

IMPACT OF DIGITAL MARKETING STRATEGIES ON CONSUMER PURCHASE BEHAVIOUR: AN EMPIRICAL STUDY

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Abstract

The rapid growth of digital technologies has transformed the way businesses communicate with consumers and promote their products. Digital marketing has emerged as a powerful tool influencing consumer awareness, attitudes, and purchase behaviour. This research paper examines the impact of key digital marketing strategies—such as social media marketing, search engine marketing, online advertisements, and content marketing—on consumer purchase decisions. The study is based on primary data collected from 200 consumers using a structured questionnaire. Statistical tools such as percentage analysis, correlation analysis, and regression analysis were used to analyze the data. The findings reveal that social media marketing and online reviews significantly influence purchase intentions, while personalized content and brand engagement enhance customer trust and loyalty. The study concludes that effective digital marketing strategies positively affect consumer buying behaviour and recommends that marketers focus on interactive and customer-centric digital approaches to gain competitive advantage.

Keywords: Digital Marketing, Consumer Behaviour, Purchase Intention, Social Media Marketing, Brand Engagement

1. Introduction

Marketing plays a vital role in connecting businesses with customers by identifying needs, creating value, and delivering satisfaction. With the advancement of information and communication technologies, traditional marketing practices have undergone a significant transformation. Digital marketing, which includes online platforms such as social media, search engines, websites, email marketing, and mobile applications, has become an integral part of modern marketing strategies.

Consumers today rely heavily on digital platforms to search for information, compare products, read reviews, and make purchase decisions. Businesses increasingly invest in digital marketing due to its cost-effectiveness, global reach, real-time interaction, and measurable outcomes. The shift from traditional marketing to digital marketing has changed consumer behaviour patterns, making it essential for marketers to understand how digital strategies influence purchasing decisions.

This study aims to analyze the impact of digital marketing strategies on consumer purchase behaviour. It focuses on identifying the most influential digital tools, understanding consumer perceptions, and evaluating how online engagement affects buying decisions. The findings of this research are expected to help marketers design effective digital campaigns and enhance customer satisfaction.

2. Review of Literature

Previous studies have extensively examined the relationship between digital marketing and consumer behaviour. Kotler *et al.* (2019) emphasized that digital marketing enhances customer engagement by enabling two-way communication between firms and consumers. The study highlighted that personalized digital content significantly influences brand perception and customer loyalty.

Mangold and Faulds (2009) identified social media as a hybrid element of the promotion mix, where consumers actively participate in brand communication. Their research concluded that social media platforms play a crucial role in shaping consumer attitudes and purchase intentions.

Chaffey and Ellis-Chadwick (2020) found that search engine marketing and online advertisements improve brand visibility and awareness, leading to higher conversion rates. Their study emphasized the importance of search engine optimization (SEO) and paid advertisements in influencing online purchase behaviour.

Kumar and Gupta (2022) analyzed the impact of online reviews and electronic word-of-mouth (e-WOM) on consumer trust. The findings revealed that positive reviews significantly increase purchase intentions, while negative reviews discourage buying behaviour.

Sharma and Verma (2024) indicated that digital marketing effectiveness depends on factors such as content quality, interactivity, and perceived credibility. The authors concluded that consumer trust acts as a mediating variable between digital marketing strategies and purchase behaviour.

Despite extensive research, there remains a need for empirical studies focusing on consumer perceptions and the combined impact of multiple digital marketing tools. This study attempts to bridge this gap by examining the influence of various digital marketing strategies on purchase behaviour in an integrated manner.

3. Research Methodology

3.1 Objectives of the Study

1. To analyze consumer perceptions toward digital marketing strategies.
2. To examine the impact of digital marketing tools on consumer purchase behaviour.

3.2 Research Design

The study adopts a **descriptive and analytical research design**, focusing on primary data collected from consumers.

3.3 Sample Size and Sampling Technique

A sample of **200 consumers** was selected using the **convenience sampling method**. Respondents belonged to different age groups, income levels, and educational backgrounds.

3.4 Data Collection

Primary data were collected using a **structured questionnaire** consisting of Likert-scale and multiple-choice questions. Secondary data were obtained from journals, books, websites, and research reports.

3.5 Tools for Analysis

- Percentage Analysis
- Correlation Analysis
- Multiple Regression Analysis

3.6 Hypotheses

- **H₀**: There is no significant impact of digital marketing strategies on consumer purchase behaviour.
- **H₁**: Digital marketing strategies significantly influence consumer purchase behaviour.

4. Data Analysis and Interpretation

4.1 Demographic Profile of Respondents

- 52% of respondents were male and 48% female.
- Majority (45%) belonged to the age group of 21–30 years.
- 60% of respondents reported frequent online purchases.

4.2 Impact of Digital Marketing Tools

Percentage analysis revealed that:

- 70% of respondents are influenced by **social media advertisements**.
- 65% consider **online reviews and ratings** before purchasing.
- 58% are influenced by **email and content marketing**.

4.3 Correlation Analysis

A positive correlation ($r = 0.62$) was found between digital marketing exposure and purchase intention, indicating a strong relationship.

4.4 Regression Analysis

Regression results showed that:

- Social media marketing ($\beta = 0.41$) and online reviews ($\beta = 0.35$) significantly influence purchase behaviour.
- Email marketing showed a moderate but positive effect.

The null hypothesis was rejected, confirming that digital marketing strategies have a significant impact on consumer purchase behaviour.

5. Findings of the Study

- Digital marketing plays a significant role in shaping consumer purchase decisions.
- Social media marketing is the most influential digital marketing tool.
- Online reviews and e-word-of-mouth strongly affect consumer trust and buying behaviour.
- Personalized and engaging content enhances customer engagement.
- Consumers prefer brands that maintain active and transparent digital presence.

6. Conclusion

The study concludes that digital marketing has a strong and positive influence on consumer purchase behaviour. As consumers increasingly depend on digital platforms for information and shopping, marketers must focus on interactive, credible, and customer-oriented digital strategies. Social media engagement, content quality, and online reputation management are critical for influencing buying decisions.

The study provides valuable insights for marketers to design effective digital marketing campaigns. However, future research can expand the scope by including larger samples, different industries, and advanced analytical tools to gain deeper insights into digital consumer behaviour.

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Use for Citation: Dr. Neetu Singh, Dr. Nayanpreet Kaur. (2025). IMPACT OF DIGITAL MARKETING STRATEGIES ON CONSUMER PURCHASE BEHAVIOUR: AN EMPIRICAL STUDY. International Journal of Multidisciplinary Research and Technology, 6(12), 99–101. <https://doi.org/10.5281/zenodo.18016123>