

Digital Marketing Impact on Electronics Products Purchase in Hyderabad

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Abstract:

Digital marketing profoundly impacts electronics purchases through personalized AI-driven content, social commerce (live streams/influencers), enhanced SEO/SEM for informed decisions, and crucial first-party data use, with consumers demanding transparency, data privacy, and seamless mobile experiences, while content formats like video and interactive media drive engagement and brand trust over traditional ads. Digital marketing is about finding distinctive approaches to show the correct substance and the correct advertisement to the customer at the perfect time. Hence to reach the customer digital marketing is the key for future. So, the objective to do this study is to make people aware of the effectiveness of digital marketing through social advertisements. Digital marketing has been the crucial part in current era. The new media is having immense potential to emerge a new segment of consumer. In today's modern era, when the market is evolving more dynamically than ever before, the so-called digital world is an integral part of its existence, accompanying today's consumers of different demographic categories daily. With the growth of e-business, economic theory is being enriched by insights gained from analyses of consumer behaviour in the online space. Along with the popularity of various e-business models and the popularity of conducting purchasing activities in this space, marketing strategies have also started to evolve over time, with the main objective of captivating potential consumers through various modes of marketing communication with the help of marketing tools

Keywords: E-Gadgets, Smart Shopping, E-payment, Digital media. Wallets

Introduction:

Digital marketing has emerged as a game-changer in modern business, reshaping how organizations connect with consumers and influence their purchasing decisions. In the dynamic and rapidly growing Indian digital marketplace, electronic goods represent a critical segment where digital marketing's potential can be most effectively leveraged. This study explores the impact of six key digital marketing dimensions—Search Engine Promotion, Content Promotion, Online Public Relations, Social Media Marketing, Affiliate Marketing, and Email Marketing—on consumer purchasing behaviour in urban India. According to the reports of Mary Meeker annual internet 2025, internet usage in India is expanding rapidly, which signifies that in India the golden age of digital marketing is yet to come in future. With increasing consumer engagement on smaller platforms, the mobile devices are set to take a big piece of digital pie for ad spends in 2025.

Digital Marketing Scenario in India

India is the world's 3rd largest internet population. After the proliferation of Internet, Marketing strategy has taken an off root to reach out to the public. The tremendous growth that digital marketing has shown cannot be match up with any other strategy. Looking up to the current



Source: Dwivedi .Y et.al (2022)

scenario in India, people here are not only aware of Internet but are employing it for various purposes in life. Thus, there's a booming internet marketing industry in India. In India social media is the driving the adoption of digital marketing.

Indian youth are supposed to follow strict moral and family values and supposed to invest their whole time and attention towards study and career. So the career, education has to be the sole aim of a student. Indian youth are the powerful segment in the market who directs the manufacturers to make what they want. This study evaluates the extent to which the youth plays role in directing the marketer.

Literature:

Dr Madhuri. A et.al (2025) findings indicate that Search Engine Promotion, Content Promotion, Online Public Relations, Social Media Marketing, and Email Marketing are significant drivers of consumer behavior and therefore, will help marketers take concrete action about which elements need to be optimized for more engagement and conversions. In particular, the results indicated that the most influential dimension was Social Media Marketing, suggesting an increased dependency on social media among consumers to find and purchase products. Email Marketing also demonstrated a strong impact, emphasizing its relevance as a personalized and cost-effective tool for nurturing customer relationships. While Affiliate Marketing had little impact on consumer purchasing decisions, this result highlights the importance of businesses reassessing their affiliate strategies to be more transparent, trustworthy, and visible in their campaigns.

Emon et al., (2024), studied that digital media will improve supply chain performance. Enumerating this influence comprises assessing key performance indicators like cost efficiency, product quality, delivery reliability, and innovation capabilities. Strong digital 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.

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.

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.

Glassman, et al. (2017) studied —The influence of social marketing intervention targeted to the parents of inner-city youth to determine the change in perception towards the concerning water safety. To study the intervention they used quasi-experimental design using matched pairs. The participants are the parents who enrolled their young children in the survival swimming course. The researchers spread six prevention messages through six different channels (e-mail, SMS text message, postcard, brochure, Facebook, and window cling). The results found revealed that the participant's knowledge and perceptions of water related threat changed in positive manner.

Sarmah & Maharishi (2016) have done a research on —Social Marketing Campaigns and Their Popularity: An Empirical Investigation of Youths in Punjab. The objective of the research is to measure review of prevalent social commercial battles in India. The researchers undertook a descriptive study and data was collected from both primary and secondary resources. The technique used in research is convenience sampling and the sample took from the 300 students of Lovely Professional University. The findings were that the social marketing is utilizing the big names & government officials have more effect and high review and social marketing utilizing television and long range interpersonal communication destination as media instruments are acknowledged among youths

Methodology:

The Methodology will explain the objectives and assumptions of the study followed by systematic data analysis flow for the proposed research paper.

Objectives:

1. To know the digital marketing concepts in general.
2. To determine the digital marketing influencing factors on youth purchase behavior.
3. To identify cyber law awareness with reference to digital marketing.
4. To know Social networking impact on digital marketing success.

Hypothesis:

H₀₁: There is no significant relation between age of the respondent and type of communication using in Digital advertisement.

H₀₂: There is no significant association between Gender of the respondent opinion and social networking sited analytics impact on Digital Marketing success.

Sample:

The chosen sample for the present study is Youth age between 18-34 years in Hyderabad city , by profession those are students, employees and business people.

Sample size

The proposed study will contain 100 of above said population and their opinion was considered by using a structured questionnaire distributed to mark their responses on five point likert scale in a systematic manner.

Data Analysis:

Table 1: KMO and Bartlett's Test values of Digital Marketing Factors

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.681
	Approx. Chi-Square	55.759
Bartlett's Test of Sphericity	df	28
	Sig.	.001

Before we proceed for factor analysis first the researcher tested the eligibility of the data by checking KMO- Bartlett's test which is a measure of sampling adequacy. The KMO value is 0.681 >0.6. Bartlett's Test of Sphericity indicates a measure of the multivariate normality of set of variables (Sig. value is less than 0.05 indicates multivariate normal and acceptable for factor analysis).

Table 1.2 : Total Variance Explained by Digital Marketing Factors

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.609	20.118	20.118	1.609	20.118	20.118	1.570	19.621	19.621
2	1.431	17.886	38.004	1.431	17.886	38.004	1.329	16.610	36.232
3	1.198	14.978	52.981	1.198	14.978	52.981	1.286	16.081	52.313
4	1.019	12.732	65.713	1.019	12.732	65.713	1.072	13.401	65.713
5	.913	11.416	77.129						
6	.711	8.885	86.014						
7	.655	8.189	94.203						
8	.464	5.797	100.000						

Extraction Method: Principal Component Analysis.

The variance matrix indicating 65 % (statistically 65% variance is valid) variance on tested variable, i.e 35 % of other factors are influencing to decide stress cause factors.

Table 1.3 : Rotated Component Matrix^a Digital Marketing Factors

	Component			
	1	2	3	4
Hosting	.341	-.166	-.505	.156
Digital	.385	.625	.252	-.012
Security	.114	.108	.801	.184
Media	.073	.531	-.513	.325
Imp.	.839	.000	.129	-.089
Online	-.025	-.050	.042	.940
Social	.729	.005	-.197	.066
Process	-.226	.783	.084	-.108

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

The above factor analysis indicating that, total 4 factors are filtered by using analyses, the most influencing factors on Online advertisement are , the first factors is what type of channel you are using for advertise followed by second one is security precautions by service provider while purchasing of products followed by third factor is type of factors like media , TV commercials are important and final important factor is type of communication used in online advertisement.

H₀₁: There is no significant relation between age of the respondent and type of communication using in Digital advertisement.

Table 2: Chi square values of online sites accessibility for marketing

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.683 ^a	12	.471
Likelihood Ratio	12.138	12	.435
Linear-by-Linear Association	1.498	1	.221
N of Valid Cases	101		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .12.

The above chi square test indicating the significant value is greater than 0.05 (0.456) , hence the **Hypotheses Accepted**. i.e as per respondents opinion the above mentioned social networking sites have different impact on online advertisement.

H₀₂: There is no significant association between Gender of the respondent opinion and social networking sited analytics impact on Digital Marketing success.

Table 3 : Chi Sqaure values of Digital sites accessibility Gender wise.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.289 ^a	4	.001
Likelihood Ratio	3.280	4	.512
Linear-by-Linear Association	.298	1	.585

N of Valid Cases	101		
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a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 2.02.

The above chi square test indicating the significant value less than 0.05 (0.001), hence the **Hypotheses Rejected**. i.e irrespective of Gender the respondents are agreed that facebook and E-mail service providers are applying analytics to analyze customers taste and preferences for online advertisement.

Discussion of Results:

Among the various tactics analyzed, market 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.

In Hyderabad which motivating them to browse a lot in online provided by cheap internet access cost. The purchasing model of youth is shifting at a quicker pace in the customer-oriented market environment. Customer attitude varies when it comes to the manufactured goods, price, characteristics of a product, quality of a product, durability, multiple use of a product, packing and labeling, social media, advertisement, reference, latest fashion age of the customer etc. however, youth is very intricate group to interact with. The shifting taste and preferences of the current day youth affect the purchasing model for the reason that they frequently go behind the changing fashion, taste and preference according to the varying time. As the percentage of youth population is more in India the, manufacturers spend millions of rupees in advertising and in market research to identify and encash the changing youth behavior year to year. Now online marketing is having many challenges and competition to market in the retail sector. The current youth is more mesmerized with the online purchasing than the traditional buying. The sellers are strained to launch new innovative techniques to increase their sales day by day. The professionals / students in Hyderabad are searching a lot for best offers , deals & discounts in various online shopping platforms and also waiting for such offers for shopping. Once they find better offers they do shopping also provoking friends/ relatives to do same. This phenomenon is a two sided profit for buyers and seller, which is especially possible by digital marketing mode. The easy mode of payment via Gapy/ Debit card/ online banking/ Paytm are more boosting factors to youth for excess shopping in digital mode.

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