

Consumer Attitude Towards Digital Marketing Platforms

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Abstract: Digital marketing has emerged as a transformative force in the modern business environment, reshaping the way organizations connect with consumers. Unlike traditional marketing methods, digital marketing leverages online platforms such as social media, search engines, email, and websites to reach targeted audiences in a more personalized and cost-effective manner. With the rapid growth of internet usage and smartphone adoption, especially in developing economies, businesses are increasingly shifting their focus toward digital channels to enhance visibility and engagement. The main purpose of the study is to analyse the impact of demographical factors such as age, gender, education qualification and income levels on their adoption, awareness and satisfaction towards the digital marketing platforms. Regression and Correlation tools were used to analyse the data with snow ball sampling of 100 from Vijayawada region. As per the findings all consumer demographical factors such as age, gender, educational qualification, occupation, and monthly income are statistically insignificant with consumer awareness, satisfaction and adoption towards the usage of digital marketing platforms.

Keywords: Digital Marketing, Traditional Marketing, Consumer awareness, Social Media, Search Engine.

1 INTRODUCTION

In the contemporary digital era, marketing has undergone a profound transformation, shifting from traditional approaches to highly interactive and technology-driven digital platforms. The rapid proliferation of internet connectivity, smartphones, and social media has enabled businesses to engage with consumers in real time, offering personalized and data-driven marketing experiences. Digital marketing platforms such as social media, search engines, and e-commerce systems have become central to modern business strategies, significantly influencing consumer attitudes and decision-making processes. Studies indicate that digital transformation has also influenced ethical consumption behaviour, particularly in areas such as food sustainability, where digitally monitored transparency impacts consumer trust and preferences [1].

Consumer decision-making in digital environments is increasingly shaped by social media interactions and the growing influence of digital influencers. Research highlights that influencer-driven marketing plays a significant role in shaping consumer perceptions, trust, and purchase intentions [2]. In addition, the psychological impact of social media marketing, including emotional engagement and brand perception, significantly affects consumers' willingness to pay and decision-making behaviour [3]. Emerging digital content formats such as podcasts further enhance consumer engagement by improving perceived social presence and media richness, thereby influencing purchasing behaviour in online platforms [4].

Trust and credibility remain critical in digital marketing, as consumers continuously evaluate digital and traditional touchpoints before making purchase decisions. Studies reveal that multiple factors such as trust, convenience, and perceived value determine whether consumers prefer digital or traditional channels [5]. Furthermore, digital influencers have been found to significantly impact consumer adoption behaviour, particularly among younger audiences, by enhancing relatability and trust in marketing communication [6]. Technological advancements have further expanded the scope of digital marketing, influencing consumer behaviour across various sectors. For instance, digital technologies play a crucial role in shaping consumer travel intentions and behavioural outcomes [7].

Similarly, the integration of advanced digital technologies in the retail sector has redefined consumer decision-making processes by improving personalization, interactivity, and accessibility [8]. The emergence of virtual influencers and para-social interactions has also introduced new dimensions to consumer-brand relationships, significantly influencing brand attitudes and purchase intentions [9]. In addition, innovative technologies such as augmented reality have enhanced the online shopping experience by creating immersive and interactive environments, thereby positively influencing consumer purchase intentions [10]. The concept of technology readiness has also gained importance, as it determines consumers' willingness to adopt digital innovations, particularly in the context of sustainable and IoT-based products [11].

Moreover, digital marketing plays a vital role in promoting sustainability-oriented products such as electric vehicles, where e-business platforms significantly influence consumer awareness and acceptance [12]. Despite these advancements, consumer attitudes towards digital marketing platforms remain complex and multifaceted, influenced by factors such as trust, personalization, privacy concerns, and perceived value. While some consumers perceive digital marketing as informative, engaging, and convenient, others may view it as intrusive or overwhelming.

Therefore, understanding consumer attitudes towards digital marketing platforms is essential for designing effective marketing strategies. This study aims to analyse consumer awareness, adoption, and satisfaction in relation to digital marketing platforms, with a particular focus on the influence of demographic factors. By examining these aspects, the research provides valuable insights into consumer behaviour in the digital environment and offers practical implications for businesses to enhance customer engagement and long-term relationships.

2 LITERATURE REVIEW

The rapid advancement of digital technologies has significantly transformed consumer behaviour and the way individuals interact with brands in the marketplace. In the digital age, ethical considerations have also gained prominence, as consumers increasingly evaluate transparency and sustainability aspects of products. For instance, digitally monitored systems in food production have been found to influence consumer trust and attitudes, highlighting the growing importance of ethical digital integration in shaping consumption patterns [1]. Consumer decision-making in digital environments is strongly influenced by the presence of digital influencers and online opinion leaders. Studies reveal that influencer-driven communication plays a crucial role in shaping consumer perceptions, trust, and purchase intentions, particularly by reducing uncertainty and enhancing credibility [2].

Additionally, the psychological impact of digital marketing has been widely examined, with findings indicating that social media marketing significantly affects consumers' willingness to pay, brand perception, and decision-making processes through emotional and cognitive engagement [3]. The effectiveness of digital content marketing has also been explored through emerging formats such as podcasts and multimedia platforms. Research suggests that such content enhances social presence and perceived media richness, thereby improving consumer engagement and influencing purchasing behaviour in e-commerce environments [4]. At the same time, consumer trust remains a central factor in determining the effectiveness of digital marketing strategies. Studies indicate that consumers often evaluate multiple touchpoints, balancing between digital and traditional channels, where trust, convenience, and perceived value act as key determinants of purchasing decisions [5].

The role of digital influencers has been further emphasized in the context of specific product categories such as organic food, where influencer credibility and relatability significantly impact consumer adoption behaviour, particularly among younger audiences [6]. In addition, digital technologies have extended their influence across various sectors, including tourism, where technological advancements have been shown to shape travel intentions and consumer preferences through enhanced accessibility and information availability [7]. In the retail sector, the integration of advanced digital technologies has redefined consumer decision-making by enabling personalization, interactivity, and real-time engagement. Conceptual frameworks suggest that digital environments provide consumers with greater control and information, thereby influencing their attitudes and purchase decisions [8].

Moreover, the emergence of virtual influencers and para-social interactions has introduced new dimensions to digital marketing, where consumers form perceived relationships with virtual entities, significantly affecting brand attitudes and purchase intentions [9]. Technological innovations such as augmented reality have further enhanced the online shopping experience by providing immersive and interactive environments, leading to increased consumer engagement and higher purchase intentions in e-commerce platforms [10]. Additionally, technology readiness has been identified as a critical factor influencing consumer behaviour, particularly in the adoption of sustainable and IoT-based products, where consumers' willingness to embrace innovation plays a significant role [11].

Furthermore, digital marketing has been recognized as a key driver in promoting sustainability-oriented products, such as electric vehicles, where e-business platforms and digital campaigns significantly influence consumer awareness, perception, and adoption behaviour [12]. Overall, the literature highlights that consumer attitudes towards digital marketing are shaped by a complex interplay of technological, psychological, and social factors, including trust, engagement, personalization, and innovation. These insights underline the need for a comprehensive understanding of consumer behaviour in digital environments to design effective marketing strategies.

3 RESEARCH METHODOLOGY

3.1. Population of the Study

The population of a study refers to the entire group of individuals or elements that the researcher intends to investigate. In the context of this research, the population consists of consumers who are exposed to and interact with digital marketing platforms in their daily lives. The study includes individuals who use digital platforms such as Instagram, Facebook, YouTube, and Google Ads for browsing, communication, shopping, and entertainment.

The research is primarily focused on consumers in urban areas (Vijayawada), where internet penetration and smartphone usage are relatively high. These individuals are more likely to encounter digital advertisements and engage in online purchasing behaviour. The population comprises students, working professionals, business owners, homemakers, and freelancers. Since the population is unknown, a non-probability sampling technique, specifically the snowball sampling method, has been adopted. In this method, initial respondents help identify additional participants, thereby expanding the sample progressively.

3.2. Sample Size and Data Collection

The sample size for this study is 100 respondents. Data has been collected from individuals actively using digital marketing platforms in the Vijayawada region. Primary data is collected through a structured questionnaire distributed using online survey tools such as Google Forms. Secondary data is obtained from research journals, books, academic publications, government reports, websites, and industry reports related to digital marketing trends.

3.3. Data Collection Instruments

The study uses a structured questionnaire as the primary data collection instrument. Responses are measured using Likert scales ranging from strongly agree to strongly disagree, enabling quantitative analysis of consumer attitudes and perceptions.

3.4. Hypotheses of the Study

- **H1:** There is a significant relationship between consumers' demographic factors and their satisfaction towards digital marketing platforms.
- **H2:** There is a significant relationship between consumers' demographic factors and their adoption of digital marketing platforms.
- **H3:** There is a significant relationship between consumer awareness and adoption of digital marketing platforms.

3.5. Statistical Analysis and Interpretation

Statistical analysis is presented in this section with quantitative metrics. Table 1 shows the regression analysis for satisfaction towards digital marketing platforms.

Table 1. Regression Analysis for Satisfaction towards Digital Marketing Platforms

Model	Variable	B	Std. Error	Beta	t	Sig.
1	Constant	2.712	0.398	—	6.814	0.000
	Age	0.064	0.134	0.060	0.481	0.631
	Gender	0.012	0.173	0.007	0.071	0.944
	Educational Qualification	-0.096	0.098	-0.095	-0.974	0.333
	Occupation	-0.257	0.149	-0.313	-1.721	0.089
	Monthly Income	-0.156	0.158	-0.184	-0.988	0.325

Interpretation: As shown in Table 1, age and gender are positively associated with consumer satisfaction, while educational qualification, occupation, and monthly income show negative associations. However, all demographic variables are statistically insignificant in influencing satisfaction towards digital marketing platforms.

Table 2 shows the regression analysis for adoption of digital marketing platforms.

Table 2. Regression Analysis for Adoption of Digital Marketing Platforms

Model	Variable	B	Std. Error	Beta	t	Sig.
1	Constant	3.284	0.416	—	7.890	0.000
	Age	0.107	0.140	0.102	0.767	0.445
	Gender	-0.122	0.181	-0.070	-0.674	0.502
	Educational Qualification	-0.048	0.103	-0.049	-0.470	0.639
	Occupation	-0.338	0.156	-0.417	-2.161	0.033
	Monthly Income	0.508	0.165	0.604	3.067	0.003

Interpretation: As presented in Table 2, age and monthly income are positively associated with adoption, whereas gender, educational qualification, and occupation show negative relationships. Occupation and monthly income are statistically significant, while age, gender, and education are statistically insignificant.

Table 3 shows the correlation between awareness and adoption.

Table 3. Correlation between Awareness and Adoption

Variable	Awareness	Adoption
Awareness	1	-0.040
Adoption	-0.040	1
Sig. (2-tailed)	—	0.696
N	99	99

Interpretation: As indicated in Table 3, consumer awareness and adoption are negatively correlated. However, the relationship is statistically insignificant, suggesting that higher awareness does not necessarily translate into increased adoption of digital marketing platforms.

3.6. Summary of Findings (Methodology Section Insight)

The statistical analysis reveals that demographic factors have limited influence on satisfaction, while certain factors such as income and occupation significantly impact adoption behaviour. Additionally, awareness alone does not ensure adoption, indicating the need for stronger engagement and trust-building strategies in digital marketing.

4 RESULTS AND DISCUSSION

The findings of the study indicate that demographic variables such as age, gender, and educational qualification have minimal influence on consumer awareness and adoption of digital marketing platforms. This suggests that digital marketing has become highly pervasive and accessible across diverse social groups, reducing the traditional impact of demographic segmentation on consumer behaviour. The widespread penetration of internet technologies and smartphones has contributed to a more uniform exposure to digital marketing practices, thereby minimizing demographic disparities.

However, the analysis reveals that economic and professional factors, particularly monthly income and occupation, play a more significant role in determining the adoption of digital marketing platforms for purchasing decisions. Consumers with higher income levels are more likely to engage in digital transactions, indicating that purchasing power is a key determinant of adoption behaviour. Similarly, occupation influences adoption patterns, with certain professional groups showing varying levels of engagement with digital platforms. A notable finding of the study is the disconnect between consumer awareness and actual adoption of digital marketing platforms.

Although awareness levels are relatively high among respondents, this does not necessarily translate into active usage or purchase behaviour. This indicates that awareness alone is insufficient to drive consumer action, and additional factors such as trust, perceived value, and user experience play a critical role in influencing adoption decisions. To address this gap, marketers must adopt a more comprehensive approach that extends beyond awareness creation. Strategies such as building consumer trust, enhancing user experience, offering incentives (e.g., discounts and cashbacks), and ensuring security and reliability are essential to encourage active adoption of digital platforms.

Table 4. Performance Analysis of Key Factors Influencing Digital Marketing Adoption

Factor	Observation	Impact Level	Interpretation
Age	Minimal influence	Low	Digital adoption is consistent across age groups
Gender	Minimal influence	Low	No significant variation in adoption behaviour
Educational Qualification	Minimal influence	Low	Education does not significantly affect adoption
Monthly Income	Strong positive influence	High	Higher income leads to higher adoption rates
Occupation	Mixed/negative influence	Moderate	Certain occupations show lower adoption levels
Awareness	High but ineffective	Low	Awareness does not ensure usage
Trust	Critical factor	High	Trust strongly affects adoption decisions
User Experience	Important factor	High	Better experience increases engagement
Incentives	Positive influence	Moderate	Discounts and offers encourage usage
Security & Reliability	Essential factor	High	Security concerns influence adoption behaviour

As presented in Table 4, demographic variables exhibit low impact on adoption, whereas economic and behavioural factors demonstrate higher influence. Monthly income emerges as the strongest predictor of adoption, while awareness alone shows limited effectiveness in driving actual usage. Trust, user experience, and security are identified as critical determinants that significantly influence consumer behaviour in digital marketing environments. Overall, the results highlight a shift from demographic-driven segmentation to behaviour- and value-driven adoption patterns, emphasizing the need for marketers to focus on building trust, enhancing user experience, and delivering value-oriented strategies to improve digital marketing effectiveness.

5 CONCLUSION

The present study aimed to understand and analyse consumer attitudes towards digital marketing platforms and how these attitudes influence their behaviour and decision-making process. Based on the analysis of both primary and secondary data, it can be concluded that digital marketing has become an integral part of consumers' daily lives, significantly shaping their perceptions, preferences, and purchasing patterns. In conclusion, digital marketing platforms have a strong and growing influence on consumer attitudes and behaviour. While they offer numerous advantages such as convenience, personalization, and wide reach, marketers must address challenges related to privacy, trust, and content relevance. By focusing on consumer-centric strategies and ethical practices, businesses can enhance customer satisfaction and build long-term relationships in the digital marketplace. Overall, this study emphasizes the importance of understanding consumer attitudes as a key factor in designing effective digital marketing strategies in today's competitive environment.

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ETHICS STATEMENT

This study did not involve human or animal subjects and, therefore, did not require ethical approval.

STATEMENT OF CONFLICT OF INTERESTS

The authors declare that they have no conflicts of interest related to this study.

LICENSING

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