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# Exploring Consumers' Purchasing Behavior in Digital Marketing: Employing an Exploratory Factor Analysis Approach

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## ABSTRACT

The E-Commerce business in India has experienced remarkable growth in recent years, as an increasing number of shoppers have begun to recognise the advantages of utilising this platform. If marketers comprehend the psychological tendencies of Indian e-consumers and meet their requirements, there is ample opportunity for digital marketing enterprises in the future. Objective: The main goal of this study work is to detect the characteristics that contribute to the seeming value of consumers in the background of digital marketing. Sampling:This study selected sample members using the researcher's expertise and knowledge in a non-probabilistic manner. However, convenience sampling chooses sample members based on their proximity to the researcher. Research Instrument: The questionnaire comprises two sections. Part one pertains to the assessment of the demographic information of the respondents, while part two focuses on evaluating the consumers' purchasing behavior in relation to digital marketing. Data analysis: The basic data that was obtained is now being analysed using the statistical programme SPSS 20. To determine the emerging components among the twenty-two indicators of consumer purchasing behavior, an exploratory factor analysis was carried out. Findings: The findings reveal that four components have been derived from the twenty-two indicators included in the model. The factor score of 0.792 was observed on V1, which states that "Digital marketing enhances purchasing efficiency". The V8 element, titled "Digital marketing enhances the confidence among consumers," has the lowest score of 0.470.

**KEYWORDS:** Digital marketing – consumer – Purchasing behavior – EFA.

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## 1. INTRODUCTION

The Internet is a global, interconnected network that facilitates communication across several computer networks worldwide, utilising an extensive infrastructure of telephone lines. The proliferation of Internet access is impacting the global expansion of Internet users. The popularity of online shopping has experienced a significant surge during the past decade. Companies are making significant investments in digital marketing to promote their products and services. Digital marketing is a type of electronic commerce that lets people buy items and services from vendors online using a computer browser.

**Online advertising and promotion:**

Digital marketing encompasses the deliberate use of internet-based platforms and technology to advertise and endorse items, services, or brands to specific target demographics. It includes a range of techniques such as social media, email, SEO, content marketing, and PPC advertising, with the goal of

effectively involving, attracting, and converting clients in the digital domain to promote business expansion.

## 2. SIGNIFICANCE OF THE RESEARCH

The company implements a comprehensive marketing plan that encompasses several digital channels, including both online and offline platforms. In addition to employing online strategies such as SEO, PPC, social media, and email marketing, they also make use of digital technology beyond the internet. This encompasses the use of mobile marketing strategies, such as SMS or mobile applications, the deployment of digital display advertisements in physical settings (e.g., digital billboards), the integration of QR codes for promotional purposes, and the application of technologies like Bluetooth or NFC (Near Field Communication) for proximity marketing. This strategy encompasses a broader range of digital platforms, encompassing both online and offline channels, thereby providing a more comprehensive perspective within the realm of digital marketing. Understanding customer purchasing behaviour is crucial in the given context.

## 3. LITERATURE REVIEW

The e-commerce sector is always getting better and more developed because more businesses are paying attention to sustainable development (Li & Huang, 2019) [1]. In their 2023 study on managing the customer experience, Eirini Koronaki, Aspasia Vlachvei, and Anastasios Panopoulos (2023) [2] said that brands have had to rethink their online presence because of the rise of the "post-pandemic new digital consumer" who values personalization, trust, and immersive online experiences. Jackie Gilbert Bette Ann Stead (2001) [3] looked at the huge growth of electronic trade (e-commerce) in 2001 and talked about some of the social problems that have come up because of it. To explain the current digital environment of online marketing and selling, J. F. Rayport and B. J. Jaworski (2004) [4] say that e-commerce and m-commerce are the two main avenues for doing online shopping and related activities. People use standard computer-based websites to do both online and offline shopping. This is called e-commerce. Gabriel Almeida Lucas, Guilherme LerchLunardi, Décio Bittencourt Dolci (2023) [5] Because there are so many platforms and gadgets, it's important to know what makes people want to keep using e-commerce entry platforms. Through a free-simulation experiment, we look at different factors that can be used to predict how a user will interact with the site they access. According to Farooq Ahmed (2001) [6] the great freedom of the internet has made e-commerce possible, which has changed the usual ways of running a business. People like Elizabeth Goldsmith and others said in 2000 (Elizabeth G et al. 2000) [7] that e-commerce can be broken down into two main groups: e-merchandise and e-finance. Nir B. Kshetri (2001)[8] wrote in 2001 that globalization and the Internet can help people and businesses in both developed and emerging countries in many ways. Besides the financial benefits, there are also perks like having more options and being able to shop from home. In 2006, Mauricio S. Featherman, Joseph S. Valacich, and John D. Wells( 2006) [9] looked into whether consumers' views of artificiality raise their perceptions of e-service risk, which has been shown to make people less likely to use e-services in several online settings.

## 4. OBJECTIVES

The foremost aim of this article is to ascertain the characteristics that stimulus customer buying behavior in the context of digital marketing. These objectives were formulated based on this information.

1. To ascertain the key indications of customer purchasing behaviour in digital marketing.

2. To derive the elements from the value indicators of customer buying behaviour.

3. The objective is to examine each component by forecasting the indications that indicate high and poor customer buying behavior scores.

## 5. METHODOLOGY

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The present study is of an exploratory character as it seeks to reveal the many factors that impact client buying behavior within the realm of digital marketing. Data Collection: The researcher has utilized a blend of primary and secondary data sources. In order to comprehend client purchasing patterns in digital marketing, it is recommended to employ primary data collecting techniques, such as surveys. Selection approach: The researcher use a Non-probabilistic selection approach known as convenience sampling to choose the sample from the infinite population of the study. Convenience sampling is selecting sample members based on particular criteria specified by the researcher's experience and knowledge. Convenience sampling, in contrast, selects sample participants based on their close proximity to the researcher. OBILOR, Esezi Isaac 2023.Size of the sample: In order to get a thorough analysis and enhance the precision of estimations, the researcher is expected to utilize a large sample size for this investigation. The study encompassed a total of 232 participants who were selected from various demographic groups, taking into account factors such as age, education, gender, monthly income, and employment. The primary data will be employed to achieve the research objective of this study. A questionnaire may be utilized to evaluate client purchase behavior in digital marketing. The structure of the questionnaire: Structured questionnaires are composed of precise, concrete, and well formulated questions that are intended to collect data pertaining to a certain aspect and are preferred by researchers. The structured surveys would consist of close-ended, open-ended, multiple-choice, and five-point Likert scale rating items. The questionnaire consists of two components. The first component involves collecting demographic data from participants, while the second half centers on evaluating client buying patterns in connection to digital marketing. The demographic questionnaire has five items that measure Age, Gender, Education, Occupation, and Income using nominal, interval, and ratio scales. A total of 22 aspects of consumer purchasing behavior are evaluated using a five-point Likert scale, where a score of 1 indicates strong disagreement and a score of 5 indicates strong agreement. Data analysis: The initial data has been entered into the statistical software SPSS 20 for analysis. The frequency distribution table is employed to ascertain the locations of the respondents who took part in the survey. A factor analysis was performed to discover the underlying factors among the twenty-two indicators of customer buying behavior value.

**Demographic factors**

A study was conducted among customers in Tiruchy city to examine their purchase behavior in connection to digital marketing. The study included a total of 232 consumers that participated as respondents. They are classified according to their age, gender, income, education, and employment. Gathering this personal demographics data is crucial for identifying the attributes of the research participants and doing more detailed analysis.

**Table 1: Classification of sample participants according to their personal and demographic characteristics**

| Demographic Factor | Level | Occurrence | Percent | Cumulative Percent |
|---|---|---|---|---|
| Age | 25-30 | 39 | 17.0 | 17.0 |
| | 30-35 | 89 | 38.4 | 55.3 |
| | 35-40 | 24 | 10.4 | 65.8 |
| | 40-45 | 24 | 10.3 | 76.0 |
| | 45-50 | 56 | 24.0 | 100.0 |
| | Total | 232 | 100.0 | |
| Gender | Male | 143 | 61.6 | 61.6 |
| | Female | 89 | 38.4 | 100.0 |
| | Total | 232 | 100.0 | |
| Education | Less than Bachelor's Degree | 16 | 7.0 | 7.0 |
| | Bachelor's Degree | 117 | 50.3 | 57.4 |
| | PG/Professional Degree | 83 | 35.8 | 93.2 |
| | Technical | 16 | 6.8 | 100.0 |
| | Total | 232 | 100.0 | |
| Income | Less than 20 000 | 31 | 13.2 | 13.2 |

| | | | | |
|---|---|---|---|---|
| | 20 000 - 30 000 | 62 | 26.9 | 40.1 |
| | 30 000 - 40 000 | 37 | 16.1 | 56.2 |
| | 40 000 - 50 000 | 35 | 14.9 | 71.1 |
| | More than 50 000 | 67 | 28.9 | 100.0 |
| | Total | 232 | 100.0 | |
| Occupation | PVT Company Employee | 48 | 20.5 | 20.5 |
| | GOVT Employee | 83 | 35.6 | 56.2 |
| | Owner of Business | 67 | 28.9 | 85.1 |
| | Others | 35 | 14.9 | 100.0 |
| | Total | 232 | 100.0 | |

The people who answered were put into five groups based on their age. Out of the five age groups that respondents were put into, 38.4% were between the ages of 30 and 35, and 24% were between the ages of 45 and 50. There is no doubt that 55.3% of the people who actively filled out the poll were young adults. The 232 people who took part in the study were split into two groups: 48.1 percent were women and 61.6 percent were men. The respondent's level of schooling was broken down into four groups. 50.3 percent of those who answered had a Bachelor's degree, and 35.8 percent had a professional or postgraduate degree. A large majority of the people who took part in the study were graduates. Five groups were made based on the respondent's monthly income, which ranged from less than 20,000 to over 50,000. Out of the people who answered, 26.9% made between 20,000 and 30,000 rupees a month, and 28.9% made more than 50,000 rupees a month.

**Exploratory factor analysis**

Exploratory Factor Analysis (EFA) is a useful tool for examining the fundamental structures by analyzing the correlations among various components (Brace, Kemp, &Snelgar, 2012) [10]. Presented here is a concise overview of twenty-two metrics that illustrate the influence of digital marketing on consumer buying patterns. To effectively represent the whole consideration set, it is essential to minimize the parameters and have a limited collection of parameters. Factor Analysis has been performed in three discrete phases. The overall dataset's validity and reliability were evaluated by the utilization of KMO and Bartlett's Test. In the second step, the eigen value and chi-square value for twenty-two indicators are summarized. In the last stage, factor analysis was conducted using principal component analysis with varimax rotation. The main goal of the exploratory factor analysis was to consolidate the twenty-two indicators into dimensions.

**Table 2: Descriptive statistics of measurement items and communalities extraction value**

| Variable Name | Variable Label | Mean | Std. Deviation | Communalities | |
|---|---|---|---|---|---|
| | | | | Initial | Extraction |
| V1 | Increase efficiency | 1.99 | 1.028 | 1.000 | .649 |
| V2 | Reduce cost | 1.99 | 1.003 | 1.000 | .606 |
| V3 | Customer satisfaction | 2.08 | 1.080 | 1.000 | .619 |
| V4 | Customer relationship | 1.97 | 1.079 | 1.000 | .597 |
| V5 | To get feed back | 2.08 | 1.151 | 1.000 | .694 |
| V6 | Create awareness among customers | 2.10 | 1.058 | 1.000 | .510 |
| V7 | To customize products | 2.26 | 1.025 | 1.000 | .462 |
| V8 | Enhance confidence among consumers | 2.17 | 1.067 | 1.000 | .365 |
| V9 | Help to maintain records of bills, purchase, etc | 1.63 | .971 | 1.000 | .629 |
| V10 | Facilitate consumer in decision making | 1.74 | .830 | 1.000 | .473 |
| V11 | Information about the product on the internet is sufficient | 1.96 | 1.111 | 1.000 | .634 |
| V12 | Easy to make comparison among products | 1.89 | 1.133 | 1.000 | .512 |
| V13 | Encourage the consumers to purchase new products | 1.94 | .983 | 1.000 | .468 |
| V14 | Discounts are offered to attract consumers | 2.33 | 1.001 | 1.000 | .528 |

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| | | | | | |
|---|---|---|---|---|---|
| V15 | Comparatively prices are less | 2.14 | 1.023 | 1.000 | .570 |
| V16 | Save cost of transportation to go to market | 2.16 | 1.080 | 1.000 | .415 |
| V17 | Order to purchase can be booked easily | 2.20 | 1.013 | 1.000 | .615 |
| V18 | Purchased product are delivered well in time to consumers | 2.05 | 1.017 | 1.000 | .577 |
| V19 | Reduce the length of distribution channel | 2.20 | .957 | 1.000 | .310 |
| V20 | Making payment easy | 2.67 | 1.150 | 1.000 | .460 |
| V21 | Good planning | 2.42 | 1.256 | 1.000 | .667 |
| V22 | Technology savvy customers | 2.34 | 1.218 | 1.000 | .696 |

The table above displays the average and variability of twenty-one elements that represent consumer purchase behavior in response to digital marketing. The five point likert scale was used (1 for severe disagreement and 5 for strong agreement) to measure the consumers response. Among the twenty two indicators, the indiators namely “Making payment easy” has highest mean score of 2.67. The another indicators namely “Help to maintain records of bills, purchase, etc” has scored very low mean score of 1.63. It is observed that mostly all the indicators mean value are lies in between 1.63 to 2.67. the standard value for each items are indicated next to the mean value column to know the deviation of the customer response for each items. The communalities value represents the extent to which components have common variance with specific variables. Put simply, it demonstrates the degree to which an object is related to all other items. Greater communalities indicate higher quality. A higher communality score indicates that a bigger proportion of the variance in the parameter has been captured by the factor solutions. In order to obtain more accurate measurements in factor analysis, it is recommended that the communalities be equal to or larger than 0.4. It has been discovered that of the twenty-two items, two of them had a score lower than 0.4.

**Test Adequacy of Sample**

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (MSA) for specific variables is calculated using the diagonal values of the partial correlation matrix (table 3). The variables are determined to have a satisfactory level of elevation. The metric may be understood by following these guidelines: A score of 0.90 or more is considered amazing, while a score of 0.080 or higher is considered meritorious. A score of 0.70 or higher is considered moderate, while a score of 0.60 or higher is considered ordinary. A score of 0.50 or higher is considered awful, and any score below 0.50 is considered unsatisfactory. Conduct experiments to validate the hypothesis of the interconnectedness of the variables.

Null hypothesis H0: Null hypothesis states that there is no statistically significant correlation between factors pertaining to the efficacy of customer buying behavior in the context of digital marketing.

Alternate Hypothesis H1: There is a statistically significant correlation between factors pertaining to the efficacy of purchasing behavior through digital marketing.

| Test | DF | ChiSquare | Prob>ChiSq |
|---|---|---|---|
| H0: no common factors. | 231.000 | 5135.546 | <.0001* |
| HA: at least one common factor. | | | |

**Table 3: KMO test of Adequacy**

| | | |
|---|---|---|
| KMO - Measure of Sampling Adequacy. | | .883 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 5135.546 |
| | df | 231 |
| | Sig. | .000 |

The Kaiser-Meyer-Olking Measure of Sampling appropriateness (MSA) is calculated to assess the appropriateness of the sampling. A value of 0.883 indicates that the sample is sufficiently representative. The correlation matrix is assessed for its overall significance using the Bartlett test of Sphericity to group the components related to the commitment of medical tourists. The test yields a chi-square value of about 5135.546, which is statistically significant at a level of 0.000. This result supports the accuracy of the factor analysis conducted on the dataset.

**Table 4: Displays the eigen values of customer buying behavior items in relation to the success of digital marketing**

| Variable Name | Eigen value | %t | % | Cum % | ChiSquare | DF | Prob>ChiSq |
|---|---|---|---|---|---|---|---|
| 1 | 7.0066 | 31.848 | | 31.848 | 5144.48 | 225.300 | <.0001* |
| 2 | 2.1894 | 9.952 | | 41.800 | 2188.90 | 216.536 | <.0001* |
| 3 | 1.5719 | 7.145 | | 48.945 | 1576.99 | 199.345 | <.0001* |
| 4 | 1.2885 | 5.857 | | 54.802 | 1221.77 | 181.625 | <.0001* |
| 5 | 0.9818 | 4.463 | | 59.264 | 967.666 | 164.347 | <.0001* |
| 6 | 0.9693 | 4.406 | | 63.670 | 840.306 | 147.486 | <.0001* |
| 7 | 0.8909 | 4.049 | | 67.720 | 694.961 | 131.348 | <.0001* |
| 8 | 0.8435 | 3.834 | | 71.554 | 565.027 | 116.157 | <.0001* |
| 9 | 0.7914 | 3.597 | | 75.151 | 434.975 | 101.870 | <.0001* |
| 10 | 0.6898 | 3.135 | | 78.287 | 307.384 | 88.371 | <.0001* |
| 11 | 0.5789 | 2.632 | | 80.918 | 214.164 | 75.796 | <.0001* |
| 12 | 0.5333 | 2.424 | | 83.342 | 163.065 | 64.027 | <.0001* |
| 13 | 0.5068 | 2.304 | | 85.646 | 122.614 | 53.214 | <.0001* |
| 14 | 0.4595 | 2.089 | | 87.735 | 84.385 | 43.328 | 0.0002* |
| 15 | 0.4276 | 1.943 | | 89.679 | 58.190 | 34.492 | 0.0070* |
| 16 | 0.3834 | 1.743 | | 91.421 | 37.899 | 26.554 | 0.0712 |
| 17 | 0.3754 | 1.706 | | 93.128 | 27.917 | 19.558 | 0.0992 |
| 18 | 0.3449 | 1.568 | | 94.695 | 16.351 | 13.632 | 0.2690 |
| 19 | 0.3290 | 1.496 | | 96.191 | 9.794 | 8.685 | 0.3392 |
| 20 | 0.3020 | 1.373 | | 97.564 | 3.969 | 4.766 | 0.5214 |
| 21 | 0.2806 | 1.276 | | 98.839 | 1.252 | 1.822 | 0.4901 |
| 22 | 0.2554 | 1.161 | | 100.000 | 0.000 | . | . |

Extraction Method: Principal Component Analysis.

The table above clearly shows that out of the twenty-two customer buying behavior factors related to the impact of digital marketing features, fifteen variables are statistically significant while the other seven variables are not. Nevertheless, considering the Eigen value, all the aforementioned consumer perceived value about the impact of digital marketing features are deemed suitable for inclusion in factor analysis. Only eigenvalues greater than 1 are considered for subsequent analysis. The table above clearly demonstrates that there are four parameters with eigen values above 1. Furthermore, the aforementioned data also demonstrates that the eigenvalue above 1 was seen alone for the first component, with a score of 7.007 percent and a variance of 31.84 percent. The eigenvalue of the second component is 2.189, representing a variance of 9.952 percent. The eigenvalue of the third component is 1.572, which accounts for 7.145 percent of the variance. The eigenvalue of the final component is 1.288, accounting for 5.857% of the total variance. Finally, a total of four components have emerged, accounting for 54.802 percent of the variation in the association between variables, with a variation of 39.58 percent.

**Table 5: Explained Variance by Component in Principal Component Analysis**

| Component | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 7.007 | 31.848 | 31.848 | 4.271 | 19.412 | 19.412 |
| 2 | 2.189 | 9.952 | 41.800 | 2.955 | 13.432 | 32.843 |
| 3 | 1.572 | 7.145 | 48.945 | 2.828 | 12.853 | 45.696 |

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| | | | | | | |
|---|---|---|---|---|---|---|
| 4 | 1.288 | 5.857 | 54.802 | 2.003 | 9.106 | 54.802 |

The table displays the outcomes of a Principal Component Analysis (PCA) involving four components. The column labeled "Extraction Sums of Squared Loadings" displays the cumulative variance accounted for by each component, demonstrating the extent to which the component captures the original variability in the data. The column labeled "% of Variance" displays the percentage of variance that is accounted for by each component, relative to the overall variance. The user did not provide any text. The "Cumulative %" column displays the total percentage of variation explained by each component, reflecting the cumulative contribution of the components to the overall variance.

First component: The most influential component accounts for 31.848% of the overall variation. When combined with the following elements, it explains 31.848% of the variation in the dataset. Component 2 accounts for an extra 9.952% of the overall variance, resulting in a cumulative variance of 41.800% when coupled with Component 1.Component 3 contributes to a cumulative variance of 48.945% when combined with the previous components. It explains 7.145% of the overall variation. Component 4 accounts for 5.857% of the overall variance and, when coupled with the preceding components, adds to a cumulative variance of 54.802%. In summary, these findings indicate that the first components effectively capture a substantial amount of the variability in the dataset, whereas the following components make a smaller contribution to the total explanation of variation.

**Table 6: Value of Component Matrix for the consumer buying behavior items**

| Indicators | Component | | | |
|---|---|---|---|---|
| | 1 | 2 | 3 | 4 |
| V5 To get feed back | .729 | | | |
| V2 Reduce cost | .654 | -.412 | | |
| V11 Facilitate consumer in decision making | .651 | | | |
| V18 Purchased product are delivered well in time to consumers | .648 | | | |
| V1 Increase efficiency | .631 | -.495 | | |
| V6 Create awareness among customers | .630 | | | |
| V3 Customer satisfaction | .629 | -.440 | | |
| V15 Comparatively prices are less | .607 | | | |
| V4 Customer relationship | .602 | -.475 | | |
| V13 Encourage the consumers to purchase new products | .595 | | | |
| V7 To customize products | .595 | | | |
| V12 Easy to make comparison among products | .594 | | | |
| V17 Order to purchase can be booked easily | .571 | | | |
| V22 Technology savvy customers | .559 | | | |
| V19 Reduce the length of distribution channel | .522 | | | |
| V21 Good planning | .505 | .429 | | |
| V10 Information about the product on the internet is sufficient | .470 | | | |
| V16 Save cost of transportation to go to market | .466 | | | |
| V8 Enhance confidence among consumers | .455 | | | |
| V20 Making payment easy | | | .526 | |
| V9 Help to maintain records of bills, purchase, etc | .445 | | -.498 | |
| V14 Discounts are offered to attract consumers | .456 | | | -.469 |

Extraction Method: Principal Component Analysis.a

The table below presents the values of the four components for twenty-two instances of client buying behavior in digital marketing. The rows and rows in the table above exhibit the component's loadings, which indicate the relationships between the parameter and the component. Since they are associations, the potential values range from -1 to +1.The rotated component matrix aids in determining the representation of the components. the above table highlighted the component value which is most significantly connected with other components. The first component has the strongest correlation with enhanced efficiency. Enhancing efficiency in digital marketing is a more accurate representation of core factor, as it has a higher correlation with the other three components. The second component has the

strongest correlation with the ease of consumer responsiveness. The third component has the strongest correlation with the task of reliable items. The fourth component has the lower correlation with consumer expectation.

**Diagram 1: SUMMARY PLOT SHOWS THE EIGEN VALUE AND COMPONENT**

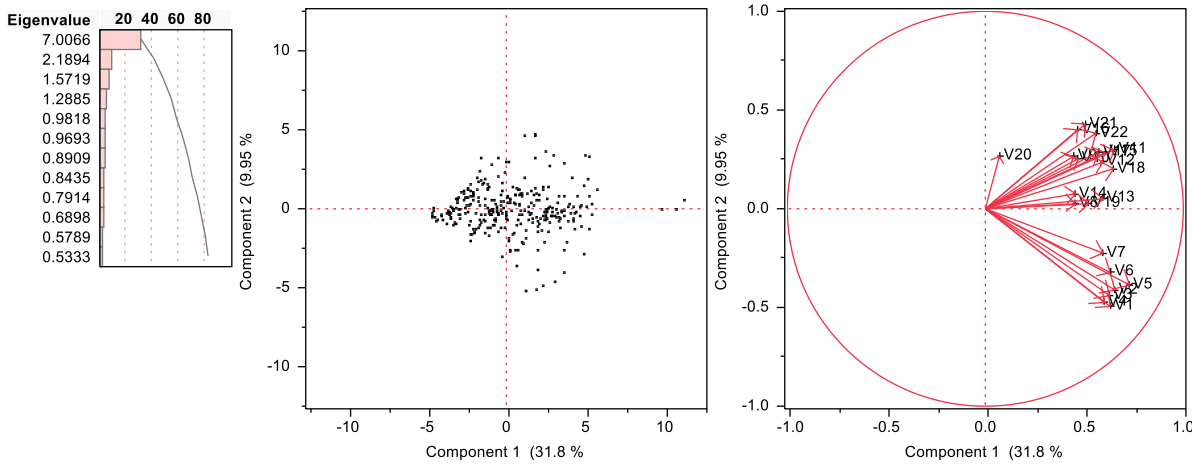


**Diagram 2: FACTOR LOADING PLOT**

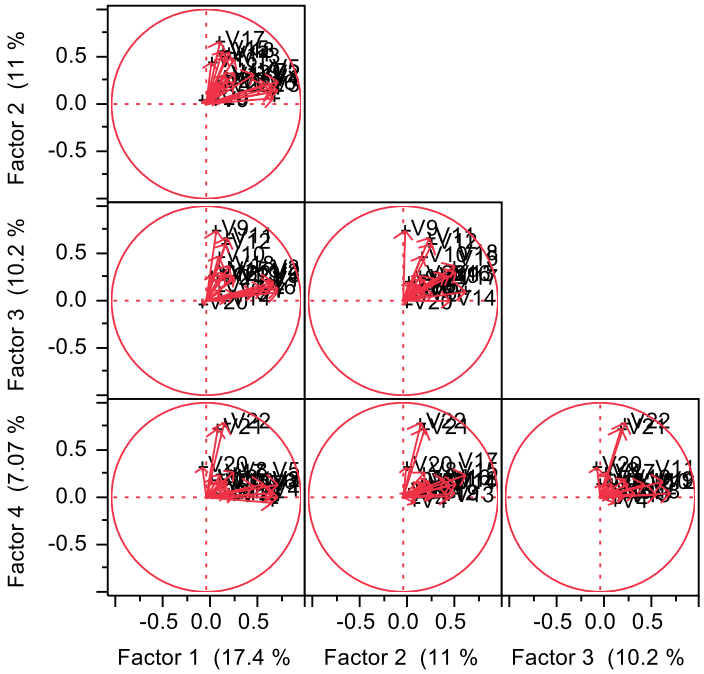

**Table 7: Emerging component of consumer purchasing behaviour over the impact of digital marketing**

| Name | Variable lable | Rotated high score | Factor name and Crohbach's value |
|---|---|---|---|
| V1 | Increase efficiency | .792 | Factor 1 Core factor Cronbach's Alph .877 |
| V5 | To get feed back | .780 | |
| V3 | Customer satisfaction | .760 | |
| V4 | Customer relationship | .752 | |
| V2 | Reduce cost | .743 | |
| V6 | Create awareness among customers | .666 | |
| V7 | To customize products | .562 | |
| V17 | Order to purchase can be booked easily | .723 | Factor 2 Responsiveness factor Cronbach's Alph .775 |
| V15 | Comparatively prices are less | .671 | |
| V14 | Discounts are offered to attract consumers | .666 | |
| V18 | Purchased product are delivered well in time to consumers | .571 | |
| V16 | Save cost of transportation to go to market | .534 | |
| V13 | Encourage the consumers to purchase new products | .507 | |
| V9 | Help to maintain records of bills, purchase, etc | .786 | Factor 3 Reliable factor Cronbach's Alph .761 |
| V11 | Facilitate consumer in decision making | .696 | |
| V10 | Information about the product on the internet is sufficient | .663 | |
| V12 | Easy to make comparison among products | .623 | |
| V21 | Good planning | .729 | Factor 4 Expedient factor Cronbach's Alph .663 |
| V22 | Technology savvy customers | .727 | |
| V20 | Making payment easy | .667 | |
| V8 | Enhance confidence among consumers | .470 | |

## 6. RESULT AND DISCUSSION

The exploratory research includes twenty-two variables of consumer purchase behaviour related to digital marketing. It has been discovered that four components are derived from the inputted indications. The factor score of co-varience at above 0.450 taken into consideration.Based on the above, the consumer purchasing behaviour indicator V19 "Reduce the length of distribution channel" has attained a factor score below 0.450. It is automatically removed from the analysis and the remaining twenty one consumer purchasing behaviour indicators entered in the rotated component matrix. The output has showed the attained factor score for each indicators entered in the analysis.

There are four component are extracted from twenty oneconsumer purchasing behaviour indicators over effect of digital marketing. The first component emerged with seven indicators factors scored in between 0.562 – 0.792. Six indicators emerged in the second component named as responsiveness factor. The factor score in between 0.507 – 0.723.The four consumer purchasing behaviour indicators emerged under third component named as Reliable factor. The attained factor score in between 0.623 – 0.786. The fourth component named as Expedient factor emerged with four indicators attained a factor score in between 0.470 – 0.623. The highest factor score of 0.792 happened on V1 "Digital marketing increase the buying efficiency". The lowest factor score of 0.470 happened on V8 "Digital marketing enhances the confidence among consumers".

## 7. FINDINGS

1. This study aims to explore the elements that influence consumerbehaviour in digital marketing by examining twenty-two perceived value indicators.

2. To get thorough assessments of the study's objectives and enhance the precision of estimates it is recommended for the investigator to employ a large sample size for this study. This study included a sample of 232 people who were chosen from a wide range of demographic backgrounds.

3. The survey sampled 232 people, with 61.6 percent male and 38.4 percent female. The poll found that 55.3% of respondents were young researchers. 50.3 percent had a Bachelor's degree, while 35.8 percent had a postgraduate or professional degree.

4. Out of the twenty-two indications, the indicator "Making payment easy" has obtained the highest mean score of 2.67. The indication "Assistance in maintaining records of bills, purchases, etc." has received a low mean score of 1.63.

5. The Kaiser-Meyer-Olkin (KMO) metric of 0.883 indicates sampling adequacy. This indicates that the sample is sufficiently representative for the purpose of sampling. The correlation matrix is evaluated for its overall significance using the Bartlett test of Sphericity. This test examines the grouping elements of commitment of medical tourists. The test yields a chi-square value of about 5135.546, indicating statistical significance at the level of significance of 0.000. Moreover, the test confirms the soundness of the analysis of factors performed on the dataset..

6. It has been determined that four components have been derived from the twenty-one indicators included in the model. It is disclosed that the combination of four factors explains 54.802% of the variance in the original data.

7. The component with the highest score of 0.792 was seen on V1, which states that "Digital marketing increases buying efficiency." The factor score of 0.470 for V8, titled "Digital marketing enhances consumer confidence," is the lowest recorded level.

## 8. CONCLUSION

The global gaming landscape has been significantly influenced by the advancements in the Indian e-commerce industry over the years. The Internet has emerged as the primary means of communication for the linked world, thanks to advancements in digital marketing technologies. The Internet enables computers located in different geographical areas to establish communication with one other. Utilising and embracing new digital marketiing technology comes with both benefits and drawbacks, just like any other novel advancement. The retail business is undergoing transformation due to the exponential expansion of the online shopping sector. It is projected that digital commerce would account for around 8-10% of India's total retail sector in the future years. The continued growth of digital marketing enterprises is certain if they persist in prioritising innovation, establishing a strong technology infrastructure, and delivering exceptional customer service. An online marketplace functions as an information middleman by supplying buyers and sellers with comprehensive information on products and other stakeholders in the market.

## 9. MANAGERIAL IMPLICATION

Consumer purchasing behaviour in the realm of digital marketing is shaped by online reviews, social media platforms, and tailored information. The convenience of conducting research and comparing prices online has a significant influence on the process of making decisions. Marketers utilise data analytics to comprehend preferences, generate focused marketing, and improve the entire online shopping experience, therefore stimulating customer engagement and influencing buy decisions. Managers have to

give priority to the maintenance of their online reputation, promote good customer reviews, and utilise data analytics to get insights into consumer preferences. Customised digital tactics and smooth online interactions may improve client satisfaction and foster loyalty. Remaining flexible in order to adjust to evolving digital trends is essential for making good managerial decisions in the fast-paced field of digital marketing.

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