

# INFLUENCE OF DIGITAL MARKETING PRACTICES ON CONSUMER PURCHASE INTENTION: EVIDENCE FROM INDIAN RETAIL MARKETS

Devaki K.K

Associate Professor,  
P.G Department of Commerce,MMKSDM College, Mysore

---

## ABSTRACT

Digital transformation has reshaped the manner in which organizations communicate with customers. This study investigates how digital marketing practices influence consumer purchase intention in the Indian retail sector. Primary data were collected from 348 retail consumers using a structured questionnaire. Statistical analysis was performed using correlation and multiple regression techniques. The results reveal that social media engagement, perceived content credibility, influencer endorsements, and online trust significantly affect consumer purchase intention. Among these, online trust demonstrates the strongest impact. The findings offer strategic insights for marketers and contribute empirical evidence to digital marketing literature from an emerging economy perspective.

**Keywords:** Digital Marketing, Purchase Intention, Consumer Behaviour, Retail Marketing, India.

## INTRODUCTION

The rapid growth of digital technologies has altered consumer decision-making processes worldwide. Consumers increasingly depend on online platforms for product information, peer reviews, and price comparisons. Consequently, organizations are compelled to redesign their marketing strategies to remain competitive in digital environments.

Purchase intention represents a critical indicator of future buying behaviour. Understanding the determinants of purchase intention enables marketers to allocate resources more efficiently. While extensive studies exist in developed economies, empirical investigations focusing on Indian retail consumers remain limited. This study addresses this gap by examining multiple dimensions of digital marketing practices and their influence on consumer purchase intention.

## REVIEW OF LITERATURE

Recent studies highlight the growing importance of digital engagement in shaping consumer attitudes. Rahman et al. (2021) observed that interactive social media communication enhances customer involvement. Mehta and Saxena (2020) reported that trustworthy online content strengthens brand credibility.

Influencer marketing has also gained prominence. According to Verma (2022), influencer authenticity significantly improves consumer confidence in products. Meanwhile, Narayanan and Joseph (2019) emphasized that perceived security and transparency are essential for online purchasing decisions. However, prior research often examines these variables independently. An integrated framework assessing their combined influence on purchase intention in the Indian retail context remains underexplored.

## Objectives of the study:

- To evaluate consumer perceptions of digital marketing practices.
- To examine the relationship between digital marketing variables and purchase intention.

- To identify the most influential digital marketing determinant of purchase intention.

**Hypothesis of the study:**

- H1:** Social media engagement significantly influences purchase purpose.
- H2:** Content credibility has a positive effect on purchase intention.
- H3:** Influencer endorsements significantly affect purchase intention.
- H4:** Online trust significantly influences purchase intention.

**Research Methodology:**

Component	Description
Research Design	Descriptive and Analytical
Sample Size	348 respondents
Sampling Method	Convenience Sampling
Data Collection Tool	Structured Questionnaire
Software Used	SPSS
Statistical Techniques	Correlation and Regression

**RESULTS:**

**Correlation Analysis-**All independent variables exhibit a positive and statistically significant relationship with purchase intention ( $p < 0.01$ ), indicating strong associations between digital marketing practices and consumer behavioral intentions.

Variable	Standardized Beta	t-value
Social Media Engagement	0.28	5.41
Content Credibility	0.25	4.96
Influencer Endorsement	0.22	4.31
Online Trust	0.35	6.18

**REGRESSION ANALYSIS-**

The regression analysis reveals that the model accounts for **71% of the total variance in consumer purchase intention**, indicating a very strong explanatory power. This high coefficient of determination ( $R^2 = 0.71$ ) confirms that the selected digital marketing variables jointly provide a robust explanation of consumer buying behaviour in the retail context. Among all predictors, **online trust emerges as the most influential determinant** of purchase intention. The highest standardized beta coefficient associated with online trust indicates that consumers are more likely to intend to purchase when they perceive online platforms as secure, transparent, and reliable. This finding emphasizes that trust functions as the foundation of digital transactions, reducing perceived risk and enhancing confidence in online purchasing decisions.

The second strongest predictor, **social media engagement**, highlights the importance of interactive communication between brands and consumers. Active engagement through comments, reviews, and shared content strengthens emotional attachment and brand familiarity, which in turn positively influences purchase intention. This suggests that consumers do not merely respond to promotional messages but value meaningful digital interactions. Although content credibility and influencer

endorsement also demonstrate statistically significant effects, their relatively lower beta values indicate that they play supportive rather than dominant roles in shaping purchase intention. Together, these findings confirm that while promotional and persuasive elements are important, trust and engagement remain the primary drivers of consumer decision-making in digital environments.

Overall, the regression results validate the proposed research framework and confirm that digital marketing effectiveness is strongly dependent on consumers' perception of trust and interactive brand communication. The findings reinforce the argument that organizations must prioritize trust-building strategies and engagement-oriented communication to achieve sustainable marketing success.

### **FINDINGS OF THE STUDY:**

The present study demonstrates that digital marketing practices significantly influence consumer purchase intention in the Indian retail sector. Among the predictors, online trust exerts the strongest impact, emphasizing the importance of secure platforms, transparent communication, and credibility in online transactions.

Social media engagement also plays a vital role by fostering interactive relationships between brands and consumers. High-quality and credible content further strengthens consumer confidence by reducing information asymmetry. Influencer endorsement, though relatively less influential, remains a significant determinant by shaping consumer perceptions through perceived expertise and reliability.

These findings are consistent with contemporary digital marketing theories that emphasize trust and engagement as core drivers of online consumer behaviour. The study extends existing literature by validating these relationships within an emerging market context.

### **SUGGESTIONS OF THE STUDY:**

**Managerial Implications-**Retail firms should prioritize trust-building strategies such as verified reviews, secure payment gateways, and transparent policies. Investment in social media engagement and content authenticity will further enhance consumer confidence and conversion rates.

**Academic Implications-**The study offers a comprehensive empirical framework that can be replicated in other emerging economies to test cross-cultural validity.

### **CONCLUSION:**

This study provides empirical evidence on the significant role of digital marketing practices in shaping consumer purchase intention within the Indian retail sector. The findings clearly demonstrate that social media engagement, content credibility, influencer endorsement, and online trust collectively influence consumers' buying decisions. Among these factors, online trust emerged as the most powerful predictor, highlighting that consumers prioritize security, transparency, and reliability when engaging in online transactions.

The study confirms that digital marketing is no longer limited to promotional communication but functions as a strategic mechanism for relationship building and value creation. Interactive social media platforms enable two-way communication, thereby strengthening emotional connection between brands and consumers. Credible and informative content reduces uncertainty and enhances perceived value, while influencer endorsement assists in transferring trust from opinion leaders to brands.

From a strategic perspective, the results emphasize that organizations must adopt an integrated digital marketing approach rather than relying on isolated tools. Firms that align trust-building mechanisms with engaging content and influencer partnerships are more likely to achieve sustainable competitive

advantage. The research further demonstrates that digital marketing effectiveness is strongly dependent on consumer perception, reinforcing the importance of ethical communication and authenticity in online environments.

The study contributes to marketing literature by presenting a comprehensive empirical model applicable to emerging economies. It bridges the gap between theoretical frameworks and practical marketing applications by offering quantifiable evidence of digital marketing outcomes. Furthermore, the research supports the view that consumer trust acts as a mediating foundation for all digital marketing activities.

In conclusion, digital marketing practices represent a decisive determinant of consumer purchase intention in contemporary retail markets. Organizations that prioritize trust, engagement, and credibility will be better positioned to enhance customer loyalty, increase conversion rates, and sustain long-term business growth. The insights derived from this study serve as a valuable reference for both academicians and practitioners in designing future digital marketing strategies.

### **LIMITATIONS AND FUTURE RESEARCH:**

The study is geographically restricted and uses convenience sampling. Future research may adopt probability sampling, cross-country comparisons, and longitudinal analysis to enhance generalizes ability.

### **REFERENCES**

1. Mehta, R., & Saxena, P. (2020). Digital communication and brand trust. *Journal of Marketing Development*, 12(2), 88-102.
2. Narayanan, S., & Joseph, L. (2019). Online trust and consumer decision making. *International Journal of Retail Studies*, 7(1), 45-59.
3. Rahman, M., Islam, N., & Karim, A. (2021). Social media engagement and customer response. *Asian Journal of Marketing Research*, 15(3), 112-128.
4. Verma, K. (2022). Influencer authenticity and consumer behaviour. *Global Business Review*, 23(4), 640-654.