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IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE DECISIONS IN ELECTRONIC GADGETS: A STUDY AT POLLACHI

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ABSTRACT
This research investigates the effects of digital marketing techniques, focusing on social networks marketing, influence marketing and online reviews, consumer behaviour within the electronic device industry. Analyse the influence of these strategies on purchase decisions, brand loyalty and repeated purchases. Conducted in Pollachi, Tamil Nadu, with a sample of 196 participants, the study reveals that social networks platforms, particularly Instagram and YouTube, significantly affect consumers' perceptions and purchase behaviour. The findings emphasize the success of the personalized content, the attractive ads and the endorsements of the influencers in the promotion of the participation and loyalty of the consumer.
KEYWORDS: *Digital Marketing, Consumer Behaviour, Social Media Marketing, Influencer Marketing, Brand Loyalty*

I. INTRODUCTION
Gadget's purchase panorama has been mainly transformed by digital marketing. Today, many people trust the Internet to investigate, review reading and recommendations for influence before making a purchase. Traditional advertising methods such as television and printing have lost their effectiveness. Currently, platforms such as Instagram, YouTube, Google and electronic commerce sites play a crucial role in our purchase decisions. Brands use more and more personalized digital strategies, including specific ads and communications generated by AI, to interact with consumers. Influencers in social networks and online reviews are considered reliable sources, influence decisions and improve brand's confidence. The purchase experience has become more rationalized, offering easy access to information and product comparisons. Techniques such as search engines optimization, content marketing and paying advertising significantly influence consumer care and preferences. This research explores the impact of digital marketing strategies, particularly social networks marketing, the influence of online personalities and consumer reviews on consumer behaviour, brand recognition, loyalty and repeated purchases within the device industry.

II. REVIEW LITERATURE
Research By Kozinets Et Al. (2010) Identified Four Key Factors Influencing Wom, Personal narratives, societal norms, information dissemination, and promotional attributes are integral components. Electronic word-of-mouth significantly influences brand perception, where favourable reviews bolster brand reputation while unfavourable ones erode consumer trust. Influencer marketing, a subset of utilizes social media figures to promote products, thereby affecting consumer attitudes and purchasing choices. Research indicates that the trustworthiness and relatability of influencers amplify the impact of ewe in fostering consumer engagement and driving sales.

The impact of digital marketing strategies on customer attitude and purchase intention towards electronic gadgets, A Research Study Conducted by Pooviga et al. (2024) Investigates the Influence of Digital Marketing Strategies on Consumer Behavior Among Indian Students. This Research Highlights Four Primary Strategies: Search Engine Advertising, Social Media, Content Marketing, and Email Marketing, Analysing Their Effects on Customer Attitudes and Purchase Intentions. Utilizing Data Collected from 225 Students in Bangalore, the Study Applies Correlation, ANOVA, and Regression Analysis to Examine These Relationships. The Results Indicate That Digital Marketing Strategies Play a Crucial Role in Shaping Consumer Attitudes and Influencing Purchasing Behavior. Pooviga et al. (2024) Stress the Increasing Significance of Digital Marketing and Provide Insights for Businesses

Aiming to Reach Young Consumers. The Study Offers Important Recommendations for Enhancing Digital Marketing Strategies to Improve Engagement and Sales.

Mishraandvarshney (2024) explored how digital content marketing influences consumer decision-making for tech gadget purchases, The research revealed that the quality and engagement of content play a crucial role in influencing consumer trust and their intent to purchase. YouTube and Instagram emerged as the leading social media platforms for consumer engagement. The study underscored that product reviews are more effective than blogs and emails in influencing consumer choices. Regression analysis indicated that content marketing strategies, when not driven by engagement, are less effective. These findings highlight the necessity for marketers to develop trustworthy and engaging content to effectively boost sales.

Kaushikandprativindhya (2019) examined the influence of digital marketing on consumer buying behaviour for electronic products among Indian urban consumers, The research identified six essential digital marketing strategies: Search Engine Marketing, Content Marketing, Online Public Relations, Social Media Marketing, Affiliate Marketing, and Email Marketing. Conducted with a sample of 500 respondents, the study employed factor analysis and regression techniques to assess the impact of these strategies. The findings revealed that five out of the six digital marketing constructs had a significant influence on consumer behavior, with Social Media Marketing and Email Marketing proving to be the most effective. Content Marketing facilitated consumer decision-making, while Search Engine Marketing improved brand visibility. Conversely, Affiliate Marketing did not demonstrate a significant effect on consumer behavior, underscoring the necessity for more transparent and engaging marketing methods.

Dhivya et al. (2022) analyzed the impact of digital marketing on customer purchasing behaviour for consumer electronics, The research underscored the impact of digital marketing channels such as social media, SEO, and email marketing on consumer purchasing decisions. It revealed that consumer behavior in online retail differs from that in traditional shopping, necessitating the development of new marketing strategies. Social media platforms and search engines are pivotal in driving online purchases, with over 90% of searches conducted on Google. Consumers tend to depend on digital advertising, reviews, and recommendations prior to making electronics purchases. Both emotional and rational factors influence buying behavior, with trust and security concerns being particularly significant. The study highlighted that video content is more captivating than text-based advertisements. In addition, consumers favour websites that offer interactive features, which affect their decision-making process. Smartphones, laptops, and smart TVs emerged as the most frequently researched electronic products online.

III. OBJECTIVE

1. To evaluate the role of digital marketing strategies in influencing consumer purchase decisions for electronic gadgets.
2. To examine the impact of digital marketing on Brand loyalty and repeat purchase behaviour among consumers of electronic gadgets.
3. To analyse consumer awareness of digital marketing strategies and their influence on purchasing electronic gadgets.
4. To analyse the influence of digital marketing strategies on consumer purchase decisions for electronic gadgets

IV. HYPOTHESIS

1. H1: Social media marketing has a greater influence on consumer behaviour than other digital marketing channels.
2. H2: Digital marketing strategies significantly influence consumer purchase decisions for electronic gadgets.
3. H3: Higher consumer awareness of digital marketing strategies positively impacts the likelihood of purchasing electronic gadgets.
4. H4: Digital marketing has a significant positive impact on brand loyalty and repeat purchase behaviour among electronic gadget consumers.

V. RESEARCH METHODOLOGY

Research methodology is a way of systematically solving the research problem. Research methodology deals with the research design and methods used to present the study.

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RESEARCH DESIGN

A research design is a detailed blue print used to guide a research study towards its objective. The process of designing a research study involves many interrelated decisions. The most significant decision is the choice of research approach, because it determines how the information will be obtained. The choice of the research approach depends on the nature of the research that one wants to do.

The current research utilizes a descriptive approach. This section provides a brief overview of the sampling techniques, respondent criteria, data collection process, and analytical methods.

AREA OF THE STUDY

The study will be conducted in Pollachi, Coimbatore District in Tamil Nadu, focusing on consumers who have recently purchased electronic gadgets.

POPULATION OF THE STUDY

The population of the study comprises individuals residing in Pollachi who have been exposed to digital marketing advertisements through platforms such as social media, email, websites, search engines, and mobile apps over the past six months.

SAMPLING TECHNIQUE

A Convenience Sampling method is used in this research. The population will be segmented based on age groups and types of digital platforms used (e.g., social media users, email subscribers, search engine users), and respondents will be randomly selected from each stratum to ensure diversity and representation.

SAMPLE SIZE

Since the entire population cannot be taken for the study, the size of the sample was restricted to 196 respondents.

VI. DATA ANALYSIS AND INTERPRETATION

1.Analyzing the Association Between Social Media Influence and Targeted Gadget Advertisements.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.709[a]	9	.465
Likelihood Ratio	8.661	9	.469
N of Valid Cases	196		
a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .20.			

Interpretation

The relationship between social media influence and targeted gadget advertisements was examined by the Chi-Square test. The Pearson Chi-Square value of 8.709 with 9 degrees of freedom and the p-value of 0.465 were obtained. Since the p-value is greater than 0.05, the null hypothesis was not rejected, indicating that no significant association exists. This was confirmed by the Likelihood Ratio test, which resulted in a p-value of 0.469. However, expected counts below 5 were found in 56.3% of the cells, violating the Chi-Square test assumption. This suggests that the results may not be reliable. Therefore, while no significant association was found, the findings should be interpreted with caution. Alternative methods may be considered to address the expected count issue.

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2.Chi-Square Analysis of Digital Strategies' Impact on Consumer Behavior and Brand Loyalty.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.975[a]	16	.601
Likelihood Ratio	17.669	16	.344
N of Valid Cases	196		
a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .17.			

Interpretation

The Chi-Square test was used to examine the association between two categorical variables. The Pearson Chi-Square value was 13.975 with 16 degrees of freedom and a p-value of 0.601.Since the p-value is greater than 0.05, the result is not statistically significant.Thus, there is no meaningful relationship between the variables studied. However, the test results show that 12 out of 25 cells (48.0%) had expected counts below 5. The minimum expected count was as low as 0.17, violating Chi-Square assumptions. This may affect the reliability and validity of the test outcome. An alternative method like Fisher's Exact Test may be more appropriate.

3.Chi-Square Analysis of the Impact of Personalized Digital Marketing on Brand Loyalty and Repeat Purchases.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.324[a]	16	.431
Likelihood Ratio	16.848	16	.396
N of Valid Cases	196		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .10.			

Interpretation

The Chi-Square test results show no significant relationship between personalized digital marketing messages and brand loyalty or repeat purchases, with p-values of 0.431 (Pearson) and 0.396 (Likelihood Ratio), both greater than 0.05. This indicates no significant association between the two variables. However, 60% of the cells in the table have expected counts below 5, which violates one of the assumptions of the Chi-Square test. This issue could affect the reliability of the results. As a result, caution is advised when interpreting the findings. Alternative statistical methods may be considered.

VII. FINDINGS

- Influencer marketing (45.4%) and social media ads (35.7%) are the top digital marketing tools. Instagram and YouTube are the most impactful.
- Engagement with Digital Content is 70.9% engage with interactive ads, and 74.5% search for product info online.
- Personalized Recommendations Over the 71% are influenced by personalized suggestions based on their browsing.
- Digital Ads Lead to Purchases the 75.6% have bought gadgets due to digital ads.
- Loyalty & Quality is 69.3% are more loyal to brands that offer personalized marketing, and 72.5% are influenced by the quality of digital ads when repurchasing.
- Most respondents are young (19–35 years), male (64.3%), well-educated, and have a middle-income level (2-10 lakhs annually).

VIII. SUGGESTIONS AND RECOMMENDATIONS

- Partner with credible tech influencers on platforms like YouTube and Instagram to build trust and expand reach.
- Use AI-driven tools to tailor product recommendations, emails, and ad content based on user behavior.

- Develop quizzes, polls, and AR demos to boost engagement and product understanding.
- Ensure all marketing content is mobile-friendly to support the high rate of mobile shopping.
- Limit repetitive ads and maintain transparency in data collection to build consumer trust.
- Use humour, storytelling, and urgency in ad content to capture attention and prompt purchases.

IX. CONCLUSION

Digital marketing has a significant and positive impact on consumer purchase decisions and brand loyalty in the electronic gadgets sector. Social networks, especially Instagram and YouTube platforms, together with influence marketing and personalized content, are highly effective to influence consumer behaviour. The study confirms that interactive, friendly digital strategies for mobile and specific devices not only promote initial purchases, but also encourage repeated purchase and deeper brand commitment. To remain competitive, electronic brands must continually innovate their digital scope while guaranteeing the ethical use of consumer data.

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