

# Impact of Digital Marketing on Consumer Buying Behaviour: A Study of Indian Markets

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**Abstract-** *This thesis explores the impact of digital marketing on consumer buying behaviour in Indian markets. With growing internet usage and increased smartphone penetration, digital platforms have become pivotal in shaping purchase decisions. A primary research survey was conducted with 70 respondents using Google Forms to investigate various digital marketing tools such as social media ads, influencer endorsements, email marketing, and SEO content. The study reveals that a majority of consumers, especially between the ages of 18 to 35, are heavily influenced by digital marketing. Findings indicate that personalized content and peer reviews play a significant role in buying decisions. The thesis concludes that digital marketing is no longer an option but a necessity for brands aiming to succeed in the Indian marketplace.*

**Index Terms-** *Consumer behaviour, Digital marketing, India, Online advertising, Purchase decisions.*

## I. INTRODUCTION

Digital marketing has revolutionized how businesses interact with consumers. In India, the rise of internet penetration and smartphone adoption has created an ideal platform for digital marketing practices. Consumers now rely on online platforms for product information, reviews, and comparisons before making a purchase. This thesis aims to understand how these digital efforts affect consumer buying patterns across various demographics in India.

## II. IDENTIFY, RESEARCH AND COLLECT IDEA

To formulate the research objective, prior literature on digital marketing and consumer psychology was reviewed. Various journals, industry reports, and previous theses helped in developing the framework.

Primary research was conducted via a structured survey through Google Forms, targeting Indian consumers from different age groups, income levels, and educational backgrounds. The goal was to analyze which digital strategies most influence consumers and to what extent.

## III. WRITE DOWN YOUR STUDIES AND FINDINGS

### A. Research Methodology

A survey was distributed to 70 Indian consumers through Google Forms. Questions covered aspects such as frequency of online shopping, response to digital ads, and trust in influencer promotions.

### B. Demographics

- Age Groups: 18–25 (42%), 26–35 (30%), 36–45 (18%), 46+ (10%)
- Gender: Male (51%), Female (49%)
- Income Levels: Below ₹5 LPA (38%), ₹5–10 LPA (44%), Above ₹10 LPA (18%)

### C. Key Results

- 83% acknowledged social media ads influence their buying decisions.
- 68% follow influencers whose opinions affect their purchases.
- 74% rely on product reviews and ratings.
- 59% have clicked and purchased through email promotions.

### D. Discussion

Digital marketing is particularly effective among younger consumers. Personalization, visual content, and social proof significantly boost engagement and conversions.

#### IV. GET PEER REVIEWED

The draft of this thesis was reviewed by two scholars. Their valuable insights helped improve the structure and refine data presentation.

#### V. IMPROVEMENT AS PER REVIEWER COMMENTS

Revisions included better segmentation of age groups, more detailed explanation of influencer impact, and clearer representation of survey results.

#### CONCLUSION

Digital marketing has a definitive impact on consumer behaviour in Indian markets. The study confirms that consumer decisions are increasingly being shaped by online interactions, making digital marketing a strategic necessity for modern businesses. Future marketers must focus on personalization, user engagement, and real-time communication to stay relevant.

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