

Evaluating The Impact Of Digital Marketing On Consumer Purchase Decisions For Electronic Products - A Study On Amazon Platform

N.Thiyagarajan¹, Dr. P.Sasikumar²

¹Ph.D Research Scholar, School of Management Studies, VELS Institute of Science Technology and Advanced Studies Pallavaram Chennai-117.

Email ID: Thiyagarajan81@gmail.com

²Assistant professor and Research Supervisor, School of Management Studies, VELS Institute of Science, Technology and Advanced Studies Pallavaram, Chennai-117.

Email ID: sasimba90@gmail.com

Cite this paper as: N.Thiyagarajan, Dr. P.Sasikumar, (2025) Evaluating The Impact Of Digital Marketing On Consumer Purchase Decisions For Electronic Products - A Study On Amazon Platform. *Journal of Neonatal Surgery*, 14 (24s), 995-1000.

ABSTRACT

In this digital world, the digital platforms like Amazon have become vital to consumer purchasing behaviour. This study helps to assess the influence of various strategies of digital marketing on consumer purchase behaviour particularly on the Amazon platform. With digital tools like SEO, Product Visibility, personalized recommendations, and influencer marketing becoming increasingly sophisticated, it is necessary to know how these strategies influence the decision-making process of consumers at different stages. This study adopts a mixed-method approach of digital marketing practices in Amazon. The key focus areas include the effectiveness of recommendation algorithms of Amazon, the impact of user-generated content, and the role of targeted advertisements in shaping purchase intent. The research examined how factors like convenience, perceived value, trust, and brand visibility interact with digital marketing efforts to drive conversions in the electronics category. The findings of the study disclose that personalized recommendations and Influencer Marketing are among the most influential factors affecting purchase decisions. Personalized recommendations, such as ratings, enhance consumer confidence, specifically in high-cost electronic items. Furthermore, the study displays that time-bound offers and retargeting ads contribute to urgency and repeat visits, increasing the likelihood of conversion. The research highlights the need for a customer-centric digital marketing approach, leveraging machine learning to better anticipate consumer needs and influence buying behaviour effectively.

Keywords: digital marketing, e-commerce platforms, consumer and purchase decisions

1. INTRODUCTION

The digital revolution has basically transformed the way companies interact with consumers, mainly in the e-commerce landscape. Among various product categories, electronic goods have seen an important shift in consumer buying behaviour, driven by rapid technological advancements, greater online accessibility, and increased reliance on digital information sources, (Alam, and Aftab, et al., 2015). Platforms like Amazon have emerged as dominant marketplaces that facilitate transactions and also shape consumer perceptions and decisions through integrated digital marketing strategies, (Angelita, Luz Maribel Vallejo- Chavez et al., 2023). In this context, understanding how digital marketing impacts consumer purchase behaviour is critical for both marketers and companies aiming to increase engagement and boost sales in the electronics sector.

The digital marketing strategies are enhanced through platform-specific tools such as product recommendations, sponsored product ads, personalized deals, and customer reviews. These tools work together to guide consumers through the buyer journey from product discovery to purchase without leaving the platform. The integration of marketing and sales features on Amazon creates a powerful ecosystem that impacts how and why consumers choose certain electronic products over others.

Consumer behaviour in online marketplaces is influenced by price and product features, and also by digital touchpoints such as trust signals, brand visibility, personalized communication and user-generated content. The electronic products, characterized by high involvement and a need for detailed information, is mainly sensitive to these factors. As consumers face a plethora of choices, digital marketing becomes a decisive factor in reducing perceived risk and improving the decision-making process, (Angelita, Luz Maribel Vallejo- Chavez, 2023). Thus, analysing the role of DM on a platform offers valuable

insights into evolving consumer preferences and expectations. This study seeks to assess the specific ways in which digital marketing strategies employed on Amazon platform influence consumer purchase decisions. It aims to find which tactics are most effective in driving trust, consumer engagement, and conversion.

2. REVIEW OF LITERATURE

Alam, Abu Faiz, and Aftab, (2015), analysed that digital marketing has become a focal point of influencing buying intentions among consumers. As smartphones have become an integral part of daily life, the way people engage with brands and make purchasing decisions has undergone a transformation, (Angelita, Luz Maribel Vallejo- Chavez, 2023).

Bakhshi, & Edwards, (2021), revealed, digital advertising helps consumers compare alternatives, discover new products, and evaluate benefits through visually appealing formats. The integration of retargeting strategies ensures consistent brand recall, while time-sensitive discounts and promotions encourage quicker decision-making. Digital advertising can lead to ad fatigue and reduced effectiveness in shaping consumer decisions.

Clee, and Wicklund, (1980), analysed that consumer behaviour is influenced by psychological reactance, a psychological phenomenon where individuals experience a sense of frustration when they perceive their freedom to choose is being restricted. The reaction of the customers can lead to negative responses, such as ignoring the advertisement, opting competing brands that go against the marketer's intention, like avoiding the product altogether.

Hernandez, (2021), analysed that the content marketing has become a cornerstone in influencing the purchase decisions of the modern consumer, mainly among the younger generations. Generation consumers, encompassing groups are characterized by their digital savviness, information-seeking behaviour, and reliance on online platforms for various aspects of their lives.

Li, and Wang, (2020), explores SEM, and social media ads are mainly effective in capturing attention and encouraging the consumers to take immediate action. According to (Bakhshi, and Edwards, 2021), Consumers are drawn to ads that align with their preferences and needs, leading to higher conversion rates. The digital advertising allows brands providing opportunities for interaction, engage with consumers in real-time, feedback, offers.

3. DIGITAL MARKETING ON CPD FOR ELECTRONIC PRODUCTS

Digital marketing has become an essential force in shaping consumer purchase decisions, mainly in the electronic products where consumers seek detailed information, comparative analysis, and trust before making a purchase, (Alam, and Aftab, et al., 2015; Hernandez, et al., 2021). The complex nature of electronic goods, which involve higher costs and technical specifications, makes the decision-making process more deliberate and information-intensive. Digital marketing strategies like SEO, Product Visibility, personalized recommendations, and influencer marketing enable brands to effectively reach, educate, and persuade consumers at various stages of their buying journey. These strategies enhance brand visibility and also provide consumers with the critical insights they need to make informed choices.

The platforms like Amazon integrate digital marketing tools directly into the shopping experience, blurring the lines between marketing and commerce, (Li, and Wang, et al., 2020). Features such as sponsored listings, AI-powered product recommendations, real-time customer reviews, and promotional banners all contribute to shaping consumer preferences. Especially, customer-generated content influencing the confidence also perceived value of a product, (Mohammed, Ahmad Aljumah, and Barween Al Kurdi, 2023). Digital marketing allows brands to retarget users who showed interest but did not complete their purchase, thereby fostering potential buyers and improving conversion rates.

In this highly competitive category, where consumers are frequently faced with an overwhelming number of options, DM has a role in differentiating products and guiding buyer behaviour. Through precise audience targeting, personalization, and consistent engagement, companies will develop their messages to resonate with specific consumer segments, (Okadiani, Mitariyani, and Imbayani, et al., 2019). Accordingly, digital marketing is not just a promotional tool also it is a strategic function that directly impacts customer satisfaction, sales outcomes, and long-term brand loyalty in the electronic products market.

OBJECTIVES

- To evaluate how digital marketing strategies, influence CPD.
- To examine the effectiveness of various digital marketing strategies employed by Amazon.

HYPOTHESIS

- H₁1: There is an association between digital marketing strategies and consumer purchase decisions.
- H₁2: There is a relationship between the factors of digital marketing strategies employed by Amazon.

4. METHODOLOGY

Primary data has been collected from the amazon consumers. The researcher distributed 130 questionnaires to collect data, received 128 questionnaires and after scrutiny 123 questionnaires only usable for research work. Secondary data has been collected from website, journals, libraries and magazines. Descriptive statistics, one sample T test, and correlation analysis has used to test hypotheses and identify significant relationships.

5. ANALYSIS AND INTERPRETATION

Table 1.1

Descriptive Statistics			
	N	Mean	Std. Deviation
Search Engine Optimization	123	2.58	1.016
Product Visibility	123	3.17	1.164
Personalized Recommendations	123	3.05	.931
Influencer Marketing	123	3.20	1.084
Purchase Decision	123	3.27	1.041
Valid N (listwise)	123		

Mean

Mean scores for the variables such as SEO(2.58), Product Visibility (3.17), Personalized Recommendations (3.05), Influencer Marketing (3.20) and Purchase Decision (3.27). Among all the above variables, the highest mean score goes to Purchase Decision. Consequently, this study shows that the factors such as Search Engine Optimization, Product Visibility, Personalized Recommendations, Influencer Marketing is important to take purchase decision of amazon consumers.

Standard deviation

Table 1.1 displays, the Std. Deviation scores for the factors such as Search Engine Optimization (1.016), Product Visibility (1.164), Personalized Recommendations (0.931), Influencer Marketing (1.084) and Purchase Decision (1.041). It shows Product Visibility has high Std. Deviation and Search Engine Optimization, Personalized Recommendations, Influencer Marketing and purchase decision is low Std. Deviation.

Table 1.2

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Search Engine Optimization	123	2.58	1.016	.092
Product Visibility	123	3.17	1.164	.105
Personalized Recommendations	123	3.05	.931	.084
Influencer Marketing	123	3.20	1.084	.098
Purchase Decision	123	3.27	1.041	.094

It was analysed from this study, mean values of all the above five variables ranges from 2.58 to 3.27, standard deviation ranges from .931 to 1.164 and standard error mean is estimated within the limit .084 to .105. The table 1.3 reveals the 't' test value of all the factors of digital marketing.

Table 1.3

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Search Engine Optimization	28.124	122	.000	2.577	2.40	2.76
Product Visibility	30.200	122	.000	3.171	2.96	3.38
Personalized Recommendations	36.325	122	.000	3.049	2.88	3.21
Influencer Marketing	32.694	122	.000	3.195	3.00	3.39
Purchase Decision	34.828	122	.000	3.268	3.08	3.45

Source: Primary Data

Testing of Hypothesis 1

H₁1: There is an association between digital marketing strategies and consumer purchase decisions.

The range of T values are 28.124 to 36.325. The T values are significant and presented with two-tailed significance. Table 1.3 shows, the consumers strongly agreed that digital marketing strategies are most important for amazon platforms to enhance the CPD.

There is an association between digital marketing strategies and consumer purchase decisions.

Table 1.4

Correlations					
	Search Engine Optimization	Product Visibility	Personalized Recommendations	Influencer Marketing	Purchase Decision
Search Engine Optimization	1	0.324**	.291**	0.428**	0.338**
Product Visibility		1	0.458**	.597**	.381**
Personalized Recommendations			1	.421**	.519**
Influencer Marketing				1	.484**
Purchase Decision					1
**. Correlation is significant @ 0.01 level (2-tailed).					

Testing of hypothesis 2

H₁2: There is a relationship between the factors of digital marketing strategies employed by Amazon.

The table 1.4 reveals inter-correlation matrix that all factors of digital marketing were significantly correlated with each other @ 1% level of significance which displays, there is an association between Search Engine Optimization, Product Visibility, Personalized Recommendations, Influencer Marketing and purchase decision.

Relationship among “Search Engine Optimization” and “Product Visibility”, .324^{**}, which shows 32.4 percent association among “Search Engine Optimization” and “Product Visibility” at 1% level significance. Correlation coefficient among “Search Engine Optimization” and “Personalized Recommendations” is .291^{**}, which shows 29.1 percent association among “Search Engine Optimization” and “Personalized Recommendations” at 1% level of significance. The Correlation coefficient among “Search Engine Optimization” and “Influencer Marketing” is .428^{**}, which shows 42.8 percent association among “Search Engine Optimization” and “Influencer Marketing” at 1% level significance. Correlation coefficient among “Search Engine Optimization” and “Purchase Decision” is .338^{**}, which shows 33.8 percent positive relationship among “Search Engine Optimization” and “Purchase Decision” @ 1%.

The positive relationship between “Product Visibility” and “Personalized Recommendations” is .458^{**}, which shows 42.8 percent positive relationship among “Product Visibility” and “Personalized Recommendations” @ 1%. An association between “Product Visibility” and “Influencer Marketing” is .597^{**}, which shows 59.7 percent positive relationship among “Product Visibility” and “Influencer Marketing” @ 1%. The relationship among “Product Visibility” and “Purchase Decision” is .381^{**}, which shows 38.1 percent positive relationship among “Product Visibility” and “Purchase Decision” at 1% level of significance.

The Correlation coefficient among “Personalized Recommendations” and “Influencer Marketing” is .421^{**}, which shows 42.1 percent positive relationship among “Personalized Recommendations” and “Influencer Marketing” at 1% level of significance. The Correlation coefficient among “Personalized Recommendations” and “Purchase Decision” is .519^{**}, which shows 51.9 percent positive relationship among “Personalized Recommendations” and “Purchase Decision” at 1% level of significance.

The Correlation coefficient among “Influencer Marketing” and “Purchase Decision” is .484^{**}, which shows 48.4 percent relationship among “Influencer Marketing” & “Purchase Decision” @ 1% level of significance.

6. RESULTS AND DISCUSSION

- ❖ This study shows that the factors such as SEO, Product Visibility, Personalized Recommendations, Influencer Marketing is important to take purchase decision of amazon consumers.
- ❖ The consumers strongly agreed that digital marketing strategies are most important for amazon platforms to enhance consumer purchase decision.
- ❖ Inter-correlation matrix revealed that all factors of digital marketing were significantly correlated with each other @ 1% level of significance which displays, there is an association between Search Engine Optimization, Product Visibility, Personalized Recommendations, Influencer Marketing and purchase decision.
- ❖ It indicated that there is a relationship between digital marketing strategies and consumer purchase decisions for electronic products. Among the various digital marketing factors analysed, personalized recommendations emerged as one of the most influential factors.
- ❖ Recommendations based on previous purchases significantly enhanced product relevance and convenience, frequently leading them to purchase items they had not initially intended to buy.
- ❖ Consumers paid close attention to Product Visibility and found them more credible.
- ❖ Sponsored listings can help to increase product visibility and awareness, particularly for newer or lesser-known brands.

7. CONCLUSION

The digital marketing strategies are important in consumer purchase decisions for electronic products. As the digital market continues to evolve, consumers are relying on digital touchpoints such as Search Engine Optimization, Product Visibility, Personalized Recommendations, Influencer Marketing to inform their buying decisions. These strategies, when strategically deployed, enhance product visibility and also reduce decision-making uncertainty and build consumer trust. These factors are mainly important in high-involvement products like electronics. Among the various digital marketing strategies observed, personalized recommendations and Product Visibility emerged as the most influential. These elements contribute to confident shopping experience, encouraging consumers to move from consideration to make purchase decision. Moreover, the features such as flexible return policies, trust badges, and secure transactions enhance the credibility of a product listing, eventually increasing consumer willingness to buy.

REFERENCES

- [1] Alam, M., Abu Faiz, M., and Aftab, M. (2015). Mobile marketing: a study of buying Intention. British Journal of Economics, Management and Trade 7(3), 218–226.
- [2] Angelita Genoveva Tapia-Bonifaz, Julio Roberto Santillan-Castillo, Luz Maribel Vallejo- Chávez, (2023),

- Digital marketing and online purchasing decisions, *El Marketing digital y las decisiones de compra online, Espirales. Revistamultidisciplinaria de investigación científica*, Vol. 7, No. 44, pp 42-56.
- [3] Bakhshi, H., and Edwards, L. (2021). The role of digital advertising in consumer decision-making. *Journal of Advertising Research*, 61(3), 241-259.
- [4] Hernandez, P. (2021). Content marketing and the purchase decision of the generation consumer. *multidisciplinary scientific journal*, 6(3), 44-49.
- [5] Li, H., and Wang, H. (2020). Influence of digital advertising on consumer behavior: A review of current research. *Journal of Advertising*, 49(4), 367-379.
- [6] Mohammed T. Nuseir ,Ghaleb A. El Refae, Ahmad Aljumah, Muhammad Alshurideh , Sarah Urabi, and Barween Al Kurdi, (2023), Digital Marketing Strategies and the Impact on Customer Experience: A Systematic Review, Al Ain University, PP21-44.
- [7] Okadiani, N. L. B., Mitariani, N. W. E., andImbayani, I. G. A. (2019). Green product, social media marketing and its influence on purchasing decisions. *International Journal of Applied Business and International Management*, 4(3), 69-74.
-