

## **Impact of Digital Marketing on Purchasing Decisions for Electronic Goods: An Analytical Study of Urban Indian Consumers.**

**Dr. Madhuri A Kadam<sup>1\*</sup>, Dr. Priya Vij<sup>2</sup>, Prof. Dr. Gagandeep Kaur Nagra<sup>3</sup>, Dr. Prajakta Ganesh Mondkar<sup>4</sup>**

<sup>1\*</sup> Assistant Professor, Department of Management Studies (Off campus), Bharati Vidyapeeth (Deemed to be university), Kharghar, Navi Mumbai.

<sup>2</sup> Associate Professor, D. Y. Patil Deemed to be University School of Management, Navi Mumbai.

<sup>3</sup> Professor and Dean, D. Y. Patil Deemed to be University School of Management, Navi Mumbai.

<sup>4</sup> Assistant Professor, D. Y. Patil Deemed to be University School of Management, Navi Mumbai.

### **Abstract**

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.

Employing an explanatory research design, data were collected from 400 respondents in Navi Mumbai through a structured questionnaire and analysed using factor and regression analyses. The findings demonstrate that Social Media Marketing is the most influential dimension that drives considerable engagement and conversion through consumers, closely followed by Email Marketing. Though other dimensions including Search Engine Promotion, Content Promotion, and Online Public Relations did show considerable influences, Affiliate Marketing showed a negligible level of influence—a clear indication to businesses to do more in establishing transparent and trust-worthy approaches to become more effective in this regard.

This study underlines the potential of personalized marketing, trust, and data-driven strategies enabled by advanced technologies such as AI, big data analytics, and mobile marketing. With a focus on these dimensions, businesses can tap into the full potential of digital marketing to generate compelling consumer experiences, create long-term loyalty, and continue to stand out in competition within the high-value electronic goods market.

The research provides actionable insights for marketers and lays a foundation for further exploration into emerging technologies like AR/VR and blockchain, promising to redefine consumer engagement and digital marketing effectiveness in the near future.

**Keywords:** Digital Marketing, Consumer Behaviour, Electronic Goods, Social Media Marketing.

### **Introduction**

Modern Digital marketing has surfaced as a great transformational factor in the changing landscape of doing business. How businesses connect consumers and influence purchase behavior is quite changed. While businesses are creating better reach along with personalized dynamic interfaces by using multiple tools such as SEO, Social Media Marketing, Email Marketing, and Content marketing. These efforts are supported by considerable research that focuses on the significance of digital marketing in influencing consumer choice. Yasmin, Tasneem, and Fatema (2015) highlighted that digital marketing surpasses traditional approaches since it allows for interactive engagement and the development of a more meaningful customer relationship.

Advancements in technology have further improved the potential of digital marketing. According to Venkatesh and Bala (2008), artificial intelligence and big data analytics play a crucial role in

improving the precision of marketing. AI-based personalization helps companies to target the specific needs of consumers, thereby enhancing customer satisfaction and retention. Similarly, PwC (2021) reported that 79% of consumers are likely to engage with brands offering personalized experiences. Big data analytics is a foundation for effective marketing strategies as it enables businesses to understand customer behavior and predict trends (Davenport & Bean, 2020).

The proliferation of the smartphone and further internet penetration in India have explosively multiplied digital marketing reach. According to the report from Statista (2022), over 700 million individuals accessed the Internet in India; hence, one of the highest digital markets. As the report by the IMAI in 2021 also showed, in excess of 90% were accessing it using mobile phones- thus affording marketers unparalleled, real-time communication. McKinsey & Company (2021) found that companies using digital marketing saw revenue rise by 20–30%. Mobile-driven campaigns were most effective.

The most crucial aspect in which digital marketing impacts purchasing decisions for electronic goods like smartphones, laptops, and home appliances is online reviews before a purchase is made. Nielsen India Digital Consumer Study 2022 found that 78% of urban Indian consumers look for online reviews before high-value purchases like electronics. For example, influencer recommendations on YouTube and Instagram are key channels. For instance, videos on unboxing and product demos by tech influencers attract higher engagement and conversions in electronic products. Besides, email marketing campaigns that include personalized discounts for electronic goods see a high click-through rate and conversion rate as seen in the report of HubSpot (2021).

Social media platforms have also become critical channels for influencing consumer purchasing behavior. According to Hootsuite and We Are Social's Digital 2023 report, 58% of global consumers discover new products on social media platforms, while 49% say they have purchased a product directly after seeing an advertisement on social media. The report also shows that influencer marketing is very important in making sales, since 60% of users rely on recommendations by influencers more than traditional advertisements. A Nielsen (2021) study supports this; it says 74% of consumers rely on social media to make purchasing decisions.

Email marketing has continued to rank among the costliest channels in getting consumer engagement. A report published by HubSpot (2021) reveals that on average, ROI is realized by the email campaigns tailored with a \$42 value in exchange for each dollar invested. On the other hand, in DMA's (2022) report, 72% preferred their primary contact method to brands in email marketing as they consider a better customer relations.

Content marketing is another important aspect of digital marketing. Quality and value-driven content allows brands to gain authority and trust, which then influences consumer choices. According to a Semrush (2022) study, businesses that engage in content marketing have 67% more leads and 55% higher website traffic than those that do not. Additionally, according to a report published in Forbes (2020), video content is especially effective because 80% of consumers said that a video convinced them to buy a product or service.

Both search engine marketing and optimization are very important for a brand's presence. According to Google Consumer Insights (2021), 87% of the online customers initiated their purchase cycle on a search engine, so being present in the first page is essential. A study by Moz (2021) states that an optimized website of a business receives 53% more organic traffic, hence the chances of conversion. For electronic goods, search engines are particularly important since consumers search actively for product specifications, reviews, and price comparisons before making a decision to buy.

Trust and transparency are the heart of digital consumer behavior. According to the Edelman Trust Barometer (2022), 81% of consumers consider trust in a brand as a deal breaker or deciding factor when making purchases. Furthermore, Deloitte's Global Marketing Trends report (2021) highlighted that transparency, responsiveness, and ethical practices are necessary for long-term customer relationships.

Other aspects where e-commerce has created changes in digital marketing are, e.g., as per a KPMG report (2021) 65% of Indian consumers consider online reviews before making their purchases. This statistic can be compared with the BrightLocal's (2022) research that found that 76% of consumers trust online reviews than personal recommendations. In electronic goods, Amazon and Flipkart serve as crucial platforms where verified reviews, price comparisons, and detailed information about products help in decision-making by a smooth flow for buyers.

In the Indian context, the impact of digital marketing on purchasing decisions becomes very critical for urban consumers. As per the Boston Consulting Group report 2021, 70% of urban shoppers in India are searching and comparing products digitally. Nielsen India Digital Landscape Report 2022 also stated that urban consumers of India spend 6.5 hours daily on digital platforms through which again brands can influence their choices hugely.

This paper explores the effect of digital marketing factors on consumer purchase decisions, concentrating especially on electronic goods in urban India. While scrutinizing core constituents like social media, content marketing, search engine promotions, and email campaigns, this research explores actionable insights for marketers. The findings will contribute to a deeper understanding of how businesses can optimize their digital marketing strategies to influence consumer behaviour in an increasingly competitive and digitally driven marketplace.

## **Electronic Marketing Elements and Dimensions**

Electronic marketing is a multi-faceted domain that integrates a variety of digital tools and strategies to influence consumer behavior and facilitate purchasing decisions. These dimensions, supported by copious literature, play a key role in the marketing landscape, especially for high-value products such as electronic goods.

### **1. Search Engine Marketing (SEM) and Search Engine Optimization (SEO)**

SEM and SEO are the basic components of digital marketing. SEM refers to paid ads on search engines, while SEO is the optimization of website content to increase organic search rankings and relevance to the user's query. According to Moz (2021), companies that use SEO have a 53% increase in organic traffic, which leads to more visibility and conversions. A Google Consumer Insights report published in 2021 reiterates the significance of search engines, and 87 percent of all online consumers start their buying journey from the same source. In this context, search engines also form a significant dimension for electronic goods as users consider comparison of prices, reviews, and their product specifications to decide.

### **2. Social Media Marketing**

Social media platforms, including Facebook, Instagram, YouTube, and Twitter, have become integral channels for engaging consumers. Social media marketing encompasses targeted advertisements, influencer collaborations, and interactive content. According to Hootsuite and We Are Social (2023), 58% of consumers discover new products on social media, and 49% have made purchases directly from ads. Moreover, Nielsen (2021) highlights the importance of influencer marketing, with 60% of consumers trusting influencers' recommendations over traditional advertising. In the electronics sector, unboxing videos, reviews, and product demos by tech influencers play a crucial role in shaping consumer preferences and driving purchase intent.

### **3. Content Marketing**

Content marketing focuses on creating and distributing valuable, relevant content to attract and retain a clearly defined audience. Formats such as blogs, videos, and infographics enhance consumer engagement and build brand authority. Semrush (2022) notes that businesses investing in content marketing witness a 67% increase in lead generation and 55% more website traffic. Additionally, Forbes (2020) found that 80% of consumers have purchased a product after watching a related video,

illustrating the effectiveness of video content. For electronic goods, detailed reviews, comparison guides, and instructional videos are instrumental in driving consumer decisions.

#### **4. Email Marketing**

Email marketing remains one of the most cost-effective and personalized marketing strategies. Personalized email campaigns deliver tailored offers, recommendations, and product updates, fostering long-term relationships with consumers. According to HubSpot (2021), email campaigns achieve an ROI of \$42 for every \$1 spent. The DMA (2022) report further indicates that 72% of consumers prefer email for brand communication. In the electronics market, emails featuring discounts, exclusive offers, or early product access significantly boost engagement and conversion rates.

#### **5. Affiliate Marketing**

Affiliate marketing involves collaboration with third parties who promote a company's products in exchange for a commission on sales generated. Bhaskar Kumar (2014) identified affiliate marketing as a cost-effective strategy for expanding reach and driving sales. However, transparency and ethical practices are essential to maintain consumer trust, as noted by BrightLocal (2022). In the electronics sector, brands often collaborate with tech bloggers and review sites to target niche audiences, leveraging the credibility and expertise of affiliates.

#### **6. Online Public Relations (e-PR)**

Online public relations (e-PR) encompasses managing a brand's reputation through digital channels, including online reviews, social media interactions, and crisis communication. Edelman Trust Barometer (2022) revealed that 81% of consumers prioritize trust when making purchasing decisions. Deloitte (2021) emphasized that responsiveness to consumer feedback on public forums enhances loyalty. For electronic goods, addressing negative reviews and promoting transparency on platforms like Amazon and Flipkart are vital for building and maintaining consumer trust.

#### **7. Mobile Marketing**

Mobile marketing has taken the center-stage of electronic marketing with the development of smartphones. Strategies include advertisements on apps, SMS campaigns, and push notification. IAMAI (2021) reported a fact that Indian internet users surpass 90%, accessing the net on their cell phones. McKinsey & Company revealed that mobile-specific campaigns can build revenue by a percentage of 20–30%. In the electronics market, mobile marketing plays a significant role in promoting flash sales, new launches, and personalized notifications.

#### **Literature Review**

The literature on digital marketing reveals that it has changed the face of consumer behaviour and business strategies. The early works were based on the foundational themes of trust, transparency, and engagement. For example, Lages et al. (2008) revealed that trust, commitment, and cooperation are needed to build customer loyalty in a digital environment. Sharma (2002) highlighted the transformative ability of internet promotion in changing marketing practices. Moreover, Venkatesh (2008) elaborated on how technological advancement, such as automation and analytics, streamlines business processes while increasing customer satisfaction.

Kotler and Armstrong (2012) demonstrate the effectiveness of comprehensive digital strategies by showing how organizations such as Amazon significantly outperform competitors with their robust marketing approaches. This allows businesses to expand their market reach, enhance brand visibility, and build long-term customer relationships. In addition, their study also found that the behaviour of a consumer, either in an online or offline environment, is significantly determined by product information and customer reviews, thus calling for transparent and engaging marketing content.

Studies have also focused on the versatility of digital platforms across industries. Bhaskar Kumar (2014) looked into their use in the real estate industry for lead generation, proving them to be quite versatile. Likewise, Yasmin, Tasneem, and Fatema (2015) proved that digital marketing is better than traditional advertising by using dynamic engagement models that enable instant communication with the consumer.

More recent studies have also elaborated on these findings by focusing on trends and the way they affect digital marketing. In this regard, McKinsey & Company (2021) identified that personalization leads to an increase in return on investment by 20–30%, which is facilitated by AI technologies through targeted marketing campaigns. This is also in line with Huang and Rust (2020), who underscored how AI improves customer experience through tools such as chatbots, predictive analytics, and recommendation engines.

Social media has become a vital tool in influencing consumer decisions. According to Hootsuite and We Are Social (2023), 58% of global consumers find products on social media, and 49% buy from ads on the same platforms. Additionally, Nielsen (2021) found that 74% of consumers trust influencer recommendations, especially for high-value items such as electronic goods, and thus influencers play a crucial role in modern marketing campaigns.

Content marketing, too, has transformed, as companies are placing greater emphasis on video content. Semrush, 2022 stated that 80% of companies that put focus on videos will have achieved engagement. According to Forbes, 2020, Blogs and infographics can be efficient for consumer education and engagement. Further, KPMG, 2021 added that 65% of the Indian consumers rely upon online reviews by Amazon and Flipkart before finalizing high value purchase, especially electronic goods.

The role of trust and transparency in digital marketing cannot be overemphasized. According to the Edelman Trust Barometer, 2022, 81% of consumers consider trust while interacting with brands, which underlines the requirement for transparent pricing, verified reviews, and quick responses to feedback. IAMAI (2021) also pointed out the importance of mobile marketing, as more than 90% of Indian internet users access the web on smartphones, which makes real-time engagement strategies inevitable.

Technological advancements have further transformed digital marketing practices. According to Statista (2022), the AR/VR market is expected to reach \$296.9 billion by 2024, and brands are increasingly adopting immersive technologies to create unique shopping experiences. On the other hand, PwC (2021) pointed out the growing importance of voice search, which is expected to account for 50% of all searches by 2023, urging businesses to optimize content for smart assistants.

Innovative strategies such as gamification and programmatic advertising have also become prominent. Zichermann and Cunningham (2020) explained how gamification improves consumer loyalty, while eMarketer (2022) indicated that 89% of digital display ads are bought programmatically, thereby increasing targeting accuracy and reducing costs. Furthermore, HubSpot (2021) highlighted the importance of interactive email campaigns, which return an impressive \$42 for every dollar spent.

Hence, it is also changing digital advertising through emerging technology like blockchain. For instance, PwC (2022) observed the possibility of ensuring ad transparency and minimization of fraud through blockchain technology. Finally, Davenport and Bean (2020) discuss analytics-driven marketing, which a firm uses to hone its campaign and enhance its KPIs.

The reviewed literature portrays the dynamic and ever-changing nature of digital marketing, with driving forces coming from technological advancement and changes in consumer preferences. From foundational principles of trust and engagement to the integration of cutting-edge technologies like AI, AR/VR, and blockchain, the field continues to adapt to the demands of a digital-first world. This study further expands on these findings by exploring the specific effect of digital marketing dimensions on consumer purchasing decisions, specifically for high-value electronic goods in urban India.

## Research Gap

A vast amount of research has been done on how digital marketing is influencing consumer behavior around the globe, but an important lacuna remains about the impact within the context of the Indian electronic goods market, specifically amongst urban consumers. Previous studies have primarily been general studies on digital marketing, including how social media impacts overall consumer engagement (Hootsuite & We Are Social, 2023) or how content marketing affects website traffic and leads (Semrush, 2022). These studies, however, lack specificity regarding high-value products like electronic goods, which are technical in nature and more expensive, thus requiring more complex decision-making processes.

Thus, while large-scale studies globally have highlighted the efficacy of advanced technologies such as AI, big data analytics, and personalized marketing (Huang & Rust, 2020; McKinsey & Company, 2021), research on how these technologies are incorporated into digital marketing strategies in India is relatively sparse. India is a unique market with a rapidly growing internet user base and smartphone penetration (Statista, 2022), where digital marketing strategies need to be tailored to meet the preferences of a highly diverse and price-sensitive consumer base.

Existing literature also largely views digital marketing dimensions like SEO, Social Media Marketing, Content Promotion, and Email Marketing as separate entities. Very few studies have looked at how these factors influence consumer purchasing behavior in an integrative manner or explored the relationship between these dimensions of digital marketing in shaping consumer buying behavior. This is particularly relevant in the Indian electronic goods market, where factors such as online reviews, influencer marketing, and personalized email campaigns play critical roles in shaping purchase decisions (Nielsen, 2022; HubSpot, 2021).

To bridge this gap, the present study provides a critical analysis of six digital marketing dimensions, namely Search Engine Promotion, Content Promotion, Online Public Relations, Social Media Marketing, Affiliate Marketing, and Email Marketing, along with their collective impact on the purchasing decisions for electronic goods among urban Indian consumers. The robust methodology adopted in the study, in combination with an analysis of a high-growth market segment, will not only help marketers develop actionable recommendations but also significantly contribute to understanding how digital marketing impacts consumer behavior within emerging economies, such as India.

This study thus fills a critical gap in the literature by integrating a multidimensional analysis of digital marketing and its influence on high-value consumer goods in an under-researched yet rapidly growing market.

### **Objectives of the Study**

- To identify the key dimensions of digital marketing (e.g., search engine promotions, content marketing, online public relations, and social media advertising) that influence online purchase decisions for electronic goods.
- To assess the interaction and relationship between these digital marketing components and their impact on consumer purchasing behaviour, with a specific focus on urban Indian consumers.

### **Hypotheses:**

H<sub>01</sub>: There is no significant influence of digital marketing dimensions (e.g., search engine promotions, content marketing, online public relations, and social media advertising) on online purchase decisions for electronic goods.

H<sub>11</sub>: There is a significant influence of digital marketing dimensions (e.g., search engine promotions, content marketing, online public relations, and social media advertising) on online purchase decisions for electronic goods.

H<sub>02</sub>: There is no significant relationship or interaction between the digital marketing components (e.g., search engine promotions, content marketing, online public relations, and social media advertising) and consumer purchasing behaviour in urban India.

H<sub>12</sub>: There is a significant relationship or interaction between the digital marketing components (e.g., search engine promotions, content marketing, online public relations, and social media advertising) and consumer purchasing behaviour in urban India.

## Research Methodology

### Design

A explanatory research design was adopted to investigate the relationship between digital marketing dimensions and consumer behaviour for online purchases of electronic goods.

### Sampling Framework

**Sample Size:** 400 respondents from Navi Mumbai.

**Sampling Method:** Random sampling, targeting consumers who purchased electronic goods online.

**Data Collection:** A five-point Likert scale questionnaire was administered, supported by secondary sources such as journal articles and news reports.

### Data Analysis Tools

SPSS was used for statistical analysis, employing factor and regression analysis to validate findings.

## Data Analysis and Interpretation

### Factor Analysis

**Sampling Adequacy:** The Kaiser-Meyer-Olkin (KMO) value was 0.820, indicating high sample adequacy.

**Reliability Testing:** Cronbach's alpha values ranged from 0.75 to 0.82, confirming high reliability.

"Kaiser-Meyer-Olkin Measure of Sampling Adequacy".		<b>.820</b>
Bartlett's Test of Sphericity	Sig.	<b>.000</b>

### Factors, Factor Loading and Reliability

S. No.	Factor Names	Factor Loadings	Factor Reliability
<b>Factor 1</b>	<b>Search engine promotion</b>		<b>0.822</b>
	Before making a purchasing choice, I use search engines (Google/Yahoo) to find items and product information.	0.836	
	I use the search engine to click on pertinent sites.	0.817	
	I use a search engine to find pertinent information about goods and services.	0.754	
	Typically, I click on the first three to four results of my search.	0.753	
	The top results in search results are those that are most relevant.	0.616	
	I don't hesitate to get things from the internet merchant that I locate using a search engine.	0.606	
<b>Factor 2</b>	<b>Content Promotion</b>		<b>0.784</b>
	I enjoy reading pertinent web articles on the goods I want to purchase.	0.809	
	I frequently click on the 'more details,' 'know more,' etc. links if the blog or post is interesting in some way.	0.821	
	I enjoy looking up product information to compare and locate items.	0.718	
	I read internet reviews of the things I wish to purchase, including those on YouTube.	0.726	
	I use the links provided in the blogs or reviews to access the product page on the website.	0.685	
<b>Factor 3</b>	<b>Online Public Relations</b>		<b>0.758</b>
	I enjoy receiving individualized mail with offers, greetings, and items.	0.819	
	I appreciate merchants that continue to educate customers about items to facilitate wiser choices.	0.789	
	I only buy from internet retailers that promptly and effectively address my issues.	0.762	
	I like to make purchases from internet merchants who offer complete information on purchases and returns.	0.716	
	I like online merchants that run online forums to assist consumers in making wiser purchasing selections.	0.717	
<b>Factor 4</b>	<b>Use of social media</b>		<b>0.811</b>
	I often use Facebook or another social networking website.	0.766	
	I once used social media to research items.	0.723	



	I frequently click on social media ads.	0.699	
	I browse the product details on the websites of online merchants.	0.649	
Factor 5	Affiliate Marketing		0.784
	When purchasing things, I use online coupons from several coupon websites.	0.782	
	While reading online blogs, I click on the hyperlink for the product, service, or online shop to access the product page.	0.623	
	While watching YouTube reviews, I click on the link for the item, service, or online merchant to access the product page.	0.606	
	By clicking on the links posted online by professionals or online forums, I access the websites or product pages of online merchants.	0.562	
Factor 6	E-Marketing		0.762
	I read emails from internet merchants.	0.743	
	I find e-mail advertisements from internet merchants for technological products to be interesting.	0.734	
	I access the internet shops using emails they provide to me.	0.732	
	Sometimes emails from internet merchants convince me to purchase their goods.	0.705	

### Reliability Statistics:

Using Cronbach's alpha, it measures how reliable all the components of the variables are. With six variables, the score was 0.822, 0.784, 0.758, 0.811, 0.784, and 0.762 respectively. Since Cronbach's alpha values above 0.7 are acceptable, these exceed the threshold and therefore possess robustness and reliability in all factors.

To determine which of these is the most important, the mean scores of the factors were computed for further analysis.

### Mean Scores of Factors

S.No.	Factors	Mean
1	Search engine promotion	3.61
2	Content Promotion	3.64
3	Online Public Relations	3.7
4	Use of social media	3.89
5	Affiliate Marketing	3.72
6	E Mail Marketing	3.82

Digital marketing is closely integrated with online shopping, making it more aligned with digital platforms compared to traditional purchasing methods. As shown in Table 2, **"Use of social media"** emerges as the most widely utilized platform, significantly influencing consumer decisions for electronic products, with a mean score of 3.89. **Email marketing** ranks as the second most impactful platform, with a mean score of 3.82. Additionally, buyers have reported positive interactions with

**affiliate marketing** and **online public relations**, reflected in their mean scores of 3.72 and 3.70, respectively. For electronic products, **search engine promotion** and **content promotion** show moderate levels of consumer engagement, with mean scores of 3.61 and 3.64, respectively. While digital marketing continues to grow in India, its full potential remains untapped, particularly for high-value electronic goods, where consumer involvement in decision-making tends to be more intensive. Greater client engagement is expected as the market matures.

The impact of online retailing elements on consumers' purchasing behaviour for electronics was analyzed using regression analysis. The study involved five independent variables and one dependent variable, which was **Online Consumer Behaviour for Electronic Goods**. The independent variables were evaluated to understand their influence on the dependent variable.

### Consolidated Regression Outcomes

#### Regression Analysis Results

Independent Variables	R Square	Coefficient of Constant	Coefficient	Significance	Hypothesis Result
Search engine promotion	0.404	1.084	0.746	0	Null Hypothesis Rejected
Content Promotion	0.352	1.686	0.481	0	Null Hypothesis Rejected
Online Public Relations	0.387	1.486	0.569	0	Null Hypothesis Rejected
Use of social media	0.15	2.364	0.42	0	Null Hypothesis Rejected
Affiliate Marketing	0.003	3.679	-0.039	0.128	Null Hypothesis Accepted
E Mail Marketing	0.105	2.358	0.385	0	Null Hypothesis Rejected

### Conclusion of Hypotheses Testing

**For Objective 1:** To identify the key dimensions of digital marketing (e.g., search engine promotions, content marketing, online public relations, and social media advertising) that influence online purchase decisions for electronic goods.

**Hypothesis 1 (H01):** There is no significant influence of digital marketing dimensions on online purchase decisions for electronic goods.

**Result: Rejected.**

The regression analysis indicates that the dimensions of Search Engine Promotion ( $p < 0.001$ ), Content Promotion ( $p < 0.001$ ), Online Public Relations ( $p < 0.001$ ), and Social Media Advertising ( $p < 0.001$ ), Email marketing ( $p < 0.001$ ) have a significant positive influence on consumer behaviour. Therefore, the null hypothesis is rejected, confirming that these dimensions significantly impact online purchase decisions.

**For Objective 2:** To assess the interaction and relationship between these digital marketing components and their impact on consumer purchasing behaviour, with a specific focus on urban Indian consumers.

**Hypothesis 2 (H02):** There is no significant relationship or interaction between the digital marketing components and consumer purchasing behaviour in urban India.

**Result: Rejected.**

The regression analysis shows significant relationships between most digital marketing components and consumer purchasing behaviour (e.g., Search Engine Promotion, Content Promotion, Social

Media Use, and Email Marketing). However, Affiliate Marketing ( $p = 0.128$ ) does not show a significant relationship. Hence, the null hypothesis is rejected for all dimensions except Affiliate Marketing.

### Conclusion and Discussion

It considers the impact of digital marketing dimensions on consumer purchase decisions, but this time considering electronic goods purchased in urban India. The findings illustrate the transformative effects of digital marketing on consumer purchase decisions and focus on the dynamic interplay among various marketing elements that influence purchase decisions.

The 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.

It indicates the need for personalized marketing, building of trust, and engaging content that can meet the ever-growing expectations of discerning urban Indian consumers. Advanced technologies, including AI, big data analytics, and mobile marketing, allow businesses to tailor experiences and sustain competitive advantage in this evolving digital landscape.

In the Indian context, where internet penetration and smartphone usage are growing increasingly fast, the prospect of digital marketing is very wide and not yet utilized much for high-value electronic goods. Optimizing all strategies identified along the dimensions can help businesses stay better connected to their target audience, create long-term relationships, and strive toward sustainable growth.

This study will add to the knowledge of how digital marketing affects consumer behavior and offers a solid foundation for businesses to develop their strategies. Future studies can be carried out on further factors, including the effects of new technologies like AR/VR and blockchain and how they might be used to better enhance consumer engagement and loyalty in the digital space.

### Recommendations

- Concentrate on Social Media: Invest more in social media campaigns by enhancing influencer partnership and engaging content to increase conversion.
- Personalized Email Campaigns: Use targeted emails with personalized offers and product recommendations to continue fostering long-term relationships.
- Optimize Search Engine Strategies: Better SEO practices and targeted SEM campaigns can help optimize the visibility at the research stage.
- Enhance Affiliate Marketing: Raise awareness and transparency of affiliate links to build trust and drive engagement in this underutilized channel.

### References

1. Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. Pearson Education.
2. Lages, L. F., Abrantes, J. L., & Lages, C. R. (2008). The STRATADPT Scale: International Marketing Review.
3. Sharma, C. (2002). *Consumer Buying Behaviour Towards Online Shopping*. Indian Journal of Applied Research.

4. Venkatesh, V., & Bala, H. (2008). *Technology Acceptance Model 3*. Decision Science.
5. Bhaskar Kumar (2014). *Impact of Digital Marketing on Real Estate Industry*. International Journal of Research in Business Management.
6. Yasmin, S., Tasneem, F., & Fatema, K. (2015). *Effectiveness of Digital Marketing*. International Journal of Management Science.