

Assessing the Impact of Digital Marketing Strategies on Selected E-Commerce Business in India: A study based on Northeast States of India.

Jitendra Kumar, Samrat Kumar Mukherjee

Department of Management Studies,
Sikkim Manipal Institute of Technology, Majitar
Sikkim Manipal University, Gangtok, Sikkim, India

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Abstract

Rapid advancements in globalization have swept and taken the world to a new level where everything is digitalized. These advancements have significantly enhanced Consumer convenience compared to the past when e-commerce and digital marketing were non-existent. There is no denying that the world has changed and is still emerging daily. Indeed, our lives would now seem incomplete without all these technologies. To ensure a comprehensive analysis, international and national research papers have been reviewed for a better understanding of the subject, covering the years 2017 to 2024 so that recent data could be gathered. Given that the world is rapidly growing and becoming more and more digital it is vital to assess the impact of digital marketing. The present study has identified few research gaps, and subsequently objectives of the study has been framed. A well structured questionnaire has been used to collect data and descriptive statistics has been used to understand the collected data and inferential statistics like Analysis of variance (ANOVA) and multivariate analysis of variance (MANOVA) are used to conduct the data analysis. The finding from of ANOVA indicate that gender has a substantial impact on the use of e-commerce platforms and purchase decisions, whereas age has an impact on the frequency of buying during cultural events but not impulsive behaviour. The findings from the current study indicate that MANOVA results reveal a significant impact of gender on brand reputation and purchase decisions. Additionally, age is having significant effect to influence brand reputation and the effectiveness of promotional offers.

KEYWORD: *Digital Marketing, E-Commerce, ANONA, MANOVA, Marketing Strategies, Northeast States, Sikkim, India*

1. Introduction

Digital marketing was introduced in 1990; the beginning of digital marketing got a boost in the 2000s fuelled by the raising numbers of its users and the acceptance of phones. Consumers began surfing the internet for product information and purchase decisions. E-commerce is a process of exchange of goods and services online. Today, e-commerce has a heavy impact on the global economy, almost every company including SMEs, is striving to enter the world of e-commerce. Unlike traditional marketing, it provides customers with maximum convenience and allows 24*7 services. Digital marketing has impacted all big and small enterprises globally and nationally reshaping the competitive landscape for business. The world we are living in right now is becoming digitally advanced and is developing at a faster rate. It has now become easy to access digital devices as the use of the internet is increasing which has completely changed how the world is communicating and interacting. (Thampi & Mon, 2024) Specified that even a small and micro local business having an online existence can take benefits and advantages of a global customer base.

The Prime Minister of India gave an institutional shape by launching the Centre for the Fourth Industrial Revolution (IR 4.0). This technological era has raised a booming startup ecosystem, making India the fastest-growing startup hub for entrepreneurship in the world. Flipkart is one of the leading e-commerce in India despite facing challenges regarding legal recognition. Flipkart continuously offers a variety of products to their customer, including cash delivery service, online payment service after service, etc. (Singh, et al, 2023) highlighted that the event like Big Billion has created a major challenge for Flipkart in terms of handling the high volume of orders generated during the short period. Because almost everyone uses the internet these days, online marketing is becoming a bigger part of the economy. Digital marketing includes techniques like SEO, SEM, and social media advertising. The shift in the behaviour of consumer towards blogging over watching TV and print ads for their purchasing needs shows the growing influence of Digital marketing. Impulsive purchasing is on the increase because of the IT sector's expansion. The factors propelling the online advertising sector's explosive expansion in India also impact the purchasing habits of young people. (Ilham, et. al; 2023) underline how digital marketing influences customer decision-making, the significant role of product quality in purchasing choices, and factors hindering business growth, emphasizing that improved product quality can enhance customer satisfaction and loyalty. It is anticipated that as online marketing expands, internet sales will increase in India.

E-commerce platforms such as Flipkart, Myntra, Amazon, etc smooth unified connection between brands and consumers, while digital marketing operates to connect brands and platforms with potential customers and people through M-commerce, Internet, social media, and various forms of digital marketing. The rapid growth of the internet and digital technology, accelerated by the COVID-19 pandemic, which has led to the rapid rise of OTT platforms like YouTube and Netflix, positioning India as the second-largest OTT market by 2023, study explores how digital marketing, consumer engagement, and brand image impact OTT platform purchases in India. Many e-commerce websites have been created and are giving tough competition to each other, websites like Amazon, Flipkart, Olx, and Bookmyshow have offered large variations of products and services to their customers which make them purchase conveniently at any place at any time. (Habib et. al, 2022).

The competitive landscape of e-commerce in India is crucial for tailoring effective marketing approaches. Continuous evaluation ensures adaptability in the dynamic e-commerce market, driving sustained growth. Green marketing and CSR are gaining popularity in India, as customers seek eco-friendly products. This approach attracts customers and boosts sales, particularly in the second-largest OTT market by 2023. Product quality significantly influences customer purchasing decisions, boosting satisfaction and loyalty.

The rise of digital marketing has reshaped India's e-commerce landscape, driven by increased internet access and smartphone adoption. This shift presents an opportunity to assess how digital strategies impact consumer behaviour and business performance in the Indian market. Understanding these dynamics is crucial for businesses navigating the evolving e-commerce landscape.

2. Literature Review

This phase of the research is very vital, enabling the researcher to encounter gaps and work on them accordingly. It helps to avoid repetition of what has been done previously. Additionally, it offers a theoretical framework and knowledge about prior research methodologies, which acts as a reference for the current researchers. Further, highlighting the gaps in prior studies, allows researchers to demonstrate how their research contributes something new to the field. Thampi, (2024) Author emphasises the potential advantages of digital marketing, such as cost-effectively reaching a targeted audience. This study also highlights the immense opportunities in digital marketing, particularly considering the behavioural shifts among consumers.

Furthermore, it addresses challenges such as changing customer journeys and increasing security risks.

Tripathi & Dubey, (2024) The study explores the rapid evolution of India's retail sector to online platforms due to factors like increased internet access and a growing preference for digital shopping. Festive seasons see a surge in virtual shopping festivals, offering deals and discounts to attract customers. The research also examines the rising acceptance of online shopping in rural areas exploring the impact of these virtual festivals on communities and individual shoppers.

Anand, (2023) advocates for modern marketing strategies used by marketers to market their products more effectively compared to traditional methods. The study discusses the demand of digital literacy in India which has led to new startups along with the rising investment in e-commerce. The COVID pandemic has accelerated it further with a shift towards online shopping which has completely changed the scenario of E-commerce in India, it is estimated to grow to reach US\$ 350 billion by 2030. The prominent platforms in India are Amazon, Flipkart, and Myntra.

Del Giorgio et. al, (2023) The study investigates the effective use of a CRM strategy to attract and keep happy customers. Surveying approximately 135 businesses in the UAE. The findings presented insightful information for e-commerce companies and highlighted the significance of customizing digital marketing tactics to fit target audiences and align with organizational goals.

Singh, et. al (2023) Author highlighted the major challenge faced by Flipkart during “Big Billion Day” in terms of handling the high volume of orders generated during the short period. This resulted in negative criticism from customers about the company’s ability to handle that large scale of operation. The research also highlighted that return and refund policies as major issues of Flipkart. Due to simple and soft policies, the company is at risk to exploitation by customers, which resulted losses for the company.

Wadhwan, & Kumar, (2023) Authors observed that digital advertising is dominated by the search and social media sectors with Google and Facebook taking the largest share of ad expenditure. The authors emphasize marketers need to study the most recent trends and the emerging new technologies in the industries, forecast the trends adapt to the changes and grab new changes.

Iham, (2023) identified the effect of digital marketing on a customer's decision-making process. Product quality also plays a big role in the customer's purchasing decision. It recognizes various barriers to business growth and recommends that improving the quality of the products will also have a considerable impact on customer satisfaction and increase customer loyalty.

Kishore et al. (2023) highlighted the role of digital marketing in navigating challenges in the Indian business and the findings emphasize how important it is to modern corporate strategies, especially those targeting the Indian market.

Sathish et. al, (2022) Advocated how digital marketing has taken over the online market through e-commerce platforms, discussing its benefits and growth in India. They also talk about the different strategies of digital marketing a business can use to increase its sales and how the Indian marketing industry is moving towards digital marketing. Social media is the key source of digital marketing. Nowadays marketing has become more technically advanced.

Kubra, (2022) Author recognized through his research that social media advertising appeals to digital marketers because of the shift in consumer buying patterns. It notes that 10% of internet users use social media websites, with an average daily engagement of 37 minutes a day on Facebook and Twitter.

Asif et. al, (2022) The authors describe how marketing has changed from just sharing text to using digital and social media. It highlights the growing consumer demand for eco-friendly products and uses green marketing and CSR to build a good brand image. This approach helps companies attract customers and boost sales, especially in India.

Habib et. al, (2022) The authors analyse the impact of the internet and digital technology on the rapid growth of OTT platforms like YouTube and Netflix. They projected India to become the second-largest OTT market by 2023, driven by increased internet use and the COVID-19 pandemic. The study explores how digital marketing, consumer engagement, and brand image influence OTT platform purchases in India, offering insights for marketers.

Das & Sarkar, (2021) Established that the addition of independent variables in the equation increases the predictive power of the model with an overall percentage of 91.8%. It identifies special offers reviews; free shipping has a significant impact on influencing prospects for making online purchases using e-commerce.

Research gap

The demographical factors influencing consumer purchase behaviour remain ineffectively explored. Furthermore, there is a lack of understanding of how shifting market conditions or marketing tactics affect customer sentiments over time.

3. Importance of the Study

The rise of "digital marketing" as the preferred term globally reflects its reliance on digital technologies for promoting products or services, primarily online but also across various digital platforms, including mobile phones and social media. Digital marketing has become a vital component of modern business strategies, it stresses the need for businesses to adapt to new approaches and understand customer behaviour while emphasizing the value of engaging customers through interactive digital media to generate leads and build relationships. It highlight the pivotal role of education in driving development, social change, and economic growth. It helps in viewing the impact of digital marketing and how it affects e-commerce businesses in India. It gives us a clear idea of how e-commerce in India is rapidly growing and how the youths adapt to technological change. Many brands are still evaluating the changing demands of consumers, developing products that suit those needs, and identifying markets where they can reach the right customers. A whole new market has emerged on the Internet due to the digital revolution, where anything and everything can be explored, reviewed, and experienced virtually.

4. Scope of the study

The study examines the effect of digital marketing on selected e-commerce businesses in India, focusing on a limited industry scope, particularly targeting the Northeast region and West Bengal, to analyse recent key trends and consumer behaviour in these areas. It primarily targets young customer, especially students, to understand their e-commerce behaviours in response to digital marketing. The responses collected may be homogeneous. The research employs statistical tools such as ANOVA and MANOVA.

5. Methodology

The methodology is a crucial component of research, as it involves selecting appropriate research techniques that must align with the study's objectives. This study employs a qualitative methodology, utilizing structured questionnaires to collect the insights from respondents of Northeast India and a few respondents from West Bengal.

5.1 Data Collection

For this study, the data source is classified as primary. Primary data refers to first-hand information gathered directly by the researchers, ensuring that the findings are relevant and specific to the research question. A total of 700 respondents from northeast states and few from Himalayan district of West Bengal were approached using a structured questionnaire for this study however, 41 responses were considered incomplete and were therefore excluded from the analysis.

5.2 Data Analysis Tools

To analyse the collected data descriptive and inferential statics have been used with the following inferential statistical tools were employed:

- i. ANOVA tool is utilized to identify differences within a single group and to compare these differences across various groups. By employing ANOVA, the researchers can assess whether there are statistically significant differences in responses based on specific factors.
- ii. MANOVA is used when there are multiple dependent variables to consider. It allows for a simultaneous analysis of these variables, providing insights into differences between groups based on several outcomes. This is particularly beneficial for understanding the complex interplay between various factors related to the impact of digital marketing.

6. Objectives

- To analyse the impact of present marketing strategies on consumer attitudes toward selected e-commerce platforms.
- to assess the impact of seasonal and festivals offers effecting consumer buying behaviour for the selected e-commerce businesses.
- To understand the factors influencing the choice of online shopping platforms selection by selected respondents.

7. Hypothesis

1. There is a significance association between present marketing strategies on consumer attitude of selected e-commerce platforms.
2. Thers is a significant impact of seasonals and festivals offer effecting consumer buying behavior for the selected e-commerce businesses

8. Result and Analysis

Descriptive analysis: For the present research, a total of 659 out of 700 samples were used. After severe authentication, this dataset was finalized and considered reliable for research. A total of 52% are male respondents followed by 48% are female representing the data set. Further analysis shows that 40.36% of the total respondents were males under the age of 25, while 39.30% were females in the same age group. Fewer respondents 10.02% of males and 6.68% of females are in the 26-40 age range, while only 1.52% of males and 1.21% of females are aged 40-55. Lastly, just 0.46% of both genders are 55 or older. This indicates that the survey primarily attracted younger participants, particularly those under 25.

Gender segmentation	Total	Category	No.	%
Male	659	Male	345	52.35
Female		Female	314	47.65
Age segmentation				
Age	Total	Category	No.	%
Below 25 years	659	Male	266	40.36
		Female	259	39.30
26-40 years		Male	66	10.02
		Female	44	6.68
40-55 years		Male	10	1.52
		Female	8	1.21
55 and above		Male	3	0.46
		Female	3	0.46

State	Total	Category	No.	% (approx.)
Manipur, Nagaland, Tripura, Sikkim, Assam, Meghalaya, Mizoram	659	Male	294	44.61%
		Female	246	37%
West Bengal		Male	69	10.41%
		Female	50	8%

Table 2 shows the state segmentation of the collected data. Among the respondents, 55% are male and 45% are female. Out of 55% male 44.61% are from northeast states and 10% from Himalayan districts of West Bengal. Similarly, 45% female respondents are disturbed as 37% from northeast states and 08% from very Himalayan districts of West Bengal.

Table 3 present the segmentation of collected data based on eCommerce platforms. Among the respondents, Amazon shows the highest participation, with 21.7% of male and 14.72% of female participants. Myntra follows closely, with 10.02% male and a significant 21.24%

female representation, indicating a strong preference among female shoppers on this platform. Flipkart has 18.51% male and 10.77% female respondents, showcasing its appeal to both genders. Ajio has the lowest representation, with only 2.12% male and 0.91% female participants. This data highlights Amazon and Myntra as the most favoured platforms, while Ajio shows minimal engagement from respondents.

Platforms	Amazon		Myntra		Flipkart		Ajio	
	Male	Female	Male	Female	Male	Female	Male	Female
Category								
No.	143	97	66	140	122	71	14	6
%	21.7	14.72	10.02	21.24	18.51	10.77	2.12	0.91
Total	240	36%	206	31%	193	29%	20	3%

8.1: Inferential statistics One Way Anova has been used to ‘analyse the impact of present marketing strategies on consumer attitudes of selected e-commerce platforms. The corresponding hypothesis is that ‘there is a significance association between present marketing strategies on consumer attitudes toward selected e-commerce platforms. For analysis, the dependent variables are Age and Gender, and the independent variables are frequently used online shopping platforms, marketing strategy, and services offered such as (fastest return request/ refund/customer complain redressal/ feedback) by selected e-commerce business.

Table 4: Frequently used e-commerce platform.

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	1.457	3	.486	1.642	.179
	Within Groups	193.730	655	.296		
	Total	195.187	658			
Gender	Between Groups	12.654	3	4.218	18.209	.000
	Within Groups	151.731	655	.232		
	Total	164.385	658			

From Table 4, the F value 1.642 having a corresponding significance level of 0.179 represents that there is a significant difference in the various age groups for the frequent used of various e-commerce platforms. However, for gender, the F value of 18.209 having a corresponding significance level of .000 shown in Table 4 represents that there is a **no significant difference** between the gender for uses of different e-commerce platforms for their purchases.

Table 5: Marketing strategies.

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	1.680	2	.840	2.847	.059
	Within Groups	193.507	656	.295		
	Total	195.187	658			
Gender	Between Groups	1.245	2	.622	2.503	.083
	Within Groups	163.140	656	.249		
	Total	164.385	658			

From Table 5, the F value for age is 2.847, with a corresponding significance level of 0.059 representing that there is a marginal significant difference in the various age groups on the purchase decisions for e-commerce platforms. And for gender, the F value is 2.503, with a corresponding significance level of 0.083. This indicates that there is a significant difference between genders in their purchase decisions regarding different e-commerce platforms.

Table 6: Marketing strategies employed by e-commerce platforms align with your shopping preferences.

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	1.810	4	.453	1.531	.192
	Within Groups	193.376	654	.296		
	Total	195.187	658			
Gender	Between Groups	.324	4	.081	.323	.863
	Within Groups	164.061	654	.251		
	Total	164.385	658			

From Table 6, the F value for age is 1.531, with a corresponding significance level of 0.192. This indicates that there is significant difference among the various age groups in their perceptions of how marketing strategies align with their shopping preferences. For gender, the F value is 0.323, with a significance level of 0.863. This suggests that there is also significant difference between genders regarding their views on aligning marketing strategies with shopping needs.

Table 7: Platform provides the fastest services such as fastest return request/ refund/customer complain redressal/ feedback

		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	.957	3	.319	1.076	.359
	Within Groups	194.230	655	.297		
	Total	195.187	658			
Gender	Between Groups	11.595	3	3.865	16.570	.000
	Within Groups	152.790	655	.233		
	Total	164.385	658			

From Table 7, the F value for age is 1.076, with a corresponding significance level of 0.359, indicating that there is a significant difference among the various age groups in their perceptions of which platform provides the fastest return requests, refunds, and customer complaint redressal. For gender, the F value is 16.570, with a significance level of 0.000. shown in the table 7 represents that there is no significant difference between genders regarding their views on the speed of customer service across different platforms.

8.2: One Way Anova has been used ‘to assess the impact of seasonal and festivals offers effecting consumer buying behaviour for the selected e-commerce businesses. For this, the corresponding hypothesis is that ‘seasonal and festivals offer have a significant impact on consumer buying behavior for the selected e-commerce businesses. For analysis, the dependent variables are Age and Gender, and the independent variables are seasonal, and festivals offers effecting consumer buying behaviour.

Table: 8 Frequency of online shopping during seasonal, festival and cultural event

		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	3.208	4	.802	2.732	.028
	Within Groups	191.979	654	.294		
	Total	195.187	658			
Gender	Between Groups	3.378	4	.845	3.430	.003
	Within Groups	161.007	654	.246		
	Total	164.385	658			

From Table 8, the F value for age is 2.732, with a corresponding significance level of 0.028, indicating that there is no significant difference among the various age groups in how often they shop online during seasonal, cultural or festivals events. For gender, the F value is 3.430, with a significance level of 0.003. This indicates that there is a significant difference between

genders regarding their frequency of online shopping habits effected due to various seasonal and festival offers offered by ecommerce businesses.

8.3 MANOVA has been used to examine how marketing strategies influence consumer attitudes towards e-commerce platforms, considering age and gender. Key influencing factors included price competitiveness, product variety, customer reviews, and promotional offers. The findings provide actionable insights for optimizing e-commerce marketing strategies.

For the analysis, the dependent variables are AGE and GENDER, the independent variables are influencing factors i.e. price competitiveness, product variety, customer reviews, and promotional offers.

Descriptive statistics

	Gender	Age	Mean	Std. Dev.	N	Gender	Age	Mean	Std. Dev.	N
Price competitiveness	Male	1	0.46	0.5	266	Female	1	0.45	0.498	259
		2	0.39	0.492	66		2	0.41	0.497	44
		3	0.6	0.516	10		3	0.38	0.518	8
		4	0	0	3		4	0.33	0.577	3
		Total	0.45	0.498	345		Total	0.44	0.497	314
		Gender	Age	Mean	Std. Dev.	N	Gender	Age	Mean	Std. Dev.
Product variety	Male	1	0.95	1.001	266	Female	1	0.94	1	259
		2	0.94	1.006	66		2	1.09	1.007	44
		3	1	1.054	10		3	0.25	0.707	8
		4	0.67	1.155	3		4	0.67	1.155	3
		Total	0.95	1	345		Total	0.94	1	314
		Gender	Age	Mean	Std. Dev.	N	Gender	Age	Mean	Std. Dev.
Customer reviews	Male	1	1.18	1.469	266	Female	1	1.37	1.495	259
		2	1	1.425	66		2	1.64	1.511	44
		3	1.2	1.549	10		3	0.38	1.061	8
		4	1	1.732	3		4	0	0	3
		Total	1.15	1.46	345		Total	1.37	1.495	314
		Gender	Age	Mean	Std. Dev.	N	Gender	Age	Mean	Std. Dev.
Brand reputation	Male	1	1.62	1.968	266	Female	1	0.93	1.691	259
		2	1.21	1.852	66		2	0.91	1.696	44

		3	0	0	10		3	1.5	2.07	8
		4	1.33	2.309	3		4	0	0	3
		Total	1.5	1.938	345		Total	0.93	1.692	314
Promotional offers and deals	Gender	Age	Mean	Std. Dev.	N	Gender	Age	Mean	Std. Dev.	N
	Male	1	1.39	2.245	266	Female	1	1.18	2.126	259
		2	0.91	1.943	66		2	1.59	2.356	44
		3	0	0	10		3	0.62	1.768	8
		4	0	0	3		4	1.67	2.887	3
		Total	1.25	2.166	345		Total	1.23	2.155	314

The descriptive statistics indicate that younger age groups generally have more favourable perceptions of price competitiveness, product variety, customer reviews, brand reputation, and promotional offers, suggesting a need for targeted marketing strategies to engage these demographics effectively.

Table 10.1: Multivariate Tests for the factors that influence one's choice of an E-commerce platform

		value	F	df1	df2	P
Age	Pillai's Trace	0.0212	0.926	15	1947	0.534
	Wilks' Lambda	0.979	0.925	15	1786	0.536
	Hotelling's Trace	0.0215	0.924	15	1937	0.537
	Roy's Largest Root	0.0133	1.72	5	649	0.127
Gender	Pillai's Trace	0.0339	4.54	5	647	<.001
	Wilks' Lambda	0.966	4.54	5	647	<.001
	Hotelling's Trace	0.0351	4.54	5	647	<.001
	Roy's Largest Root	0.0351	4.54	5	647	<.001
Age * Gender	Pillai's Trace	0.0352	1.54	15	1947	0.083
	Wilks' Lambda	0.965	1.54	15	1786	0.084
	Hotelling's Trace	0.0357	1.539	15	1937	0.084
	Roy's Largest Root	0.022	2.86	5	649	0.015

From table 10.1, it is observed that there is a general indifference concerning e-commerce platform choice with respect to the factor 'Age'. All of the p-values are more than 0.05. Age in particular was not a main concern here in term of promotion strategies. As for the factor 'Gender' there it has been determined to be an important predictor of the choice of e-commerce platform. Since all p-values are smaller than 0.001, it can be assumed that men and women Have different opinions when choosing an e-commerce platform. The interaction of the factors 'age and gender' does not appear to play a significant role in the choice of e-commerce platforms by participants, except Roy's Largest Root which demonstrates a significant effect (p = 0.015). That is, while there is not much of a combined impact of age and gender on users 'preference, there could be some.

	Dependent Variable	Sum of Squares	df	Mean Square	F	P
Age	Price competitiveness	0.79695	3	0.26565	1.07078	0.361
	Product variety	2.19636	3	0.73212	0.7312	0.534
	Customer Review	6.90065	3	2.30022	1.05878	0.366
	Brand Reputation	11.04683	3	3.68228	1.11426	0.015
	Promotional Offers	19.12038	3	6.37346	1.37215	0.003
Gender	Price competitiveness	0.02462	1	0.02462	0.09923	0.753
	Product variety	0.00628	1	0.00628	0.00627	0.937
	Customer Review	8.19245	1	8.19245	3.77096	0.005
	Brand Reputation	55.00455	1	55.00455	16.64445	< .001
	Promotional Offers	0.13633	1	0.13633	0.02935	0.164
Age * Gender	Price competitiveness	0.40081	3	0.1336	0.53853	0.656
	Product variety	3.12129	3	1.04043	1.03913	0.375
	Customer Review	11.77606	3	3.92535	1.80683	0.145
	Brand Reputation	23.91417	3	7.97139	2.41215	0.056
	Promotional Offers	24.01357	3	8.00452	1.72331	0.061

From Table 10.2, it has been noted that the factor ‘Age’ does not have a significant effect on price competitiveness, product variety, or customer reviews while selecting an e-commerce platform, as all p-values remained above 0.05. However, age does have a significant effect on brand reputation ($p = 0.015$) and promotional offers ($p = 0.003$). There is also a significant effect of the factor ‘Gender’ on the importance of brand reputation during the selection of an e-commerce platform ($p < 0.001$). Gender does not significantly affect the other factors, although customer reviews are on the verge of significance ($p = 0.053$). The interaction between the factors ‘age and gender’ does not significantly influence any of the factors when choosing an e-commerce platform. All p-values are greater than 0.05, though brand reputation is close to significance ($p = 0.066$).

9. Conclusion

The digital revolution has fundamentally transformed India's e-commerce landscape, ushering in a new era of consumer behavior and business strategies. This study's comprehensive analysis of digital marketing's impact on e-commerce in India reveals several key insights.

The research highlights a significant generational divide in e-commerce engagement, with younger consumers, particularly those under 25, showing the highest participation rates. This trend underscores the need for businesses to tailor their digital marketing strategies to capture and retain this tech-savvy demographic. The study uncovers notable differences in how men and women perceive and interact with e-commerce platforms, suggesting the need for gender-tailored marketing approaches. While age doesn't significantly impact all aspects of e-commerce engagement, it plays a crucial role in shaping perceptions of brand reputation and responsiveness to promotional offers. The study reveals that marketing strategies have varying impacts across age groups and genders, emphasizing the importance of personalized approaches in digital marketing campaigns.

Amazon and Myntra emerge as the frontrunners in consumer preference, with gender-specific leanings evident. This insight provides valuable direction for marketers in platform selection and audience targeting.

The research confirms a significant correlation between seasonal and festival offers and consumer buying behavior, particularly among female shoppers. This finding underscores the potential of event-based marketing strategies in driving sales. Price competitiveness, product variety, customer reviews, and promotional offers are identified as critical factors influencing consumer choice, with their importance varying across demographics.

These findings paint a picture of a dynamic and evolving e-commerce landscape in India, where success hinges on understanding and adapting to nuanced consumer preferences. As the digital marketplace continues to expand, businesses must leverage these insights to craft targeted, data-driven marketing strategies that resonate with their diverse consumer base.

The study also points to areas for future research, including the need for deeper exploration of regional variations in e-commerce behavior and the long-term impact of digital marketing strategies on brand loyalty and customer retention.

In conclusion, this research provides a robust foundation for businesses and marketers to navigate the complexities of India's digital marketplace. By embracing these insights and continually adapting to the changing digital landscape, e-commerce businesses can position themselves for sustained growth and success in one of the world's most promising markets.

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