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Effect of Digital Marketing Strategies on Consumer Purchasing Behavior in the Home Appliance Market

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Abstract – **This paper examines how digital marketing strategies directly influence consumer purchasing behavior in India's at-home appliance market. The main research question investigates how digital channels shape customer preferences and influence buying decisions. The goal is to identify specific mechanisms—such as targeted campaigns, influencer participation, and online demonstrations—that encourage online consumer engagement in this sector. The analysis combines insights from relevant literature, secondary data, and case studies to show how digital engagement has shifted consumer focus from traditional media to interactive online touchpoints. Notably, brands like LG and Samsung have utilized digital-first initiatives and partnerships to boost engagement and conversion rates, as illustrated by LG's smart refrigerator launch and Samsung's targeted YouTube collaborations. These examples demonstrate the increasing significance of digital marketing in informing, persuading, and converting consumers through product demonstrations, comparisons, and reviews, ultimately making digital channels a key part of purchase decisions in the home appliance market.**

Keywords - **Digital Marketing, Consumer buying behavior, online marketing, social media.**

I. INTRODUCTION

The term 'digital marketing' emerged in the 1990s. By the 2000s and 2010s, digital marketing became an effective way to build deeper, more relevant consumer relationships. While the term did not exist until the 1990s, the practice goes back to the mid-1980s. Digital marketing is also known as 'online marketing,' 'internet marketing,' or 'web marketing.' The term gained popularity over time, especially after 2013. In the USA, 'online marketing' is common; in Italy, 'web marketing'; but 'digital marketing' is now the standard worldwide. Digital Marketing is one of the most exciting and fastest-growing areas of tech, combining creativity, strategy, and data analytics. Indian marketers hold a competitive edge, forecasting and aligning plans with industry trends as the online world evolves rapidly and digital technologies become increasingly vital across economic sectors.

The Internet drives the development of India's online market. Digital technologies are increasingly vital across economic sectors, making this a dynamic year for digital marketing. Digital marketing uses electronic devices to market products and services, both online and offline, affecting consumer buying behavior in the in-home appliance market. Recent data highlights that major home appliance brands in India, such as LG and Samsung, have experienced significant increases in online sales following targeted digital campaigns and influencer partnerships. For example, LG's digital-first launch of its smart refrigerators led to a 30% increase in online engagement and a marked growth in conversion rates during 2022. Samsung's collaboration with popular tech-focused YouTube channels to demonstrate their washing machines and air conditioners resulted in a direct sales boost through linked e-commerce platforms. These examples demonstrate that consumers now spend more time with digital media than with traditional forms such as TV and print. Increased online time has made digital media crucial in shaping consumer decisions, particularly when consumers view product demonstrations, compare product features, or access user reviews before purchasing high-value appliances. Recent technological advances have quickly changed media consumption habits, making digital channels an essential influence on purchase decisions in the home appliance market.

Digital marketing promotes products and services through digital channels, online and offline. It includes mobile phones, social media marketing, display ads, search engine marketing, and other digital media. Digital media include platforms (websites and apps), content (text, audio, video, images), and services (information, entertainment, communication) accessed on digital devices. Digital media's reach is substantial, with about 4.5 trillion online ads placed yearly and a 48% growth in digital spend in 2010. This rapid growth offers new marketing opportunities but also introduces complexity. More devices can access digital content, speeding this shift. Marketers must quickly master digital marketing as connectivity affects both businesses and society. The internet's influence is already driving organizations to rethink technology's role as global business adapts to its growing impact.

Organizations increasingly use channels such as search, mobile, rich media, and social media to interact with consumers. As consumers allocate more time to digital media compared to traditional outlets, the relevance of digital channels in decision-making grows. The expansion of available media channels complicates measuring the effect of each, prompting organizations to look beyond traditional metrics and recognize technology's influence in modern marketing. Online behaviors now shape digital identities, and individuals may display distinct personae across contexts. Regardless of the industry, customer understanding is vital. The growth of internet use in India is attracting global brands and reshaping the marketing strategies of domestic firms. To reach targeted audiences, digital must be core to business strategy. Technological advances have transformed consumer media behavior, and current digital marketing involves any strategy that uses electronic devices.

II. REVIEW OF LITERATURE

Digital marketing, electronic marketing, e-marketing, and Internet marketing are similar terms that, simply put, refer to "marketing online whether via websites, onliTechnological advances have transformed consumer media behavior, and current digital marketing involves any strategy that uses electronic devices. Consumer information satisfaction may be viewed as an effective composite of various intensity responses, involving elements such as sales activities, information systems (web pages), digital products and services, customer support, after-sales, and business culture. Packiyam Subburaj. (2025) conducted an empirical study on the factors influencing consumers' online purchasing behavior and the challenges encountered when shopping on e-commerce platforms. The study found that convenience, product availability, technological advancements, and customer satisfaction significantly encourage online shopping adoption among consumers. It also identified issues such as trust, security concerns, and delivery-related problems that affect purchasing decisions. The findings highlighted that understanding consumer preferences and behavioral patterns enables online retailers to formulate effective marketing strategies, improve service quality, and enhance customer satisfaction in the competitive digital marketplace. Sathyanarayan, D. K., & Subburaj, P. (2021). This study examined how consumers' emotional attachment, cognitive memory, and purchase situations influence brand loyalty and willingness to pay a premium. It focused on psychological connections between consumers and preferred brands in shaping purchasing behavior. The research involved 220 consumers in Chennai who completed a structured survey, which was analyzed using Structural Equation Modeling (SEM) with AMOS 24.0. Findings revealed a significant positive relationship between emotional attachment and brand loyalty, with purchase situations partially mediating relationships among affective and cognitive factors, loyalty, and price premium. The study concluded that strengthening consumers' emotional attachment is vital for enhancing brand loyalty and long-term customer relationships.

A review of the literature shows several key patterns regarding the impact of digital marketing on consumer behavior. Waghmare (2012) highlights how Asian countries are fostering competition and spreading Internet technologies through the rapid adoption of e-commerce. Zia and Manish (2012) report a clear rise in online purchasing among metropolitan Indian consumers, with many making at least one purchase each month. Chaffey (2002) provides a broad definition of e-marketing, stating that integrating digital technologies into marketing practices aims to increase customer knowledge, foster communication, and drive retention in a multi-channel environment. Although some studies note that traditional advertising media such as television, direct mail, and email have remained relevant influencers for certain electronics purchases ("Word of Mouth Influences," 2008), the literature generally documents an increasing role for digital channels. Researchers like Mulhern (2009) and Malhotra (2010) argue that the use of digital data and analytics provides more immediate and nuanced insights into consumer behavior than traditional methods, enabling brands to track multi-transactional relationships and adapt to evolving customer preferences. Collectively, these studies demonstrate that digital marketing is reshaping consumer purchasing behavior, not by replacing traditional channels entirely, but by creating new dynamics of consumer engagement and decision-making that are more personalized, data-driven, and responsive to feedback and changing market conditions.

III. DIGITAL MARKETING SHAPES TODAY'S LANDSCAPE IN INDIA.

Marketing practices have undergone substantive transformation in recent years, spanning advertising, promotion, and sales. India now represents the world's third-largest Internet population. Following the proliferation of Internet access, marketing strategies have increasingly adopted digital methodologies to reach broader audiences. Over the past decade, digital marketing has sought to capitalize on the extensive opportunities presented by the Internet. Unlike television marketing, which restricts message delivery to designated time slots, digital marketing enables continuous interaction with consumers, attributable to increasing Internet and mobile device accessibility. Recent studies indicate that although Internet penetration has not yet exceeded 16% of the Indian population, this figure represents a population several times larger than Australia's.

The tremendous growth of digital marketing cannot be matched by any other strategy. Looking at the current scenario in India, people here are not only aware of the Internet but also using it for various purposes in life. Thus, there's a booming internet marketing industry in India. A snapshot of digital India shows that the 121 million online users are growing rapidly. Note that India is the third biggest country in terms of internet users globally, with a highly social and mobile audience. This snapshot looks at India's digital consumers and the key trends driving the country towards a digital future. It's estimated that as many as 121 million Indians are online. It is a sizeable number

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but still a relatively small proportion of the country's 1.2 billion population.

The Times of India notes that there will be over 1.6 lac job requirements in 2016. Source the Times of India (newspaper) as per an industry requirement. The digital marketing to create 1.5 lakh jobs by 2016: Experts - Times of India.

According to a recent study, Internet Penetration in India is yet to cross 16% of the population. However, this population is ten times larger than Australia's. According to a recent survey report released by IAMAI and IMRB, Internet penetration in India will cross the 462,124,989 mark by 2016. The number of mobile Internet users in India is expected to grow by over 55 percent to 371 million by June this year. Of the 306 million internet users, 219 million are from urban areas. The user base grew by 71 percent year on year. On the other hand, the user base in rural India increased by 93 percent from December 2014 to reach 87 million by the end of December 2015. These reports and stats show how India is moving in the Digital World. As you have seen, many e-commerce stores are growing rapidly. There is a huge demand for the resource to contribute to their needs. When demand is high, supply is also required. By becoming a Digital Marketer, you can fit into the Digital Marketing industry and earn a handsome salary.

- India has seen a 20x growth in search queries in the last five years.
- India is the 5th-largest nation in terms of YouTube users.
- On average, Indian's spend around 16 hours a week online, which completely overshadows television. People spend more time on the Internet than watching TV. The Indian Online advertising market is growing at 50% per year, and it was reported to have crossed 1000 crores in 2010.
- India hIndia has nearly 950 million mobile subscribers, and at least 50 million subscribers have Internet-enabled mobile phones.
- There are more than 90 million websites in India, while Facebook profiles exceed 500 million.
- Every day, over 8 million inbound and 12 billion outbound messages are sent via WhatsApp.

Besides, online retail in India is growing, with 60% of web users visiting online retail sites. Mobile Internet and other factors are driving the growth of the digital marketing industry in India. While all other industries in India are struggling with 10-12%, the digital marketing industry is booming with a 30% growth rate.

Even with such a promising opportunity, India still lacks skilled, masterful professionals in Digital marketing. We need talented Digital marketers who can use this opportunity to create a revolution. Things will get better in the current scenario and in the future, too, as we have the resources. All we need to do is polish the talent.

Scope of Digital Marketing

Digital Marketing has a bright future, as it is a diversified field spanning various verticals. It differs from traditional marketing, which involves using channels with different strategies and methodologies. Digital Marketing helps brands go beyond conventional marketing. Almost 3 billion people, roughly 40% of the world's population, are using the Internet. It is one of the fastest-growing industries because brands want to get online, invest in it, and expand their digital presence. Digital Marketing, along with Social Media Marketing, is the eyes and ears of the brands. With increased awareness among marketers, the digital marketing industry is set to boom. While all other industries struggle with growth rates of 5 to 10%, the digital media industry is booming with a 30% growth rate. But the most remarkable point is that this growth rate will not be stagnant in the coming years. The scope for digital marketers in India will only get bigger and better in the years to come, enabling better business decisions in a short period. More visually appealing content shared online is helping brands connect with consumers through digital marketing. To succeed in digital marketing, you will have to handle complex customer relations with care. People are getting smartphones and tablets for just about anything. Demand for digital marketers will only increase in the coming time.

IV. DIGITAL MARKETING IN INDIA

The Indian gaming industry has been dynamic and evolving. Due to an increase in mobile internet users in India, smartphones and tablets are expected to be among the most important platforms for gaming, accounting for 54% of the total Indian gaming market by 2020. Mobile gaming would pave the way for growth due to factors such as easy access to budget smartphones, increased mobile internet usage, greater tablet adoption, and, of course, greater individual escapism. Due to the wide availability of free-to-play games on app stores and from mobile carriers, casual gamers have a significant interest in the market. These same trends—namely the rapid growth in smartphone and tablet usage, increased internet penetration, and shifting consumer engagement onto digital platforms—are also highly relevant to the home appliance market. The strategies that proved successful in digital marketing for gaming, such as targeted mobile advertising and data analytics to understand consumer preferences, are increasingly being adopted by home appliance brands. As consumers grow accustomed to researching, comparing, and even purchasing gaming entertainment online, they also carry these digital-first habits into other sectors, including home appliances. Thus, understanding shifts in digital engagement from industries like gaming offers valuable insight into consumer expectations and behaviors in the in-home appliance market.

Many games on the market cater to different segments of casual gamers, such as arcade, adventure, strategy, racing, and card games. Also, on average, users spend 11 minutes per day on mobile gaming, a figure expected to grow rapidly in the near future. Moreover, it is expected that app stores launched in vernacular languages would further drive the exponential growth of mobile games by a dedicated focus from game developers and publishers. India also has a huge opportunity to become a major center for game development, porting, and dubbing.

Digital Marketing Trends

Indian marketers gain a competitive edge by forecasting and aligning marketing plans with the latest industry trends. A year is a long time in the vocabulary of the online world. Another action-packed year where the digital marketing efforts went all guns blazing across industries. Digital footprint expanded exponentially in India, and the evidence is there for all of us to see. From the old-time shopkeepers building websites to the street-smart businesspeople selling stuff on WhatsApp, we saw the roots of digital marketing go deeper and stronger.

Offline marketing continued to rule the roost in the Indian marketing landscape despite rapid mobile and internet penetration. It is expected in a country where internet penetration is still only 19.19% (source: Internetlivestats) and the majority of the audience remains offline. While digital advertising spend reached approximately $1 billion, traditional advertising spend remained a humongous $5 billion. Here is a quick recap of high-impact changes in digital marketing for 2014, specific to India and their influence on businesses.

2014 was a year when digital marketing took a coaster ride. It was a game-changing year with Facebook stamping its foot down as a major advertising player. Retargeting, Location-Specific Ads, Real-Time Bidding, Display, Video Ads – everything saw its share of changes compared to 2013 and is expected to spark changes in 2015. It's a proven channel from what we had seen from the major giants who had penetrated the market with TV-like MakeMyTrip, Jabong, Flipkart, and in 2014, brands continued to invest a lot in offline brandingHike, WeChat, Bluestone, Lenskart, Yepme, Pepperfry, Zivame, Freecharge, etc., and many more have entered the TV & publishing media.edia.a. Digital Marketing

Mobile Advertising saw rocket growth last year. With over 1 billion people and 65% of the population under 35, India offers an unrivaled demographic for Smartphone manufacturers. The IDC stats suggest that the smartphone-to-feature phone ratio grew rapidly, increasing mobile data accessibility. About 67% of urban internet users had access to the net on mobile devices, while about 40% of rural internet users did. Focus on mobile remained a key marketing strategy to cover the breadth and depth of the market.

Content marketing was a buzzword for 2013. India still lags behind in adoption, but in 2014, we saw the industry slowly embracing content marketing. Customers' buying and research behavior has changed. It became very important to educate the customers about the value of what they purchase due to the ever-increasing smartness of online customers and the medium's flexibility to allow thorough research before pOnline spending increased; Facebook’s importance towards paid, Twitter’s move towards “buy from feed” (sponsored tweet), and the growth of shopping ads compared to search ads, was all but an exercise in increasing customer acquisition.quisition.

It's especially clear on Facebook, where the average organic reach for business page posts dropped to <6% from 12% in 2013. It's made small businesses ' growth limited and forced them to increase paid activities. Of course, the quality of the results was questionable.

Mobile, social, and content will be the focus areas in digital marketing. The Mobile App market will dominate customer online shopping behavior. Local and Personalized advertising to take the front seat both online and offline – we should see these through TV with highly targeted advertising through setting up boxes. Reputation building and real-time reputation management will take on higher importance. Brand's investments in online advertising and social media were going to be high. Multi-channel advertising and retargeting will see higher customizations.

- According to the research report of Goldman Sachs, India has emerged as the second-largest Internet market in Asia after China, with 100 million users in 2005. It estimates that Indian Internet Users will increase at a compounded annual growth rate (CAGR) of 130% from 0.5 million users recorded at the end of 1998. As per the preliminary findings of the NASSCOM survey, India's total volume of E-commerce transactions was about Rs. 131 crore in 1998-99.
- Out of this volume, about Rs. 12 crore were contributed by retail Internet or Business-to-consumer transactions, and about Rs. 119 crore were contributed by Business-to-Business transactions.

Digital India: State of Online Marketing in India 2016

- Customer Acquisition: The majority (58%) of Indian marketers focused on marketing activities in 2016.
- For 50% of Indian marketers, e-Marketing revenue contribution is above 10%; 85% of marketers are tracking revenues generated through e-Marketing activities. Earning activities contribute more than 10% of their share of revenues.
- Integrated Campaigns increase Conversion Rates: 80% of Indian marketers believe that integrated campaigns (Email, Social, and Mobile) can result in a moderate to significant increase in conversion rates.
- Maximum Customer Engagement is achieved through Social Media updates: Social Media updates were the top choice for achieving maximum customer

engagement (46%), followed by email campaigns (28%).

- Top Marketing Activities for 2016: Social Media (66%) tops the list of planned activities. Email marketing is voted the most effective by 53% of Indian marketers. More than 50% of marketers are planning to increase investment in marketing activities.
- Online Budget for Email Marketing: 45% of Indian consumers respond positively to email offers (3x of US consumers). For 2016, we see a jump of almost 50% in the number of Indian marketers increasing their investments in the email channel by 31%-50 %.
- Influences of Social Media on Email Marketing: In 2016, Indian marketers expected a considerable Effect of Social Media on Email Programs. Marketers expect subscriber growth to accelerate by 31%, a 500% increase from 2015.
- Email Marketing Segmentation Techniques: Indian marketers increasingly prefer Purchase History as the segmentation axis.

Digital marketing is an opportunity and a challenge in India:

Digital Marketing is a growing field across sectors today. While it offers abundant opportunities, one must overcome certain challenges to fully harness its capabilities. The article discusses some of the most prominent challenges businesses face when aligning their business strategy (specifically, their marketing strategy) with digital marketing.

Challenges

- Meeting expectations of customers in the digital age: The mobile, always-on generation expects very different experiences from companies and organizations, including public administration. According to a recent Harris Poll, 82% of US corporate executives said that customers' expectations of their company were "somewhat" (47%) or "much" (35%) higher than they were three years ago. Nobody wants to wait in line for services anymore. Instead, they want to arrange their entire lives online.
- Finding and keeping the people who can digitally transform a company: Somebody needs to build all these great user experiences that make a difference in customers' lives. But finding and keeping these people will become increasingly difficult. Designing customer interactions is as much an art as it is a skill. It will naturally draw the best people to companies that do interesting, cutting-edge stuff. That means that companies that want digital success need to become technology companies. As Marc Andreessen said in 2011: "Software is eating the world." Well, right then, it was just having a snack. Now it's a banquet.
- Managing the Omni-channel reality: You cannot fight fragmentation with fragmentation. On the consumer side, fragmentation is something you can't change: on the contrary, it will only get worse. New devices, IoT, in-car entertainment, the Apple Watch, and Wi-Fi on an airplane all contribute to channel fragmentation. The companies need to standardize internally with a digital business. It is a platform for tracking activity across all these channels. But today, many companies have fragmented in-house systems rather than a single platform to rule them all.
- Big data: Big data presents companies with new opportunities to learn more about their customers, enabling them to personalize products and services and change their product development process to reflect what people want. However, companies are still struggling with getting consumer confidence on this issue, as many consumers are turned off by hyper-personalized offers that seem to invade their personal space.

Opportunities

- Digital disruption from within disruption is the name of the game, with established players being constantly displaced by newcomers that are digital natives. If you can't beat them, join them at their own game. Existing companies need to disrupt themselves, as Steve Jobs did when he stopped making their best-selling iPod and introduced a newer version.
- Showrooming is a big challenge for retailers as consumers continue to increase their online shopping. But recently, there's also been a trend towards web rooming, with people checking out items online before buying them in-store. And once people come into shops, retailers have the opportunity to keep them there, upsell to them, or turn them into long-term customers. Using the IoT and beacons provides opportunities here. Online stores can't provide the same service and knowledgeable staff as brick-and-mortar stores, and that's where businesses can build consumer engagement.
- Digital workforces and new ways of working: Startups these days can work with very small in-house teams yet still take on the big boys by using the web and technology to create teams per project. Working can be very fulfilling because employees are not stuck in a company; they work only on projects they care about, where their passion makes a huge difference. In a world where less than 1 in 7 people are engaged at work, this could spell the end of multinational corporations as we know them.
- The Internet of Things (IoT): Using beacons and Oculus solutions to improve customer experiences. The IoT connects people and devices in an unprecedented way, creating rich possibilities for consumer engagement. Timing is the key element here; if you're too early, you could fail, and if you're too late, you may lose your place in your industry and ultimately fail. Companies need to consider how using connected devices can deliver greater value to customers and generate greater savings.
- Micro-moments: Consumers nowadays want everything here and now. And with the power of their mobiles, it's easy for them to get what they want. Google

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recently urged brick-and-mortar shops to invest more effort in micro-moments when consumers think, 'I want to go..'. According to Google, there's been an explosion in people conducting 'near me' searches. Interestingly, 50% of consumers who conduct a local search on their smartphones visit a shop. Within a day, nearly 1 in 5 of those searches lead to a purchase. Businesses need to exploit these micro-moments across channels.

Digital Marketing is Changing Customer Behavior

The digital era has and will continue to change social trends, affecting consumer behavior and demands. The change in consumer behavior can be hard to understand or even recognize. Still, brands today need to realize it is happening and change and adapt their customer service accordingly. The digital consumer has the potential to unsettle both current competitors and new players in any industry. Changing consumer behavior can be daunting for brands and pose challenges, such as increased negative publicity.

It said certain constructive opportunities come with risks, like the chance to engage with customers and to look at the overall brand value of the product or service rather than just the price tag.

Setting Standards

Customers no longer compare brands to their direct competitors but rather to all the brands they consume, regardless of industry or product. They are comparing the product and a myriad of brand elements such as service, quality, and overall customer satisfaction, to name a few. Brands should no longer focus on their direct competitors but instead on how they can be better than the best brands their consumers use. Modern-day consumers are comparing apples with oranges. Fashion brands are now being put up against supermarket chains and insurance companies; if one offers fantastic service, the others are expected to meet those standards.

Customer Tolerance

It's now much easier for customers to complain about poor service, making it harder for brands to meet their needs. Customers place a strong emphasis on the ease of service, and if this isn't met, they will turn to digital media to complain and let others know of their misfortune. Brands need to accept that customers are less tolerant than they used to be and act accordingly to retain their customer base.

Customer Dialogue

Between social media and customer forums, consumers can both build and destroy brands. Word of mouth was, and still is, king. The opinions of friends and family have always led customers, but nowadays, this is corroborated by social media likes and testimonials. Brand reputations can stand or fall overnight, all based on consumer communication.

Loyalty

Customers want value for money and will no longer just accept cheap products and services. Likewise, customers won’t accept overpricing or poor customer service standards. Brands need to understand that today’s customers are open to brand switching and do not have the same level of loyalty as they once did. Customers demand superiority and are happy to pay for it.

Promotion

Consumers no longer trust traditional information channels as they once did, so consumer opinions and relationships are formed through other digital channels. It has meant a complete shift for brands to jump into digital and embrace conversation with consumers, which was previously reserved for personal comments and opinions. It's difficult for some brands to keep up with both traditional and digital development. Still, they must do so to continue a successful conversation and promotion with their customer base.

Information

The digital revolution has given customers far greater product and service knowledge, meaning brands no longer decide what information is provided to consumers. Consumers can access information and opinions within seconds, providing them with enough facts to make informed purchase decisions.

Multi-Channel Communications

Brands don't decide which communication methods consumers use. They decide this based on which channels their friends, family, and influencers use. Brands need to choose channels based on whether they're suitable for the type of interaction they're seeking; otherwise, the interaction won't be profitable. Today's customers are more connected than ever before. Marketing companies looking to study customer buying behavior must analyze multiple digital touchpoints to understand their motivations, preferences, and purchasing strategies. Hyper-connected customers are inundated with information that informs their wants and needs: smartphones, apps, blogs, web search utility, and data algorithms all make up the new face of the ever-changing digital landscape.

Types of Customer Buying Behaviors

There are typically four types of buying behaviors that influence when and how customers purchase their items:

- Impulse Purchases: These involve little to no planning. It typically happens with easy one-click advertising suggestions for online retailers or with convenience items, such as candy at the checkout lane in a grocery store.
- Routine Purchases: These purchases replenish customers' stock. They reinforce brand loyalty and can range from diet-based purchases to food items to hobby gear. These are habit-formed purchases that customers have developed over weeks, months, or years.

- Limited Decision Making: Decisions informed by word-of-mouth or quick Internet searches. Usually, limited decision-making involves items that aren't huge investments for the customer.
- Extensive Decision Making: Expensive investments require more customer research. For example, when someone is interested in purchasing a new vehicle, he or she will research Consumer Reports or Carfax for the best prices, determine the mileage and features, and seek in-depth customer reviews and industry reports. These personal decisions may take more time before money is spent.

If you do an online search for a travel destination and then notice advertisements for vacation packages on your Facebook news feed, you understand the importance of integrating customer buying behavior into your digital marketing plan. It is the new role of data in predicting customer preferences.

Marketing automation is also a key component to understanding customer buying behaviors. Companies compile data stored from customer purchases to assess their buying habits. Everything from brand names to size and color makes up a customized algorithm that can potentially help predict preferences. With marketing automation, companies can suggest other products and services based on their website navigation trends. Websites, such as Facebook, can then utilize marketing automation in on-page advertisements, creating highly personalized marketing suggestions as people browse their news feed.

V. CONCLUSIONS

Digital marketing strategies reduce overall marketing costs in the home appliance market by shifting from traditional to predominantly online channels, lowering the cost per unique user. They have become essential for firms in the Indian industry and provide small business owners with a cost-effective way to boost product visibility and awareness. Online networks offer the broadest reach and benefit from technology that efficiently exposes information, shaping how consumers research and purchase goods. Firms must adapt quickly to changing consumer trends and preferences. However, analyses based on secondary data and literature may not reflect the latest shifts, often focusing on urban populations that may not reflect rural consumers' access to digital channels. The rapid evolution of digital marketing tools can also limit accuracy. Future research with primary data and a broader range of demographics is needed to achieve a more comprehensive understanding. Today, digital marketing in the home appliance sector evolves rapidly as consumer opinions change. Consumers increasingly use digital platforms to research, compare, and share appliance experiences, with reviews strongly influencing purchase decisions and reputations. Unfavorable feedback also spreads online quickly, requiring businesses to react promptly to minimize negative impacts and improve satisfaction.

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