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Impact of Marketing Tools on Consumer Buying Behavior in Digital Shopping of Electronic Communication Products

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ABSTRACT

This study examines the impact of marketing tools on consumer buying behavior in digital shopping of electronic communication products within NCR Delhi. Using a descriptive research design and stratified random sampling of 510 respondents, data were collected through a structured questionnaire based on a Likert scale. The findings highlight that discounts, promotional offers, social media advertisements, customer reviews, personalized recommendations, and loyalty programs significantly influence online purchase decisions. Trust, secure payment systems, and after-sales service also play a vital role in shaping consumer preferences. The study provides insights for e-retailers and policymakers to enhance customer engagement and retention.

Keywords: Digital Shopping, Marketing Tools, Consumer Buying Behavior, NCR Delhi

INTRODUCTION

As India's e-retail market continues to mature, categories like electronics will be central to retention, monetization (including advertising and seller services), and platform differentiation. By focusing on a metropolitan, digitally engaged consumer base and using contemporary data and robust analytical methods, this thesis seeks to bridge descriptive accounts and normative guidance producing evidence that can inform platform design, brand strategy, and consumer protection policy in India's rapidly evolving digital marketplace.

The rapid expansion of e-commerce in India has significantly altered consumer buying patterns, particularly in high-value categories such as electronic communication products. Affordable smartphones, improved internet connectivity, and secure payment systems have encouraged more consumers to shift from traditional retail to digital shopping. In this segment, products like smartphones, tablets, smartwatches, and accessories are often researched, compared, and purchased entirely online. Delhi NCR, with its diverse demographics, high digital penetration, and competitive retail environment, offers a unique context to study such behaviour. Consumers here exhibit varied preferences influenced by factors such as price, brand reputation, product specifications, online reviews, and delivery services. Trust in e-retail platforms, perceived risk, and post-purchase service quality also play a crucial role in shaping purchase decisions. Understanding these behavioural patterns is vital for e-retailers, brands, and policymakers aiming to improve customer satisfaction and retention. This study seeks to explore the determinants of online purchase behaviour for electronic communication products and provide actionable insights for enhancing digital shopping experiences.

The evolution of online retail has redefined how consumers approach the purchase of electronic communication products, blending convenience with extensive choice. Enhanced internet access, user-friendly interfaces, and secure payment gateways have encouraged a growing shift from physical stores to digital platforms. In this category, items such as smartphones, smartwatches, wireless accessories, and related gadgets are often evaluated, compared, and purchased entirely online. Consumers' buying patterns are shaped by multiple influences, including brand image, technical specifications, price competitiveness, peer recommendations, and the credibility of online reviews. Equally significant are perceptions of trust, platform reliability, and the quality of after-sales service, which determine both purchase intentions and repeat transactions. As technology adoption accelerates and competition among e-retailers intensifies, understanding the complex interplay of these factors is essential for designing strategies that enhance customer satisfaction and loyalty in the digital shopping environment.

Online shopping behavior refers to an individual's overall perception and assessment of a product or service while shopping online, which can lead to either positive or negative outcomes. It is closely connected to the customer's psychological state regarding the process of completing an online purchase; Li & Zhang (2002).

Consumers are increasingly drawn to the convenience of online shopping, as they can make purchases at any time, from anywhere, without the need to physically visit stores. This shift is especially prominent in today's fast-paced world, where time constraints and busy schedules drive people to seek out

more efficient ways to shop. The rise of mobile devices and the proliferation of apps have further simplified the process, making it even easier for consumers to shop on the go.

Additionally, price comparisons are a significant aspect of online shopping behavior. Many consumers use the internet not just to purchase products, but also to explore various options, read reviews, and compare prices across different websites. This behavior is motivated by the desire to get the best value for money and the transparency that online platforms provide. With the wide availability of product details, ratings, and customer feedback, consumers feel more informed and empowered to make decisions. Moreover, online retailers often offer special deals, discounts, and promotions that appeal to price-sensitive shoppers, encouraging them to make purchases online rather than in traditional brick-and-mortar stores.

As consumers become more accustomed to making transactions online, the importance of secure payment options and reliable customer service has increased. Online shoppers are more likely to engage with websites that offer secure payment methods, clear return policies and positive reviews. Furthermore, the ease of returning items and the ability to track deliveries have enhanced consumer confidence in online shopping. These factors, combined with the rise of personalized shopping experiences and targeted advertising, continue to influence and shape how consumers approach online shopping, making it an essential part of modern retail behavior.

Consumer behaviour towards digital shopping refers to the decision-making processes, preferences, and actions that individuals undertake when purchasing goods and services through online platforms. Unlike traditional shopping, where physical interaction with products is possible, digital shopping relies on virtual product presentation, customer reviews and trusts in the platform's credibility. Consumers assess multiple factors before making a purchase decision including product quality, price competitiveness, brand image, ease of navigation on the website or app, and delivery commitments. In the case of electronic communication products, technical specifications, compatibility, and warranty policies often hold higher importance than in other product categories; Kotler et al. (2022).

The convenience of accessing a wide range of products anytime and anywhere is a major driver of online shopping behaviour. Digital platforms offer advanced search filters, comparison tools, and AI-based recommendations, enabling consumers to make informed decisions with minimal effort. Moreover, the growing availability of flexible payment options such as EMIs, digital wallets, and instant credit facilities has lowered financial barriers to purchasing high-value products. The role of peer influence through online ratings, product unboxing videos, and influencer endorsements has also become a significant determinant in shaping purchase intentions for electronic gadgets and accessories.

Trust and perceived risk are critical psychological factors in consumer behaviour towards digital shopping. A secure payment environment, transparent return policies, and responsive customer service increase consumer confidence, while concerns about product authenticity, delayed deliveries, or fraudulent sellers may deter purchases. Over time, positive shopping experiences build loyalty, resulting in repeat purchases and brand advocacy. For high-involvement products like smartphones or smartwatches, consumers often engage in extended information searches, compare multiple sellers, and rely on credible third-party reviews before committing to a purchase.

The rapid evolution of technology continues to reshape online consumer behaviour. Emerging trends such as live commerce, augmented reality product previews, and AI-driven personalization are redefining how customers explore, evaluate, and select products digitally. As a result, understanding consumer behaviour in this domain is not only essential for academic inquiry but also critical for businesses aiming to remain competitive in the fast-growing e-commerce ecosystem.

REVIEW OF LITERATURE

According to Lee and Turban (2001), the absence of trust is one of the primary barriers that discourage consumers from engaging in e-commerce. Poor-quality products significantly hinder the development of consumer trust in online sellers. When customers perceive that merchandise is substandard, they become skeptical about the reliability and integrity of the vendor. If online platforms fail to assure product quality and authenticity, potential buyers are likely to abandon transactions, fearing fraud, dissatisfaction, or loss, thereby affecting the growth of digital commerce.

Limbu et al. (2011) found that many online retail platforms offer minimal details about their businesses or individual sellers, leading to a sense of uncertainty among potential buyers. This lack of transparency often causes consumers to question the legitimacy of the website, making them hesitant or unwilling to proceed with online purchases.

Cheung & Thadani (2012) highlighted that electronic word-of-mouth (e-WOM) has become a significant force in shaping consumer behavior online, influencing how people perceive products and make purchasing choices. Although the effects of trust and e-WOM on online buying have been widely examined, limited research has investigated how e-WOM might moderate the link between trust and purchase decisions. Understanding this moderating influence could offer deeper insights into the complexities of consumer decision-making in digital environments.

Song et al. (2014) explained that consumer involvement is influenced by external stimuli but operates as an internal psychological mechanism focused on processing information. This involvement emerges when external information aligns with internal needs, shaping consumer preferences, attention, and engagement with specific products, services, or brands. When involvement is high, consumers thoroughly evaluate factors such as the supplier's competence, trustworthiness, and other attributes, leading to well-reasoned and informed decision-making.

Abou-Elgheit (2018) underscored the need to examine evolving consumer behavior from a broader perspective. Focusing on social media marketing in the Egyptian context, the study highlighted the significant role of cognitive, emotional, experiential, and personality-related factors in shaping consumer decision-making and building trust in online sellers.

Amin (2019) emphasized the shift in consumer behavior driven by the widespread use of the internet, noting that people increasingly depend on other consumers' opinions when making online purchase decisions. Online reviews function not only as tools to support decision-making but also as valuable feedback mechanisms. By providing insights from previous buyers, these reviews help reduce the perceived risks of online shopping, thereby playing a crucial role in influencing consumer choices.

Gaber et al. (2019) conducted a study examining consumer interactions with Instagram advertisements, revealing that user attitudes are significantly shaped by how they perceive the content's relevance, entertainment value, and trustworthiness. Additionally, the absence of annoyance or disruption from the advertisement contributes positively to consumer responses. The study highlights that when Instagram ads are seen as engaging, informative, and credible, they are more likely to generate favorable consumer attitudes and engagement.

Katta and Patro (2020) emphasized that website aesthetics play a crucial role in attracting consumers to engage in online shopping. A visually appealing and well-structured e-commerce site can significantly influence consumer perception and behavior. To draw customers away from traditional retail outlets, digital retailers must prioritize attractive, user-friendly website designs that enhance the overall shopping experience.

Soleimani (2022) noted that in today's digital age, online shopping platforms have emerged as the go-to option for consumers seeking to buy products and services. However, due to the virtual nature of these transactions, many consumers associate them with a heightened sense of risk. To overcome this, trust becomes a vital element in purchase decisions. Trust reflects the consumer's confidence in the platform's reliability and honesty, significantly influencing how useful the platform is perceived to be.

Wang et al. (2023) emphasize that e-commerce platforms should adopt strategic measures to reduce perceived risks in order to build trust and a sense of security among consumers. Successfully lowering these risks can lead to stronger customer loyalty and higher sales. Generally, as perceived shopping risks rise, purchase intentions decline, whereas minimizing these risks results in a greater likelihood of consumers proceeding with their purchases.

Nga and Tam (2024) highlight that the COVID-19 pandemic significantly transformed consumer buying behavior across the globe. In Vietnam, online shopping witnessed remarkable growth during this period, largely due to the contagious nature of the virus and the convenience offered by digital purchasing and home delivery. To explore this trend, the authors conducted a study aimed at identifying the key factors influencing consumers' intention to shop online. Based on data gathered from 700 online shoppers, the study recognized five major determinants: perceived usefulness, ease of use, trust, safety, and quality of customer service. Using structural equation modeling, the researchers examined consumer purchase intentions by integrating customer service into the analytical framework.

OBJECTIVE OF THE STUDY

- To analyze the impact of marketing tools in determining the buying behavior of consumers towards digital shopping of electronic communication products.

RESEARCH DESIGN

For the present study descriptive research design has been adopted.

SAMPLE DESIGN

Stratified random sampling technique has been used based on the objective of study. It has help to describe the major impact the findings have on the population.

Sample Size= 510 Respondents

DATA COLLECTION METHODS

Primary Data: In the present study the primary data has been collected from the selected respondents belongs to NCR of Delhi.

RESEARCH INSTRUMENT

For the present study, the well-structured questionnaire has been designed to gather the information from the respondents. The questions in the questionnaire have been rated on the basis of Likert scale.

ANALYSIS RELATED TO IMPACT OF MARKETING TOOLS IN DETERMINING BUYING BEHAVIOR TOWARDS DIGITAL SHOPPING OF ELECTRONIC COMMUNICATION PRODUCTS

Table 1: Table showing the response related to impact of marketing tools in determining the buying behavior of consumers towards digital shopping of electronic communication products

| S. No. | Questions | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--------|---|-----------------|-----------------|---------------|---------------|-------------------|
| 1 | Discounts, offers and festival sales strongly influence your decision to purchase electronic communication products online. | 70 (13.73%) | 337 (66.08%) | 31 (6.08%) | 47 (9.21%) | 25 (4.90%) |
| 2 | Advertisements on social media and other digital platforms increase your interest in buying electronics online. | 136 (26.67%) | 318 (62.35%) | 30 (5.88%) | 19 (3.73%) | 7 (1.37%) |
| 3 | Customer reviews and ratings significantly impact your purchase decisions for electronic products. | 117 (22.94%) | 332 (65.10%) | 21 (4.12%) | 32 (6.27%) | 8 (1.57%) |
| 4 | Personalized recommendations and targeted promotions encourage you to buy more electronics online. | 171 (33.53%) | 286 (56.08%) | 19 (3.73%) | 22 (4.31%) | 12 (2.35%) |
| 5 | Loyalty programs and reward points make you prefer certain online shopping platforms for electronics. | 198 (38.82%) | 260 (50.98%) | 21 (4.12%) | 16 (3.14%) | 15 (2.94%) |

CONCLUSION

The study concludes that consumer buying behavior towards electronic communication products in NCR Delhi is strongly shaped by price-related incentives, digital marketing strategies, and trust-building mechanisms. Discounts, offers, and festival sales act as powerful motivators, while advertisements on social media and digital platforms significantly enhance awareness and purchase intention. Customer reviews and ratings play a crucial role in building trust and influencing decisions, although a small segment remains skeptical. Personalized recommendations and targeted promotions further drive purchases by catering to individual preferences, underscoring the value of data-driven marketing. Additionally, loyalty programs and reward points strengthen platform preference by offering long-term benefits, thereby enhancing customer retention and repeat buying. Overall, consumer behavior reflects a dynamic interplay of cost, trust, personalization, and engagement strategies.

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