

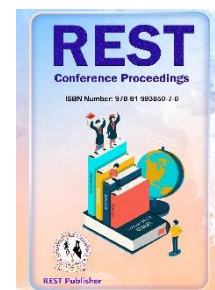


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# A Study on Impact of Digital Marketing for Home Appliances on Consumer Buying Behavior in Amravati City

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**Abstract:** This study investigates the impact of digital marketing on consumer buying behavior for home appliances in Amravati city, with a particular emphasis on how online promotions, social media platforms, and e-commerce channels influence purchase decisions. Primary data was collected from a diverse sample of respondents through a structured questionnaire, and the responses were analyzed using both descriptive statistics and inferential tests. The findings reveal that digital marketing significantly shapes consumer purchase intentions, with trust in online platforms, availability of product information, attractive offers, and convenience emerging as key influencing factors. Younger consumers and female buyers demonstrated higher responsiveness to digital campaigns, while demographic factors such as marital status also showed notable effects. The study highlights the growing preference for a hybrid buying approach, where consumers research online but validate purchases through offline touchpoints. Furthermore, it underscores the necessity for marketers to adopt localized, data-driven, and trust-oriented strategies to enhance brand visibility and customer engagement. These insights provide actionable implications for home appliance marketers seeking to optimize their digital outreach and improve conversion rates in competitive markets.

**Keywords:** Digital Marketing, Consumer Buying Behaviour, E-commerce, Customer Perception, Promotional Campaigns.

## 1. INTRODUCTION

In the era of rapid technological advancement, digital marketing has emerged as a dominant force in shaping consumer preferences and purchase decisions. The widespread adoption of the internet, smartphones, and social media platforms has transformed the way consumers interact with brands and make buying choices. For the home appliances sector—often referred to as “white goods”—digital marketing offers a powerful medium to communicate product features, offer promotions, and build customer trust without the limitations of traditional marketing channels. In cities like Amravati, where consumers are becoming increasingly tech-savvy, online advertisements, influencer endorsements, targeted email campaigns, and personalized offers have a notable impact on purchase behaviour. Digital platforms allow potential buyers to compare prices, read reviews, and explore product specifications before making a decision, thus creating a more informed consumer base. However, the degree of influence varies depending on factors such as age, gender, income, and occupation, making it essential for marketers to understand these dynamics. This study seeks to explore how digital marketing strategies affect the buying behaviour of consumers in Amravati city, with specific reference to home appliances, and to provide insights that can guide businesses in developing more effective and targeted marketing campaigns.

## 2. OBJECTIVES OF THE STUDY

To study the influence of digital marketing on consumer buying behaviour for home appliances in Amravati city. To identify the demographic profile of consumers purchasing home appliances through digital platforms. To evaluate consumer perceptions towards digital marketing campaigns and advertisements for home appliances. To determine the key factors that motivate or discourage consumers from buying home appliances online.

### 3. REVIEW OF LITERATURE

**Digital Marketing:** "Strategies for Online Success" by Simon Kingsnorth (2016): Research Year: 2016, Volume: 1st Edition, Volume 1. Key Insights: This book provides comprehensive insight into how digital marketing influences consumer behavior. The author emphasizes the role of online advertising, content marketing, social media platforms, and search engine optimization (SEO) in shaping consumer preferences and decision-making. Kingsnorth suggests that digital marketing is particularly powerful in the context of home appliances, where consumers are heavily influenced by online reviews, influencer marketing, and targeted ads.

**Consumer Behavior:** "Buying, Having, and Being" by Michael R. Solomon (2017): Research Year: 2017, Volume: 12th Edition. Key Insights: Solomon's work on consumer behavior explores various psychological and social factors influencing purchase decisions. The 12th edition introduces the significant impact of digital marketing tools in shaping consumer expectations, particularly in the home appliance market. Through digital channels, brands can engage in personalized marketing, influencing consumers' buying choices more effectively.

**E-Commerce and Digital Marketing:** "A Study on Consumer Behavior" by Surendra S. Yadav (2020): Research Year: 2020, Volume: Volume 5, International Journal of Digital Marketing and Consumer Insights. Key Insights: Yadav's study delves into the relationship between e-commerce platforms, digital marketing strategies, and consumer behavior. He suggests that personalized digital marketing techniques, such as email campaigns and online reviews, significantly influence the buying behavior of consumers, particularly in markets like home appliances.

**"Consumer Decision-Making and Digital Marketing"** by Vijay Kumar & Priya Mehta (2019): Research Year: 2019, Volume: Volume 2, Journal of Marketing Research & Consumer Behavior. Key Insights: This research explores how digital marketing can help brands modify the consumer decision-making process. The authors highlight that digital marketing techniques, including targeted ads.

### 4. RESEARCH METHODOLOGY

This study adopted a descriptive research design to examine the impact of digital marketing on consumer buying behaviour for home appliances in Amravati city. Both primary and secondary data were utilized. Primary data was collected through a structured questionnaire distributed to 100 respondents across various demographic groups, of which 62 valid responses were received and analyzed. The questionnaire included both closed and open-ended questions covering consumer perceptions, buying preferences, and exposure to digital marketing channels. A non-probability convenience sampling method was employed due to accessibility and time constraints. Secondary data was sourced from academic journals, research articles, and industry reports to support and validate the primary findings. For analysis, descriptive statistics were used to summarize consumer responses, while inferential tests such as t-tests and ANOVA were applied to examine the effect of demographic variables (age, gender, and marital status) on consumer perceptions. The methodology was designed to provide both a quantitative overview and qualitative insights into how digital marketing shapes consumer decision-making in the home appliances sector.

### 5. LIMITATIONS

This study is limited to consumers residing in Amravati city, and therefore the findings may not be generalized to other regions with different socio-economic or cultural conditions. The research focuses specifically on home appliances, excluding other product categories that might exhibit different consumer behaviour patterns. Data was collected through a structured questionnaire, relying on self-reported responses which may be influenced by personal bias or selective memory. The study period was limited, and consumer preferences or market dynamics may change over time, especially with rapid advancements in digital marketing technologies. Additionally, only certain demographic variables were considered for analysis, and other influencing factors such as psychological traits or brand loyalty were beyond the scope of this research.

## 6. DATA ANALYSIS AND INTERPRETATION

**TABLE 1.** Personal Factors of the respondents

	Personal Factor	No of respondents	Percentage
Gender	Male	25	40.3
	Female	37	59.7
	<b>Total</b>	<b>62</b>	<b>100</b>
Age	Less than 30 years	34	54.8
	31 - 40 years	24	38.7
	41 - 50 years	2	3.2
	Above 50 years	2	3.2
	<b>Total</b>	<b>62</b>	<b>100</b>
Occupation	Government Service	5	8.1
	Private Organisation	34	54.8
	Own Business	8	12.9
	Professional	11	17.7
	Retired	1	1.6
	Housewife	3	4.8
	<b>Total</b>	<b>62</b>	<b>100</b>
Annual Income(in Lakhs)	Less than 5	32	51.6
	Above 5 - Below 10	26	41.9
	Above 10 - Below 15	4	6.5
	Above 15	0	0
	<b>Total</b>	<b>62</b>	<b>100</b>

**Source:** Primary Data. From Table 1, it is interpreted that majority of the female respondents i.e 59.7% of the respondents are buying online white goods when compare to male respondents. In age category 54.8% of the below 30 age category respondents are buying white goods from digital marketing. Under occupation private employees i.e 54.8% of the respondents are doing more orders through digital marketing when compare to other occupations. In Annual income category of the respondents 51.6% of the respondents from less than 5 lakhs category people they are making more orders regarding purchase of white goods through digital marketing.

**TABLE 2.** Gender and Constructs based on t - test

Constructs	Mean Values			Sig (2 tailed)
	Male	Female	t-value	
Characteristics of consumers on buying process of white goods.	4.04	4.00	0.356	0.723
Perception of consumers on purchase of white goods.	4.20	3.92	2.084	0.041

**Source:** Computed Data. Note: Significant at 5% level. From the above table it can be inferred that  $p > 0.05$  for characteristics of consumers on buying process of white goods through digital marketing. Hence null hypothesis is accepted. It can also be inferred that  $p < 0.05$  for perception of consumers on purchase of white goods through digital marketing. Hence null hypothesis is rejected. Therefore there is a significant difference amongst respondents with respect to perception of consumers on purchase of white goods based on gender.

**TABLE 3.** Marital Status and Constructs based on t-test

Constructs	Mean Values		t-value	Sig (2 tailed)
	Married	Unmarried		
Characteristics of Consumers on buying process of white goods.	4.10	3.91	1.58	0.119
Perception of Consumers on purchase of white goods.	4.18	3.85	2.63	0.011

Source: Computed Data, @ 5% level of significant: The above table shows that  $p > 0.05$  for characteristics of consumers on buying process of white goodson digital marketing. Hence null hypothesis is accepted. Therefore there is no significant difference among respondents with respect to characteristics of consumer buying process of white goods with respect to marital status of the respondents and  $p < 0.05$  for perception of consumer on purchase of white goods through digital marketing. Hence null hypothesis is rejected. So, there is a significant difference among respondents with respect to the perception of consumer with marital status on white goods.

## 7. ANALYSIS OF VARIANCE

**H0:** There is no significant difference amongst various age group of the respondents and characteristics of consumers on buying process of white goods.

**H0:** There is no significant difference amongst various age group of the respondents and perception of consumers on purchase of white goods.

**TABLE 4.** One Way - ANOVA based on Age Factor

Constructs	Mean Values of AGE (in Years) of the respondents				F - Value	Sig
	Less than 30	31 - 40	41 - 50	Above 50		
Characteristics of Consumers on buying process of white goods.	3.98	4.10	4.00	3.83	0.426	0.735 (NS)
Perception of Consumers on purchase of white goods	3.91	4.23	4.00	3.90	1.978	0.127 (NS)

**Source :** Computed Data; Note: Significant at 5% level. NS denotes - Not Significant

The above table interpreted that  $p > 0.05$  for the characteristics of consumers on buying process of white goods through digital marketing. Hence null hypothesis is accepted. There is no significant difference amongst various age factors of the respondents and characteristics of consumers on buying based on age category. Based on perception of consumers on purchase of white goods the  $p > 0.05$ . Hence null hypothesis is accepted. There is no significant difference amongst perception of consumer white goods with respect to various age group of the respondents.

**TABLE 5.** One Way - ANOVA based on Educational Qualification

Constructs	Mean Values of Educational Qualification of the respondents				F - Value	Sig
	School Level	Under Graduate	Post Graduate	Professional		
Characteristics of Consumers on buying process of white goods.	4.22	4.04	3.95	4.08	0.448	0.720 (NS)
Perception of Consumers on purchase of white goods	4.20	4.06	3.91	4.23	1.164	0.331 (NS)

Source: Computed Data. Significant @ 5% level. NS denotes - Not Significant. The above table analysed that  $p > 0.05$  of the characteristics of consumer buying behavior of Home Appliances through online. Hence the null hypothesis is accepted. There is no significant difference among the characteristics of the respondents and educational qualification related to purchase of white durable goods on digital market. On the other hand, based on perception of consumers on purchase of white goods it shows  $p > 0.05$ . Then the null hypothesis is accepted. There is no significant difference between perception of the consumer and educational qualification of the respondents related to purchase of white durable goods through digital market.

**Findings:** The study revealed that digital marketing plays a critical role in shaping consumer buying behaviour for home appliances in Amravati city. Respondents indicated that online advertisements, social media promotions, and e-commerce platforms strongly influence their awareness and interest in products. Among the sample, younger

consumers and female respondents were found to be more responsive to digital campaigns compared to older age groups and male counterparts. Marital status also emerged as a factor, with married consumers showing higher trust in promotional offers and product details available online. The analysis further showed that while consumers appreciate the convenience and variety offered by digital platforms, many still rely on offline validation before making final purchase decisions, reflecting a preference for hybrid buying behaviour. Trust in the authenticity of information and transparency of online transactions was identified as a key determinant of purchase intention. Price discounts, promotional schemes, and detailed product descriptions were also highlighted as major motivators. These findings confirm that digital marketing has a measurable influence on consumer behaviour, but its effectiveness is enhanced when combined with traditional touchpoints.

## 8. CONCLUSION

The study confirms that digital marketing has become a significant driver of consumer buying behaviour in the home appliances sector of Amravati city. Online advertisements, social media promotions, and e-commerce platforms strongly influence purchase decisions by shaping consumer awareness, trust, and convenience. Younger and female consumers were found to be more responsive to digital campaigns, while demographic variables such as marital status also played a role in shaping perceptions. Despite the growing reliance on digital platforms, many consumers continue to validate their decisions through offline interactions, reflecting the persistence of a hybrid buying pattern. This suggests that businesses must adopt integrated marketing strategies that combine digital outreach with personalized offline engagement. Overall, the findings highlight the importance of building trust, offering transparent product information, and leveraging promotional offers to strengthen consumer loyalty and improve sales performance in a highly competitive market.

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