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MAJOR RESEARCH PROJECT ON

**²Impact of Digital Marketing Strategies on Consumer
Purchase Behaviour in the E-commerce Industry**

Submitted By

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24/DMBA/95

Under the Guidance of

Dr. Seema

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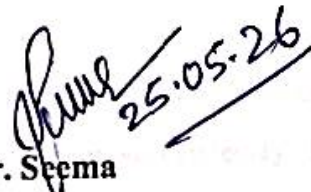
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CERTIFICATE

It is hereby certified that Harshit Maheshwari, roll no. 24/DMBA/95, has successfully submitted the major research project report entitled "Impact of Digital Marketing Strategies on Consumer Purchase Behaviour in the E-commerce Industry" in partial fulfillment of the requirement for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, Delhi for the academic session 2025-2026.


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DECLARATION

I, Harshit Maheshwari, student of the MBA Program, at Delhi School of Management, Delhi Technological University, Delhi hereby declare that the major research project titled “**Impact of Digital Marketing Strategies on Consumer Purchase Behaviour in the E-commerce Industry**” submitted to Delhi Technological University is my original work and This project accurately reflects the research and analysis conducted by me in fulfilment of the requirements for the MBA program. I conducted all the research and analysed all the data for this report.

I certify that all references and citations for any outside sources used followed the rules and were done so correctly. I declare that I have not submitted this report for review in any other course or programme, and that I am aware of the consequences of providing incorrect information in school.

Regarding the authenticity and reliability of the information contained in this project, I assume full responsibility.

Signature: _____

Date: _____

Harshit Maheshwari

24/DMBA/95

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I am thankful to the opportunity of putting on record my sincere gratitude to the individuals and institutions whose counsel and guidance were of profound value in successfully completing my major research project "²Impact of Digital Marketing Strategies on Consumer Purchase Behaviour in the E-commerce Industry".

First ^{of} all I would like to say that I am very thankful to my guide faculty Dr. Seema, who gave very valuable guidance, valuable suggestions and continuous support during this research process. Her professionalism and dedication were key factors that affected this project and her support played a crucial role in gaining an understanding on marketing especially the Meme marketing.

³ I am also grateful to Delhi School of Management (DSM) for providing me the facilities and platform for this research by Delhi Technological University (DTU). The dedication to research and academic excellence by the organization has been a source of inspiration for me throughout.

⁵⁴ I would like to further express my appreciation to all the respondents and stakeholders for dedicating their precious time and providing information that allowed me to collect enormous data and knowledge for this project. Their collaboration went a long way towards making this research a success.

Finally, I would like to express ¹⁴ thanks to my friends and family for their continuous support, encouragement, and patience throughout the length of this project. Their trust in me has been my inspiration and source of strength.

With warm regards,

Harshit Maheshwari
24/DMBA/95

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ABSTRACT

This research explores ² the impact of digital marketing strategies on consumer purchasing behaviour in the Indian e-commerce sector. With the rapid growth of digital platforms, businesses are increasingly relying on these channels to connect with customers and promote their products effectively.

The study focuses on ⁴⁸ key digital marketing tools such as social media, influencer marketing, online advertisements, and personalized campaigns. These platforms have become important in influencing modern consumers, who are more digitally aware and actively engaged in online environments.

³³ A descriptive research design has been used for the study, and primary data was collected through structured questionnaires. ¹ The findings suggest that digital marketing plays a significant role in shaping consumer decisions. Consumers tend to respond more positively to marketing strategies that are interactive, personalized, and supported by reviews or influencer recommendations.

The research also reveals that businesses are becoming more and more data-informed to gain insights into customer preferences and crafting personalized marketing campaigns. This results in greater customer satisfaction, higher conversion rate, and better brand recall.

However, there were other issues, including excessive data, advertisements, or privacy issues. Unless they're handled properly, these problems can diminish customer engagement and trust. As a result, companies must keep equilibrium and ensure that their communications are clear and pertinent.

In conclusion, the study offers insightful information that marketers can use to enhance their digital advertising strategies and adjust to the shifting demands of Indian consumers in the digital world.

1.1 Background of the Study

The way businesses deal with consumers, and operate, has undergone significant changes over the past few years. The technological advancements, availability of Internet and the use of Smartphones have made the people slowly and gradually inclined towards digital platforms for their day to day life. These days, much of consumer activity takes place on the Web, whether it's search for information, communicating with others or buying. This transition has consistently helped boost the ecommerce space, in which digital marketing is playing a significant role.

Digital marketing is simply defined as marketing that uses the internet, social media, emails and web platforms to advertise a product or service. In contrast to past years, companies don't just rely on the classic marketing techniques, such as television or newspapers. In today's day and age, they can target their audience directly, in a more personalized, quicker and often, cheaper way.

Now customers can communicate directly with businesses through social media comments, chat support, emails and feedback systems. Meanwhile they can monitor the actions of the user, including what customers search for, what they click on and what they buy. This type of data can be used to inform businesses about their customers' preferences and behaviors, which will allow them to create more effective and relevant marketing strategies.

Most people don't make decisions on the spot today. Instead they will compare products, read reviews, check ratings and, in many cases, check out the opinions of influencers before they buy. Social media platforms have been a significant influence, often forming trends and influencing opinions. As a result, it is not just one digital experience that is impacting customers' purchasing behaviour; it is multiple digital experiences.

But the world is digital, as well as has its own problems. There are many ads or promotions that customers will see throughout their day. With the multiple options & messages available, this can cause confusion or even dissatisfaction. That is why companies need to develop strategies for their marketing that are meaningful, successful & audience relevant.

A knowledge of how DM may influence the consumer purchase decision is essential in view of all these varied, ever-changing aspects of competition. They need to know what readers will like – what will make them click to purchase – what is successful and what is not.

Thus, ⁵⁵the purpose of this study is to investigate how digital marketing tactics affect consumers' online purchasing decisions. The objective is to produce data that will assist companies improve their advertising strategies & interact with current digital customers.

1.2 Rationale of the Study

These are an effort to close the knowledge gap and discover more about how DM tactics affect consumers' purchasing decisions. Specifically, the following queries will be the emphasis of the study:

1.2.1 Identify the most effective DM platforms to influence customers

Recognize what customers think and do when they see ads and advertisements internet.

1.2.3 Evaluate how reviews, celebrities, and personalization affect choices.

1.2.4 Assist companies in creating more targeted and successful marketing plans that are grounded in actual consumer preferences

Through examining these components, the study seeks to offer helpful findings that might assist organizations in improving their marketing initiatives and achieving superior results in the cutthroat digital world.

1.3 Problem Statement

In recent years, companies have increasingly turned to digital channels as a means of advertising their ¹⁰products and services. Digital marketing is one of the most essential tools to connect and interact with customers. In this day and age, companies spend a considerable amount of money and effort on online campaigns, such as social media advertising, cooperating with influencers, and custom promotions. But these investments don't always yield the desired results, not in digital marketing anyway.

This is one of the primary factors for such problems. Consumers ⁶⁶don't think in the same way or act in the same way. Some people might be impacted by ads or recommendations on social media, for example, or reviews and ratings from customers, or offers that are based on price,

like discounts and deals. This leads to the fact that a successful approach for one group of consumers may not be successful for another group of consumers.

One is the increasing amount of digital information that consumers are encountering on a daily basis. There are many ads and promotional messages in the marketplace that are vying for attention, and it's difficult for businesses to stand out. Sometimes, consumers may even ignore or skip the ads, and that makes marketing efforts less effective.

Accordingly, a more in-depth and practical understanding of consumer behaviour in digital environment is needed. It's important for businesses to understand which perceptions customers have of various forms of digital marketing, and what really drives customer buying.

1.4 Objectives of the Study

The current study aimed at understanding the impact of digital marketing on consumer buying behaviour in the E-commerce industry. With the world becoming a digital world and the consumers being inundated with online content, it's important to know what exactly is influencing their decision. With this in mind, the study aims at:

1.4.1 To analyse how different digital marketing tactics affect consumers' buying process.

1.4.2 To gain understanding of the influence of online advertising, customer reviews, ratings and promotional offers on consumer decisions.

Beyond the above, the study will also give a wider perspective on the relationship between consumers and digital content, and of how enterprises can adjust their marketing approaches to these consumer preferences.

1.5 Scope of the Study

This study mainly aims to explore the consumer behaviour in the context of digital marketing in the e-commerce sector. The study aims to explore the effect of different digital marketing strategies on the decision-making process of the consumers who actively shop online in this fast-growing world of online platforms.

The study is primarily limited to those who often buy products via ecommerce sites. It discusses the way these consumers are using different digital marketing platforms and their impact on

their purchasing habits. Specific focus is placed on popular digital marketing platforms and techniques like social media, email marketing, and online ads, which are often utilized by businesses to connect and connect with their target market.

The study also considers the overall consumer trends, preferences and attitudes towards online shopping. It aims to identify trends about consumer behaviour and how they react to digital content, offers and brand communication in the digital environment. The results of the findings are aimed at giving a general background of the consumer decision-making process online.

There are some limitations to the study that limit its scope. It doesn't include offline purchasing behaviour, though, as it's only on digital interactions. Further, the study does not make a detailed comparison between Indian market and foreign market as it is confined to the Indian market. The current study does not include an in-depth analysis of the industry, as the aim of this study is not to get in-depth knowledge about a specific industry segment.

In general, ¹the study aims to offer a more specific and effective insight into ²⁵the impact of digital marketing on consumer behaviour in the scope.

1.6 Significance of the Study

In the era of digital media, tracking consumer response to different marketing strategies, and what ultimately influences consumers' buying decisions is key.

The results of the study could be of value to many of those involved. It provides valuable tips that businesses can use to optimize their marketing strategies, reach their target audience, and boost sales. Businesses may make more efficient use of their resources and construct more successful campaigns by knowing which digital platforms work best.

The research helps businesses gain insights into consumer preferences and actions in the online environment. This may be employed to develop consumer-pleasing marketing efforts that are more pertinent, focused, or engaging. Additionally, it is a crucial study for educators as well as learners who are curious about consumer behavior and DM. It provides a framework for comprehending current trends and can provide a guide for further investigation in this area.

Consumer behaviors are the key to future profitable operations, particularly in today's fast-paced digital world with evolving consumer needs & technological advancements. This study

forther contributes to this knowledge by exploring the association ofDM tactics and customers' purchase decisions and providing data that can assist in business DM and forther research.

²⁴ CHAPTER 2 – LITERATURE REVIEW

2.1.1 The existing study is considered to be an important aspect of establishing a solid study foundation. It helps to grasp the latest ideas and research on DM and customers' buying attitudes. The researcher can learn what has already been studied, what results have been achieved and what gaps should be filled by a new study by evaluating the previous studies. This process also helps in shaping the direction of the current study.

Digital marketing has become a very significant thing over the years, primarily because of ⁹the rapid expansion of the internet, smartphones and social media platforms. As the numbers of consumers spend more and more online, businesses have slowly turned their attention toward digital marketing and promotion of their products and services. This change has prompted researchers to investigate the impact on consumer behaviour of the various digital marketing tools and strategies used.

2.1.2 Researchers have investigated the influence of digital tools, including social media, search engines and online advertising, on consumer choices in several studies. In the digital world, other factors ⁶⁸such as brand perception, customer engagement, trust and purchase intention are also being studied. Users are avid consumers of information online, such as reviews, ratings and opinions from influencers, before buying a product.

Another aspect, however, conveyed by the literature is the fact that consumers are not all alike and they can differ in terms of age, preference and online exposure. It is critical to continue growing and adapting to the shifting nature of digital marketing or the purchase experience.

So, this review of literature will help to synthesize the key results of past studies, identify ⁶¹patterns in the existing literature, and indicate the shortcomings that the current study will address.

³⁰ 2.2 Concept of Digital Marketing

DM is the advertising of goods and services via digital avenues and platforms such as websites, social media and emails. It is a vital business instrument for connecting with and engaging clients in today's digital marketplace. DM is different than traditional marketing because it enables companies to reach their target audience directly and send customized and relevant information.

One of the most significant benefits of DM is the ability to communicate in both directions. Businesses are better able to understand the demands and desires of their clients because of this interaction.

Kotler (2019) asserts that DM involves more than just product sales. It emphasizes how important it is to establish sincere relationships with customers, provide fascinating experiences, & guarantee customer satisfaction. Because DM switched from a product-driven to a customer-driven approach, it has been more effective over time. In a manner comparable, Chaffey (2020) defined DM as a broad discipline that includes a range of vital tools and methodologies. Some of the major components include:

⁴⁷ Search Engine Optimization (SEO): Making a website better for search engines.

Social Media Marketing: Selling products ⁹ using social media such as Instagram, Facebook and Twitter.

Email Marketing: Communicating directly with customers through personalized emails

Content Marketing is the creation of useful and relevant material, which captures the attention of and engages customers.

Online Advertising: Using ⁵² paid advertisements such as Google Ads and social media ads

The tools can be used to engage customers and get to a wider audience in a more targeted and measurable manner, thereby influencing their purchasing decisions.

2.3 Consumer Purchase Behaviour

Consumer purchase behaviour is the actions that the consumers take before, during and after purchasing a product or service. It is a process that isn't only the actual buying decision, but also involves many steps like identifying a need, researching information, considering alternatives, making the purchase, and post purchase feedback.

Consumer behaviour is significant for businesses because it enables them to create better products and services and marketing strategies. Consumers can be different based on their needs, preferences and external factors.

Schiffman and Kanuk (2018) noted that a mix of factors ¹ play a role in shaping consumer behaviour, and these factors fall under broad categories, such as:

Psychological factors: These are the ways in which a consumer thinks and feels, which are influenced by his or her attitude, motivation, perception and learning.

Social Factors: These include the impact of family, friends, social groups and peers.

Personal factors: These include age, income level, occupation, lifestyle and personality

With the advent of the digital era, these parameters are shaped even more by online interactions. Customers now rely heavily on digital platforms to obtain data before making a decision. They depend on online advertisements, user reviews, rating systems, and influencer suggestions to shape their thoughts and decisions.

This has raised the variety and pace of conventional decision-making methods. Consumers are becoming more knowledgeable, cautious, as well as discerning, and firms have to comprehend their actions ¹ in the context of online marketing.

2.4 Impact of ⁵⁸ Social Media Marketing

One of the most effective tools ¹ for contemporary internet marketing is social media. Interacting on social media platforms like Facebook as well as Instagram has developed into more than just a way to communicate; it is now a way for companies to advertise directly to their target audience. Posts, articles, reels, and advertisements can all be used by brands to promote their products.

According to Smith (2021), social media advertisements significantly affect the desire of customers to make purchases, especially younger people who spend a lot of time on digital platforms. In addition, collaborations with influencers further enhance the reach and credibility of marketing campaigns.

User generated content is another key factor of social media. Reviews and opinions about a product or service can be found online and shared by consumers, which can impact the perceptions of others who are interested in purchasing the same product/service. Positive feedback and input are crucial for building trust and negative experiences can have a rapid

impact on a brand's reputation. This is all the more reason why social media can be a two-edged sword, with both good and bad opportunities.

2.5 Role of Influencer Marketing

Influencer marketing is gaining prominence in the recent years and now it is a must-have feature of digital marketing strategy. ³² Influencers are people who have a large number of followers on social media platforms, who can influence the attitudes and decisions of their followers.

Influencer marketing works because influencers are relatable and trustworthy. Influencer material, in contrast to typical marketing that can be considered as promotional or slanted, is generally viewed as more honest and personable. And that is why consumers are more likely to believe product recs from influencers.

Influencer marketing has been shown to boost brand awareness and purchase intention [23]. But success is mostly dependent on a few things, such as the influencer's credibility, the quality of the material, and the match of the product with the influencer's audience. When these variables are not managed right, the impact of influencer marketing can be reduced.

2.6 Importance of Online Reviews and Ratings

In the digital age, reviews and ratings on the internet are critical in the customer's decision-making process. Most buyers want to check out reviews before they buy anything, to see how good a product is, how well it performs and how reliable it is.

Most consumers read online reviews before making a purchase (Lee, 2020). Positive review will boost trust and confidence while negative review can scare away prospective shoppers or make them think twice. This shows the importance of businesses building a strong online reputation.

E-commerce sites have a detailed grading system and customer reviews, which give the consumer an easy way to judge the products and make informed choices. Reviews serve as social proof, decreasing uncertainty and increasing the likelihood of purchase.

2.7 Effect of Discounts and Promotional Offers

Discounts and promotions are very common in the business world, as a way to bring in clients and promote sales. Rebates, seasonal sales and ⁵⁷limited-time offers generate a sense of urgency, leading consumers to purchase more quickly. Research has found such discounts can greatly affect consumer behaviour, especially those who are sensitive to price. Most consumers are motivated to purchase a product when they think they are getting a good deal or money saving. This can lead to impulse shopping often, especially when sales are happening. But over-dependence on discounts can have harmful long-term repercussions. It is common to lower prices, but this can devalue a brand and damage loyalty among clients. So, the companies need to find a way to still offer good deals without damaging their brand image.

²⁴ CHAPTER 3 - RESEARCH METHODOLOGY

Research design is a meticulous planned and systematic arrangement framed to guide a research study. It clearly states the purpose of the study and the methods that are going to be utilized in an effort to achieve the objectives. Fundamentally, it describes the methods and procedures used to gather the information necessary to solve the research problem. This means decisions regarding how data analysis and collection are connected to each other in a manner that it optimizes both the context to the research problem as well as the process effectiveness. Such that, a research design is then the intellectual pillar to carry out any research.

The last chapter presented a general overview of literature that was pertinent. Review of pertinent material provided the researcher with in-depth knowledge of the subject to be researched as well as the method and procedure to be employed for this study.

This chapter also gives an accurate description of the research approach adopted in this research, including the problem statement, the operational definitions, sampling technique, sample size, and description of instruments.

Basically, research design refers to a logical and orderly plan developed with the primary intent of controlling the whole research process. It is actually a quest for knowledge—new facts are unveiled and previous facts are validated by using scientific methods to trace social or natural phenomena. In the last chapter, there was a cursory glance at pertinent literature, providing the researcher with a solid foundation in both the topic of study and the methodology needed for this research.

³ The research design of the said study is shown in the current chapter under problem statement, operational definitions, sampling process, sample size, and tool description.

³¹ 3.1 Research Design

The present study adopts a descriptive research design, as it is most suitable for understanding and analysing consumer behaviour in the context of digital marketing. This type of research

design focuses on describing the characteristics, opinions, and behaviour of a particular group based on the data collected, without manipulating any variables.

Descriptive research in this study helps to gain a comprehensive picture of how consumers respond to different digital marketing methods. It allows the researcher to analyse patterns, trends and interactions between factors such as marketing, social media influence, reviews and purchase decisions.

This is different from experimental research, in that it does not involve manipulating or controlling factors. Instead it is about looking at current behaviours and analysing them in an organised way. This is more realistic and relevant, especially when looking at real world customer interactions in the digital arena. Generally, the descriptive research design is used to provide valuable insights into customer behaviour which can further aid organisations to improve their digital marketing tactics.

3.1.1 Type of Research

The research is exploratory in nature and its main objective is to collect and analyse numerical data to understand consumer behaviour. In this research data has been collected through structured questionnaire and responses are recorded in a measurable form which makes it easy to perform statistical analysis.

This study is appropriate for a quantitative approach as it enables the researcher to determine patterns, trends and relationships between different factors such as digital marketing strategies and customer purchase decisions. The numerical data allows the study to present the findings in a more objective and methodical manner.

Furthermore, it helps in summarising the large amount of data into relevant insights by using tools such as percentages, charts and simple statistical approaches. This allows to interpret and compare results.

This research is quantitative in nature. This makes the findings more structured and reliable and can be used to form logical data driven conclusions about the ¹effect of digital marketing on consumer behaviour.

¹⁶3.1.2 Data Collection Methods

Data collection is an important part of any research, as the quality of findings largely ⁶⁰depends on the accuracy and relevance of the collected ¹⁶data. Both primary and secondary data have been used for this study so as to have ²⁷a comprehensive understanding of the research topic.

3.1.2.1 Primary Data

Data has been ⁴⁰collected directly from the respondents through a questionnaire. The questionnaire was designed to collect data on consumers' preferences, opinions and behaviour regarding ¹digital marketing and online shopping.

To facilitate the process and make it accessible, the questionnaire was sent through online platforms such as Google Forms. This method facilitated the respondents to participate easily from different locations and helped in collection of responses in a quicker and more organised manner.

3.1.2.2 Secondary Data

Additional information, which has been gathered and released by other investigators and reputable sources, was used to support the investigation and give a theoretical basis. The following were other sources of information used in this study:

- Research papers and academic journals
- Books related to marketing and consumer behaviour
- Articles and reports available online
- Reliable online sources and databases

This information aids in comprehending current hypotheses, contrasting results, or bolstering a study's overall evaluation.

3.1.3 Sampling Method

Specific sampling is used in the research, and individuals are selected based on their willingness and accessibility to be involved. Due of its quickness and ease of usage, this approach is widely used in academic studies.

Individuals in this research were selected from within regular online shoppers. websites were used to gather the data, which made it simpler to locate respondents who were willing to provide their answers.

Although convenience sampling ³⁹ may not represent the entire population perfectly, it provides useful initial ⁶² insights into consumer behaviour, especially when time and resources are limited.

⁶² 3.2 Data Collection

Good collection of data is critical for the success of any business or market study since the credibility of data will define the outcome of the study. Data can be obtained from two ⁶⁷ primary sources:

- **Primary data-** Primary data are collected directly, either by direct observation or through direct replies formulated specially for the research intent. Primary data for the purpose of this research were collected primarily through surveys using ⁵⁹ structured questionnaires.

- **Secondary data -** Secondary data is data collected by another individual for some other reason and re-used in this present research. This method saves money and time and incorporates data from publications, journals, magazines, reports, company websites, etc., and other published materials. The intention is to present a good analysis on the basis of these pre-existing data sets.

Here secondary data were gathered through a mix of records, books, journals, and magazines. publications, etc. company websites.

3.3 Sampling Method

Sampling entails picking a smaller population from the population for the purpose of representing the entire population. The sample chosen acts as a determinant of whether or not the outcome of the research can be generalized. Depending on the objectives of the study, either

the whole population will be queried or a representative subgroup will be sampled to act on behalf of the population.

⁴⁴ 3.3.1 Sample Size

The sample size for this study consists of approximately 50 respondents. This range has been selected to ensure that the data collected is sufficient for meaningful analysis while remaining manageable within the given time constraints.

3.3.2 Data Analysis Tools

Microsoft Excel: To arrange, classify, and evaluate the gathered information

Percentage analysis: To determine patterns and comprehend the percentage of replies.

Graphs and charts (bar graphs, pie charts): To effectively and comprehensibly display the facts clearly.

T-test and CHI- Square Test.

3.4 Limitations of the Study

As in any study, there are ⁴⁸limitations that should be kept in mind when interpreting the results of the current study. Extremely small sample - results ⁷may not be representative of the total population. Responses may be biased as some may not answer truthfully.

This assessment is not exhaustive because of a limitation of time in the research.

The research may not be representative of other groups of consumers, since it is based on a subset of consumers who are active users of the web.

But these restrictions do not diminish the significance of the study in gaining insights into ²⁵consumer behavior or the influence of digital marketing on consumer purchasing decision.

Questionnaires attached afterwards:

CHAPTER ⁶⁴4 – DATA ANALYSIS AND INTERPRETATION

The examination of basic data gathered from 100 people who responded via a structured questionnaire is presented in this part. Demographics, purchasing goods online habits, the effect of digital channels, the influence of reviews or celebrities, buying decisions, consumer opinions, and attitude expressions were all addressed in the questionnaire. Inferential analysis utilizing the chi-square or independent sampling t-tests is used in addition to descriptive to ascertain if observable variations are statistically meaningful or the result of sample variance.

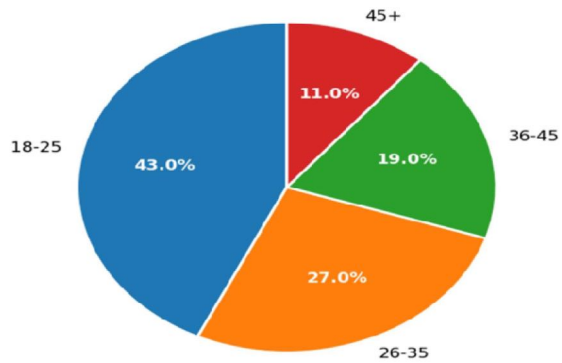
⁸SECTION A – DEMOGRAPHIC PROFILE

4.1 Age Group of Respondents

Table 4.1 – Age Group of Respondents

Response Option	No. of Respondents	Percentage (%)
18-25	43	43%
26-35	27	27%
36-45	19	19%
45+	11	11%
Total	100	100%

Age Group Distribution



The majority of the specimen is younger. The largest proportion of responders (43%) were in the 18–25 age group, followed by the 26–35 age group (27%). These 2 age limit account for 70% of the total sample, which is a reasonably good picture of the demographic responsible for the majority of India's e-commerce activity at the moment. A further 19% comes from the 36–45 age group, and the remaining 11% comes from the 45+ age group.

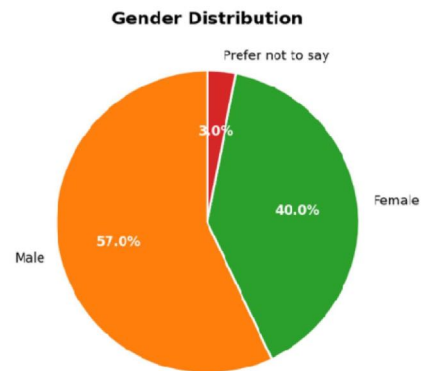
4.2 Gender of Respondents

Gender distribution is a crucial demographic feature, particularly as different groups have different web usage habits and reactions to advertisements.

Table 4.2 – Gender Distribution

Response Option	No. of Respondents	Percentage (%)
Male	57	57%
Female	40	40%
Prefer not to say	3	3%

Total	100	100%
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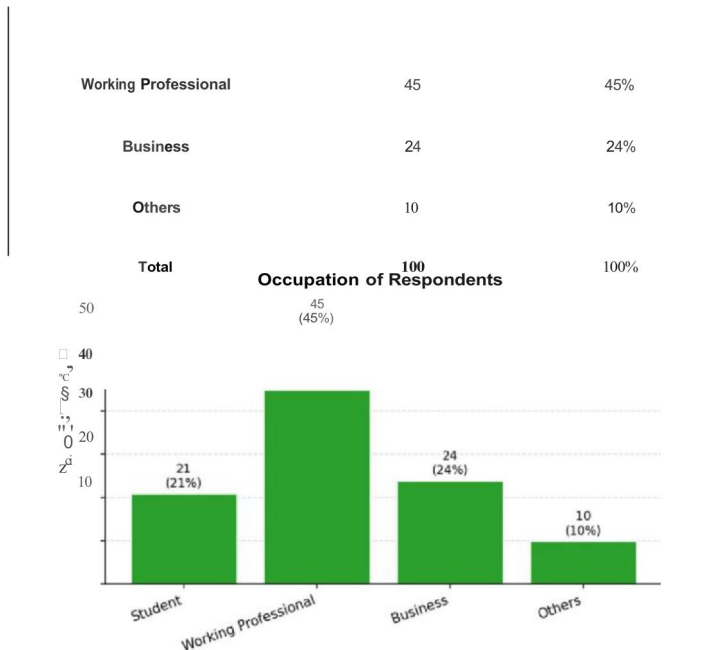
The study size consists of 40% female responders and 57% men in the study. The rest, or 3% withheld their information. The share of men is a little higher, but the share of women is high enough that any pattern that emerges from the analysis can be taken as reasonably representing both perspectives. This is especially relevant considering the growing influence women now have in influencing online buying across categories such as apparel, beauty and home essentials.

4.3 Occupation of Respondents

Occupation often serves as a proxy for both purchasing power and the amount of time a person can realistically be expected to spend online. For example, students and working professionals tend to engage with digital platforms very differently from business owners.

⁸
Table 4.3 – Occupation of Respondents

Response Option	No. of Respondents	Percentage (%)
Student	21	21%



Working professionals make up the largest group at 45 percent. That's not surprising: this segment has a stable income, access to a smartphone throughout the working day and the disposable spending power to engage with online platforms. Next are business owners at 24 percent, and students not far behind at 21 percent. Although students may not have a high disposable income, they are one of the most digitally engaged demographics and tend to respond well to social media advertising and influencer-led content. The remaining 10 percent are the 'Others' which includes homemakers and retired persons..

4.4 Frequency of Online Shopping

The more frequent a person shops online, the more digital marketing he is exposed to and the more susceptible he is towards it. A weekly shopper is far more likely to be influenced by sales notifications, personalised ads and influencer-driven content than someone who shops only once in a while.

Table 4.4 - Online Shopping Frequency

Response Option	No. of Respondents	Percentage (%)
Frequently (Weekly)	48	48%
Occasionally (Monthly)	40	40%
Rarely	12	12%
Total	100	100%



The 48% of respondents said they often purchase online, and 40% said they shop at least once a month. Only 12% of participants mostly elderly participants or those in the "Others" occupational category shop seldom, whereas 88% of participants are regular online shoppers with significant exposure to digital marketing. The significant amount of online buying in this group supports the viewpoints expressed in the subsequent parts of the survey.

SECTION B - ONLINE SHOPPING BEHAVIOUR

4.5 Preferred E-Commerce Platform

The site a user chooses reveals a lot about their buying habits, the types of advertising they are exposed to, as well as their brand loyalty. Many platforms also run different types of advertising, thus knowing the platform's mix is important before answering subsequent queries about advertising channels.

Table 4.5 - Preferred E-Commerce Platform

Response Option	No. of Respondents	Percentage (%)
Amazon	46	46%
Flipkart	22	22%
Myntra	15	15%
Others	17	17%
Total	100	100%

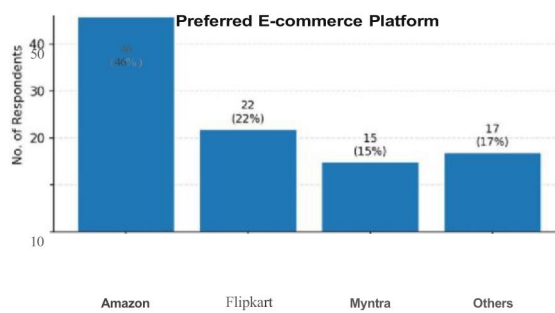


Figure 4.5 - Preferred E-Commerce Platform

Here, 46% of respondents said they use Amazon the most, making it the obvious pick. With 22 percent, Flipkart is in a strong second position, especially among consumers who are value-conscious and buy electronics. 15% of the tastes go to Myntra, which is significant since it emphasizes the significance of fashion-focused e-commerce, where celebrity content and

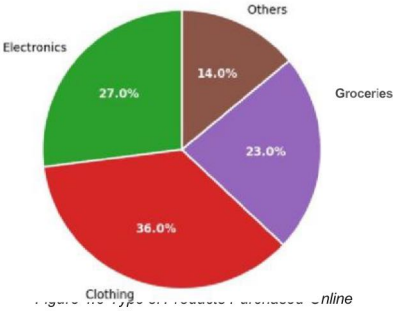
Instagram advertising may have the most impact. The remaining 17% select alternative websites like Meesho, ykaa, or Ajio.

4.6 Type of Products Purchased **Online**

Different product categories lead to quite different purchase behaviours.

Table 4.6 - Type of Products Purchased Online

Response Option	No. of Respondents	Percentage (%)
Electronics	27	27%
Clothing	36	36%
Groceries	23	23%
Others	14	14%
Total	100	100%



With 36% of all purchases made, clothing is the most popular group, just ahead of electronics (27%). A smaller share of gadgets typically entails higher-value and more deliberate purchases, which underscores the importance of review-related items later in this research. Groceries accounted for 23 per cent of the responses, a category which has seen rapid growth in the post-

pandemic era, with the rise of quick-commerce players such as Blinkit, Zepto and Instamart. Books and home decor all fall under the "Others" category, which accounts for 14% of the sum.

4.7 Average Monthly Online Spending

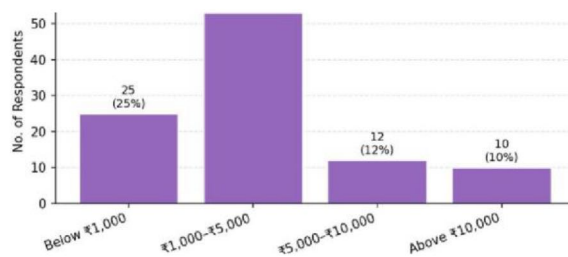
Consumption patterns provide an approximate measure of how strongly anyone is involved in the e-commerce industry. They can also assist advertisers determine which expenditure segments respond best to various types of online ads.

Table 4.7-Average Monthly Online Spending

Response Option	No. of Respondents	Percentage (%)
Below ₹1,000	25	25%
₹1,000-₹5,000	53	53%
₹5,000-₹10,000	12	12%
Above ₹10,000	10	10%
Total	100	100%

Average Monthly Online Spending

60
53 (53%)



The majority of those surveyed (53 percent) fall into the \$1,000 to \$5,000 category, making it the study's main expenditure section. Another 25% is below ₹1,000. These are typically price-conscious buyers who rely extensively on vouchers or seasonal offers. 22% of consumers pay

over ' <5,000 per month, making them a high-value niche that benefits from premium positioning & retargeting ads. 75% of the participants spend more than □1,000 each month online, indicating their persistent digital spending habits.

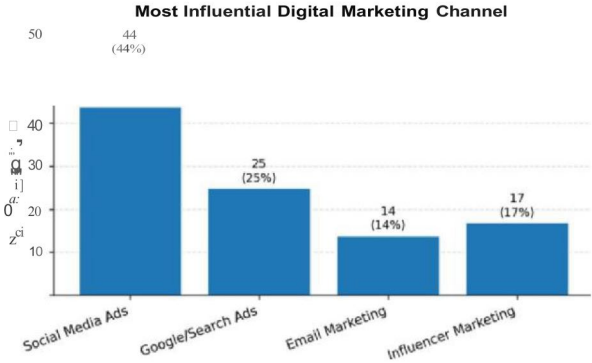
SECTION C - DIGITAL MARKETING INFLUENCE

4.8 Most Influential Digital Marketing Channel

Consumers were surveyed as to which of the many DM platforms accessible to them social media, search ads, email, and influencer promotions had the biggest impact on their selections. The responses assist advertisers in determining where their funds are most spent.

Table 4.8 - Most Influential Digital Marketing Channel

Response Option	No. of Respondents	Percentage (%)
Social Media Ads	44	44%
Google/Search Ads	25	25%
Email Marketing	14	14%
Influencer Marketing	17	17%
Total	100	100%



4.9 Influence of Social Media Advertisements on Purchase Decisions

Choosing the best path is one thing; figuring out whether the channel actually drives sales is quite another.

Table 4.9 – Influence of Social Media Ads on Purchase Decisions

Response Option	No. of Respondents	Percentage (%)
Yes	63	63%
No	10	10%
Sometimes	27	27%
Total	100	100%

Influence of Social Media Ads on Purchase

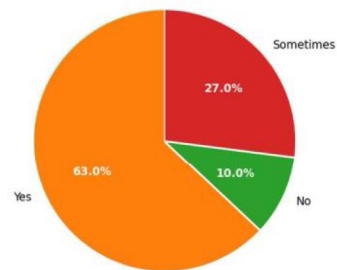


Figure 4.9 – Influence of Social Media Ads on Purchases

In figure 4.9, 63% of those surveyed report that social media marketing directly impacts their purchasing decisions, while 27% report that it occasionally influences them. Social media advertisements have a bigger effect than many traditional marketing tactics, affecting 90% of people overall. Just 10% say they have no influence.

4.10 Frequency of Noticing Online Advertisements

Since an advertisement can have an effect, it needs to first be acknowledged. This inquiry examines the frequency with which users register online advertisements.

Table 4.10 – Frequency of Noticing Online Advertisements

Response Option	No. of Respondents	Percentage (%)
Very often	55	55%
Sometimes	31	31%
Rarely	14	14%
Total	100	100%

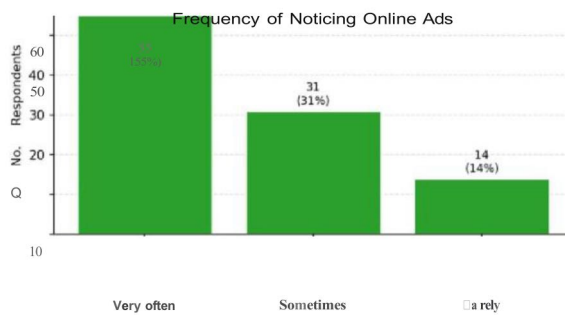


Figure 4.10- Frequency of Noticing Online Advertisements

In fig. 4.10, 31% of respondents said they frequently view online advertisements, compared to 55% who say they do very often. These represent 86 percent of the sample's frequent exposure to digital marketing. The 14 % who say they rarely notice ads are probably either using ad blockers or have developed what researchers sometimes call "banner blindness" the habit of mentally tuning out anything that looks like advertising. For ads to have any meaningful impact they need to feel contextual and relevant.

4.11 Perceived Relevance of Personalised Advertisements

Personalisation has become one of the central themes of modern digital marketing. The question is whether consumers actually find these personalised ads useful, or whether they tip over into feeling intrusive.

Table 4.11 – Perceived Relevance of Personalised Advertisements

Response Option	No. of Respondents	Percentage (%)
Yes	43	43%
No	10	10%
Sometimes	47	47%
Total	100	100%

Relevance of Personalised Ads

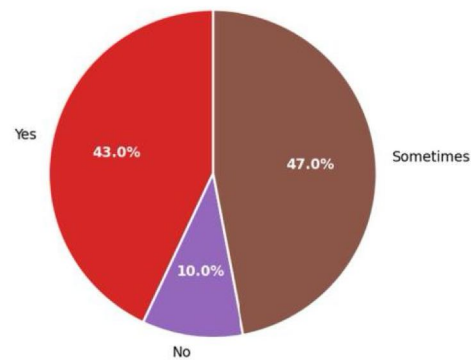


Figure 4.11 – Relevance of Personalised Advertisements

Ninety percent of respondents say they always find personalised ads relevant or that it depends on the situation, as 43 percent say they always find personalised ads relevant and another 47 percent say it depends on the situation. Only 10% find them not relevant. This is broadly good news for brands that take the trouble to target using data, but the very large 'sometimes' camp is worth a look. The implication is that personalisation works well when the signals are fresh, but it feels off-target or stale when the targeting is based on old browsing history or one-off purchases.

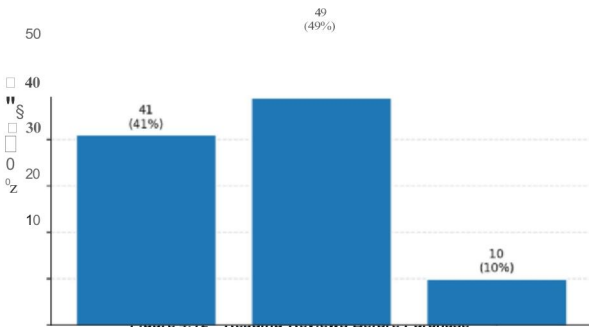
SECTION D - REVIEWS AND INFLUENCER IMPACT

4.12 Frequency of Reading Online Reviews Before Purchase

Reviews have become arguably the most relied-upon decision aid in the online buying process.

Table 4.12- Reading Reviews Before Purchase

Response Option	No. of Respondents	Percentage (%)
Always	41	41%
Sometimes	49	49%
Never	10	10%
Total	100	100%



The 41% of participants said they always read reviews before making a purchase, while another 49 percent do it selectively. A mere 10% do not bother to review. 90 percent of review-reading validates what many e-commerce companies already know: the review section of a product site is perhaps the most important piece of content in the consumer's journey, often outweighing the item's descriptor itself.

4.13 Degree of Influence of Online Reviews

Studying an article is one thing, but being affected by it is else. This inquiry goes a step further by asking how much evaluations influence the final buying decision.

Table 4.13 - Degree of Influence of Online Reviews

Response Option	No. of Respondents	Percentage (%)
Highly	60	60%
Moderately	28	28%
Not at all	12	12%
Total	100	100%

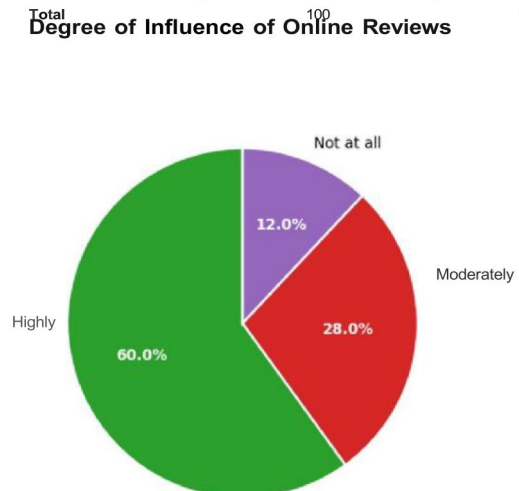


Figure 4.13 - Degree of Influence of Online Reviews

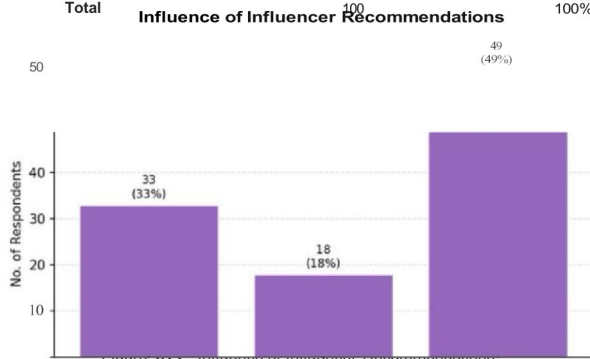
Sixty percent of participants think evaluations have a significant influence on their decisions, while another 28% say the effect is modest. Only 12% are fully unaffected by what other consumers say. With a combined influence rate of 88 percent, reviews are one of the most potent forces driving online purchasing decisions. This holds true for all ages, jobs, and income ranges. For companies, the bottom line is straightforward: control your online review process, react to bad comments, and then make it as simple as is practical for satisfied consumers to share their experiences.

4.14 Influence of Influencer Recommendations on Buying Decisions

Beyond simply appreciating the content, the issue is how much weight consumers genuinely give these recommendations.

Table 4.14 - Influence of Influencer Recommendations

Response Option	No. of Respondents	Percentage (%)
Yes	33	33%
No	18	18%
Sometimes	49	49%
Total	100	100%



Many customers are impacted by influencer marketing: 49% think it depends upon the circumstances, while 33% are directly impacted. Just 18% say they are completely unaffected. This demonstrates that marketers should prioritize market fit and interaction quality over number of followers when using influencer marketing.

SECTION E - PURCHASE DECISION FACTORS

4.15 Most Important Factor Influencing Purchase Decision

For any **OM** schedule, figuring out what ultimately drives a customer over the edge is crucial. The important component of the buying equation is the subject of this investigation.

Table 4.15 - Most Important Factor Influencing Purchase

Response Option	No. of Respondents	Percentage (%)
Price/Discount	28	28%
Reviews	19	19%
Brand	14	14%
Quality	39	39%
Total	100	100%

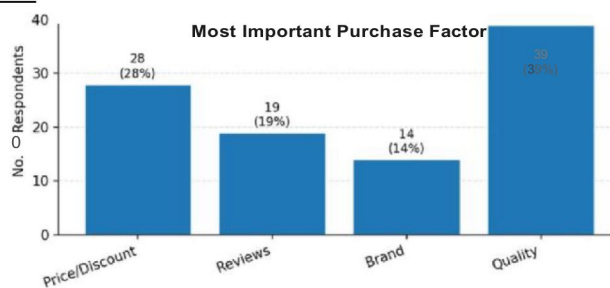


Figure 4.15 - Most Important Purchase Factor

Online customers rank dependability as their top priority (39%), followed by price and discounts (28%), which combined account for 67% of answers. This demonstrates that Indian customers want high-quality goods at reasonable costs. 19% of consumers are influenced by reviews, while 14% are influenced by reputation of the brand.

4.16 Role of Discounts and Offers in Purchase Encouragement

One of the most popular strategies for online marketing is promotional pricing. This question evaluates how well it convinces consumers to buy.

Table 4.16- Role of Discounts and Offers in Encouraging Purchase

Response Option	No. of Respondents	Percentage (%)
Yes	71	71%
No		9%
Sometimes	20	20%
Total	100	100%

Discounts and Offers Encouraging Purchase

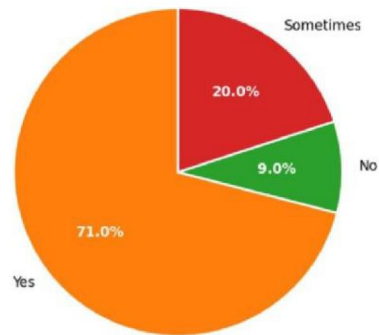


Figure 4.16- Discounts and Offers Encouraging Purchase

Promotional pncmg is a potent marketing tactic, as evidenced by the fact that 91% of respondents are affected by discounts and offers 71% always and 20% occasionally. While package deals, discounts, flash sales, and holiday offers might increase conversion rates, over-discounting can eventually erode a brand's perceived value.

4.17 Incidence of Impulse Purchases Due to Online Ads or Offers

One of the more straightforward behavioural effects that OM attempts to elicit is impulse purchase. This question determines how frequently it truly occurs in real life.

Table 4.17 – Impulse Purchase Due to Online Ads or Offers

Response Option	³⁷ No. of Respondents	Percentage (%)
Yes	69	69%
No	31	31%
Total	100	100%

Impulse Purchase Due to Online Ads/Offers

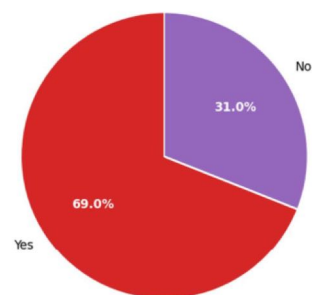


Figure 4.17 – Impulse Purchase Due to Online Ads or Offers

Online marketing has a significant impact on impulsive purchases; 69% of the participants acknowledged making purchase as a result of advertising and marketing strategies. While a smaller minority continues to be more deliberate and careful in their purchasing behaviour, features like stock alerts and limited-time deals promote hasty purchases.

SECTION F – CONSUMER PERCEPTION

4.18 Level of Trust in Digital Advertisements

Any successful marketing strategy is built on trust. Perhaps the most inventive person will find it difficult to transform without it. This question measures participants' real level of trust in digital advertising.

Table 4.18- Level of Trust in Digital Advertisements

Response Option	No. of Respondents	Percentage (%)
Yes	25	25%
No	37	37%
Sometimes	38	38%
Total	100	100%

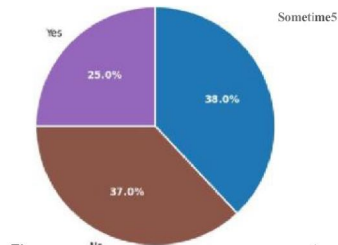


Figure 4.18 Trust in Digital Advertisements

With 75% of respondents expressing some degree of skepticism regarding internet advertisements, consumer trust in digital advertising is poor. The primary causes of this credibility gap are deceptive advertising and fake influencer marketing, underscoring the need for firms to be more transparent and genuine.

4.19 Consumer Perception of Advertisement Overload

For many people, the overwhelming amount of digital advertising in daily life has become a source of frustration.

Table 4.19 – Consumer Perception of Advertisement Overload

Response Option	⁴³ No. of Respondents	Percentage (%)
Yes	40	40%
No	¹⁷	¹⁷ %
Sometimes	43	43%
Total	100	100%

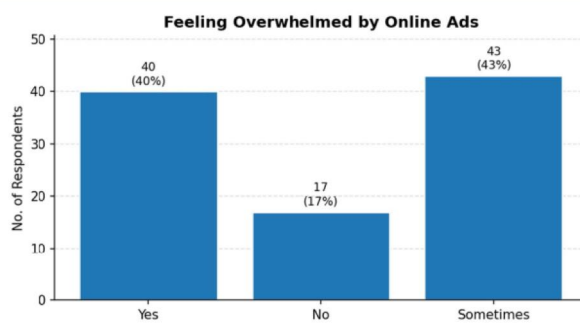


Figure 4.19 – Feeling Overwhelmed by Online Ads

Naturally respondents, 43% say they occasionally feel overpowered by the amount of advertising they see online, and 40% say they always do. Merely 17% of respondents claim not to experience the overload. Additionally, marketers should take note of the 83% of people who experience some degree of ad exhaustion.

SECTION G – LIKERT-SCALE ATTITUDE STATEMENTS

To facilitate a more thorough analysis of consumer perceptions, ¹⁶Mean scores and standard deviations for each statement are reported below.

Table 4.20- Descriptive Statistics for Likert Statements (N=100)

Statement		
Q21- Digital ads innuence my buying decisions	3.78	0.99
Q22 - I generally trust the reviews I read online	3.68	0.96
Q23 - Personalised ads feel intrusive to me	3.59	0.95
Q24 - I make impulsive purchases because of online offers	3.28	0.99
Q25 - I am satisfied with my overall online shopping experience	4.00	0.75
Q26- I would recommend my preferred e-commerce platform	3.98	0.85

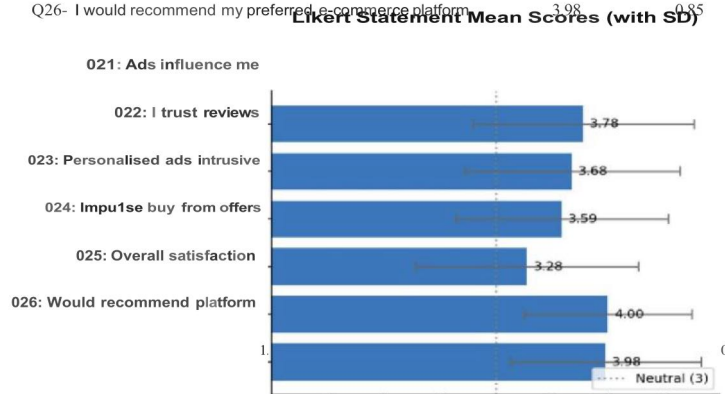


Figure 4.20- Mean Likert Scores (with Standard Deviation)

Three patterns immediately jump out. Firstly, respondents generally agree that digital advertising influences their decisions (Q21 mean= 3.78) and that online reviews are generally reliable (Q22 mean= 3.68). Secondly, the average score on intrusiveness of personalised ads (Q23 = 3.59) is also above the neutral mark, suggesting a tension between liking personalised content and feeling its intrusiveness. This tension has arisen in similar studies before. Third, the general satisfaction with online shopping is high (Q25 mean = 4.0, SD = 0.75) and the

willingness to recommend the preferred platform is also high (Q26 mean = 3.98). Impulse-buying behaviour (Q24) is nearer the middle of the scale, but as the t-test in the next section will show, these average masks an important difference between student and working-professional respondents.

SECTION H – CHI-SQUARE TESTS OF INDEPENDENCE

Descriptive frequencies tell us what people are doing, but cannot tell us whether two categorical variables are statistically related to each other. To address this, three chi-square independence tests have been conducted on the survey data. ⁵ The chi-square test compares the observed distribution of frequencies in a cross-tabulation with the expected distribution of frequencies if the two variables are truly independent. If the p-value is small (typically below 0.05) this indicates that the pattern we observed is unlikely to be a chance finding and there may be a real association between the variables.

4.21 Test 1: Age Group and Influencer Impact

This first test examines whether a respondent's age group is independent of the extent to which they are influenced by social media influencers. The null hypothesis is that age and influencer impact are not related.

Table 4.21 – Crosstabulation: Age Group × Influencer Impact

Age Group	Yes	Sometimes	No	Total
18-25	17	21	5	43
26-35	12	9	6	27
36-45	4	10	5	19
45+	0	9	2	11
Total	33	49	18	100

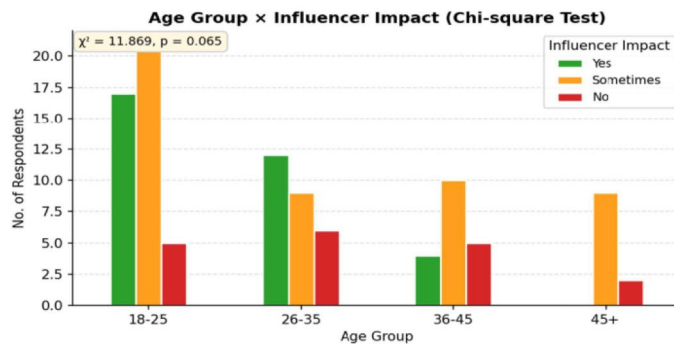


Figure 4.21 – Age Group × Influencer Impact

The chi-square value for this test was 11.869. This test possesses 6⁵⁰ degrees of freedom. The p-value for this test was .065. The p-value is nearly in the rejection region for the common 5 percent significance level, and thus the null hypothesis of independence cannot be formally rejected. But the figure is close enough to the criterion to demonstrate that there is a discernible trend. The trend is also very clear in the cross-tabulation. Respondents between 18-25 and 26-35 are more likely to answer that influencers do affect their purchasing decisions but respondents over 45 rarely give an emphatic ‘Yes’.¹⁰ The sample size is not quite large enough⁵ to make the association statistically significant at the 0.05 level. But then the descriptive direction of the effect is consistent with what intuition would predict – influencer marketing skews younger.

4.22 Test 2: Gender and Trust in Digital Advertisements

The second test asks whether gender is independent of the level of trust placed in digital advertisements. The hypothesis being tested is that men and women, in this sample, do not differ in the way they trust digital ads.

Table 4.22 – Crosstabulation: Gender × Trust in Digital Advertisements

Gender	Yes	Sometimes	No	Total
Male	15	21	21	57
Female	10	15	15	40
Prefer not to say	0	2	1	3

Total	25	38	37	100
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Here, the chi-square value is 1.475 with 4 degrees of freedom and a p-value of 0.8311. This is well above the 5 per cent level of significance and the null hypothesis of independence can not be rejected. In short, the data do not provide any statistical evidence that men and women in this sample differ in their trust in digital advertising. This is in fact a meaningful finding in itself - it implies that the credibility gap identified in Section 4.18 is common to both genders. The trust deficit is not a male vs. female issue, but a systemic issue that the digital advertising industry will have to resolve with the entire consumer base in mind.

4.23 Test 3: Occupation and Impulse Buying Behaviour

The third test checks whether a respondent's occupation is independent of whether they have ever made an impulse purchase driven by an online advertisement or offer. The null hypothesis is again no association.

Table 4.23 – Crosstabulation: Occupation × Impulse Buying

Occupation	Yes	No	Total
Student	16	5	21
Working Professional	32	13	45
Business	16	8	24
Others	5	5	10
Total	69	31	100

The test yields a chi-square statistic of 2.35 with 3 degrees of freedom and a p-value of 0.503. Again, this p-value is far greater than 0.05 and so we do not reject the null hypothesis of independence. A respondent's identity as a student, working professional, business owner or otherwise does not appear to systematically influence their likelihood of having made an

impulse purchase. Across all four occupational categories, there is a high overall rate of impulse buying, which suggests that the trigger mechanisms employed by online platforms – countdown timers, push notifications, scarcity cues – function fairly uniformly irrespective of who is the recipient.

SECTION I – INDEPENDENT-SAMPLES T-TESTS

Chi-square tests are useful for testing relationships between categorical variables, but they do not tell us if two groups differ on a continuous measure. For this purpose, this study relies on the independent-samples t-test. This test compares the mean scores of two groups on a Likert-scale variable, and it assesses whether the observed difference is statistically significant or not. Three such tests are reported below, each of which was selected to test a hypothesis suggested by the descriptive data but not formally testable.

4.24 Test 4: Gender Differences on Perceived Intrusiveness of Personalised Ads

This test compares male and female respondents on their level of agreement with Statement Q23 — ‘Personalised advertisements feel intrusive to me’. The descriptive data in Section G hinted at a possible gender difference, and the t-test puts this on a firmer footing.

Table 4.24 – Group Statistics: Q23 by Gender

Group	N	Mean	Std. Dev.
Male	57	3.46	0.93
Female	40	3.83	0.96

Welch t-test: $t = -1.892$, $p = 0.062$. This result just misses the conventional cut-off at the 5 percent significance level; the difference is not statistically significant at the stringent 0.05 level, but is significant at the more relaxed 0.10 level. Statisticians would call this a marginally significant effect. But the direction of the difference is clear and interpretable: female respondents (mean=3.83) report that they find personalised ads more intrusive than their male counterparts (mean=3.46). One possible reason is that women are more likely to be targeted by

hyper-personalized beauty, fashion and lifestyle campaigns that may feel like an invasion of personal browsing space, rather than a helpful prompt over time.

4.25 Test 5: Impulse Buying — Students vs Working Professionals

This second t-test compares student respondents with working professionals on their agreement with Statement Q24 — ‘I make impulsive purchases because of online offers’. The choice of groups is deliberate: these are two of the largest demographic blocks in the sample and they differ substantially in lifestyle, spending power and time spent online.

Table 4.25 – Group Statistics: Q24 by Occupation

Group	N	Mean	Std. Dev.
Student	21	3.71	0.85
Working Professional	45	3.07	1.03

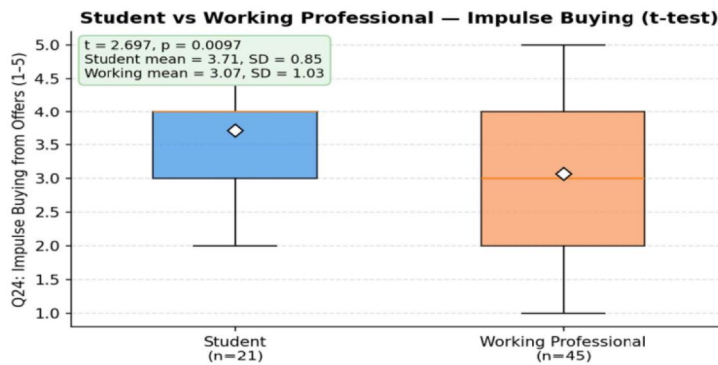


Figure 4.22 – Student vs Working Professional — Impulse Buying (t-test)

The test showed a result of $t = 2.697$, $p = 0.0097$ ⁴² which is obviously less than the significance level of 0.05. Therefore, we can reject the null hypothesis and confidently conclude that students and working professionals differ in terms of the frequency of being prompted to impulse buy by online offers. The average for working professionals was 3.07, substantially lower than the average for students, which was 3.71. In short, students are more likely to say they get caught up in internet offerings than working professionals. It makes sense intuitively.

Students are on social media more, more vulnerable to FOMO-driven information and have less fixed financial responsibilities to think twice about before hitting 'Buy Now'. From a marketing perspective, aggressive flash sale methods will disproportionately work well when targeted at students, whereas a more value-driven, information-rich approach is likely to work well with working professionals.

4.26 Test 6: Satisfaction — Frequent vs Occasional Online Shoppers

The third t-test asks a slightly different question: do people who shop online frequently report higher satisfaction than those who do so only occasionally? Intuitively, the assumption might be that frequent shoppers are happier with their online experience, but the data tell a more interesting story.

Table 4.26 – Group Statistics: Q25 by Shopping Frequency

Group	N	Mean	Std. Dev.
Frequently (Weekly)	48	3.92	0.77
Occasionally (Monthly)	40	4.08	0.80

The t-statistic is -0.944 with a p-value = 0.3481. This ¹²is much larger than 0.05. Thus, we are unable to reject the null hypothesis of equal means. Overall satisfaction with online buying experience is very similar for frequent customers (mean = 3.92) and occasional shoppers (mean = 4.08).

CHAPTER 5 - FINDINGS AND SUGGESTIONS

5.1 Results A series of recurring patterns regarding how digital marketing influences customer behaviour in India's current e-commerce ecosystem are shown by the analysis of responses from 100 respondents.

5.1.1 70% of those surveyed are between the ages of 18 and 35, 45% are employed professionals, as well as 48% purchase online weekly, all of which are indicative of India's active digital consumer base.

5.1.2 44% of respondents said social media marketing is the medium that affects them the most, far more than Google or search ads (25%), influencer marketing (17%), and email (14%). Social media inquiries, yet ad weariness is real. 90% of respondents specifically stated that social media advertisements had an impact on their purchases (63% yes, 27% occasionally). While 86% of respondents claim to view digital advertisements regularly or occasionally, 83% report feeling overpowered by them.

5.1.3 The big "sometimes" part is that 43% of the participants always allow personalized advertising, 47% accept it conditionally, and only 10% refuse it completely. Personalization only works when it is new.

5.1.4 Assessments are the most effective tool for influencing decisions. A staggering 90% of respondents said they checked reviews before making a purchase, and 88% said reviews had a significant (60%) or minor (28%) impact on their choice. The Likert score on confidence in reviews (Q22 mean 3.68) supports this.

5.1.5 Although just 33% of respondents are consistently impacted, 82% of participants indicated that influencer marketing has a strong reach. Even though the age-based chi-square result was marginally above the traditional significance level ($\chi^2 = 11.87$, $p = 0.065$), younger respondents seemed more responsive than those over 45.

5.1.6 While discounts greatly encourage impulsive buying, particularly among students compared to working professionals, quality and price continue to be the primary determinants of purchase decisions. Occupational differences in impulsive buying behaviour are highlighted by the significant ⁶³ t-test result ($t = 2.70, p = 0.0097$).

5.1.7 The majority of those surveyed expressed either conditional trust or skepticism toward internet advertisements, indicating a comparatively low level of trust in digital advertising.

5.2 Suggestions

5.2.1 Anchor strategy in social media, but treat platforms separately Social media should continue to be the lead influence channel for brands, with 44% of respondents citing it as their top influence channel. How you generate results is “platform-specific creative discipline,” because what works on Instagram Reels may not work on Facebook or YouTube. 83% of respondents are already drowning in online advertising, meaning frequency capping and audience segmentation are as critical as creative volume.

5.2.2 Visible and up-to-date Personalisation The big “sometimes” bucket on personalisation relevance indicates targeting that is often off-base. Brands need to look at real-time behavioural signals, not legacy history and consider giving users some visibility into how they are being targeted. Personalisation built on trust and relevance for the user.

5.2.3 Make reviews a primary marketing channel Brands should prioritise active review acquisition within the post-purchase journey, respond swiftly to negative comments and highlight authentic testimonials in all creative assets given 88% of those surveyed are influenced by reviews. This makes current customers the most persuasive marketing asset for the brand, often at a fraction of the cost of paid media.

5.2.4 Take caution when using deals and advocates. Vanity metrics shouldn't be the only consideration when choosing influencers because audience reliability, interaction level, or niche fit are more significant than the number of followers. Without a doubt, discounts are effective, but persistent pricing erodes reputation and teaches consumers to wait for promotions.

5.2.5 Address the lack of trust by being transparent Only 25% of respondents said they fully trust digital ads, so a single cause won't be enough to close the trust difference. Sponsored content that is clearly labelled, honest product descriptions, real-customer testimonials and visible service responses are now baseline expectations. Trust is rebuilt through the slow process of consistency. But once trust is earned it is a durable competitive advantage.

5.2.6 Segment by occupation, not just by age and gender The large gap in impulse buying between students and working professionals shows that segmentation needs to go beyond surface demographics. Aggressive FOMO-led content is likely to work disproportionately well with student audiences. Working professionals respond better to value-led, information-rich communication.

CHAPTER 6 – CONCLUSION

The purpose of the study was to analyse ²the impact of digital marketing strategies on consumer purchase behaviour in the Indian e-commerce sector. ⁵⁶Primary data was collected from 100 respondents through a structured questionnaire. The analysis consisted of descriptive frequencies, followed by ⁴⁶chi-square tests of independence, and independent-samples t-tests. The analysis went beyond surface observation to test whether the patterns in the data are statistically meaningful. The main conclusion is that digital marketing works, but only in certain cases. 90% claim that social media advertisements have an impact on consumers, 88% claim that evaluations have an impact, and 91% claim that discounts occasionally motivate them to take action. When done well, personalization is usually favourably accepted, therefore influencer marketing has genuine but predetermined value. The first is the trust issue, where just 25% of respondents completely trust digital advertisements. This is true for both genders, according to the chi-square test. Ad fatigue is the second, with 83% of those surveyed stating that they are sick of seeing so many advertisements.

The statistical analyses supported the analytical image. The value of the difference in impulse purchase between students and workers ($p = 0.0097$) highlights the necessity of occupational categorization in campaign planning. The minor data on age as well as influencer response, as well as gender and personalised-ad intrusion, lend support to the broader rationale for data-informed rather than demographic targeting as the norm. And, despite the changes in tools and channels, quality and price remain the foundations of customer choice (39% and 28% respectively). DM works best when it is a legitimate channel for expressing true product value, and it fails when it seeks to create requirement for items that do not provide. The research's drawbacks, such as its small number of participants, convenience-based selection process, and narrow focus on the Indian context, should be noted. Future studies employing a greater number of vertical-specific deep dives, or longitudinal methods that monitor how customer perceptions shift as the digital world develops might all be beneficial to expand this research.

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APPENDIX – 1

E-commerce

Section A: Demographic Information

1. What is your age group?

- ☐ 18–25
- ☐ 26–35
- ☐ 36–45
- ☐ 45 and above

2. Which gender are you?

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

3. What is your occupation?

- ☐ Student
- ☐ Working Professional
- ☐ Business
- ☐ Others

4. How often do you shop online?

- ☐ Frequently (Weekly)
- ☐ Occasionally (Monthly)
- ☐ Rarely

Section B: Online Shopping Behaviour

5. Which e-commerce platform do you use the most?

- ☐ Amazon
- ☐ Flipkart
- ☐ Myntra
- ☐ Others _____

6. What type of products do you usually purchase online?

- ☐ Electronics
- ☐ Clothing
- ☐ Groceries
- ☐ Others _____

7. What is your average monthly online spending?

- ☐ Below ₹1,000
- ☐ ₹1,000 – ₹5,000
- ☐ ₹5,000 – ₹10,000
- ☐ Above ₹10,000

Section C: Influence of Digital Marketing

8. Which digital marketing channel influences you the most?

- ☒ Social Media Advertisements
- ☐ Search Engine / Google Ads
- ☐ Email Marketing
- ☐ Influencer Marketing

9. Do social media advertisements influence your purchase decisions?

- ☐ Yes
- ☐ No
- ☐ Sometimes

10. How often do you notice online advertisements while browsing?

- ☐ Very Often
- ☐ Sometimes
- ☐ Rarely

11. Do you find personalised advertisements relevant?

- ☐ Yes
- ☐ No
- ☐ Sometimes

Section D: Reviews and Influencer Impact

12. Do you read online reviews before making a purchase?

- ☐ Always
- ☒ Sometimes
- ☐ Never

13. To what extent do reviews influence your buying decisions?

- ☐ Highly
- ☐ Moderately
- ☐ Not at all

14. Do influencer recommendations affect your buying behaviour?

- ☐ Yes
- ☐ No
- ☐ Sometimes

17
Section E: Purchase Decision Factors

15. What is the most important factor influencing your purchase decision?

- ☐ Price / Discount
- ☐ Reviews
- ☐ Brand
- ☐ Quality

16. Do discounts and promotional offers encourage you to buy products online?

- ☐ Yes
- ☐ No
- ☐ Sometimes

17. Have you ever made an impulse purchase because of online advertisements or offers?

- ☐ Yes
- ☐ No

Section F: Consumer Perception

18. Do you trust digital advertisements?

- ☐ Yes
- ☐ No
- ☐ Sometimes

19. Do you feel overwhelmed by excessive online advertisements?

- ☐ Yes
- ☐ No
- ☐ Sometimes

20. In your opinion, what can improve the effectiveness of digital marketing?

Section G: Attitude Towards Online Shopping and Digital Marketing

1 = Strongly Disagree | 2 = Disagree | 3 = Neutral | 4 = Agree | 5 = Strongly Agree

Statement	1	2	3	4	5
21. Digital advertisements strongly influence my purchase decisions.	☐	☐	☐	☐	☐
22. I generally trust the online reviews I read before making a purchase.	☐	☐	☐	☐	☐
23. Personalised advertisements often feel intrusive.	☐	☐	☐	☐	☐
24. I often make impulsive purchases because of online discounts or offers.	☐	☐	☐	☐	☐
25. ²⁰ I am satisfied with my overall online shopping experience.	☐	☐	☐	☐	☐
26. I would recommend my preferred e-commerce	☐	☐	☐	☐	☐

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