness.

4. RESEARCH METHODOLOGY

4.1 Research Design and Theoretical Foundation

This study investigated how digital marketing strategies influence consumer purchasing behavior, through quantitative methods that not only illustrate but also explain behavioral patterns. The research, supported by consumer behavior and digital advertising theories, delved into the impact of internet marketing on consumer decision, making prior to purchase. The cross, sectional data collected through survey of household users residing in city and peri, urban parts of India who primarily use WEB as an aid for product information and decision making constituted the sample. Four hundred people participated in the survey however after the data cleaning process, only three hundred eighty six, four sets were used kept for the final statistical analysis. The respondents differed in characteristics such as age gender education occupation etc. which also reflected the variation in the frequency of online exposure to advertisements and the resultant reactions.

4.2 Data collection methods:

In this study, a mixture of both primary and secondary data were used. Primary data collection method involved a structured questionnaire that assessed the four digital marketing dimensions such as personalization, social media marketing, influencer marketing, and digital promotions as well as the consumer behavior variables purchase intention and engagement. The questionnaire used Likert, type scale items (1= strongly disagree to 5= strongly agree) to measure attitudes and perceptions and was administered through both online and offline modes. Secondary data collection method involved gathering information from a variety of credible sources such as academic journals, research papers, and digital marketing statistics articles to facilitate a deeper understanding of the concept and interpretation of findings.

4.3 Tools Used for Analysis

Data analysis was done with the help of Statistical Package for the Social Sciences (SPSS), Version 29.

The following statistical techniques were used:

- ✓ Descriptive statistics to represent demographic features
- ✓ Reliability analysis (Cronbachs Alpha) to check internal consistency
- ✓ Kaiser, Meyer, Olkin (KMO) and Bartlett's Test for sampling adequacy verification
- ✓ Multiple regression analysis to determine how employee retention is influenced by the independent variables
- ✓ ANOVA to evaluate the significance of the overall model
- ✓ Multicollinearity diagnostics to verify that assumptions related to regression were fulfilled

5. DATA ANALYSIS AND INTERPRETATION

In this Research the preliminary data from the 386 Respondents will be used to conduct numbers of analysis using SPSS software to verify if the data is reasonable for Hypothesis Testing.

5.1 Descriptive Analysis

Descriptive Statistics were used to summarize respondents demographic characteristics.

We were looking at the data to discover what it communicated. It informed us about the users and their perceptions of digital marketing, i.e. personalization social media influencers online advertising. Besides creating visuals, we have also employed simple statistical tools like numbers rates averages, and the extent of stay, so it is quite comprehensible. The results were a depiction of human actions, interest levels, and intentions to purchase when confronted with such digitally based campaigns. Therefore, digital marketing appears to significantly affect their decision making. Besides, people are aware of how brands speak to them.

5.2 Factor Analysis

KMO and Bartlett’s Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.903
Bartlett's Test of Sphericity	Approx. Chi-Square	2065.624
	df	10
	Sig.	.000

The evidence is very strong that factor analysis should be used: The Kaiser-Meyer-Olkin (KMO) measure is 0.903, which can be considered excellent (values > 0.9 indicate outstanding sampling adequacy). This implies that the data contain more than enough shared variance among variables for factor extraction to be reliable. Moreover, Bartlett's Test of Sphericity is very significant ($\chi^2 = 2065.624$, $df = 10$, $p < 0.001$), indicating that the correlation matrix is not an identity matrix and that the variables are significantly interrelated.

5.3 Reliability Analysis

Reliability Statistic (Cronbach’s Alpha)

Variables	No. of Items	Cronbach’s Alpha
Consumer Behavior(Dependent variable)	5	0.825
Influencer Marketing (Independent variable)	5	0.859
Digital Promotion(Independent Variable)	5	0.812
Social Media Marketing(Independent variable)	5	0.847
Personalization (independent Variable)	5	0.865

The five constructs on which the reliability analysis was performed in this study have high internal consistency, i.e., the components of each scale can be regarded as consistently measuring the same basic concept. Personalization ($\alpha = 0.865$) and Influencer Marketing ($\alpha = 0.859$) both point to very good reliability, i.e., the respective items are highly consistent. Digital Promotion ($\alpha = 0.812$), Social Media Marketing ($\alpha = 0.847$), and Consumer Behavior ($\alpha = 0.825$) are at good levels of reliability, thus also signal that these constructs can be trusted.

5.4 MULTI REGRESSION ANALYSIS

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.836 ^a	.698	.695	.40645

The multiple regression analysis brought out very strong results where the R value of 0.836 shows a strong positive relationship between the four independent variables (Delivery Performance, Perceived Quality, Supply Chain Management, and Inventory Management) and the dependent variable. The model accounts for 69.8% of the changes in the dependent variable (R Square = 0.698), which is a large enough proportion to emphasize the model’s explanatory power.

5.4.2 Regression ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	138.912	4	34.728	210.221	.000 ^b
1 Residual	59.967	363	.165		
Total	198.879	367			

5.4.3 Multicollinearity and Beta Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.742	.083		8.934	.000		
1 PERMean	.421	.063	.451	6.710	.000	.184	5.443
IMMMean	.096	.070	.101	1.361	.174	.150	6.661
SCMMean	.186	.067	.192	2.769	.006	.173	5.766
DPMean	.145	.058	.139	2.488	.013	.268	3.735

The ANOVA table is a confirmation that the overall regression model very statistically significant. It shows that the four independent variables (Delivery Performance, Perceived Quality, Supply Chain Management, and Inventory Management) combinedly make up a large part of the change in the dependent variable as shown by the regression sum of squares (138.912). The part of the total variation that cannot be accounted for by the model is, however, quite small (residual sum of squares = 59.967), which gives a total sum of squares of 198.879. The extremely high F-value of 210.221

6. RESULTS AND DISCUSSION

6.1 key Results

Research findings show that digital marketing is a major factor in shaping the buying behavior of household consumers in India. Out of the various digital marketing strategies that were studied, personalization was identified as the main factor influencing consumer purchase intention as well as engagement. Consumers were more responsive towards marketing messages and offers personalized to their own preferences. Social media marketing was identified as another major channel for positively influencing consumer behavior as the continuous exposure of content and two, way communication resulted in the creation of consumer engagement and trust in brands. On the other hand, influencer marketing and digital promotions demonstrated a relatively lesser influence to prompt consumers towards making purchase decisions.

6.2 Comparison with previous Studies

- This study matches a few other looks at digital marketing and how people act.
- Old studies show that adding a personal feel helps people care more and want to buy.
- Also, this paper says social media plays a big role in how buyers decide.
- It seems serving users with tailored content really improves their experience and keeps them engaged.
- this work supports what others have found, personalization and social media are strong tools in digital marketing.

7.FINDINGS AND SUGGESTION

- Digital marketing influences household consumer behavior significantly and positively in India.
- Personalization is the key digital marketing element that greatly determines consumer purchase intention and engagement.
- Digital marketing consumers appear to have preference for the tailored recommendations, customized offers, and relevant digital content.
- Social media marketing significantly fosters consumer engagement and brand trust through interactive communication and content exposure.
- Influencer marketing positively impacts consumer purchase decisions, albeit this impact being less significant than other factors.
- Digital promotions like discounts and offers generate immediate purchase motivation however their impact is lower in the long run compared to personalization and social media.
- Integrated digital marketing strategies that include personalization and social media engagement are more effective than those that rely on isolated approaches only.

8.SUGGESTIONS AND RECOMMENDATION

- Brands can run their marketing efforts through social media more actively by designing interactive content that will encourage user engagement and at the same time keeping communication with the brand on a regular basis.

- Enterprises are advised to integrate personalization with social media channels so that they can deliver customer experiences that are not only relevant but also attractive at different digital touchpoints.
- An influencer marketing strategy can be carried out by using credible and relevant influencers in the context of brand trust and product awareness.
- Discounts and coupons as a form of digital promotions should be used only to a limited extent so that short, term sales are boosted while the long, term brand value is not compromised.
- Businesses may find it useful to track consumer behavior through business analytics tools regularly and capture the full potential of their marketing investments in the digital space.
- Marketers ought to develop digital strategies that revolve around consumers but at the same time consider the different demographic and digital literacy segments in India.

9.CONCLUSION

The study has successfully achieved the level that it examined the changes in consumer behavior due to the changes of four digital marketing factors. The first three factors, namely personalization, digital promotions, and social media marketing, have been found to significantly influence consumer behavior in a positive way. On the other hand, influencer marketing has not affected the target significantly, as the data suggest. This indicates that consumers may be going along with the trend of selecting, being cautious, or even receiving influencer marketing with skepticism and thus vendors to like direct brand communication or peer recommendations for their purchase decision.

These research breakthroughs represent seminal contributions in theory and practice. Theoretically, the study offers new empirical grounds for digital marketing research in the light of which variables exert the most substantial influence on consumer decision-making. Further, the findings portray the behavioral patterns that are in existence at present, especially the pointed out diminished effectiveness of influencer marketing that conflicts with the previous study and indicates the need for further investigation of this issue. From the practitioners' perspective, the communications facilitate the creation of more effective digital marketing strategies by indicating the ways that genuinely captivate consumers, e.g. the execution of personalization initiatives, presence on social networking sites, and orderly promotional campaigns.

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