

## Digital Marketing Strategies And Their Effect On Consumer Behaviour Toward Electronic Products On Amazon

N.Thiyagarajan<sup>1</sup>, Dr. P.Sasikumar<sup>2</sup>

<sup>1</sup>Ph.D Research Scholar, School of Management Studies, VELS Institute of Science Technology and Advanced Studies Pallavaram Chennai-117.

Email ID: [Thiyagarajan81@gmail.com](mailto:Thiyagarajan81@gmail.com)

<sup>2</sup>Assistant professor and Research Supervisor, School of Management Studies, VELS Institute of Science, Technology and Advanced Studies Pallavaram, Chennai-117.

Email ID: [sasimba90@gmail.com](mailto:sasimba90@gmail.com)

Cite this paper as: N.Thiyagarajan, Dr. P.Sasikumar, (2025) Digital Marketing Strategies And Their Effect On Consumer Behaviour Toward Electronic Products On Amazon. *Journal of Neonatal Surgery*, 14 (23s), 1126-1131.

### ABSTRACT

The fast evolution of digital marketing has significantly reshaped consumer purchasing behaviour, mainly in the amazonplatform. This study examines the factorssuch as Content Quality and Relevance, User Experience, Email Marketing, Price Transparency, Brand Trust, Transparencyand their influence on Customer Engagement toward electronic products on Amazon. The Amazon platform's sophisticated algorithm-driven marketing tools and customer-centric interface make it a prime environment to analyse how digital promotions affect buying decisions, (Miklosik, et al., 2015).In today's competitive digital marketplace, understanding the psychological triggers behind consumer engagement is essential. This studyindicates how customer reviews, targeted advertising, product recommendations,star ratings, and dynamic pricing influence consumer trust and perceived value. The study also observes the influence of CQ and Ron Brand Trust and Transparencytoward specific electronic brands. The research discloses patterns in consumer response to marketing stimuli.The findings of this study emphasize the importance of integrating data-driven marketing strategies with consumer behaviour insights to drive conversions, raise engagement, and enhance brand trust on digital platforms like Amazon.

**Keywords:** Brand Trust, digital platform, Transparency, consumer engagement and Content Quality

### 1. INTRODUCTION

In the digital era, the way consumers interact with brands and products has been transformed by the rise of amazon platforms and evolving marketing strategies. Among these platforms, Amazon stands out as a foremost player in the global digitalbackground, mainly in the electronics sector, (Carla Ruiz, and Rafael Curras Perez, et al., 2018). As millions of users rely on Amazon for purchasing electronic devices, understanding how digital marketing strategies influence their behaviour becomes essential for both marketers and researchers, (Garg, and Single, et al., 2021). Digital marketing offers companies powerful tools to target, engage, and convert potential customers through real-time interaction and data-driven approaches.Buyers typically seek detailed information, comparisons and trustworthy reviews before finalizing a purchase, (Holliman, and Rowley, et al., 2014). In this context, digital marketing strategiessuch as Content Quality and Relevance, User Experience, Email Marketing, Price Transparency, Brand Trust, Transparencyand Customer Engagement is important in shaping perceptions and increase purchase intent. Amazon'secosystem, with its sponsored listings and recommendation algorithms, enhances these effects by adapting the individual preferences and past behaviour, (Miklosik, et al., 2015).

The AI and machine learning into marketing tools allows for greatly targeted campaigns that support closely with customer needs, (Omar, andAtteya, 2020). E.g., Amazon's predictive analytics and customer browsing history helps marketers deliver personalized advertisements that are more likely to result in conversions, (Garg, and Single, et al., 2021). This technological advancement has redefined the traditional marketing funnel, making it more dynamic and responsive to consumer actions in real time, (Ruiz-Mafe, and Curras-Perez, 2018).

### 2. DIGITAL MARKETING STRATEGIES

The digital marketing strategies have evolved from mere promotional tactics into sophisticated systems driven by consumer psychology, data analytics, and real-time feedback. Now, the consumers are actively engage with brands across multiple digital touchpoints, (Shaouf,2018). This change has prompted marketers to adopt Omni channel and multi-channel

approaches, ensuring consistency and personalization across platforms, (Ruiz-Mafe, and Curras-Perez, 2018). These strategies enhance the user experience and also increase the chances of customer engagement and repeat purchases, (Tong, and Xu, 2020).

The growth of influencer marketing has further transformed the consumer landscape. Consumers frequently trust recommendations from influencers and peers more than direct brand messaging, (Garg, and Single, et al., 2021). Consequently, brands are investing in partnerships with content creators to build credibility and reach niche audiences, (Holliman, and Rowley, et al., 2014). The effectiveness of this strategy is closely tied to authenticity and relevance, as consumers are quick to detect insincerity or overtly sponsored content, which can damage brand trust, (Shaouf, 2018).

Furthermore, digital marketing allows for real-time performance tracking and immediate adjustments based on consumer behaviour, (Omar, and Atteya, et al., 2020). Companies can monitor key performance indicators, empowering them to refine their strategies with unprecedented precision, (Holliman, and Rowley, et al., 2014). It is crucial in this digital economy, where market trends and preferences of consumer can change rapidly. With increased personalization comes the challenge of managing consumer data responsibly, (Shaouf, 2018). Transparency in data usage, adherence to privacy regulations have become essential components of successful digital marketing strategies.

### 3. REVIEW OF LITERATURE

According to Carla Ruiz, (2018), online reviews impact a consumer's engagement by influencing their decision-making process. Positive emotional responses, such as trust, triggered by appealing product descriptions, images, can enhance a consumer's likelihood of making a purchase. The emotional tension can delay or discourage purchase decisions as consumers seek reassurance.

Garg, (2021), revealed, how digital advertising, encompassing various channels shapes the decision-making processes of consumers. In an era characterized by widespread digital connectivity, consumers are turning to online platforms for information, product research, and social validation.

Holliman, (2014) stated, B2B digital marketing depend on providing value through informative and engaging content that booms with target audiences. The perceptions of companies best practices in business-to-business content marketing underscore the significance of generating content that educates, builds trust, addresses specific challenges in the business, (Omar, and Atteya, et al., 2020). Successful strategies involve thought leadership, case studies, webinars, white papers, and industry reports that showcase expertise and provide actionable insights.

Mridul Verma, (2023), explores consumer behaviour towards digital marketing on Amazon represents the transformative impact of e-commerce on shopping habits. Amazon employs a multidimensional digital marketing strategy that influences consumer decisions, (Ruiz-Mafe, and Curras-Perez, 2018). These strategies incorporate personalized recommendations, targeted advertising, customer reviews, and robust content marketing, all designed to increase sales.

### OBJECTIVES

- To study the impact of various digital marketing strategies on customer engagement for electronic products on Amazon.
- To assess the impact of transparency between Content Quality and Relevance and Customer Engagement.

### HYPOTHESIS

- H<sub>1</sub>: There is a positive impact on the factors of digital marketing strategies.
- H<sub>2</sub>: There is a positive effect of transparency between Content Quality and Relevance and Customer Engagement.

### 4. METHODOLOGY

Researcher distributed 125 questionnaires to the amazon customers, received 120 questionnaires and after scrutiny 114 questionnaires only usable for research work. Secondary data has been collected from libraries, journals, website, and magazines. Factor analysis, reliability statistics, correlation and mediation analysis has used for this research. KMO value of this study 0.864 and Cronbach's alpha value is 0.905.

## 5. ANALYSIS AND INTERPRETATION

**Table 1.1**

Correlations							
	Content Quality and Relevance	User Experience	Email Marketing	Price Transparency	Brand Trust	Transparency	Customer Engagement
Content Quality and Relevance	1	.579**	.408**	.640**	.618**	.717**	.559**
User Experience		1	.538**	.519**	.529**	.796**	.658**
Email Marketing			1	.547**	.484**	.603**	.440**
Price Transparency				1	.723**	.638**	.522**
Brand Trust					1	.646**	.374**
Transparency						1	.706**
Customer Engagement							1
**. Correlation is significant @ 0.01 level (2-tailed).							

### Source: Primary Data

The above table specifies all factors of digital marketing were correlated with each other @ 5% which reveals, there is a relationship between CQR, UE, Email Marketing, Price Transparency, Brand Trust, Transparency and Customer Engagement.

Correlation coefficient among “Content Quality and Relevance and User Experience” is .579\*\*, which shows 57.9% of positive relationship among “Content Quality and Relevance and User Experience” at 1%. Association among “Content Quality and Relevance and Email Marketing”, 0.408\*\*, it displays 40.8% of positive relationship among “Content Quality and Relevance and Email Marketing” @ 1%. Relationship among “Content Quality and Relevance and Price Transparency”, .640\*\*, it indicates 64% of positive relationship among “Content Quality and Relevance and Price Transparency” @ 1%. Relationship among “Content Quality and Relevance and Brand Trust”, .618\*\*, it highlights 61.8% of positive relationship among “Content Quality and Relevance and Brand Trust” @ 1%. Relationship among “Content Quality and Relevance and Transparency”, .717\*\*, it displays 71.7% of positive relationship among “Content Quality and Relevance and Transparency” @ 1%. Relationship among “Content Quality and Relevance and Customer Engagement”, .559\*\*, it indicates 55.9% of positive relationship among “Content Quality and Relevance and Customer Engagement” @ 1%.

Relationship among “User Experience and Email Marketing”, .538\*\*, it displays 53.8% of positive relationship among “User Experience and Email Marketing” @ 1%. Relationship among “User Experience and Price Transparency”, .519\*\*, it indicates 51.9% of positive relationship among “User Experience and Price Transparency” @ 1%. Relationship among “User Experience and Brand Trust”, .529\*\*, it reveals 52.9% of positive relationship among “User Experience and Brand Trust” @ 1%. Relationship among “User Experience and Transparency”, .796\*\*, it highlights 79.6% of positive relationship among “User Experience and Transparency” @ 1%. Relationship among “User Experience and Customer Engagement” is .658\*\*, it reveals 65.8% of positive relationship among “User Experience and Customer Engagement” @ 1%.

Relationship among “Email Marketing and Price Transparency”, .547\*\*, it discloses 54.7% of positive relationship among “Email Marketing and Price Transparency” @ 1%. Relationship among “Email Marketing and Brand Trust”, .484\*\*, it reveals 48.4% of positive relationship among “Email Marketing and Brand Trust” @ 1%. Relationship among “Email Marketing and Transparency”, .603\*\*, it indicates 60.3% of positive relationship among “Email Marketing and Transparency” @ 1%. Relationship among “Email Marketing and Customer Engagement”, .440\*\*, it reveals 44% of positive relationship among “Email Marketing and Customer Engagement” @ 1%.

Relationship among “Price Transparency and Brand Trust”, .723<sup>\*\*</sup>, it indicates 72.3% of positive relationship among “Price Transparency and Brand Trust” @ 1%. Relationship among “Price Transparency and Transparency”, .638<sup>\*\*</sup>, it reveals 63.8% of positive relationship among “Price Transparency and Transparency” @ 1%. Relationship among “Price Transparency and Customer Engagement”, .522<sup>\*\*</sup>, it reveals 52.2% of positive relationship among “Price Transparency and Customer Engagement” @ 1%.

Relationship among “Brand Trust and Transparency”, .646<sup>\*\*</sup>, it indicates 64.6% of positive relationship among “Brand Trust and Transparency” @ 1%. Relationship among “Brand Trust and Customer Engagement”, .374<sup>\*\*</sup>, it reveals 37.4% of positive relationship among “Brand Trust and Customer Engagement” @ 1%.

Relationship among “Transparency and Customer Engagement”, .706<sup>\*\*</sup>, it indicates 70.6% of positive relationship among “Transparency and Customer Engagement” at 1% level.

### Hypothesis 1 tested

H<sub>1</sub>: There is a positive impact on the factors of digital marketing strategies.

### Andrews Hayes Test

#### Model – 4

- ✓ DV (Y) = Customer Engagement
- ✓ IV (X) = Content Quality and Relevance
- ✓ Mediating variable (M) = Transparency

**Table 1.2 The direct effect of Content Quality and Relevance on Customer Engagement**

Variable	R	R –sq	MSE	F	df1	df2	P
	.7173	.5146	.7303	118.7142	1.00	112.00	.000
	coeff	Se	T	P	LLCI	ULCI	
constant	.7816	.2039	3.8341	.0002	.3777	1.1856	
Content Quality and Relevance	.7393	.0679	10.8956	.0000	.6049	.8738	

The table 1.2 shows direct effect between CQR and CE is significant (coeff= 0.7393, Se = .0679, P = 0.000).

**Table 1.3 Mediating effect of Transparency –CQR and CE**

Variable	R	R –sq	MSE	F	df1	df2	P
	.7097	.5037	.5891	56.3230	2.000	111.000	.0000
	coeff	Se	T	P	LLCI	ULCI	
Constant	.9656	.1948	4.9581	.000	.5797	1.3515	
Content Quality and Relevance	.0989	.0875	1.1308	.2606	-.0744	.2722	
Transparency	.5552	.0849	6.5416	.000	.3870	.7233	

Source: Primary Data

Table 1.3 determined, mediating effect of Transparency between CQR and CE is insignificant (coeff = 0.0989, Se = 0.0875 and P=0.2606). The direct effect Content Quality and Relevance to Transparency is significant (coeff = 0.5552, Se = .0849 and P=0.000) @ 1 percent level.

### Hypothesis 2 tested

H<sub>2</sub>: There is a positive effect of transparency between Content Quality and Relevance and Customer Engagement.

**Table 1.4 Total effect, direct effect and indirect effect of CQR and CE with mediating effect of transparency.**

Variable	Total Effect of X on Y					
	Effect	Se	T	P	LLCI	ULCI
	.5094	.0714	1.1308	.2606	-.0744	.2722
	Direct Effect of X on Y					
	.0989	.0714	7.1324	.000	.3679	.6509
	Indirect Effect(s) of X on Y					
Transparency	Effect	Se	LLCI		ULCI	
	.4105	.0688	.2764		.5516	

Source: Primary Data

The above table reveals Indirect effect (IE=0.4105 is significant 95%, CI= (0.2764, 0.5516).

## 6. FINDINGS

This study exposed that product recommendations on Amazon influence customer engagement. Respondents reported that when Amazon proposed electronic products based on their browsing history or previous searches, they were more likely to consider and purchase those products. This finding emphasizes the power of Amazon's recommendation algorithms in driving sales through behavioural targeting. Furthermore, Content Quality and Relevance, User Experience is important evidence for consumers buying electronic products. A high average rating and a large number of reviews were consistently associated with increased buyer confidence. The study found that sponsored product listings and advertisements boost visibility but are only effective when paired with positive customer feedback and competitive pricing. While these strategies improve product discoverability, consumers scroll past them if they lack strong social proof or appear overly promotional. Limited-time offers and discounts had a measurable impact on urgency-driven purchases, mainly during Amazon sales events like Black Friday or Prime Day. The behaviour of consumers responded positively indicates the effectiveness of psychological triggers such as urgency and exclusivity in digital marketing.

## 7. CONCLUSION

The digital marketing strategies take a critical role in shaping customer engagement toward electronic products on Amazon. Consumers are influenced by what is marketed to them, and also by how and when it is presented. The integration of Content Quality and Relevance, User Experience, Email Marketing, Price Transparency, Brand Trust, Transparency, tailored experience that directly drives engagement and sales. One of the most important takeaways is the importance of consumer trust, which is heavily influenced by reviews, ratings, and transparency, (Ruiz-Mafe, and Curras-Perez, 2018). Hence, trust-building mechanisms would remain a core focus of any marketing approach on Amazon platforms.

This study revealed that a multi-layered digital marketing approach is essential to effectively capture consumer attention and engagement. The Content Quality and Relevance, User Experience, Email Marketing, Price Transparency, Brand Trust, Transparency and Customer Engagement creates a comprehensive ecosystem that nurtures long-term consumer loyalty, (Holliman, and Rowley, et al., 2014). As Amazon continues to evolve with emerging technologies such as voice search, AI, and predictive analytics, companies must also adapt their strategies to align with the consumer behaviours and expectations.

## REFERENCES

- [1] Carla Ruiz – Mafe, Kalliopi Chatzipanagiotou, and Rafael Curras Perez (2018), The role of emotions and conflicting online reviews on consumer's purchase intentions, Journal of business research, Volume: 89, PP: 336- 344.
- [2] Garg, M., Bansal, A., and Single, K. (2021). Impacts of digital marketing on consumer decision making. International Journal for Scientific Research and Development 8(3), 213–218.
- [3] Holliman, G., and Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. Journal of Research in Interactive Marketing, 8(4), 269-293.
- [4] Miklosik, A. (2015). Changes in purchasing decision-making process of consumers in the digital era. European Journal of Science and Theology, 11(6), 167–176.
- [5] Mridul Verma, Consumer Behaviour towards Digital Marketing at Amazon, International Journal of Innovative

Science and Research Technology, 8(5), 3817 – 3819.

- [6] Omar, A., and Atteya., N. (2020). The impact of digital marketing on consumer buying decision process in the Egyptian market. *International Journal of Business and Management*, 15(7), 120–132.
  - [7] Ruiz-Mafe, C., Chatzipanagiotou, K., and Curras-Perez, R. (2018). The role of emotions and conflicting online reviews on consumers' purchase intentions. *J. Bus. Res.* 89, 336–344.
  - [8] Shaouf, A. A. (2018). Revising the effects of online advertising attributes on consumer processing and response. *International journal of marketing studies*, 10(1), 39-53.
  - [9] Tong, S., Luo, X., and Xu, B. (2020). Personalized Mobile marketing strategies. *Journal of the Academy of Marketing Science*, 48(1), 64–78.
-