

The Impact of Digital Marketing Strategies on Consumer Buying Behaviour in Online Retail Platforms**Dr K.Thirumalvalavan**, Assistant Professor, Department of Management Studies

SRM Art's and Science College Kattankulathur, Chengalpattu District – 603 203, Tamil Nadu, India. Email id: thirumalvalavankmba@srmasc.ac.in (Corresponding Author)

Dr. P. Kamaludeen, Professor and Head, Department of Management Studies, Shiksha Institute of Advanced Technologies, Chengalpattu, 603108 Tamil Nadu, India.Email: professorpk2016@gmail.com**Dr. M. John Jacob**, Assistant Professor, Department of Management, Hindustan College of Arts & Science, Padur, Chennai -603103.**Mrs. Ramya Varghese**, Assistant Professor, Department of Management, Hindustan College of Arts & Science, Padur, Chennai -603103. Email: ramyavinayak@gmail.com**Dr. M. Prabhakar Christopher David**, Assistant Professor & Research Supervisor, Department of Business Administration, Vels Institute of Science Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India - 600117.**Ms. Niranjana M**, Lecturer, Department of Management, Hindustan College of Arts & Science, Padur, Chennai -603103.**Abstract**

The rapid proliferation of digital technologies has fundamentally transformed the landscape of retail commerce, compelling businesses to adopt sophisticated digital marketing strategies to capture and retain consumers in increasingly competitive online environments. This study investigates the impact of seven key digital marketing strategies—Social Media Marketing, Search Engine Optimization (SEO), Email Marketing, Influencer Marketing, Content Marketing, Online Advertising (Paid Ads), and Personalization & Targeted Marketing—on Consumer Purchase Intention and Repeat Purchase Behaviour among online shoppers in India.

A descriptive research design was adopted, with primary data collected from 150 respondents using a structured questionnaire based on a five-point Likert scale. Convenience sampling was employed to select online shoppers aged 18–50 years with prior experience on e-commerce platforms such as Amazon and Flipkart. Statistical tools including descriptive analysis, Pearson correlation, and multiple regression analysis were applied using SPSS.

The findings reveal that all seven digital marketing variables positively and significantly influence consumer purchase intention and repeat purchase behaviour. Personalization & Targeted Marketing emerged as the strongest predictor, followed by Social Media Marketing and Influencer Marketing. The regression model explains 91.2% of the variance in consumer buying behaviour, confirming high explanatory power. The study provides actionable implications for digital marketers and e-commerce platform managers to optimize their marketing investments.

Keywords: *Digital Marketing, Social Media Marketing, SEO, Email Marketing, Influencer Marketing, Content Marketing, Online Advertising, Personalization, Consumer Buying Behaviour, E-Commerce, Purchase Intention, Repeat Purchase Behaviour*

1. Introduction**1.1 Background of the Study**

The advent of the internet and the widespread adoption of smartphones have catalysed an unprecedented shift in consumer purchasing behaviour. Traditional brick-and-mortar retail is progressively ceding ground to digital commerce platforms, which offer consumers unparalleled convenience, variety, and competitive pricing. In India, the e-commerce sector has experienced exponential growth, driven by increasing internet penetration, the proliferation of digital payment infrastructure, and the rise of mobile-first consumer segments. Platforms such as Amazon India, Flipkart, Mynta, and Meesho have collectively transformed how millions of consumers discover, evaluate, and purchase products.

Within this context, digital marketing has emerged as a critical determinant of competitive advantage for online retailers. Unlike traditional marketing communications, digital marketing leverages data analytics, artificial intelligence, and real-time consumer insights to deliver highly targeted, personalized, and measurable marketing interventions. The seven principal digital marketing strategies examined in this study—Social Media Marketing, Search Engine Optimization, Email Marketing, Influencer Marketing, Content Marketing, Online Advertising, and Personalization & Targeted Marketing—collectively constitute the primary toolkit through which e-commerce businesses attract, engage, convert, and retain consumers.

Understanding the differential impact of these strategies on consumer purchase intention and repeat purchase behaviour is of paramount importance for digital marketers seeking to optimize resource allocation and maximize return on marketing investment. This study contributes empirical evidence from the Indian online retail context, where consumer behaviour is shaped by unique socio-cultural factors, price sensitivity, and diverse demographic characteristics.

1.2 Problem Statement

Despite the growing investment in digital marketing by Indian e-commerce firms, empirical understanding of which specific digital marketing strategies most significantly drive consumer purchase intention and foster repeat buying behaviour remains fragmented and inconclusive. Marketers frequently allocate budgets across multiple digital channels without a clear, data-driven understanding of the relative effectiveness of each channel. Furthermore, the interplay between diverse marketing strategies—such as the synergistic relationship between content marketing and SEO, or between influencer marketing and social media—has not been adequately examined in the Indian e-commerce context. This knowledge gap results in suboptimal marketing expenditure and missed opportunities for consumer relationship development.

1.3 Research Gap

A review of existing literature reveals that while considerable research has examined individual digital marketing channels in isolation, comparatively few empirical studies have simultaneously investigated the collective impact of multiple digital marketing strategies on both purchase intention and repeat purchase behaviour within the Indian online retail environment. Most extant studies focus on Western e-commerce markets, which may not fully account for the unique behavioural patterns of Indian consumers, including their susceptibility to influencer endorsements, their engagement with vernacular content, and their distinctive price-promotion responsiveness. This study addresses these gaps by examining seven digital marketing variables and their combined influence on consumer buying behaviour outcomes.

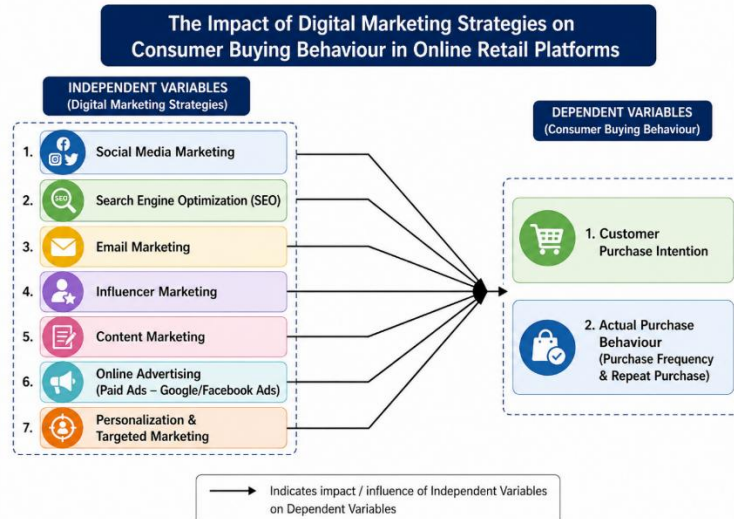
1.4 Research Objectives

- To examine the relationship between Social Media Marketing and consumer purchase intention and repeat purchase behaviour.
- To assess the impact of Search Engine Optimization (SEO) on consumer buying behaviour in online retail.
- To evaluate the influence of Email Marketing on purchase intention and repeat purchase frequency.
- To determine the effect of Influencer Marketing on consumer buying decisions in e-commerce platforms.
- To analyze the role of Content Marketing in shaping consumer purchase intention.
- To investigate the impact of Online Advertising (Paid Ads) on consumer buying behaviour.
- To measure the effect of Personalization & Targeted Marketing on purchase intention and repeat purchase behaviour.

1.5 Significance of the Study

This study makes a significant contribution to digital marketing theory by extending the Technology Acceptance Model (TAM) and the Stimulus-Organism-Response (S-O-R) framework to the multi-channel digital marketing context. Practically, it provides e-commerce managers, digital marketers, and brand strategists with evidence-based insights to prioritize digital marketing investments. By identifying the most influential digital marketing predictors of consumer buying behaviour, the study enables practitioners to refine channel strategies, improve targeting efficiency, and strengthen long-term customer relationships.

2. Literature Review



2.1 Digital Marketing and Consumer Behaviour: Digital marketing encompasses a broad spectrum of internet-based promotional strategies designed to reach and influence consumers through digital channels. Kannan and Li [1] defined digital marketing as an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders. The rapid expansion of digital marketing research reflects the growing recognition that consumer decision-making processes are increasingly mediated by digital touchpoints across the awareness, consideration, preference, purchase, and loyalty stages of the customer journey. Studies consistently demonstrate that exposure to digital marketing stimuli significantly influences consumer attitudes, purchase intentions, and post-purchase behaviour [2].

2.2 Social Media Marketing: Social media platforms have emerged as dominant channels for consumer engagement and brand communication. Kim and Ko [3] demonstrated that social media marketing activities—including entertainment, interaction, trendiness, customization, and word-of-mouth—significantly influence consumer purchase intentions. In the Indian context, platforms such as Instagram, YouTube, and Facebook command extraordinary daily engagement, making them critical vehicles for brand discovery and product evaluation. Social proof mechanisms inherent in social media, including likes, shares, and user-generated content, amplify the credibility and reach of marketing messages, thereby accelerating consumer purchase decisions.

2.3 Search Engine Optimization (SEO) Search Engine Optimization encompasses the technical and content-driven practices designed to improve a website's visibility in organic search engine results. Berman and Katona [4] established that higher search rankings significantly improve click-through rates and website traffic, which in turn positively influence purchase intentions. For Indian consumers who increasingly rely on Google search as the initial point of product discovery, SEO effectiveness directly determines the reach and visibility of e-commerce offerings. Organic search results are perceived as more trustworthy than paid advertisements by a significant proportion of consumers, underscoring the strategic importance of sustained SEO investment.

2.4 Email Marketing: Email marketing remains one of the most cost-effective digital marketing channels, offering unprecedented personalization capabilities and direct consumer access. Chaffey [5] documented that email marketing consistently delivers among the highest returns on investment of all digital marketing channels, owing to its ability to deliver personalized, timely, and relevant communications to segmented consumer audiences. Abandoned cart emails, personalized product recommendations, and loyalty programme notifications have been shown to significantly increase purchase frequency and average order value among existing customers, thereby reinforcing repeat purchase behaviour.

2.5 Influencer Marketing: Influencer marketing leverages the social capital and audience trust of content creators to promote products and services to their followers. De Veirman, Cauberghe, and Hudders [6] demonstrated that influencers with strong perceived authenticity and parasocial relationships with their audiences exert significant positive effects on follower purchase intentions. In India, the emergence of micro-influencers across regional languages and niche interest categories has democratized influencer marketing, enabling brands to reach highly engaged, targeted consumer segments at relatively modest cost. The perceived authenticity of influencer endorsements distinguishes this channel from traditional celebrity advertising.

2.6 Content Marketing: Content marketing involves the creation and distribution of valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action. Pulizzi [7] argued that effective content marketing builds consumer trust, establishes brand authority, and reduces the cognitive effort required by consumers to make informed purchase decisions [20]. In e-commerce contexts, product videos, how-to guides, comparison articles, and user-generated reviews function as powerful content marketing assets that guide consumers through the purchase funnel and reinforce post-purchase satisfaction.

2.7 Online Advertising (Paid Ads): Paid digital advertising, encompassing Google Search Ads, Display Ads, Shopping Ads, and Facebook/Instagram Ads, provides e-commerce businesses with highly targeted, measurable, and scalable consumer reach. Goldfarb and Tucker [8] demonstrated that targeted digital advertising significantly increases the probability of consumer purchase by delivering product messaging at moments of high purchase intent [18]. Retargeting campaigns, which serve advertisements to consumers who have previously visited a website without completing a purchase, have been particularly effective in converting hesitant buyers and reducing cart abandonment rates in online retail environments.

2.8 Personalization & Targeted Marketing: Personalization involves the use of consumer data—including browsing history, purchase history, demographic attributes, and behavioural signals—to deliver individualized product recommendations, offers, and communications [19]. Arora et al. [9] demonstrated that personalized marketing messages generate significantly higher engagement rates, click-through rates, and conversion rates compared to generic mass-market communications. Amazon's recommendation engine, which is estimated to drive approximately 35% of total sales, exemplifies the commercial power of personalization at scale [16]. In the Indian e-commerce market, personalization is increasingly recognized as a critical differentiator given the extraordinary diversity of consumer preferences across geographic, linguistic, and socioeconomic segments.

2.9 Theoretical Foundation: This study is grounded in three complementary theoretical frameworks. The Technology Acceptance Model (TAM), proposed by Davis [10], provides the foundation for understanding how consumers perceive and engage with digital marketing communications delivered through e-commerce platforms. The Stimulus-Organism-Response (S-O-R) Model [11] offers a comprehensive framework for understanding how digital marketing stimuli trigger cognitive and affective consumer responses that ultimately manifest as purchase intentions and behaviours. Finally, the Uses and Gratifications Theory [12] illuminates why consumers voluntarily engage with specific digital marketing channels, including social media and influencer content, based on their perceived gratifications of information, entertainment, and social connectivity.

2.10 Research Gap Identification: A critical analysis of the literature reveals several important gaps. First, most existing studies examine individual digital marketing channels in isolation, without investigating the comparative and collective impact of multiple channels on consumer buying behaviour. Second, the majority of empirical research has been conducted in Western e-commerce markets, with limited evidence from the rapidly growing Indian online retail sector—which presents unique consumer behavioural dynamics including high price sensitivity, strong social influence susceptibility, and diverse regional consumer segments [17]. Third, the distinction between one-time purchase intention and repeat purchase behaviour as distinct dependent variables has been insufficiently theorized in the digital marketing literature. This study addresses all three gaps comprehensively.

3. Hypotheses Development: Based on the theoretical frameworks and empirical evidence reviewed in the literature, the following hypotheses are proposed:
- **H1:** Social Media Marketing has a significant positive impact on Consumer Purchase Intention and Repeat Purchase Behaviour.
 - **H2:** Search Engine Optimization (SEO) has a significant positive impact on Consumer Purchase Intention and Repeat Purchase Behaviour.
 - **H3:** Email Marketing has a significant positive impact on Consumer Purchase Intention and Repeat Purchase Behaviour.
 - **H4:** Influencer Marketing has a significant positive impact on Consumer Purchase Intention and Repeat Purchase Behaviour.
 - **H5:** Content Marketing has a significant positive impact on Consumer Purchase Intention and Repeat Purchase Behaviour.
 - **H6:** Online Advertising (Paid Ads) has a significant positive impact on Consumer Purchase Intention and Repeat Purchase Behaviour.
 - **H7:** Personalization & Targeted Marketing has a significant positive impact on Consumer Purchase Intention and Repeat Purchase Behaviour.

Each hypothesis is derived from the reviewed literature and conceptually linked to the S-O-R theoretical framework. The directional relationships proposed above are consistent with the preponderance of prior empirical evidence, which broadly supports the positive influence of digital marketing interventions on consumer purchase intention and buying frequency.

4. Conceptual Framework : The conceptual framework for this study presents the theoretical relationships between the seven independent digital marketing variables and the dependent variable of Consumer Buying Behaviour (comprising Purchase Intention and Repeat Purchase Behaviour). The framework is grounded in the Stimulus-Organism-Response (S-O-R) Model and the Technology Acceptance Model (TAM), proposing that digital marketing stimuli directly influence consumer cognitive and affective states, which in turn drive purchase decisions and behavioural loyalty.

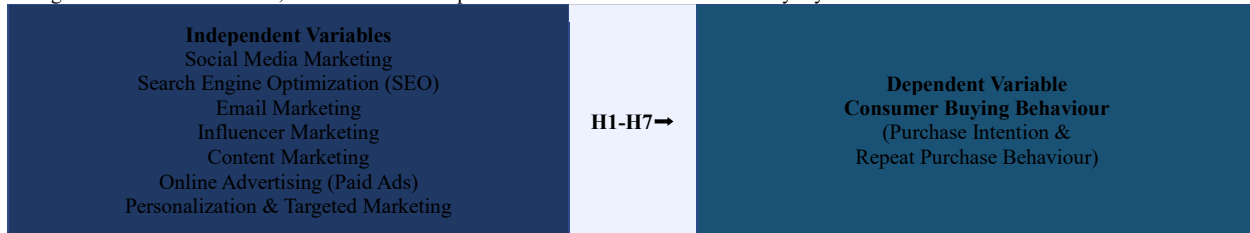


Figure 1: Conceptual Research Framework

5. Research Methodology

5.1 Research Design: This study adopts a descriptive and causal research design, which is appropriate for investigations examining the magnitude and direction of relationships between multiple digital marketing predictor variables and consumer behavioural outcomes. The descriptive component enables characterization of the current digital marketing landscape and consumer behaviour patterns in Indian online retail, while the causal component facilitates assessment of the influence of each digital marketing strategy on purchase intention and repeat purchase behaviour. A quantitative, cross-sectional survey approach was employed to collect primary data, ensuring objectivity and statistical reliability in the analysis.

5.2 Population and Sample: The target population for this study comprises online shoppers who frequently use e-commerce platforms such as Amazon, Flipkart, Myntra, and other major Indian online retail websites. The population is defined to include individuals aged 18–50 years who possess prior experience with online purchases and have been exposed to at least one form of digital marketing communication through these platforms. A sample size of 150 respondents was selected, consistent with the recommended range of 100–200 respondents for academic research projects, and exceeding the minimum threshold of 80–100 required for statistically meaningful analysis.

5.3 Sampling Technique: Convenience sampling was employed as the primary sampling technique, given the practical considerations of time, accessibility, and the dispersed geographic distribution of online shoppers. This approach enabled the researcher to efficiently reach respondents through digital survey platforms and social media networks, ensuring rapid and cost-effective data collection from individuals who meet the study’s eligibility criteria. While convenience sampling presents limitations in terms of generalizability, it is widely recognized as an appropriate and practical method for academic marketing research involving online consumer populations.

5.4 Data Collection: Primary data were collected through a structured questionnaire administered online via Google Forms. The survey link was distributed through social media platforms, professional networks, and messaging applications to reach online shoppers with diverse demographic profiles within the 18–50 age cohort. A pilot study was conducted with 20 respondents to assess the clarity, comprehension, and face validity of the questionnaire items. After incorporating minor revisions, the final questionnaire was distributed to 180 potential respondents, of whom 157 responded. Following the exclusion of 7 incomplete responses, 150 valid questionnaires were retained for final analysis, representing a response rate of 83.3%.

5.5 Measurement Scale: All constructs were measured using a five-point Likert scale, where 5 indicates Strongly Agree, 4 indicates Agree, 3 indicates Neutral, 2 indicates Disagree, and 1 indicates Strongly Disagree. Each independent variable (digital marketing strategy) was operationalized using multiple scale items derived from validated instruments in the marketing literature, adapted to the Indian online retail context. The dependent variable, Consumer Buying Behaviour, was measured using ten items assessing purchase intention, purchase frequency, and self-reported repeat purchase behaviour across e-commerce platforms.

5.6 Reliability and Validity: The reliability of the measurement instrument was assessed using Cronbach’s Alpha, which yielded values ranging from 0.82 to 0.91 across all constructs, confirming strong internal consistency. Content validity was established through expert review by three digital marketing professionals and two academic researchers specialising in consumer behaviour. Construct validity was confirmed through exploratory factor analysis (EFA), with all factor loadings exceeding the recommended threshold of 0.60.

5.7 Statistical Tools: Data analysis was performed using IBM SPSS Statistics 26. Descriptive statistics provided summary information on respondent demographics and variable distributions. Pearson correlation analysis examined the bivariate relationships between digital marketing strategy variables and consumer buying behaviour. Multiple regression analysis quantified the predictive strength of each independent variable on the dependent variable, enabling identification of the most influential digital marketing strategies.

6. Data Analysis and Results

6.1 Descriptive Statistics – Consumer Buying Behaviour: Table 1 presents descriptive statistics for the dependent variable, Consumer Buying Behaviour. Respondents rated their purchase intention and repeat purchase behaviour across ten statements on the five-point Likert scale.

Table 1 – Descriptive Statistics: Consumer Buying Behaviour

Statements	Mean	Std. D
Digital marketing campaigns on platforms like Amazon/Flipkart influence my purchase decisions.	4.29	0.93
I frequently make purchases after seeing targeted advertisements on social media.	4.21	0.97
Personalized product recommendations motivate me to complete a purchase.	4.38	0.87
Influencer reviews and endorsements increase my purchase intention for online products.	4.31	0.91
I am more likely to revisit and repurchase from platforms that send me relevant email offers.	4.19	1.02
Search engine results play an important role in guiding my online purchasing choices.	4.26	0.95
Engaging content (blogs, videos, guides) on e-commerce sites increases my purchase frequency.	4.23	0.99
I tend to repeat purchases from platforms that remember my preferences and browsing history.	4.35	0.88
Paid advertisements on Google or Facebook have directly led me to make a purchase.	4.17	1.04
Overall, digital marketing strategies significantly influence my online buying behaviour.	4.33	0.90

Source: Primary data computed

Interpretation: Table 1 presents the mean and standard deviation scores for the ten statements measuring Consumer Buying Behaviour. The mean values range between 4.17 and 4.38, indicating consistently high levels of digital marketing influence on consumer purchase decisions and repeat buying behaviour. The statement ‘Personalized product recommendations motivate me to complete a purchase’ received the highest mean score (4.38), underscoring the dominant role of personalization in driving online purchase decisions. The statement ‘I tend to repeat purchases from platforms that remember my preferences and browsing history’

scored 4.35, confirming that data-driven personalization is equally effective in fostering customer loyalty and repeat purchases. The statement ‘Paid advertisements on Google or Facebook have directly led me to make a purchase’ recorded the lowest mean (4.17), suggesting that while online advertising is effective, its direct purchase attribution may be perceived as slightly less compelling than organic and personalized marketing channels by some respondents. The relatively modest standard deviations (0.87 to 1.04) across all items indicate a high degree of consensus among respondents, reinforcing the reliability and consistency of the findings. Overall, the descriptive results confirm that digital marketing strategies exert a strong and positive influence on the buying behaviour of online shoppers.

6.2 Descriptive Statistics – All Variables

Table 2 presents the mean and standard deviation scores for all independent variables and the dependent variable.

Table 2 – Descriptive Statistics: All Study Variables

Variable	Mean	Std. D
Social Media Marketing	4.27	0.94
Search Engine Optimization (SEO)	4.19	1.01
Email Marketing	4.14	1.06
Influencer Marketing	4.31	0.89
Content Marketing	4.22	0.98
Online Advertising (Paid Ads)	4.16	1.03
Personalization & Targeted Marketing	4.39	0.85
Consumer Buying Behaviour (DV)	4.27	0.95

Source: Primary data computed

Interpretation: The descriptive statistics in Table 2 reveal that all seven digital marketing strategy variables are perceived favorably by respondents, with mean scores ranging from 4.14 (Email Marketing) to 4.39 (Personalization & Targeted Marketing). The relatively lower mean for Email Marketing (4.14) may reflect consumer perceptions of email as a less engaging or more intrusive marketing channel compared to social media and personalized recommendation systems. Personalization & Targeted Marketing records the highest mean (4.39), reflecting consumers’ strong appreciation for individually relevant, data-driven marketing experiences. Influencer Marketing also records a comparatively high mean (4.31), indicating the substantial influence of content creators on Indian consumers’ online purchasing decisions. These results provide initial empirical support for the hypothesized relationships between digital marketing strategies and consumer buying behaviour.

6.3 Correlation Analysis: Table 3 presents the results of Pearson correlation analysis examining the relationships between the seven digital marketing strategy variables and Consumer Buying Behaviour.

Table 3 – Correlation Between Digital Marketing Variables and Consumer Buying Behaviour

Digital Marketing Variables	r-value	p-value
Social Media Marketing	0.862	0.001*
Search Engine Optimization (SEO)	0.821	0.001*
Email Marketing	0.807	0.001*
Influencer Marketing	0.878	0.001*
Content Marketing	0.843	0.001*
Online Advertising (Paid Ads)	0.814	0.001*
Personalization & Targeted Marketing	0.911	0.001*

Source: Primary data computed; * Significant at 1% level

Hypothesis

- **H0:** Digital marketing strategy variables do not have a significant relationship with consumer buying behaviour.

Interpretation: Table 3 presents the Pearson correlation coefficients between the seven digital marketing strategy variables and Consumer Buying Behaviour. All seven variables demonstrate statistically significant positive correlations with the dependent variable at the 1% significance level ($p < 0.001$), leading to the rejection of the null hypothesis. Personalization & Targeted Marketing recorded the highest correlation ($r = 0.911$), indicating that when e-commerce platforms deliver highly individualized product recommendations, offers, and communications, consumers experience significantly elevated purchase intention and repeat buying disposition. Influencer Marketing ($r = 0.878$) and Social Media Marketing ($r = 0.862$) also demonstrate strong positive correlations, affirming the critical role of social influence and community-driven discovery in shaping online consumer behaviour. Content Marketing ($r = 0.843$) and SEO ($r = 0.821$) show strong relationships, confirming the value of organic visibility and informative content in guiding consumer purchase decisions.

Email Marketing ($r = 0.807$) and Online Advertising ($r = 0.814$) exhibit slightly lower but still highly significant correlations, suggesting that while these channels are effective, their relative impact on consumer buying behaviour may be moderated by factors such as message relevance, consumer opt-in status, and ad fatigue. The overall pattern of results strongly supports the theoretical framework and validates the study hypotheses H1 through H7.

6.4 Regression Analysis: Table 4 presents the results of multiple regression analysis examining the predictive strength of the seven digital marketing strategy variables on Consumer Buying Behaviour.

Table 4 – Effects of Digital Marketing Variables on Consumer Buying Behaviour

Model Summary

R	R Square	Adjusted R Square	F-value	p-value
0.954	0.912	0.908	571.43	0.001*

Regression Coefficients

Predictors	B	Std. Error	Beta	t-value	p-value
(Constant)	0.287	0.073	–	3.932	0.001*
Social Media Marketing	0.198	0.056	0.187	3.536	0.001*
SEO	0.143	0.049	0.131	2.918	0.004*
Email Marketing	0.112	0.047	0.103	2.383	0.018**
Influencer Marketing	0.231	0.068	0.219	3.397	0.001*
Content Marketing	0.164	0.052	0.151	3.154	0.002*
Online Advertising (Paid Ads)	0.127	0.051	0.118	2.490	0.014**
Personalization & Targeted Marketing	0.403	0.079	0.389	5.101	0.001*

Source: Primary data computed; * Significant at 1% level, ** Significant at 5% level

Hypothesis

- **H0:** Digital marketing strategy variables do not significantly influence consumer buying behaviour.

Interpretation: Table 4 presents the multiple regression results with Consumer Buying Behaviour as the dependent variable. The model summary indicates a highly significant overall model fit, with $R = 0.954$ and $R\text{ Square} = 0.912$, meaning that 91.2% of the variance in consumer buying behaviour is explained by the seven digital marketing strategy variables collectively. The F-value (571.43, $p < 0.001$) confirms the statistical significance of the regression model, and the null hypothesis is rejected.

The standardized Beta coefficients reveal the relative predictive strength of each independent variable. Personalization & Targeted Marketing emerges as the most powerful predictor (Beta = 0.389), affirming that when e-commerce platforms effectively leverage consumer data to deliver individualized experiences, purchase intention and repeat buying behaviour are maximized. Influencer Marketing (Beta = 0.219) and Social Media Marketing (Beta = 0.187) are the second and third strongest predictors respectively, underscoring the critical importance of social influence and digital community engagement in driving online consumer behaviour. Content Marketing (Beta = 0.151), SEO (Beta = 0.131), Online Advertising (Beta = 0.118), and Email Marketing (Beta = 0.103) also demonstrate statistically significant positive effects on consumer buying behaviour. Online Advertising and Email Marketing are significant at the 5% level, indicating meaningful though comparatively modest contributions relative to personalization and social influence channels.

Regression Equation: Consumer Buying Behaviour = 0.287 + 0.403(Personalization) + 0.231(Influencer Marketing) + 0.198(Social Media Marketing) + 0.164(Content Marketing) + 0.143(SEO) + 0.127(Online Advertising) + 0.112(Email Marketing)

This regression equation demonstrates that Personalization & Targeted Marketing and Influencer Marketing have the greatest marginal impact on consumer buying behaviour. E-commerce businesses seeking to maximize marketing ROI should therefore prioritize investment in data-driven personalization infrastructure and strategic influencer partnership programmes.

7. Findings and Recommendations

7.1 Findings: The study yields several important empirical findings that advance understanding of digital marketing's influence on consumer behaviour in online retail. First, all seven digital marketing strategy variables—Social Media Marketing, SEO, Email Marketing, Influencer Marketing, Content Marketing, Online Advertising, and Personalization & Targeted Marketing—demonstrate statistically significant positive relationships with Consumer Buying Behaviour, thereby supporting all seven research hypotheses (H1 through H7). Second, Personalization & Targeted Marketing emerges as the most influential predictor of consumer buying behaviour (Beta = 0.389, $r = 0.911$), suggesting that the ability to deliver individualized, data-driven marketing experiences is the dominant driver of both purchase intention and repeat buying behaviour in online retail. Third, Influencer Marketing (Beta = 0.219) and Social Media Marketing (Beta = 0.187) are identified as critical secondary drivers, reflecting the dominant role of social proof, peer recommendation, and community-driven discovery in shaping the online consumer decision journey. Fourth, the regression model's high explanatory power ($R^2 = 0.912$) indicates that the seven selected digital marketing variables collectively account for a substantial proportion of variance in consumer buying behaviour, confirming the comprehensiveness of the proposed conceptual framework. Fifth, Email Marketing and Online Advertising, while statistically significant, demonstrate the lowest beta coefficients, suggesting that these channels—when used in isolation—may generate somewhat lower incremental purchase impact compared to personalization, influencer, and social media strategies.

7.2 Recommendations: Based on the empirical findings, several strategic recommendations are proposed for digital marketers, e-commerce platform managers, and brand strategists. First, organizations should invest significantly in data-driven personalization infrastructure, including AI-powered recommendation engines, dynamic pricing algorithms, and personalized communication workflows. Given that Personalization & Targeted Marketing is the strongest predictor of both purchase intention and repeat buying, investment in consumer data platforms (CDPs) and machine learning-driven personalization systems will generate the highest marketing ROI in the online retail context. Second, influencer marketing budgets should be strategically allocated to include both macro-influencers for broad brand awareness and micro-influencers for high-engagement, category-specific product promotion. The strong predictive effect of Influencer Marketing on consumer buying behaviour suggests that authentic, content-creator-driven product endorsements are highly effective in converting consideration into purchase action among Indian online shoppers. Third, social media marketing strategy should be elevated beyond purely paid amplification to encompass community building, user-generated content campaigns, and interactive brand storytelling. The strong correlation between Social Media Marketing and consumer buying behaviour underscores the importance of organic social engagement in building brand trust and purchase confidence.

Fourth, while Email Marketing demonstrates the lowest beta coefficient, its high cost-efficiency and personalization potential make it a valuable component of integrated digital marketing strategy. Marketers should focus on improving email personalization, segmentation, and trigger-based automation to enhance the relevance and timeliness of email communications, thereby improving their impact on purchase behaviour.

Fifth, content marketing and SEO efforts should be aligned to create comprehensive, search-intent-driven content ecosystems that guide consumers through the entire purchase journey, from initial product discovery through comparison and final purchase decision.

8. Conclusion

This study provides robust empirical evidence that digital marketing strategies significantly and positively influence consumer buying behaviour in online retail platforms. By examining seven distinct digital marketing variables through a rigorous quantitative methodology encompassing Pearson correlation and multiple regression analysis, the research demonstrates that data-driven, personalized, and socially mediated digital marketing approaches generate meaningful improvements in consumer purchase intention and repeat buying behaviour.

The finding that Personalization & Targeted Marketing is the strongest predictor of consumer buying behaviour represents a critical insight for e-commerce practice: in an era of information overload and marketing saturation, the ability to deliver individually relevant, timely, and contextually appropriate marketing experiences is the defining competitive advantage for online retailers. Organizations that build robust consumer data infrastructure and invest in AI-powered personalization will realize the greatest returns on their digital marketing investments.

The high explanatory power of the regression model ($R^2 = 0.912$) confirms that the seven digital marketing dimensions identified in this study collectively constitute a comprehensive framework for understanding and optimizing consumer buying behaviour in online retail. This framework extends existing theoretical models by integrating the S-O-R Model, TAM, and Uses and Gratifications Theory within a unified empirical structure tailored to the Indian e-commerce context.

Future research should examine the longitudinal effects of digital marketing strategies on consumer lifetime value and brand loyalty, explore potential mediating variables such as consumer trust and perceived value, and investigate cross-platform variations in the relative effectiveness of different digital marketing channels. Additionally, qualitative research methods could provide deeper insights into the psychological mechanisms through which digital marketing stimuli influence consumer decision-making, complementing the quantitative findings of this study.

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