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# A Study on Electric World and Consumer Buying and Behaviour

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**ABSTRACT:** The rapid growth of digital marketing in India has transformed the way businesses interact with consumers. With increasing internet accessibility and widespread use of social media platforms, marketing has shifted from traditional print and broadcast channels to dynamic digital platforms. This paper explores how digital marketing has reshaped consumer behavior by emphasizing the influence of social media, online presence, and digital word-of-mouth. It also highlights the rise in impulsive buying, the decline of brand loyalty, and the demand for instant, personalized experiences. As consumers gain more control over their purchasing decisions, businesses must adapt their strategies to build trust, deliver value, and maintain engagement through consistent and responsive digital interactions.

**KEYWORDS:** Digital Marketing, Consumer Behavior, Social Media Marketing, Online Presence, Influencer Marketing, Word-of-Mouth, Brand Loyalty, Impulse Buying, Customized Shopping Experience, Digital Transformation, Customer Engagement, E-commerce Trends, India Marketing Growth, Real-time Communication, Personalized Advertising

### I. INTRODUCTION

India's digital marketing business is at its pinnacle right now, and it's continuously rising. This expansion is due to a variety of sources. The use of communication tools has increased significantly. In the previous year, everything had changed. No one ever imagined that a trustworthy offer could be found on the internet. Several factors have been discovered to play a role in the development of digital marketing in India. Previously, the wealthy were the only ones who could use the internet. There has been a significant shift in the way people live presently members of the middle class.

#### DIGITAL MARKETING INFLUENCES CONSUMER BEHAVIOR:

Consumers never make a purchase prior to conducting online research. Consumers now have the ability to collect all the research they could possibly need, as well as compare brands before making an informed decision followed by a fitting purchase. The consumer's decision regarding which product to purchase is heavily impacted by all the information they find while researching about the product. This makes it absolutely crucial for brands and businesses to have a strong online presence, as this is what consumers judge them on. A brand's online presence can communicate its message more clearly and accurately considering it's the business who controls the information placed online. This impacts consumer behaviour since today, brand presence is a combination of associations, such as values, products and ideals, made by consumers after they have interacted with your business. An online presence is also a means to communicate directly with customers, this translates to a one-on-one communication medium with both happy and dissatisfied customers. Nowadays, we can see a very steep decline in print advertising. It is estimated that the print advertising revenue from newspapers will decrease to 5.3 billion dollars by 2024 in comparison to the estimated 25 billion dollar revenue it procured in 2012. This makes an online presence crucial as it is the first point of communication between a brand a customer, a brand's response to both praise and criticism is done through digital platforms, making a brand's digital presence crucial to its survival.





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### THE POWERFUL TOOL OF DIGITAL WORD-OF-MOUTH

A dependable way to get recommendations is through digital word-of-mouth, also called influencer marketing. Digital word-of-mouth, also known as influencer marketing is a dependable method of recommendation. Consumers today seek recommendations from peers or look for endorsements from their role models. In addition to customer reviews, influencer marketing, testimonials, and comments, other types of recommendations can also assist brands in establishing trust with consumers. Customers are more likely to trust a brand if it has a good digital word of mouth. Businesses have also been able to maintain a presence online through this. Word-of mouth can have a huge impact on any brand's sales. Furthermore, it is safe to assume that digital marketing has placed consumers in control.

#### Unreliable clientele loyalty

Prior to the digitisation of the marketing world, customers were more prone to staying partial to their brand of choice. They chose to stick to the brand they are already familiar with this was a result of low exposure to the different available products on the market. Today, customers actively search for different products that cost the same but provide them with increased value. Customers now feel less hesitation when replacing their go-to brands with brand new ones, this is because customers are now able to judge a product based on a range of different criteria including sales and discounts, value, and customer support. Since customers are able to research every thing they need to know, if they find a better deal they are more likely to take it. Consumers exhibit a lower level of patience. Nowadays, consumers demand fast responses to their questions and concerns. Digital marketing makes this possible. You can easily share customer queries and thoughts on social media for a large audience. Positive and negative customer reviews greatly influence consumers. By empowering customers and giving them tailored experiences, digital marketing allows brands to establish transparent and stronger relationships with them. Consequently, digital marketing is a strong motivator for consumers.

#### NEED FOR THE STUDY

The study arises from the growing influence of digital marketing on consumer behavior, particularly in the food industry. With increasing internet penetration and smartphone usage in urban areas like Chennai, consumers are rapidly shifting toward online platforms to make food-related purchases. Understanding the online consumer behavior trends specific to Mega Foods is crucial for tailoring effective marketing strategies, enhancing customer satisfaction, and improving brand engagement. This study aims to bridge the knowledge gap by analyzing how digital platforms impact purchasing decisions, preferences, and loyalty among consumers. The insights gained will help Mega Foods optimize their digital marketing efforts to stay competitive in a fast-evolving market.

#### OBJECTIVES OF THE STUDY

- To study consumer perception towards digital advertising.
- To analyses the significant difference between the digital consumer groups interims of demographic, technology use, availability and attitude of the consumer.
- To examine the factors influencing the consumer to switch from to digital advertising.
- To understand the factor influencing the consumer to shop solely online and solely offline.
- To know how consumers are evaluating e-commerce sites for their purchases.

### II. LITERATURE REVIEW

The adoption of online food delivery services in Chennai can be effectively explained through various behavioral theories. The Technology Acceptance Model (TAM) emphasizes that perceived usefulness and ease of use drive consumer adoption, supported by findings that user-friendly mobile apps enhance engagement (Dheenadhayalan & Thiagarajan, 2022). The Theory of Planned Behavior (TPB) highlights the role of attitudes, societal norms, and perceived control, with promotional offers positively influencing user intentions. Uses and Gratifications Theory explains that consumers actively seek online platforms for convenience, variety, and instant gratification—key motivations identified among Swiggy users in South Chennai. The Stimulus-Organism-Response (S-O-R) model reveals how personalized digital stimuli, such as push notifications, influence consumer emotions and drive purchase behavior (Anil & Francis, 2023). Finally, Customer Satisfaction and Loyalty theories underscore the importance of service quality, timely delivery, and ease of use in building satisfaction and fostering long-term loyalty. Together, these frameworks provide a comprehensive understanding of consumer behavior in digital food marketing.



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### III. RESERCH METHODOLOGY

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Scope of the Study: From this study, one can get knowledge about what factors influence consumer s' perceptions, their attitude towards a product and services. This study helps to know about the opinion of the consumer about online shopping. It helps the online shops to carry out their business successfully by understanding consumer s' perception, taste and preference towards products and services offered at the online shops.

LIMITATIONS: The sample was self-selected by convenience sampling, which raises the possibility of bias. The main limiting factors were time and financial constraints. Because the sample size is tiny relative to the population, the results might not be generalizable. In this study, a key limiting aspect was a lack of experience. A small number of respondents could have provided information inattentively or fabricated their genuine response.

### IV. RESULTS & DISCUSSION

The demographic analysis revealed that the majority (59.8%) of respondents were male, with 41% falling in the 30–35 age group. Most respondents (38.5%) reported monthly earnings between ₹10,000–₹20,000, and 31.1% held undergraduate degrees. A significant portion (54.9%) were married, and 37.7% belonged to families with 3–5 members. In terms of technology use, 38.5% rated their consumer technology skills as excellent. The primary motivation for online shopping was saving valuable time (32.8%), followed by saving money (25.4%). Internal factors such as awareness about online shopping (27.9%) and price (36.9%) were key decision criteria, with quality (22.1%) and availability of resources or advertisements (23%) also influencing choices. Regarding service, 33.6% expressed satisfaction with customer care, while 23.8% frequently purchased company products. Key advantages identified included no pressure shopping (27.9%) and avoidance of product disappointment (41%). Positive responses were also noted in areas such as time and delivery (35.2% strongly agree), convenience (38.5% agree), accessibility (40.2% agree), and payment ease (36.9% strongly agree). Satisfaction levels were high in areas such as discount offers (42.6%), simple payment methods (43.4%), and unavailability in local regions (41.8%). Influencing factors included consumer support quality (43.4%), previous online experience (26.2%), and return policy challenges (27.9%). These insights highlight the evolving preferences and expectations of consumers in the online shopping landscape.

### V. CONCLUSION

The study tries to recognize that, how consumer measure channels for their purchasing. Specifically, it progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping. Earlier study showed that perceptions of price, product quality, service quality and threat strongly impact perceived value and purchase intents in the offline and online network. Observations of online and offline buyers can be evaluated to see how value is constructed in both channels. It is hitherto to recognize what factors influence online and offline shopping choice progression. The objective of this study is to provide an impression of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate consumer s to decide whether to do online shopping or go for the offline shopping. Consumer's shop when and where they want where they are comfortable with the products and the choice of shopping. Since last two years as population are more aware of the technology the online shopping increased immensely.



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