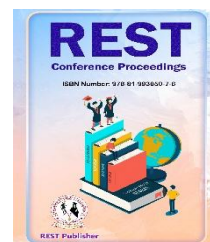


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A Study on Digital Marketing and Its Impact on Consumer Behavior at Croma Amravati

Vaishnavi M. Deshmukh, Swati S. Gupta, S. S. Ingole

SIPNA C.O.E.T., Amravati Maharashtra, India.

Abstract: This study explores the effectiveness of Croma's digital marketing strategies by analyzing consumer responses from a structured survey. With digital platforms playing an increasingly vital role in retail, the research examines how Croma's online marketing efforts influence consumer behavior and engagement. Findings reveal that most respondents encounter Croma's content occasionally, mainly on Instagram, indicating its strength in visibility. A majority find the content somewhat or very relevant, showing moderate success in personalization. Notably, over 90% confirmed that digital marketing influenced their purchase decisions, especially promotions involving discounts, reviews, and influencer endorsements. While many prefer online shopping after viewing digital ads, some still value the in-store experience—supporting the need for an omnichannel approach. Half of the respondents reported increased store visits due to digital efforts, and most rated their online experience positively. Consumers favored user reviews and product demos, pointing to a desire for authenticity and clarity. Recommendations included more tailored offers and better discounts. With 64.3% willing to recommend Croma based on their digital experience, the brand shows strong advocacy potential. Overall, Croma's digital marketing is effective, though enhancing personalization and content diversity could further boost customer loyalty and engagement.

Keywords: Retail Marketing, Customer Perception, Purchase Decision, Online Shopping, Digital Promotions, Targeted Advertising, Content Marketing, Customer Loyalty, Mobile Marketing, Product Reviews, User-Generated Content, Consumer Preferences, Digital Influence, Online Consumer Engagement, Marketing Effectiveness, Brand Influence

1. INTRODUCTION

The global digital marketing market is growing rapidly, influencing consumer behaviour and driving the shift from traditional to digital marketing. Companies now focus on understanding consumer needs online, using platforms like email, mobile apps, and internet ads to promote products. Digital marketing allows businesses to reach a wider audience, improve customer engagement, and adapt to changing purchasing habits. It plays a crucial role not just locally but globally, significantly impacting how consumers discover, evaluate, and buy goods and services. Digital marketing has become an essential part of modern business strategies, growing in popularity as people gain wider access to online products and services. It mainly involves selling goods and services online through channels like websites, mobile phones, chats, and emails. By allowing customers to interact, ask questions, and provide suggestions easily, digital marketing greatly enhances customer satisfaction and is now seen as more practical and efficient than traditional marketing methods.

Company Profile: CROMA: Croma, a part of Tata Group's Infiniti Retail, is India's first and leading large-format specialist retail chain for consumer electronics and durables. Established in 2006, Croma offers a vast assortment of over 20,000 products across 515 stores and a strong online presence through its website and the Tata Neu App. Upholding its tagline "We help you buy," Croma delivers a customer-centric experience, providing the latest technology, expert advice, and lifetime product assurance. With product categories ranging from phones, computers, and appliances to accessories and smart devices, Croma caters to a wide range of consumer needs. The brand emphasizes seamless shopping experiences through services like Zip Care Protect for device coverage and Express Delivery for faster fulfilment. Croma also follows strict company policies such as anti-bribery, fraud prevention, and customer grievance management to ensure trust and quality. With continuous innovation and strong values, Croma has established itself as a trusted name in electronics retail across India, blending technology with exceptional customer service.

2. REVIEW OF LITERATURE

The literature reviewed focuses on how digital marketing has transformed consumer behaviour, helping businesses shift from traditional methods to more interactive, targeted approaches. Key findings from different studies are summarized below:

P. Sathya (2017) :conducted a study on the advantages and drawbacks of digital marketing. The findings revealed that digital marketing provides a wider reach and introduces innovative tools for customer engagement, making it more effective than traditional marketing methods.

Dr. Madhu Bala and Deepak Verma (2018) :explored the advancements in digital marketing techniques such as social media marketing and search engine optimization. Their research emphasized that digital marketing is not only cost-effective but also enables businesses to reach a larger audience with greater ease.

Rakesh Pandit and Anshu Chauhan (2020) :analyzed the impact of digital marketing in rural India. The study highlighted that while digital marketing offers substantial benefits, there is still a significant need to increase awareness and provide digital education in rural areas to enhance its effectiveness.

Sanjay Bisayani and Nishant Vachhani (2014): compared traditional marketing with online marketing. Their research concluded that online marketing is more personalized, impactful, and is progressively replacing conventional marketing approaches.

Dr. Uma Sharma and Prof. K.S. Thakur (2020) : investigated the effect of digital marketing on consumer purchase behavior. The study suggested that for digital marketing to be truly effective, businesses must thoroughly understand consumer needs and preferences.

Giti and Farid (2022) focused on the factors influencing online buying satisfaction. The research identified key determinants such as website design, security, ease of navigation, and delivery services as major contributors to a positive online consumer experience.

Important Points to Remember: Digital marketing significantly increases customer reach and enhances engagement, making it a powerful tool for businesses. Consumers are increasingly drawn to online marketing due to the personalization it offers and the convenience of accessing products and services from anywhere. This has contributed to a noticeable shift from traditional to digital marketing methods. However, trust factors such as website security, reliable delivery services, and overall user experience play a crucial role in influencing online purchase decisions. In rural areas, while the potential of digital marketing is evident, there remains a strong need for greater digital education and awareness to fully realize its benefits.

3. RESEARCH OBJECTIVES

1. To analyse digital marketing types and strategies – Understand the various digital marketing methods used and how they are applied.
2. To study the impact of digital marketing on consumer behaviour
3. To evaluate the effectiveness of various digital marketing platforms (like social media, email marketing, search engines) used by Croma.
4. To assess customer awareness and perception towards digital marketing campaigns run by Croma.
5. To identify the key factors that drive online purchases among consumers at Croma.
6. To study the role of digital promotions and discounts in influencing consumer buying behaviour.

4. DATA ANALYSIS AND DATA INTERPRETATION

TABLE 1. The survey shows that Croma's digital marketing is effective but still has room to grow.

Category	Highlights
Most Common Platform	Instagram
Content Relevance	Majority find it somewhat or very relevant
Purchasing Influence	90%+ influenced
Preferred Channel	Mainly online, some offline preference remains
Online Shopping Satisfaction	91% rated Good/Excellent
Engagement Rate	100% engage occasionally or more
Preferred Content	1. User Reviews 2. Product Demonstrations
Areas to Improve	Discounts, Personalized Recommendations
Brand Advocacy	64.3% recommend, 35.7% unsure

Instagram emerges as the strongest platform for Croma’s digital marketing, with most customers encountering the brand’s promotions there. The marketing content is widely seen as relevant to customer needs, significantly influencing buying behavior—over 90% of respondents acknowledged being impacted by Croma’s digital efforts, particularly through discounts, offers, authentic reviews, and influencer endorsements. Although online shopping dominates, a segment of customers still values in-store visits, making an omnichannel strategy crucial for broader appeal. Customer satisfaction remains high, with 91% rating their online shopping experience as good or excellent, and all respondents reporting at least occasional engagement with Croma’s online presence. When it comes to content, users show a clear preference for customer reviews and product demonstrations. However, there is room for improvement, especially in offering better discounts and providing more personalized product recommendations.

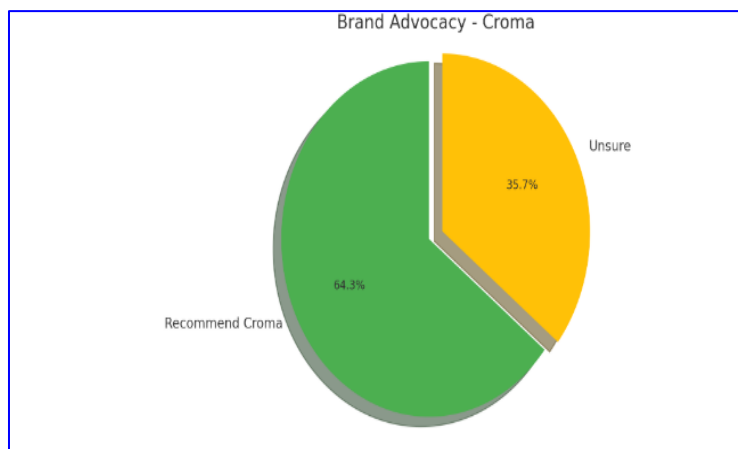


FIGURE 1. Impact of Digital Marketing on Purchase Behaviour

TABLE 2.

Factors Influencing Purchase	Percentage
Discounts/Offers	50%
Trustworthy Reviews	25%
Influencer Endorsements	15%
Others	10%

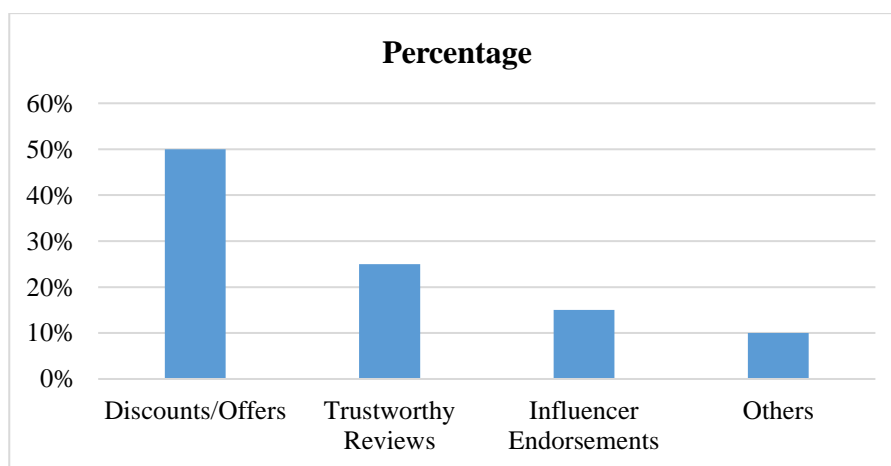


FIGURE 1. Percentage

Discounts and offers, accounting for 50%, are by far the most influential factor in customer purchase decisions, with buyers being highly motivated by special deals, promotions, and time-limited discounts. Trustworthy reviews follow at 25%, highlighting the importance of authentic feedback from other customers or reliable sources in guiding purchasing choices. Influencer endorsements, while still impactful, contribute to 15% of the decision-making influence, showing they are less persuasive compared to discounts and reviews. Other factors, such as customer service quality and brand reputation, make up the remaining 10%, indicating a relatively smaller role in shaping consumer preferences. Price sensitivity is high among Croma’s customers — attractive discounts

can drive more sales. Social proof (reviews) is essential — customers need to see that others have had good experiences. Influencer marketing has a role but should not be the only focus. Broader experience factors should still be maintained, even if they influence fewer people. To enhance its market presence and customer engagement, Croma can adopt a multi-faceted strategy focused on personalization, content, and channel optimization. Firstly, increasing discounts and exclusive offers through time-limited deals, flash sales, and member-only benefits can boost customer interest and drive urgency. Personalization can be significantly improved by leveraging AI and machine learning to recommend products based on user behavior and past purchases, enhancing the overall shopping experience. Authentic content should be a priority—real customer reviews, product demonstrations, and testimonials can build trust and influence purchasing decisions. Croma should also work on strengthening its omni channel experience by aligning in-store interactions with online promotions to provide a seamless and consistent customer journey. A referral program with attractive incentives can help increase brand advocacy by encouraging satisfied customers to recommend the brand to others. Continuing investments in Instagram through engaging posts, reels, and influencer collaborations will help maintain relevance, especially among younger audiences. Additionally, email campaigns need to be revitalized with more engaging formats, personalized offers, and better-timed messaging, as current email reach is relatively low. Moreover, building stronger influencer partnerships can amplify brand visibility and credibility. SMS promotions should be concise, value-oriented, and timed with key campaigns to maximize impact. Since social media ads—particularly on Instagram—perform well, Croma should prioritize dynamic formats such as Reels, carousels, and story-based promotions. Finally, combining formats using retargeting strategies that connect SMS or email reminders with previously viewed ads or website visits can reinforce brand engagement and drive conversions effectively. Croma's digital marketing is generally well-received, but there's an opportunity to further improve and solidify customer trust and satisfaction, especially by targeting those who are still unsure. Efforts like better personalization, more appealing offers, or stronger social media engagement (as we saw earlier) could help turn more "Maybe" into confident "Yes."

Findings: The survey shows that Croma's digital marketing is effective in capturing customer attention, mainly through Instagram, with most users finding the content relevant. Over 90% of respondents reported that digital marketing influenced their purchases, primarily driven by discounts, offers, trustworthy reviews, and influencer endorsements. While online shopping is popular, some customers still prefer visiting physical stores, highlighting the importance of an omni channel approach. User-generated reviews and product demonstrations are the most preferred content types. Customers suggested improvements like better discounts and personalized recommendations. Overall, 64.3% would recommend Croma, indicating strong brand loyalty but also revealing opportunities to deepen customer relationships.

5. CONCLUSION

Croma's digital marketing is effectively capturing consumer attention, especially on Instagram. Most respondents find the content relevant and are influenced by it, mainly due to discounts and reviews. A majority prefer shopping online and rate their experience positively. Strong social media engagement and a preference for authentic content like user reviews highlight Croma's digital strengths. However, there's room for improvement in personalization and offers to boost engagement and brand loyalty. Despite these strengths, opportunities for further enhancement exist. Customers expressed a desire for more personalized marketing approaches and better promotional offers tailored to their preferences. By investing in advanced personalization technologies, such as AI-driven product recommendations, and by providing exclusive, targeted discounts, Croma can deepen customer relationships and increase brand loyalty. Additionally, maintaining a seamless omnichannel experience—ensuring that both online and offline interactions meet customer expectations—will be crucial in sustaining long-term engagement. Continued focus on authenticity, customer-centric content, and individualized experiences will enable Croma to solidify its position as a leader in the competitive digital retail landscape.

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