
THE ROLE OF DIGITAL AND SOCIAL MEDIA MARKETING IN SHAPING CONSUMER BEHAVIOR IN ECOMMERCE PLATFORMS**Dr. Biswanath Soren**

Kalinga Institutes of Social Science (KISS) deemed to be University

biswanathsoren007@gmail.com

<https://orcid.org/0009-0006-6837-799X>**ABSTRACT**

Consumer behavior is evolving rapidly because of social media and e-commerce, and digital marketing strategies such as social media advertising, influencer marketing, and content marketing play a major role in influencing purchase decisions. This research, based on surveys and interviews with consumers and e-commerce managers on platforms like Amazon, Flipkart, and Instagram Shopping, aims to examine the effectiveness of these approaches, especially in relation to H1 campaigns. The findings show that these methods help build trust, encourage interaction, improve brand attitude, and increase purchase intention, while influencer endorsements and user feedback further strengthen consumer confidence. However, excessive advertising and privacy concerns can reduce trust. Overall, businesses in this multi-billion-dollar industry must strike a balance between attracting consumers and maintaining their trust in order to boost online sales.

Keywords: Digital Marketing, Social Media Marketing, Consumer Behavior, Ecommerce Platforms, Influencer Marketing

1. INTRODUCTION

Electronic commerce has significantly influenced customers' buying behavior for goods and services, as platforms increasingly rely on digital advertising and product promotion. Consumer engagement is shaped by the nature of the content, the individuals sharing it, and the media channels used to deliver it. In Odisha, localized marketing communication through regional content helps reduce perceived risk (Otta, 2020), while millennials are strongly affected by social media influencers (Patra, 2022). Likewise, visual appeal and the tendency to follow others' actions play an important role in online purchasing decisions (Mohanty, 2021). Following the COVID-19 pandemic, social media marketing grew rapidly and was projected to reach a value of \$150 billion in 2023, driven by mobile internet use and digital advertising. As a result, the e-commerce market expanded substantially, with global sales rising from \$3.5 trillion in 2019 to an estimated \$6.4 trillion in 2024, supported by targeted advertising and promotional strategies.

2. RESEARCH OBJECTIVES

1. To carry out a critical assessment of the impact of digital marketing initiatives on customer buying behavior within e-commerce.
2. To evaluate the effectiveness of engagement with social media on perceived consumer attitudes and brand identity.
3. To assess how a combination of visual content and customer reviews, two of the most common and influential forms of information discussed above, affects consumer trust.
4. To examine the factors underlying the use of data-driven marketing in exposing consumer behavior patterns in markets.

4. RESEARCH QUESTIONS

1. How do digital marketing strategies influence consumer purchase decisions in e-commerce?
2. What is the impact of social media engagement on consumer perceptions and brand loyalty?
3. How do visual content and customer reviews affect consumer trust in e-commerce platforms?
4. What is the relationship between data-driven marketing and consumer behavior patterns in e-commerce?

5. LITERATURE REVIEW

The literature reviews have been written based on four objectives/wishes, which take observations from national and international authors' books and edited journal authors' suggestions by taking their findings for the making of the scenes of the research, a valuable remark for future research.

5.1. To carry out a critical assessment of the impact of digital marketing initiatives on customer buying behavior within e-commerce.

- 5.1.** Mohammad Saleem Rahmani¹ and Ramen Kumar Sarma (2023). “*Catalyzing Choices: The Impact of Digital Marketing on Purchase Behavior*” The research explains their research on customer intention of online shopping and the decision-making behavior of purchasing the product. Most of the social media and digital marketing agencies depend on SEO and SME to predict product sales and observe the market demographic trust of the products. The study found that the customer agencies of the social media and other basic online purchasing products from the e-commerce platform are aged between 18 and 55, both male and female customers, to fulfill their desire of buying and decide on brand loyalty.
- 5.2. Shiju (2022)** “Digital Advertising and Its Impact on Online Consumer Buying Behavior” The following is a summary of your paragraph: The paper looks at the connection between digital advertisement and purchasing behavior and how it is effective in facilitating e-commerce. It reveals the transformation of the old-fashioned advertisement types to the new and advanced internet-based advertisement methods, particularly social media in building a brand. It has been shown that Generation Y is prone to impulse purchasing, which is affected by demographic trends. The ad recall among the internet users is low, which is a challenge. As such, companies ought to embrace the use of focused online advertising strategies that are in line with customer trends to enhance effectiveness and revenues.
- 5.3. According to R.K. Tailor¹ and Simran Kaur (2022),** “ Digital marketing has the major effect of affecting the way consumers buy products through increasing brand awareness and influencing the purchasing attitudes. Social media is instrumental in the trend of customer communication and online shopping. It assists businesses (particularly small businesses) to conquer the global market economically while raising consumer awareness by providing relevant information. Individuality and custom experiences have become critical during the post-pandemic world. Other platforms such as Instagram and YouTube also enhance promotion as the new generation of consumers adopts a changing behavior in the digital era because people are more engaged on social media after covid-19.
- 5.4. Shah et al. (2023):** “Their research paper examines the effects of globalization and technology on consumer purchasing patterns within the framework of digital marketing. It emphasizes social media and online reviews in influencing the process of purchase and not the intrusive advertisements. The results indicate that demographic variables, including age, gender, and income, play a significant role in moderating consumer behavior. The younger consumers are inclined towards products that are related to entertainment, and the older consumers are inclined towards products that are concerned with health, and the higher-income groups are inclined towards luxury items. In general, the research highlights that the digital marketing strategy should be personalized to address various classes of consumers.

6. TO EVALUATE THE EFFECTIVENESS OF ENGAGEMENT WITH SOCIAL MEDIA ON PERCEIVED CONSUMER ATTITUDES AND BRAND IDENTITY

- 6.1.** Kumar (2019) analyzes the level of consumer awareness of digital marketing and how this factor influences purchasing behavior in Hyderabad. The analysis concludes that consumer perceptions are not much influenced by digital marketing, which is predominantly applicable in the purchase of electronics and groceries. The chi-square analysis based on the data of 100 respondents who used both qualitative and quantitative methods indicates that occupation and income play a very insignificant role in the purchase choice. Nevertheless, the research further contemplates the potential of growth and recommends using effective digital advertisement strategies on convenience goods with further research to extend to broader geographical areas.
- 6.2.** Cindrakasi et al. (2024) analyze how online marketing techniques, brand loyalty, and customer anticipations influence the choice of online buying in the e-commerce industry in West Java. The researchers discover that directed advertising and correspondence to local culture and infrastructure augment the level of consumer interaction and sales. Trust is developed by brand reliability and product quality, whereas loyalty and repeat purchases are developed by meeting customer expectations. In general, the study has identified that digital marketing, brand trust, and customer expectations have a beneficial impact on purchasing behavior, and companies have to adjust the approaches to the demands of the local population and technological shifts.

- 6.3. Muhammad Zain ul Hassan Shah et al. (2024) examine the role of globalization and technology in consumer purchasing behavior, especially when buying online. The paper indicates that people believe word-of-mouth more than the intrusive advertisements, and therefore, social media is a necessity to a company. It further concludes that there is psychological influence in purchasing, such as emotions and impulsiveness. Digital marketing is regarded as a relatively inexpensive tool that educates the consumers and influences behavior (particularly in the electronics and clothing industries). Altogether, it demonstrates a positive correlation between digital marketing and consumption patterns and the importance of the businesses adjusting to the new tendencies in the market.
- 6.4. Muhammad Zain ul Hassan Shah et al. (2024) explain the way digital marketing has altered consumer purchase behavior, especially when it comes to the process of making decisions. The consumers are more and more relying on peer reviews more than on the advertisement, and hence, social media is essential. The research provides emphasis on psychological aspects of buying like feelings and self-control. It also evidences a rising trend towards the digital avenues, particularly in the electronics and fashion industries. All in all, companies should implement the digital approach and utilize social media to improve brand image and performance.

7. TO ASSESS HOW A COMBINATION OF VISUAL CONTENT AND CUSTOMER REVIEWS, TWO OF THE MOST COMMON AND INFLUENTIAL FORMS OF INFORMATION DISCUSSED ABOVE, AFFECTS CONSUMER TRUST.

- 7.1 (Wibawa Natasegara, 2021): The research also emphasizes the importance of Instagram as a strong marketing tool, particularly in urban and food markets. It demonstrates that the aesthetics and presentation have a strong impact on consumer trust and purchase intention. Such features as business accounts and advertising tools increase brand credibility. Good-looking, professionally designed, and simple content enhances consumer interest and confidence. The study underlines that attractive incentives and a great format of presentation are key in enhancing consumer perception, brand image, and purchase behavior in a digital marketing context.
- 7.2 (Johnson, Jorgensen et al., 2018): It describes the effects of visual social networking sites, online reviews, and personal communication on the purchase behaviors of the young adults. The age group of consumers between 18 and 34 years is very active on social media such as Instagram as a platform for getting information about their products, and female consumers are more active on the site. The role of peer influence, particularly friends, has a significant influence on the purchase decisions and perceptions. Besides, consumer choices are also influenced by customer review and family influence, especially by parents. The paper brings to the fore the role of various socialization agents in shaping contemporary consumer behavior.
- 7.3 (Pei Xu et al., 2015) The cases of video- and text-based reviews in e-commerce are discussed in terms of effectiveness. It concludes that video content can be used to improve attention, persuasion, and consumer understanding, in particular for some product types. Based on such theories as the elaboration likelihood model, the study demonstrates that the format of presentation influences the expected credibility and purchase intention. Nonetheless, excessive details in the video material can lower efficiency. The research notes that the need to decide on the proper format of reviews is a crucial factor to enhance customer experience and decision-making in online shopping settings.
- 7.4 (Wardhani & Chen, 2021) The research paper examines the issue of YouTube reviews, visualization, and trust in the intentions to purchase smartphones in Indonesia. It concludes that the augmentation of internet use and rivalry among smart phone brands affect the decision of consumers. Online reviews, particularly on YouTube, are also very influential in the creation of attitude and purchase behavior. Credibility in reviews and visual image have a strong influence on purchasing intentions. The study shows that physical look and authenticity are essential to impact the consumer and the significance of online platforms in the marketing mix today.

8. TO EXAMINE THE FACTORS UNDERLYING THE USE OF DATA-DRIVEN MARKETING IN EXPOSING CONSUMER BEHAVIOR PATTERNS IN MARKETS.

- 8.1 (John & Williams, 2024) The research points to the importance of big data in contemporary marketing, its use in customer segmentation, and personalization. RFM analysis, clustering, and data mining are among the techniques that assist in classifying the customers according to the purchasing potential. Communication and pattern identification are taken care of with the help of such tools as CRM systems

and social networks. With big data, there can be the creation of good marketing strategies to increase customer satisfaction. Nevertheless, there are still issues like high costs and the necessity to be flexible as a strategy. In general, companies should embrace data-driven marketing in order to remain competitive in a dynamic online environment.

- 8.2 (S. W. Liu, 2024): The paper focuses on how big data is relevant to the study of consumer buying patterns. It extends the classical concepts of conspicuous consumption created by Veblen and improves them with the help of sophisticated data analysis. There are models like AIDMA, AISAS, and SOR, which describe the process through which consumers make decisions. Big data enables companies to target consumers better and enhance marketing. Although the issue of data privacy has been raised, it is a core element in contemporary marketing that assists organizations to maximize their product, price, place, and promotional strategies.
- 8.3 (Chen et al., 2024) The paper describes the way big data analytics (BDA) contributes to the development of business models and consumer behavior. It allows real-time mobile and web analytics marketing and increases targeted strategies such as RFM analysis. Machine learning, recommendation systems, and predicting purchases are tools used by e-commerce sites to provide extra customer experience. Nevertheless, there are such challenges as the inaccuracy of data and the constant change of algorithms. Irrespective of these concerns, BDA is still necessary in the interpretation of consumer behavior and aiding in the sustenance of business in competitive digital markets.
- 8.4 (Vasilopoulou et al., 2023): This paper will look through the contribution of big data in increasing consumer engagement via social media, e-commerce, and mobile data. It allows individual marketing and enhanced customer communication. Nonetheless, it is yet to be integrated with consumer neuroscience, and more research can be conducted. Such ethical issues as privacy of data and favoritism are serious concerns. Such tools as Apache Spark provide real-time analysis and prompt reactions to customer feedback. The paper highlights the importance of ethical and transparent practices to develop consumer trust even when big data is used.

9. OVERVIEW OF E-COMMERCE GROWTH:

The statistical data of e-commerce growth globally and regionally. The expected global e-commerce will be worth approximately \$6.3 trillion by 2024, with the Asia-Pacific region being the leader, followed by the USA, China, Asia, and Europe. All the global and regional e-commerce randomly changed due to the effect of the pandemic COVID-19 across the country.

| Year | Global e-commerce sales (USD) | Regional Ecommerce sales (USD) | Note |
|------|-------------------------------|--------------------------------|------------------|
| 2019 | 3.53 trillion | Asia: 1.2 trillion | |
| 2020 | 4.28 trillion | China: 1.5 trillion | Pandemic |
| 2021 | 4.9 trillion | USA: 1.3 trillion | Continued growth |
| 2023 | 5.8 trillion | Europe: 1 trillion | Steady Increase |

Figure No. 1, Table No. 1, Resources, Statista (2024). *E-commerce worldwide statistics & facts.*

The figure for global share and each region’s contribution to total unique business buyers in 2019–2023 demonstrates the increase in global and regional e-commerce sales, including the rise in Chinese buyers that began in 2020 due to the crisis. It helps to compare the sales growth rate of the company between global and regional value and again emphasizes the need to not only have a bird’s-eye view of the whole picture but also a close look at the regional picture in the market.

9.1. Factors contributing to the rise of e-commerce (Internet penetration, mobile usage)

The factors contributing to the rise of e-commerce have been shown in table No-1 which is the representing the national, international and regional level of internet shopping penetration for the e-commerce user in the

Table No. No. 2, Factors contributing to the rise of e-commerce

| Factor | Description | National (India) | International (Global) | Regional (Asia) |
|----------------------|---|--------------------------|--------------------------|--------------------------|
| Internet penetration | Percentage of the population with internet access | 55% (2019) to 75% (2023) | 49% (2019) to 63% (2023) | 47% (2019) to 62% (2023) |
| Mobile Usage | Percentage of the population using smartphones | 35% (2019) to 60% (2023) | 41% (2019) to 61% (2023) | 40% (2019) to 58% (2023) |

| | | | | |
|-------------------|------------------------------|--------------------------|--------------------------|--------------------------|
| Age Group (25-34) | Ecommerce participation rate | 60% (2019) to 75% (2023) | 55% (2019) to 70% (2023) | 58% (2019) to 72% (2023) |
| Age Group (35-44) | Ecommerce participation rate | 50% (2019) to 65% (2023) | 48% (2019) to 64% (2023) | 52% (2019) to 67% (2023) |
| Gender (Male) | Ecommerce activity rate | 57% (2019) to 68% (2023) | 54% (2019) to 65% (2023) | 56% (2019) to 67% (2023) |
| Gender (Female) | Ecommerce activity rate | 45% (2019) to 60% (2023) | 42% (2019) to 58% (2023) | 44% (2019) to 59% (2023) |

Resources of ITU, GSMA, and Eurostat

10. THE ROLE OF DIGITAL MARKETING

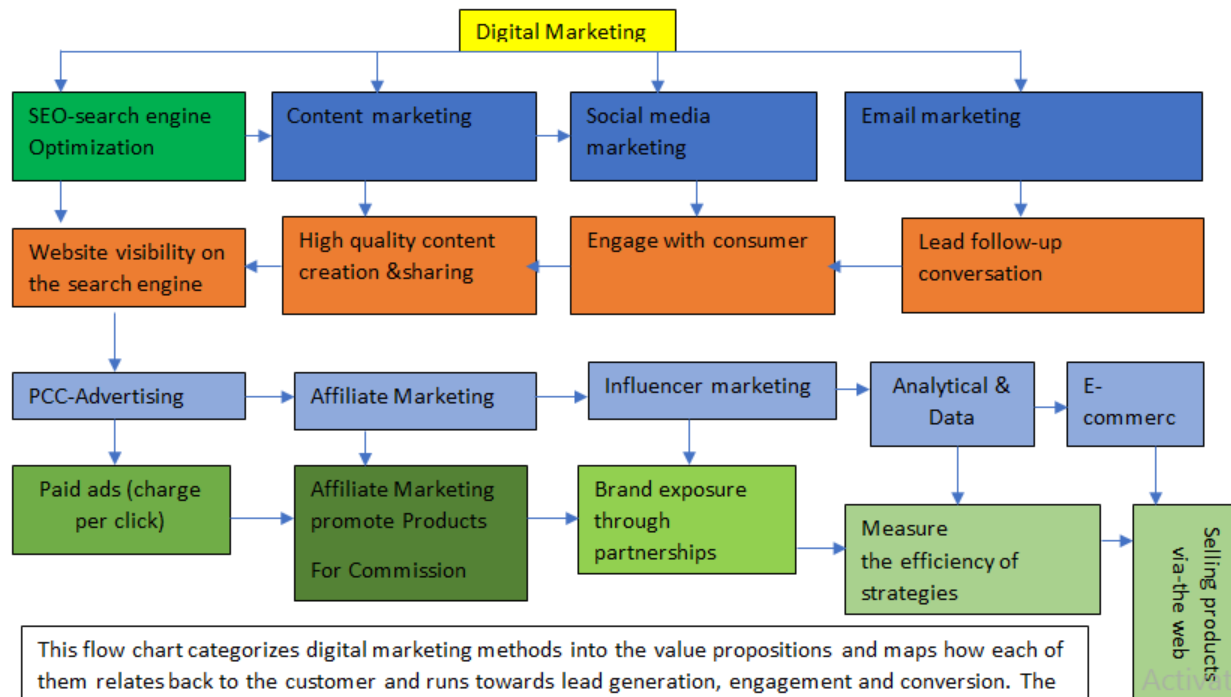
There are considerable benefits of digital marketing compared to the traditional marketing as the targeting of ads is more accurate, the pricing is lower, and the results of this approach are measurable and can be adjusted accordingly. Such channels as Twitter (X), Facebook, and email marketing improve customer relations and brand loyalty. The most important tactics are SEO, content marketing, and PPC that enhance internet presence, traffic, and potential clients. Digital marketing, or web marketing, is the application of web media and web platforms in the marketing of goods or services; thus, it is a powerful tool to reach and contact contemporary audiences.

10.1. Important for social media and digital marketing

The role of social media marketing in business development has also played a great role in the state of Odisha, as the number of people using it has increased dramatically between 2019 and 2024. Facebook, Instagram, and programs like ORMAS and Odisha LIVE have increased e-commerce in over 20 districts, with sales going up by approximately 30 percent. Local businesses, NGOs, and self-help organizations market such products as handicrafts, herbs, and natural cosmetics. According to government reports, the amount of digital marketing has reached over 600 crore, and the use of video promotion on the services of such platforms as YouTube and WhatsApp has increased the sales. The increasing internet penetration in India remains a boost to the potential of digital marketing.

11. THE SEO, CONTENT, SOCIAL, EMAIL, PPC, AND DATA, ACCORDING TO SMITH (2021).

Social media marketing has effective channels; it works in every segment.

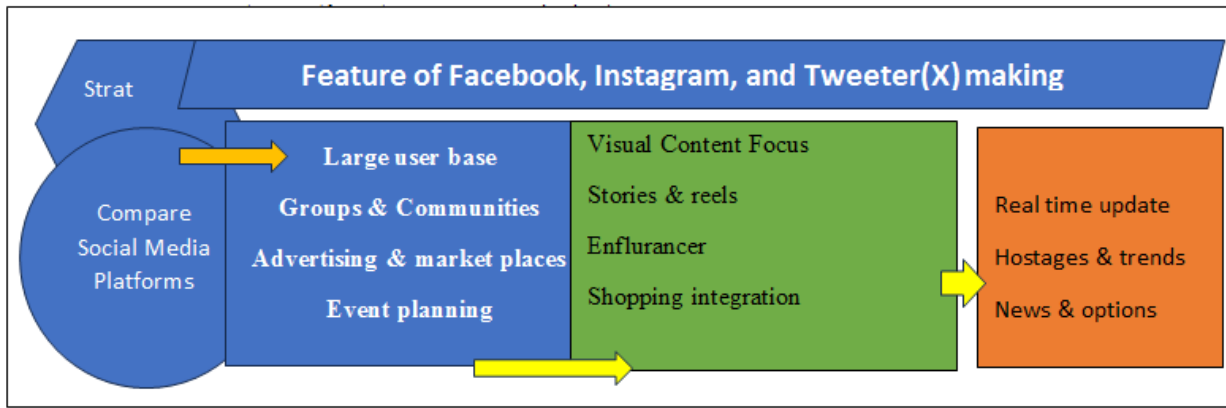


(The flowchart No. 1, Sources by Scholar)

Importance of social media marketing.

Popular platforms and their unique features (Facebook, Instagram, Twitter). Sources by scholars.

Model of Facebook, Instagram, and Twitter (X) by Scholar



12. CONSUMER BEHAVIOR THEORIES

Overview of this theory related to consumer behavior based on Maslow's hierarchy theory of planned behavior

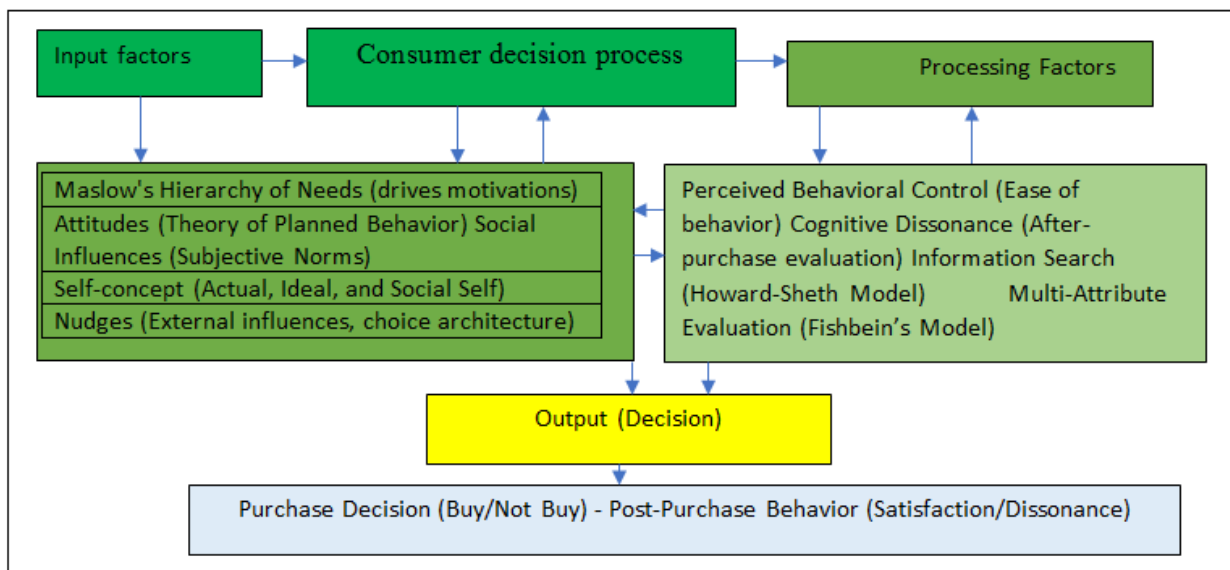


Figure No. 5, Table No. 5, Sources Maslow's Consumer Behaviors Theory

Many authors have explained this consumer theory to **Herbert Simon**: “Bounded rationality proposes that consumers make decisions with limited information and cognitive resources. They aim for a satisfactory solution rather than an optimal one.

Abraham Maslow's

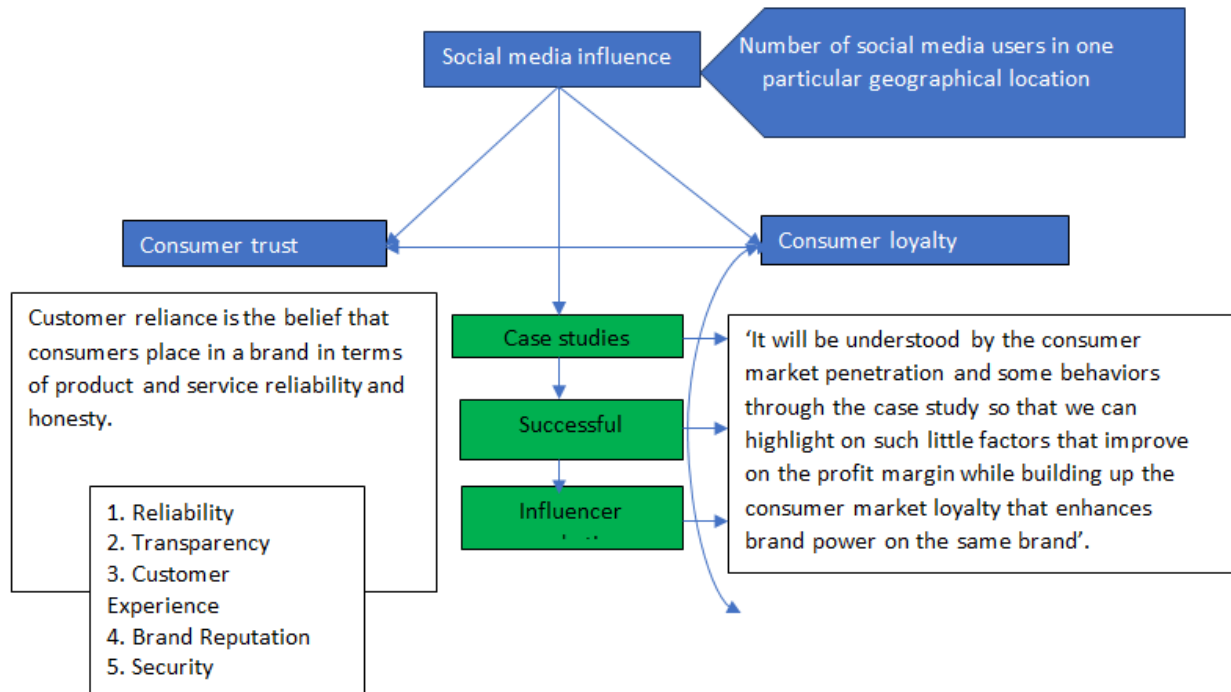
hierarchy of needs suggests that consumer behavior is motivated by a hierarchy of needs, from basic physiological needs to self-actualization

Ernest Dichter: Motivational research focuses on the subconscious motives driving consumer behavior. He used qualitative research methods to uncover deep psychological motivations.

12.1. Larger e-commerce companies significantly enhance product sales through social media in various ways:

1. Platform Integration: The target platforms such as Amazon and Flipkart contain the integration with the connectors to social media sites with the ability to purchase things from the posts and advertisements without moving to different social media sites.
2. Targeted Advertising: These companies utilize big data to develop small target marketing concepts on social sites such as Facebook and Instagram to have more approaches to target potential cliques of users with behavioral characteristics and thereby enhance the conversion rate.
3. Influencer Collaborations: Collaborating with such influencers ensures a high traffic flow to product pages and increases the credibility of the products, especially for special products like NTFPs.
4. User-Generated Content: Opinion sharing leads to social proof, making potential users buy the products offered through e-commerce platforms.

for the marketing orders and campaigns. The interaction enhances customer loyalty and controls customers' buying behavior with the quality of buying behavior in one trusted brand from the social media platform.



1. Repeat Purchases: Buying the same product repeatedly from the brand.
2. Emotional Connection: Brand attitude which has some like or dislike towards the brand.
3. Advocacy: Sharing a brand with others without undue pressure.
4. Willingness to Pay More: Better perception of the price being charged for membership.
5. Reduced Price Sensitivity: It is less sensitive to changes in prices as compared to other operating costs.

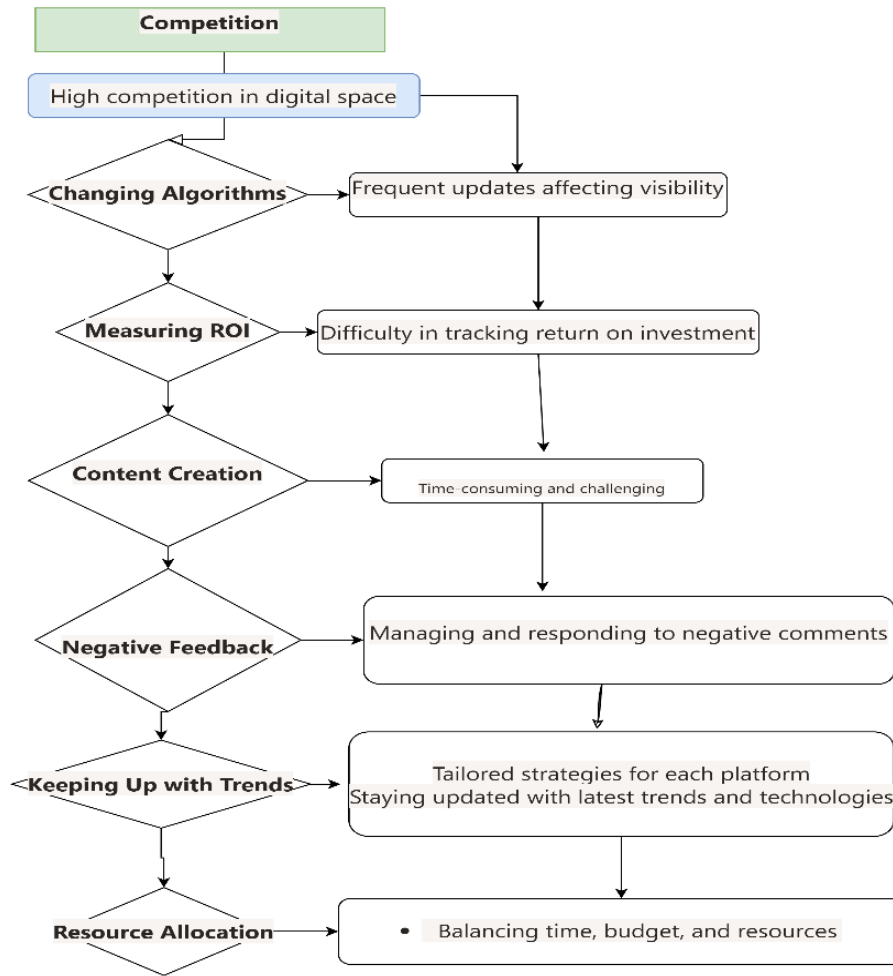
Sources by scholar figure No-7,

17. CONSUMER ENGAGEMENT AND INTERACTION

Consumer engagement and interaction with few consist of two aspects of a campaign: reach and interaction.

- Consumer conversation interaction in establishing brand relations with potential consumers in
- Active Listening: Brands hear and/or read the reactions from consumers. Timely Responses: Brands interact with consumers on time. Building Trust: Effective, fast, and clear,
- Ways in Which User-Generated Content Influences Consumer Attitudes and Motivates Brand Affection
- Authenticity: True content from actual people makes the content more believable.
- Social Proof: Moreso, impressions held by users affect potential buyers ranked as follows;
- Engagement: Inviting users to post about their experiences and stories or anything they want to share.
- Feedback Loop: Consumers then offer brands informative suggestions and creative concepts.

21. Challenges in Digital and Social Media Marketing



CONSTRAINTS RELATED TO SAMPLE SIZE AND DEMOGRAPHICS

Public participation and aggregative decisions could be the reasons behind the lower response rate in the study, though having a promising outcome in 120 emails and Google docs. participants from Northern Odisha, especially in tribal concentrated Districts of Bhadrak, Balasore, Kendujhar, and Mayurbhanj. Self-reported data has limitations offering a tendency to give impression management or recall bias. Besides, the use of archival data is also limited by the problem of the truth and the identity of sources

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