"EFFECT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR: A STUDY OF E-COMMERCE WITH SPECIAL REFERENCE TO UTTAR PRADESH"

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<u>Candidate's Declaration</u>

I hereby declare that the work presented in this thesis entitled **"EFFECT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR: A STUDY OF E-COMMERCE WITH SPECIAL REFERENCE TO UTTAR**

PRADESH" in fulfillment of the requirements for the award of Degree of Doctor of Philosophy submitted in School of Management, Maharishi University of Information Technology, Lucknow is an authentic record of my own research work carried out under the supervision of Dr. Vijay Kumar (Assistant Professor) , Department of Management in this University. I also declare that the work embodied in the present thesis-

i)   is my original work and has not been copied from any journal/ thesis/ book; and
ii)   has not been submitted by me for any other Degree or Diploma of any University/ Institution.

Date -   (Anchal Singh)

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Supervisor's Certificate

This is to certify that Mr. ANCHAL SINGH Enrollment No. : MUIT0119038048,has completed the necessary academic turn and the swirl presented by his is a faithful record is a bonafide original work under my guidance and supervision. He has worked on the topic **"EFFECT OF DIGITAL MARKETING ON CONSUMER BEHAVIOR: A STUDY OF E-COMMERCE WITH SPECIAL REFERENCE TO UTTAR**

PRADESH" under the School of Management, Maharishi University of Information Technology, Lucknow-226013 India. No part of this thesis has been submitted by the candidate for the award of any other degree or diploma in this or any other University around the globe.

Dr. Vijay Kumar

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Chapter Introduction

Introduction

Digital marketing is the process of promoting a good or service by making use of various digital channels in order to communicate with potential customers. Their objective is to increase exposure for the various brands they work with across a variety of different digital media platforms. By utilizing social media as a tool for marketing, for instance, brands are able to solicit feedback from customers. To do this, brands must first determine which media platform is best suited to their needs.

According to Jeff Bullas, CEO of Jeff Bullas.com, "brand marketing empowerment enabled by technology" describes what happens when technology is used in brand marketing. To put it another way, he is giving the impression that mass media and advertising agencies have been in the driver's seat of the advertising industry for more than half a century. This will change as a result of advances in marketing technology, which will make it possible for businesses and brands to gain a greater level of control over their own content as well as brand awareness and marketing strategies, among other things. There will be a rise in the use of digital marketing automation platforms, which will be directly connected to social and digital networks, to carry out the increased amount of advertising that will be carried out internally.

Electronic Direct Mail

The company electronic Direct, also known as EDM, was founded in 1961 by Ray Tomlinson. Direct mail and retention direct mail are the two types of electronic direct marketing (EDM). Direct mail, also known as email, is a marketing strategy that involves sending a promotional message to a targeted audience. It could be a public announcement of a limited-time offer. Promotional emails that are intended solely to encourage the recipient to take action are referred to as "retention mail" (buy something or sign-up for something). Direct email marketing is one of the techniques that may be used to promote a product or service, and one of the strategies that can be employed is a form of direct marketing known as electronic direct mail (EDM). Sending adverts or other commercial information to clients via e-mail is an example of one kind of online marketing strategy known as e-mail marketing (often abbreviated as e-mail marketing). This is a marketing communication tool that is used to attract new customers or retain

existing customers who are loyal to the brand (Teresa Pineiro-Otero, 2016, E-Resources).

Digital marketing

The projection of traditional marketing onto the internet can be thought of as digital marketing, which also includes tools and strategies. In order to achieve a wide range of marketing objectives, digital marketing employs a hybrid strategy that combines mass distribution and individualization. Teresa Pineiro-Otero, 2016, E-Resources:It's possible to think of digital marketing as an extension of traditional marketing that takes place on the internet. This innovative approach to digital marketing is meant to take the place of the one that has been practiced up until this point. The coming together of different technologies and the rapid increase in the number of different kinds of devices has led to an expansion in the way that we approach marketing on the internet. The most common ones are search engines and banner ads, and in recent years, mobile has become an increasingly popular platform (Jun Xu, 2014, E-Resources).

Social Media Marketing

The use of social media presents an outstanding opportunity to cultivate meaningful relationships and to pioneer new forms of social interaction. These new forms of social interaction are distinguished by the active exchanges that take place between users of the platform. There has been a rise in both the number and variety of social media platforms, as well as an increase in the number and variety of users. Teresa Pineiro-Otero, 2016, E-Resources:. Web-based systems are quickly becoming the industry standard. There are many audio-visual platforms available, including YouTube, Vimeo, and SoundCloud, among others. Social networking sites including Facebook, Twitter, and Google+, as well as more specialized ones like LinkedIn. (Teresa Pineiro-Otero, 2016, E-Resources).

Consumer Behaviour

When it comes to advertisements, the majority of customers do not go out of their way to seek them out (unless they are especially memorable and worthwhile to

share). The marketing and creative departments work together to develop advertisements that capture the attention of their respective target audiences through their combined efforts. Both product sales and consumer awareness of the brand will rise if the advertisement is effective. Consumers are unable to obtain the information they require from advertisements because they do not provide it. However, consumers can learn a great deal about the goods or services that they require by paying attention to advertisements, which are an excellent resource. If you are able to gain an understanding of the various ways in which advertising can influence the behavior of consumers, you will be able to create advertisements that are more compelling and memorable (Mike Tortorice, 2017, Online article).

Brand Awareness

The level of consumer consciousness that a brand possesses among the demographic of people who are the focus of its marketing efforts is referred to as "brand awareness." A good or service that is made available by the company. There are many important factors to take into account when developing a strategy for increasing brand awareness. Some of these factors include human behavior, advertising management, brand management, and strategy development. which paves the way for the customer to move forward with the purchase of the product or service offered by the company. In addition, it has been said that the most effective way to raise consumer awareness of a brand is to employ a strategy that combines inbound and outbound marketing tactics. When there is a great deal of competition in a particular market, a company's brand awareness can be one of the most valuable assets they possess (TrackMaven, online source).

Consumer Perception Towards Brand Awareness Brand

Consumers' perceptions of a brand are essentially neutral. The first task of an advertisement is to inform potential customers that your product or service is available to them. Advertisement viewers learn about your products in a manner that is similar to how they learn about current events in the newspaper. This is the point at which consumers transition from being unaware that your company exists to becoming aware

of your brand in the event that they make a future purchase (Mike Tortorice, 2017, Online article).**(Ghazie & Dolah, 2019)**[1]

Elements of digital marketing

The concept of digital marketing may be broken down into its component parts and examined more closely. Electronic equipment are used in many aspects of the process. The following is a list of the most important components of digital marketing:

Online marketing

Users of online advertising are provided with content and advertisements that are tailored to be as relevant as possible to their specific interests. The digital marketing strategy places a strong emphasis on internet advertising as an important component. It is the intention of publishers who post information about their products and services on their websites to make it possible for users and potential customers to gain access to free information regarding those products and services.. Advertisers should strive to create advertising that are both successful and relevant while posting them online. When a corporation advertises their products or services online, they may better manage both their time and their finances at the same time.

Email Marketing

Email marketing is described as the practice of communicating information about a company's goods or services to current or prospective clients through electronic mail (email). Direct digital marketing allows for the sending of advertisements, the development of brand and customer loyalty, the establishment of customer trust, and the raising of brand awareness. Using this component of digital marketing makes it simple for a firm to advertise both the items and services it offers. One of the most effective ways for a firm to attract the undivided attention of a customer is to use an enticing blend of graphics, text, and linkages to the company's products and services.

The expense of utilizing this strategy is relatively low when taken into consideration alongside other forms of media exposure, such as advertising.

Social Media

One of the most important facets of digital marketing is now, without a doubt, the marketing that is carried out on various social media platforms. According to studies from Nielsen, internet users continue to devote a disproportionate amount of their time to various forms of social networking websites. Networks such as Facebook, Twitter, LinkedIn, and Google+ are just a few examples of the types of platforms that may be utilized for social media marketing. Additionally, Google+ is a social media network that outperforms other social media platforms such as Facebook and Twitter in terms of its effectiveness. It isn't just a social media network; it's also an authorship tool that connects web content directly with the person who owns it.

Text Messaging

It is a method for transmitting information about goods and services using mobile devices such as cell phones and smart phones. Companies are able to transmit information to customers in the form of text messages (SMS), photographs, videos, or audio files by using mobile devices (MMS). Using mobile phones for marketing purposes. At the beginning of the 2000s, the use of SMS (short message service) grew increasingly common in many countries of Europe as well as Asia. Text messages can be used to communicate a number of different things, including order confirmations and shipping alerts. When it comes to getting faster and more substantial results, using SMS for campaigns is the way to go. With the help of this method, businesses are able to deliver marketing messages to their clients in real time and at any moment, with full assurance that the message will be viewed by the client. A corporation can design a survey to collect the helpful input of its customers, which is crucial for the company's continued growth and the improvement of its products and services.

Affiliate Marketing

Affiliate marketing is a type of marketing that is based on performance and is one of the many types of marketing. Affiliate marketing is a type of marketing in which a company pays a reward to affiliates for each visitor or customer that the affiliates

bring to the company. Affiliates can send visitors or customers to the company by linking to the company's website. Affiliate marketing can be tackled from two distinct perspectives: a company can either sign up to become an affiliate for another company or it can give its own affiliate program to other companies. Both of these options are available to businesses. Finding affiliates that have access to markets that were previously unreachable is the major goal of the organization with regard to this aspect of the situation.

Search Engine Optimization (SEO)

Search engine optimization, abbreviated as SEO, is the process of improving the performance of a website by increasing the site's visibility in search engine results. In other words, SEO seeks to increase the site's traffic. The process of modifying the visibility of a website or a web page in a search engine's "natural" or unpaid ("organic") search results is referred to as search engine optimization, which is abbreviated as SEO. SEO is an acronym for search engine optimization. If a website appears earlier (or higher ranked on the search results page) and more frequently in the list of search results for relevant queries, it will, in general, receive a greater number of visitors from users of search engines. This is because search engines prioritize websites that are most relevant to the query being asked. SEO can be used to target a variety of different types of searches, including image searches, local searches, video searches, academic searches, news searches, and vertical search engines that are specific to a given industry.

Pay Per Click (PPC)

Instead of "earning" clicks to your website by organic means, you can produce clicks to your website through a practice known as pay-per-click marketing, which makes use of search engine advertising. Searchers and marketers alike benefit from the pay-per-click model. Because of its low cost and better connection with the items and services being advertised, it is the best option for businesses to distribute their advertisements.**(Yasmin et al., 2015)**[2]

The promotion of goods or services conducted through various online mediums is referred to as "digital marketing." The promotion of brands through the many different kinds of digital media is the primary aim of this endeavor. The term "digital marketing" refers to marketing done through multiple channels, some of which do not require the use of the internet. This include the use of mobile phones (including SMS and MMS), as well as display advertising, social media marketing, and search engine marketing. For instance, it is necessary for businesses to conduct research and estimations regarding the value of app downloads on mobile devices, tweets on Twitter, likes on Facebook, and other similar actions. **(Mala et al., 2020)**[3]

Digital marketing is also referred to as online marketing and can also be referred to as internet marketing in some cases. Non-stop communication with company officials and customers who are already using the products that customers are considering purchasing is made possible through digital marketing. This is important not only for capturing a large marketing area, but it is also important for the customers because it provides ample opportunities to speak directly with company officials and customers who are already using the products that they intend to purchase. With the passage of time, technological advancement, and the widespread use of the internet, there has been a shift away from traditional marketing strategies and toward digital marketing strategies. Customers can find an extensive range of products not only within their own geographical boundaries, but also from all over the world through the use of digital marketing platforms, which are becoming increasingly popular. The world is considered to have no boundaries in today's age of digital marketing, according to this theory. Over the course of several years, the term "digital marketing" has become widely used. In order to meet the demands of the customers, digital marketing enables marketers to merchandise their products and services on web portals in accordance with their specifications. The fact that it helps them resolve their queries, provide more accurate and precise information, and solve their problems within a stipulated timeframe has led consumers to consider digital marketing to be a helpful tool. While digital marketing has had an impact on consumer purchase decisions, it has also benefited the organisations that are putting it into practise.... In general, the expenses of

businesses that have adopted the concept of digital marketing have decreased, resulting in a larger market share being captured by these businesses. **(Garg et al., 2020)**[4]

Chapter II Review of Literature

The primary goal of social media is connectivity; the ability to meet new people, make new contacts, develop networks, and find new customers and business associates, among other things (Mayfield, 2011). Businesses can harness the power of social media marketing to promote their brands, gain market intelligence, and assess how consumers perceive their products and services if they are properly managed and maintained (Court et al., 2009). Due to the large number of users who visit social media platforms on a daily basis, social media marketing allows marketers to reach and communicate with a large number of people at little or no cost (Fauser et al., 2011). CTSA has a first mover advantage in social media marketing because no other local tyre manufacturer has established a presence on the social media platform. In order to encourage consumers to participate in social media campaigns, the CTSA will need to launch a vigorous traditional marketing campaign in the near future. Dedicated fan pages, online banners, and online advertisements are all necessary components of any marketing strategy. CTSA will be able to better understand how consumers perceive their brands on social media, how consumers feel about the competition, and what consumers are looking for by engaging with consumers on social media platforms. In order to ensure that future generation products meet the needs and wants of the market, CTSA must engage with consumers in real time, improve service delivery, and align its brand strategies. This is the foundation for CTSA's marketing strategy.**(Ramsunder, 2011)**[5]

In this research, the authors studied on "Factors affecting Indian consumers' online buying behavior" and found that Channel Push's "State of Online Retailing in India" is published on Channel Push's website (www.channelpush.com). The findings of this study provide valuable information about online retailing in India. Indians have

been using the Internet for a variety of purposes but not for anything that does not require them to stand in line. The reasons for this are the slow development of Internet infrastructure, a lack of interactive and informative websites, and a reluctance on the part of retailers to participate.**(Sinha & Kim, 2012)[6]**

In this research, author studied on "Online marketing: Challenges and Opportunities" and found that every aspect of life, including business and marketing, has been transformed by the advent of the internet. This research has shed light on the potential and difficulties that are given by the Internet by providing an introduction to the most essential tactics and methods of online marketing. The most significant benefits of using the internet are its empowering effect, the removal of geographical barriers, the availability 24 hours a day, seven days a week, the cost-effectiveness, the trackability, and the personalization of content. Other benefits include the elimination of geographic barriers. The use of the Internet in the field of marketing does, however, come with a number of distinct downsides, the most notable of which are the lack of trust, the integrity issue, the lack of face-to-face interaction, the loss of security and privacy, and the absence of face-to-face communication. If these two aspects of the internet aren't taken into account, it will be hard to make the most of what it has to offer in terms of its prospective applications. A framework for the company's internet marketing strategy that was based on the insights gathered from such a consideration would guarantee that the company's financial goals would be achieved.**(Bostanshirin, 2014)[7]**

In this research, the authors studied on "Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study" and found that many companies' marketing strategies are now based on the use of digital channels, which are now considered essential. Nowadays, even small business owners can market their products or services at a very low cost and with high efficiency using the internet. Digital marketing has no geographical limitations. When it comes to marketing, a company can use virtually any device to promote itself and its products and services. These devices include smartphones, tablets, laptops, televisions, game consoles, digital billboards, and various

media such as social media, SEO (search engine optimization), videos, content, and e-mail, among others. If digital marketing prioritises the needs of its users, it has a better chance of succeeding. Just as "Rome was not built in a day," neither will successful digital marketing results be achieved without effort and trial and error (and error). All digital marketing initiatives should be guided by the principles of "test, learn, and evolve." Companies should develop innovative customer experiences as well as media-specific strategies in order to determine the most effective path for increasing digital marketing performance overall.**(Yasmin et al., 2015)[8]**

In this research , the authors studied on "Understanding E-Marketing as a Firm's Promotional tool: It's Impact on Consumer Perception" and The findings of the study have provided ta thorough understanding of the concept of e-marketing. To provide better quality products and services to their customers, companies can employ four dimensions of e-marketing strategy. The relevance of e-marketing and its various facets, such as e-mail marketing, mobile marketing, and online marketing, has been thoroughly discussed and analyzed in the research. This was done with the goal of encouraging favorable consumer perception. The findings of the study provided support for the viewpoint that marketing efforts ought to be redirected from conventional marketing channels to online marketing channels. According to the findings of the study, many forms of e-marketing contribute to the accomplishment of this objective, which indicates that e-marketing plays a vital and significant function as a promotional tool for businesses. Because traditional marketing has been used for a considerable amount of time, businesses would have to put in significantly more effort in order to successfully shift their marketing efforts from conventional marketing to e-marketing. Regular communication between companies and their target demographics, with the goals of exchanging information and clarifying any points of confusion, has the potential to have a beneficial effect on the way in which customers view e-marketing.**(Ali et al., 2015)[9]**

This research is primarily concerned with the current state of e-commerce in India on the title "Impact Of E-Commerce On Consumer Buying Behaviour" and it

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[9] Ali, Z., Ejaz, S., Aleem, A., Saeed, M. U., Tahir, F. A., & Kashif, M. (2015). Understanding E-Marketing as a Firm's Promotional tool: It's Impact on Consumer Perception. International Journal of Academic Research in Business and Social Sciences, 5(4), 166–180. https://doi.org/10.6007/ijarbss/v5-i4/1548

begins with an introduction to e-commerce and consumer purchasing behaviour, as well as why it is important to research these topics. The chapter on the necessity of the study is broken up into three pieces, and one of those sections is devoted to discussing the importance of young people's participation in e-commerce, as well as its positive and negative effects. The significance of maintaining long-term viability is another topic that is covered in depth inside the same chapter. The section on the literature review is broken up into five sub-sections, which are as follows: the current status of e-commerce in India; the socio-economic impact of e-commerce; e-commerce and technology adoption; e-commerce and consumer purchasing decision-making; and the advantages and accomplishments of e-commerce. The section on the literature review is broken up into five subsections, namely: Following an overview of the current state of knowledge that is presented at the beginning of each section is a review of the supporting literature and an interpretation of the data. We include in-depth talks on all of the elements that have an impact, perfect adoption in the lives of customers, acceptance of the business model of e-commerce, responses to e-tailing, as well as the benefits of e-commerce, with supporting evidence taken from the current body of literature. At this point in the literature review, we have reached the point where we will discuss the significance of trust and security factors, as well as future requirements. As a result of the pervasive usage of e-commerce in day-to-day life, consumers have developed a higher level of expectation for the products and services they purchase, which can have an effect on the choices they make. When it comes to e-commerce, online retailers need to carefully examine the factors that influence consumer behavior. This allows them to use the appropriate marketing communications to respond to changes in the purchasing decision-making processes of their customers, which in turn helps them improve their overall performance. As a consequence of this, two different lines of inquiry are deserving of special attention in terms of potential successful future study possibilities. The researcher believes that there are two things that need to be done: the first is that there is a need to study in depth the impact that e-commerce has on the purchasing behavior of consumers, and the second is that there is a need to determine whether or not the purchasing behavior can be changed through education.**(Urne & Aggrawal, 2016)**[10]

The author studied on "Artificial Intelligence in Digital Marketing" and found that customers have previously browsed, most e-commerce websites provide recommendations for different types of products to them. When customers search on Ebay, the exact match that they are looking for is found. These businesses are developing predictive models in order to identify the most appropriate product for each customer. The primary goal of these businesses is to reduce the amount of time spent searching for products. A positive shopping experience can aid in the growth of eBay's user base. It is the most important factor in determining the value of a company. In the fields of electronic banking and online retail, different e-commerce applications influence the growth prospects of businesses. The e-banking environment has become more developed and mature in recent years, and it now plays an extremely important role in e-commerce transactions. By closing the loop on e-commerce, they are encouraging the use of traditional payment methods such as cash and check payments. AI, which is an abbreviation for artificial intelligence, acts as an accelerator, increasing the efficiency of our society relative to the past. Big data, the cloud, and robots are examples of cutting-edge technological supports that are being combined to create artificial intelligence (AI). The application of artificial intelligence to marketing can result in a more accurate model for future marketing operations.**(Paradiso, 2016)**[11]

Optimal customer behaviour, both from prospective customers in general and from actual customers in particular, is critical to the success of any business. This research aims to gain a better understanding of consumer behaviour in relation to online marketing by focusing on a specific geographical area, namely, Mysore. The increasing use of the Internet in India offers a promising future for those who wish to do their shopping online. e-marketers will be better able to convert potential customers into active customers if they understand the factors that influence their behaviour toward online marketing, as well as the relationships that exist between these factors and the types of online purchasers. It is also simple to retain existing online customers while simultaneously attracting new ones in an effective manner. According to the findings of this study, the five most important factors that influence consumers' perceptions of online shopping are perceived usefulness, information, ease of use, perceived enjoyment, and security/privacy, with perceived usefulness ranking first. Consumer behaviour is referred to as an applied discipline because some decisions are

significantly influenced by the consumer's past behaviour or expected future actions, respectively. There are two perspectives that seek to put its knowledge into practise: the micro and the societal perspectives. Furthermore, this article emphasises the importance of demographic factors such as age, gender, household income, and marital status in influencing consumer behaviour toward online marketing.**(M. Kumar & Shanthi, 2016)**[12]

In this research, authors studied on "A Pilot Study on Consumer Behaviour Towards Online Shopping" and found that consumer behaviour toward online shopping has increased by an unending number of orders of magnitude. Additionally, there is no room for increased consumer awareness about online shopping. The findings of the survey indicate that individuals of all ages, occupations, regions, and levels of education favor online shopping more than traditional shopping in this day and age. Furthermore, the preference for online shopping over traditional shopping is increasing. The research indicates that males, as opposed to females, are more inclined to make purchases through various online shopping platforms. There are a number of personal factors that have a significant impact on a consumer's decision to shop online. Some of these factors include the user interface of the website, the availability of online comparison options, the availability of detailed product information, discounts, and time convince variables. According to the findings, consumers' intents to purchase from particular e-tailers are found to be motivated by psychological factors. In particular, the studies focused on the influence of brand loyalty. They also make a big contribution to the transformation of customer intention into consumer behavior by utilizing cyclic purchase patterns, which is one of the ways in which they do this. Because of this, the variables that were considered appear to contribute very little value in terms of generating consumer intention to shop online. In point of fact, e-tailers are easily identifiable by their websites and search engines; as a result, from a marketing perspective, the variables that were considered appear to contribute very little value. This behavior is clearly a symptom of the consumer's decision to shop online for their desired goods or services rather of going to a traditional store to purchase them, and it is clear that this decision is a direct result of the consumer's preference to shop online. The intention of the client will be transformed into consumer behavior if the online retailer is effective in instilling the necessary level of happiness in the customer. Consumers are reporting higher levels

of satisfaction as a direct result of on-time deliveries, reliable information disclosure, paying back returns on defective products delivered, and disclosure of relevant terms and conditions. This is a trend that is contributing to the transformation of consumer intentions into consumer actions.**(Ramar & Muthukumaran, 2016)**[13]

The first appearance of Social media websites has resulted in an extraordinary piece of work that demonstrates clearly a grid of non-public connections. Various business establishments see numerous opportunities and are prepared to attract customers. According to the findings of the study, forty-eight hours of videos are uploaded and downloaded on YouTube every day. Every single day, six hundred websites are launched into the world. Consumers have risen to the top of the priority list in the business world in all of these instances. Many and numerous studies have been conducted to demonstrate the benefits of tapping into social media websites and how they can help businesses achieve a stronger position in a short period of time. The changing mindset of consumers, as well as technological advancements, have altered the market environment over the past ten years. In the last ten years, the internet and social media websites have become more prevalent in the lives of customers. It is widely acknowledged that social media websites are important for brand communication, and most businesses, from white goods to clothing, have chosen to increase their visibility through the use of social media. Consumers' participation in social media websites is increasing on a daily basis these days, according to research. Customer loyalty is also increased as a result of this. In conclusion, it can be seen that social networking sites are becoming increasingly important nowadays.**(Surenderkumar, 2016)**[14]

In this research investigation, the authors studied on "Consumer behavior towards E-marketing" and found that E-marketing is becoming increasingly important in today's economy. Shopping through e-commerce is a convenient method of doing business. It has had an impact on a large number of employees, whether in the private or public sector. The advertisements that are broadcast on television are the most influential medium. When it comes to e-commerce, factors such as convenience, time savings, and price are important considerations for employees to consider. The vast majority of those who answered the survey were pleased with online marketing. The

problems with online marketing are having a negative impact on the decline in the number of people who shop online.(**N. N. Kumar et al., 2017**)[15]

In this research, authors studied on "Perceived Risk in E-Commerce: A Demographic Perspective" and found that consumers have demonstrated a reluctance to make purchases from e-commerce websites, primarily due to concerns about risk. The perception of risk has an inverse relationship with trust and the attitude toward online shopping. Perceived risk can be divided into several categories, including performance risk, financial risk, time risk, sociological risk, psychological risk, privacy risk, and system risk. When it comes to online purchases, according to western research, the influence of product risk, financial risk, and concern for security and privacy are all significant factors. According to the findings of the study, performance and financial risks are important considerations for Indian consumers when purchasing products or services online. The perceived risks associated with the system were found to be negligible among Indian consumers. According to the findings of the study, female e-shoppers are more risk averse than male e-shoppers. It was also determined that people in the high- and middle-income groups are more risk-averse than people in the low-income category. In general, low-income segments are price-conscious and willing to take risks when it comes to finding better online deals that are not readily available in stores. The findings of the study also lend support to earlier literature on entrepreneurship, which asserts that young people are more risk-averse than middle-aged and elderly individuals. The perception of risk among young people is lower when compared to other categories of e-shoppers, which reflects their greater acceptance of online shopping. The findings of this study do not support the claim made by previous research, which asserts that education and risk-taking ability are inversely proportional. According to previous research, as a customer's education level increases, he is more likely to make rational decisions, whereas people with a low level of education are more likely to take risks. This divergence from the conclusions reached by previous studies may be due to the fact that e-commerce is a young industry in India, and consumers across all education categories have a similar perspective on it. Also discovered was that different occupational or professional group segments perceive nearly all risks in the same way, on an almost equal basis.If e-commerce vendors are willing to address the concerns raised by e-commerce users and work on the various risks identified in

this research, the future appears to be promising for them.**(J. Sharma & Kurien, 2017)**[16]

Because of the unique shopping experience that malls provide, mall culture has grown in popularity in India in recent years. Customers today have a wide range of options all under one roof, and this is only possible because of the hypermarket. The big bazaar is one of the most important hypermarkets in the country. It is located in the heart of the city. The large bazaar caters to customers of all socioeconomic backgrounds. Because of an increase in their purchasing power, customers' preferences and needs are becoming more and more pronounced on a daily basis. They are in desperate need of new and innovative products. The modern hypermarket format has undergone significant transformation, raising the expectations of Indian customers to an entirely new level. In conclusion, we believe that we are on the verge of a sea change; the culmination of all of the trends outlined in the report predicts that great and already-existing things are yet to happen in digital media, which is rapidly emerging as the most formidable competitor to traditional media. For brand promotion, the large number of internet users and mobile subscribers in India, as well as the rest of the world, is a boon for the brand market.**(Mallik & Rao, 2017)**[17]

In this research investigation, the author studied on "Consumer Behavior Towards Digital Marketing" and found that there are at least five significant advantages to using the internet for marketing. First and foremost, it is within the financial reach of both small and large businesses. E-marketing has opened up new opportunities for marketers by providing customers with valuable content and time. As a result, marketers are expanding their use of online channels to find, reach, communicate, and sell their products.**(Dr. Anubhuti Gupta, 2017)**[18]

In this investigation, authors studied on "The Impact of Email Marketing, Mobile Marketing and Retargeting on Online Consumer Buying Behavior" and found that this research served as a guide for marketers looking to market their products effectively in an online environment. Everything has become virtual as a result of the shifting dynamics of business and trade. A consumer can purchase a product for consumption online without having to physically visit a store, which saves them both

time and money by eliminating the need to travel. There are a variety of issues that can arise as a result of this, including the trust factor, or whether or not to trust a brand when making a purchase through online shopping. Because of this trust factor, many businesses with a physical presence also choose to sell their products and services on the internet. Understand how a business or marketer can target and retarget their products to increase sales while also learning more about the buying habits of consumers through this research. In-store consumer purchasing behaviour can be influenced by email marketing, mobile marketing, and retargeting. In other words, if retargeting strategies are implemented effectively, they will have a positive impact on consumer purchasing behaviour. One of the hypotheses, namely, that email marketing has a positive impact on online consumer purchasing behaviour, was, however, rejected. This does not imply that email marketing has no effect on customer behaviour; rather, it indicates that the impact of email marketing is minimal when compared to other variables such as mobile marketing and remarketing.**(Khan & Iftikhar, 2017)**[19]

In this investigation, authors studied on "Consumer behavior towards E-marketing" and found that E-marketing is becoming increasingly important in today's economy. Shopping through e-commerce is a convenient method of doing business. It has had an impact on a large number of employees, whether in the private or public sector. The advertisements that are broadcast on television are the most influential medium. When it comes to e-commerce, factors such as convenience, time savings, and price are important considerations for employees to consider. The vast majority of those who answered the survey were pleased with online marketing. The problems with online marketing are having a negative impact on the decline in the number of people who shop online.**(N. N. Kumar et al., 2017)**[20]

In this research, the author studied on "Role of Familiarity and Trust on the Purchase Behaviour: An Empirical Investigation on Indian E-commerce Industry." and According to the available data, the average annual income of more than 70 percent of people is greater than 2.5 lacs. The vast majority of customers are probably going to have the same level of faith in online retailers and online sellers, and the behavior of customers in an ideal environment is also going to be the same regardless of how much money they make. On the other side, an individual's wealth level is negatively

correlated with their level of familiarity with online shopping and other forms of electronic commerce.**(Das, 2018)**[21]

In this investigation, the authors studied on "How Digital Marketing Affects Consumer Behavior" and found that there are gaps and opportunities to explore and further strengthen the needs of identifying consumer behaviour in relation to digital marketing because this research is still in its early stages of development. It is planned to take the research even further by offering more options for respondents to respond to visual images in the form of surveys and interviews, as well as by expanding the availability of a digital marketing platform. Because the popularity of smart phones is increasing on a daily basis, it is a significant advantage for both marketers and designers, as well as for consumers in terms of meeting their needs and requirements.**(Ghazie & Dolah, 2018)**[22]

In this research, the authors studied on "Consumer's Online Shopping Behavior with Reference to The Flipkart" and found that the advent of online shopping in India has transformed the way people shop for goods and services in the country. The consumer who wanted to buy products only after physically touching and experiencing the object made their first purchase online after seeing a photo of the product for the first time on the website. Simply put, it is because of the trust that has been built up in online buying and the general acceptance that it has received in India. Since it started doing business in October 2007, Flipkart has done a lot to boost customers' faith in the convenience and security of online buying. Flipkart has been one of the most popular online shopping websites for more than a decade, and it currently offers more than 80 million products in more than 80 different categories. In addition to 8 million shipments each month, the company has around 100 million registered users, 100 thousand sellers, 21 state-of-the-art warehouses, and 10 million daily page visitors. Flipkart is headquartered in Bengaluru, India (Flipkart website). It reached the milestone of 50 million users in 2016, making it the first online shopping app in India to do so. In 2017, it surpassed that number. A few examples of product categories are books, stationary, music CDs and movies, items for the home and furniture, items for the electronics industry, sports equipment, lifestyle and fashion, children's toys, and automobile parts. Other product categories include lifestyle and fashion, children's toys, and automobile

parts.Flipkart provides customer service around the clock. It also offers products at the lowest possible prices, and consumers can take advantage of special offers and discounts when making purchases on the internet. It offers a 30-day replacement policy in the event of a faulty transaction. In order to better understand consumers' online shopping behaviour, many researchers have conducted investigations. What motivates consumers to make purchases online? What Motivates Consumers to Purchase from the Internet? (Limayem, Khalifa, and Frini, 2000), as well as Barriers to Online Shopping in Switzerland (Monsuwé and TotaPerea) are some of the topics covered in this paper (Rudolph, Rosenbloom, and Wagner, 2004). According to the findings of this research, there are two factors that influence consumers' online shopping behaviour. The perceived ease of use and the perceived risk are the two factors to consider.**(Pandey & Parmar, 2019)**[23]

In this investigation, the author studied on "The role of digital marketing in consumer behavior: A survey" and found that mobile technologies, social media platforms, and electronic word-of-mouth (eWOM) have all become a part of our global lives, and digital marketing has emerged as the new mode of communication and marketing (Alghizzawi, Ghani, et al., 2018; Bazazo&Alananzeh, 2016; Bazazo, Alananzeh, &Taani, 2016; M. Habes et al., 2018; Mohammed Habes, et al., 2018). Recently, the field of marketing has advanced due to the impact of intense global competition on a variety of industries, which has been facilitated by new technology. These factors, as opposed to traditional marketing and advertising methods, alter the behaviour of customers and the way tourists think. Consumers benefit from the new large templates of digital technology, which provide them with pleasure, a plethora of information, and a wide range of tourism services. People today must adopt a new approach to communicating with consumers as a result of the technological revolution and the habits of the younger generation. This is true especially for those working in the tourism industry, where the choices of destinations are no longer what they were in the past (Gao &Koufaris, 2006; Mistilis, Buhalis, &Gretzel, 2014; Penni, 2015). Finally, eWOM, as a result of digital surveillance, has an impact on the behaviour of tourists as well as on their use of social media and mobile applications. The findings presented in this article are part of a new wave of research and provide sufficient

information to keep the spotlight on the role that digital marketing plays in consumer behaviour in the tourism industry in the future.**(Alghizzawi, 2019)**[24]

In this investigation, authors studied on "Age and gender influences on consumer behavior towards online discounts" and found that males are more convenience-oriented than females, online marketers should make discounted products more readily available around the clock in order to attract males to make larger purchases of discounted products on the internet. The fact that females prefer greater social interaction during the shopping process than males means that female shoppers can be enticed to switch from offline to online purchases by offering higher discounts, making discounted products more readily available online, and connecting shopping websites with social media. Males approach purchasing in a more utilitarian manner than females, according to research. When it comes to attracting male online shoppers, online marketers can provide a feature that allows them to compare prices of discounted products sold by various sellers. To encourage female buyers to purchase discounted products on the internet, online marketers should create websites that are easy to navigate. In order to attract both male and female online shoppers, online retailers should improve the security of their transactions when customers purchase discounted products online. For both genders, that is, men and women, the importance of discounted product descriptions online cannot be overestimated. The supply chain of online retailers should be expanded in order to deliver discounted products to customers in the desired location and at the appropriate time. To attract online shoppers of all ages to discounted products, online retailers should improve the availability of discounted products online, provide a greater selection of discounted products online, ensure transaction security, allow sellers to compare discount prices, offer free delivery without a minimum purchase requirement, have a user-friendly website with accurate information, and deliver products on time to specific locations.**(Suman et al., 2019a)**[25]

In this research, the authors studied on "Exploring the behaviour of Indian consumers towards online discounts" and found that the latest and most stylish products with discounts may not be widely available in traditional retail formats in Tier 2 and Tier 3 cities, online retailers should make them easily accessible in a discounted range to entice buyers to shop online. Due to intense competition and the desire to attract

online buyers, many online retailers offer substantial discounts during the holiday season, which increases traffic to their respective websites. In turn, the website becomes unstable and unresponsive, causing online shoppers to avoid doing their holiday shopping online, resulting in lower profits. Online retailers must concentrate on website maintenance during the holiday season in order to attract more customers to their websites. In order for consumers shopping online to take into consideration customer reviews before purchasing a product at a discount, the website selling the goods at the discount must have genuine online consumer reviews on the item being sold at the discount. Because online shoppers love to obtain more discounts when they shop online, online businesses can attract more online shoppers to their sites by delivering additional online discount coupons to their customers. Because online customers are more inclined to buy discounted products from a website that has a positive brand reputation, it is essential for online retailers to concentrate their efforts on building a positive brand image among online shoppers. Because it draws the attention of online buyers to the retailer's website, having a website design that is visually appealing is essential for businesses that sell products online. Because many customers who are willing to buy discounted products online are not familiar with the process of making payments online, online retailers should offer a cash-on-delivery payment option. This would prevent customers from giving up on their intention to make a purchase through the internet because they did not understand how the online payment process worked. Many people who shop online have the misconception that a product that is being sold at a discount is of worse quality than other products on the market. As a result, websites should provide assurances on the quality of discounted products that are being sold online. However, in the long run, in addition to discounts, the aspects stated above need to be considered if the business is to attract online shoppers from smaller cities throughout India. The Indian online shopping industry is now enticing clients to purchase online because of considerable discounts.**(Suman et al., 2019b)**[26]

The purpose of this paper is to examine consumer behaviour when it comes to shopping online through the use of online websites, specifically whether consumers shop with an optimistic or pessimistic outlook. Furthermore, the findings revealed that consumers are influenced by the fact that they are shopping online. The value of Q that was less than the table value of the chi square determined whether or not the hypothesis

was accepted. This occurred as a result of the revolution in new technology and the increased use of the internet by the general public. The majority of consumers preferred to do their shopping online because they could get a better deal, save time, be more dependable, have a greater selection of options, and avoid the hassles of shopping in stores.(**Jindal, 2019**)[27]

In this investigation, author studied on "Impact of Digital Marketing on Businesses' and found that digital marketing has emerged as a critical component of many companies' overall marketing strategies. The internet has made it possible for even owners of small businesses to sell their goods or services at a very low cost and with a high degree of efficiency in the modern era. The use of digital marketing eliminates the need to consider geographic constraints. Any device, such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and media, such as social media, SEO (search engine optimization), videos, content, e-mail, and a variety of other methods and media, can be used by a company to promote itself as well as the products and services it offers. Other devices that can be used include digital billboards.If digital marketing prioritises the needs of its users, it has a better chance of succeeding. In the same way that "Rome was not built in a day," businesses should develop innovative customer experiences as well as specific media strategies in order to determine the most effective path for increasing digital marketing performance.(**Harjai, 2019**)[28]

In this research, the authors studied on "A Study on Web Marketing and Its Impact on Different Segment of People at Ranchi" and found that the use of digital marketing has grown in importance as a component of many organisations' overall business strategies. For small business owners in the area, using computerised marketing to advertise their products or services to the general public is an extremely affordable and effective strategy that they can use right now. It is not restricted in any way. In order to assist organisations and their products and administrations, any gadgets can be used. These include tablets, advanced mobile phones, televisions, Personal Computers, media, internet-based life, email, and parcel delivery services, among other

things. If digital marketing considers buyer desires as the most important need, it may be able to achieve greater results than it otherwise would.**(Siddique & Arya, 2019)**[29]

In this investigation, the author studied on "Consumer behavior DNA for realizing flexible digital marketing" and describes the "consumer behaviour DNA" algorithm, which was developed using Fujitsu's proprietary consumer behaviour analysis know-how, as well as its application to the marketing domain. Abstract: This DNA algorithm has been demonstrated to have the potential to enable the automation of analysis in addition to the already established marketing automation technology, which primarily focuses on promotional activities such as mailings and other forms of communication. While it is stated that this technology was developed for the retail industry, consumer behaviour DNA is considered to have a much broader application in other fields. Presently, companies across a wide range of industries are accumulating all kinds of data, including unstructured data and the like, in data lakes and attempting to find new ways to generate revenue from the data they collect. However, because the data in data lakes is typically stored in the various formats in which it was collected, it is difficult for companies in other industries to derive value from it. But by creating unique DNA for various specific industries and deleting information that identifies individuals, it is possible to promote data utilisation across companies that use DNA as a common language. Consequently, it becomes possible to assign behaviour tags to data in companies' data lakes, providing an open platform (CTP: Customer Customer Tagging Platform) that can be used by other industries as well. When creating DNA that is specific to a particular industry, it is also necessary to extract characteristic patterns from vast amounts of data and create tags for each pattern extracted. Pattern mining technology, which is a type of artificial intelligence, has the potential to be used for this type of processing. As we move forward, we will make use of Fujitsu's comprehensive capabilities, which include knowledge of numerous industries, to develop DNA for various industries by combining artificial intelligence and industry know-how, with the goal of creating an ecosystem for data utilisation across a variety of industries.**(Takahashi, 2019)**[30]

In this investigation, the researchers studied on "How Digital Marketing Affects Consumer Behavior" and discovered that there are gaps and opportunities to explore

and further strengthen the needs of identifying consumer behaviour in relation to digital marketing because this research is still in its early stages of development. It is planned to take the research even further by offering more options for respondents to respond to visual images in the form of surveys and interviews, as well as by expanding the availability of a digital marketing platform. Because the popularity of smart phones is increasing on a daily basis, it is a significant advantage for both marketers and designers, as well as for consumers in terms of meeting their needs and requirements.**(Ghazie & Dolah, 2019)**[31]

In this investigation, the authors studied on "Impact of digital marketing development on entrepreneurship" and found that digital marketing is based on the use of internet channels that are used the most frequently and are dynamic in nature. They are prone to change from one year to the next and are always impacted by the conditions and circumstances of the market. The process of digital marketing in particular takes use of recurring processes like evaluation, analysis, interpretation, and promotion, and it contributes to the formation of robust relationships between consumers and brands. This unique method of marketing has had a significant effect, both in terms of sales and the number of clients it has attracted, as well as the efficiency with which commercial procedures may be carried out. **(Bizhanova et al., 2019)**[32]

In this investigation, authors studied on "How Digital Marketing Influences Impulse Buying Tendency in E-Commerce Industry" and found that social media marketing and content marketing have a partial negative impact on both impulse buying tendencies and impulse buying behaviour, respectively. While the study has demonstrated that impulse buying tendencies have a positive impact on impulse buying, it has also discovered that social media marketing and content marketing have a positive impact on impulse buying when used in conjunction with one another. According to the findings of the study, social media marketing had no effect on the tendency to buy on impulse or on impulse purchases. Despite the fact that social media is considered to be more authentic when it comes to communicating about a brand, it has failed to have a positive impact on impulse buying tendency, or, more specifically, on buying tendency. In other words, positive attitudes toward brands expressed on social media did not translate into actual purchases of products from the brands in question. This is

consistent with the findings of Laksamana (2018), who conducted a similar study and discovered a weak correlation between social media marketing and purchase intent. Furthermore, content marketing was found to have no effect on buyer tendencies or impulse purchases. To the best of our knowledge, people may find content marketing "offensive" or invading their privacy when it appears on their screen without warning or prompting them to click. Nonetheless, it is common practise for a search engine or commercial website to profit from the search terms entered by its users by using or purchasing the terms entered by those users (Narayanan and Kalyanam, 2015). It is interesting to note that when content marketing appears on social media and is referred to as digital marketing, it has a positive impact on both the tendency to buy on impulse and the act of buying on impulse. This is in support of Aragoncillo (2017), who demonstrates that the possibility of impulsive levels is more dependent on personal factors, which can be accessed through online or offline channels respectively.**(Laksamana & Hidayat, 2019)**[33]

In this investigation, authors studied on "Online Marketing and Consumer Buying Behaviour of Electronic Products in the North Central Zone of Nigeria" and found that some people do not fully trust online shopping is due to a variety of factors including delivery timelines and product quality, insufficient internet connection, and card payment issues. Furthermore, many Nigerians have a low level of literacy when it comes to online shopping, as many of them do not understand the procedures involved in online shopping and prefer to do their shopping in traditional stores. According to the findings of our research, independent e-marketing variables like perceived enjoyment, perceived ease of use, and perceived convenience are positively related to consumer purchasing behavior. As a result, the null hypotheses were rejected in this empirical research study because of the positive relationship between these variables and consumer purchasing behavior. According to the findings of a recent poll, the expansion of e-marketing has occurred at a rate that is exponentially faster than in previous years. The findings of the regression analysis provide indisputable evidence that perceived enjoyment, perceived ease of use, and perceived convenience all play a substantial impact in consumer purchase behavior in the research field that is being taken into consideration. According to the findings of the study, today's businesses are totally dependent on buying and selling online. As a direct consequence of this finding,

businesses that sell products online must rely on e-marketing, advertising, and promotion of their products throughout the world in order to be successful. E-marketing has become an essential component of the success of online and worldwide enterprises as a direct consequence of this development. E-marketing has developed to the point that it is now demanded of businesses in order for them to remain competitive in the market. This is the result of the progression of the industry. Utilizing various forms of electronic marketing, businesses are able to reach consumers all over the world and sell them their goods or services.(**Tyopine, 2019**)[34]

In this research, authors studied on "Branding in the era of digital (dis)intermediation" and found that market researchers and academics are acutely aware of the seismic shifts taking place in today's marketing environment as a result of digital (dis)intermediation. In the course of this article, we reviewed studies on digital (dis)intermediation and how it affects the branding activities of both existing and new firms. Specifically, we focused on how this phenomenon affects the activities of established organizations. In our previous post, we posited that digital (dis)intermediation and brand disruption can each show themselves in one of four unique ways. First and foremost, digital transaction intermediation is a development that is intimately tied to the rise of ecommerce retailers and has substantial implications for brand building and positioning. This development has been brought about as a result of the increase of ecommerce retailers. Retailers that focus on e-commerce and have become household names in their own right, such as Amazon, Alibaba, and JD.com, have established themselves as essential sales channels for virtually every sector of the consumer goods industry. In addition, these companies have built formidable brands for themselves. Second, the process of removing middlemen from digital transactions has been gaining steam over the past few years. The elimination of the intermediary has been an objective of brand manufacturers for a significant amount of time, but their efforts have yielded only modest results so far. The development of direct-to-consumer (D2C) ecommerce platforms represents the finest potential that brand makers have ever had to successfully fulfill this goal. Direct-to-consumer websites are the most tempting alternative for world-class businesses or niche brands that have a loyal following. This is especially true for brands in the niche market. Opening an online shop on a marketplace is a more practical option that all other brands should explore if they want

to communicate with customers on a direct level. When it comes to the concept of digital (dis)intermediation, the first two types of processes are generally top-down in character, with businesses inventing new ways to market their brands to end users. The next two sorts of digital (dis)intermediation are more of a bottom-up approach, and in both of these cases, the consumer is the one who is in control. The growth of direct-to-consumer brand-building models, which is powered by crowdsourcing, is offering new chances for brand managers to tap into the collective creativity of their customers. These opportunities are being driven by crowdsourcing. To put it another way, the goal is to "outsource" activities that build brands to customers, such as coming up with ideas for new products, advertising, and where to position them in the market. Because digital media can be accessed by people all over the world, it is now possible to develop brand-building strategies that are truly geocentric. While this may be advantageous to any business, it may be especially beneficial to smaller and more recent brands who may not have the financial resources to compete with larger, more established brands in terms of research and development as well as advertising.**(Gielens & Steenkamp, 2019)**[35]

In this research, authors studied on "The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market" and found that the traditional mode of purchase has become insufficient for some people as a result of technological advancement. The Internet has fundamentally impacted consumers' impressions of a variety of factors, including convenience, speed, pricing, and knowledge regarding products and services, among other things. People increasingly choose more basic methods of getting brands and visiting stores. As a result of this, suppliers have developed a novel strategy for offering value to clients and establishing lasting connections with them as a direct result. In order to achieve a higher level of customer satisfaction, the goal of this research is to determine the degree to which independent variables such as security, information availability, shipping, quality, pricing, and time all have an impact on the dependent variable known as customer satisfaction. The model that was constructed for this study was analyzed using confirmatory factor analysis so that it could be evaluated. The findings of this study's confirmatory factor analysis revealed an exceptionally high level of validity and reliability in the relationships between the various variables. According to the existing

model, the dependent variable known as "customer satisfaction" is to blame for 72.4% of the total variation in the data. According to the results of this study, elements such as information accessibility, shipping, quality, pricing, and return times greatly impacted the level of happiness a company's customers felt they received from their purchases. There is a statistically significant and favorable impact that each of these variables has on overall levels of customer satisfaction. In a similar vein, the research results demonstrated that the shipping process is the most potent indicator of customer happiness, showing how important it is to implement this practice. This study ought to provide a contribution to a better understanding of the factors that influence consumer happiness, which should, in turn, encourage customers to continue making purchases online in the foreseeable future. For this reason, the study ought to additionally include advice regarding how to better define the marketing methods utilized by online shops.**(Vasic et al., 2019)**[36]

In this research, the authors studied on "Impact of Digital Marketing on Consumer Purchase Decision" and in order to attract customers, one of the most important aspects to consider is digital marketing. Digital marketing plays an important role in the decision-making process of consumers. If digital marketing is managed properly, it will have a direct impact on consumer behaviour. The findings also revealed that companies must properly launch effective digital marketing policies that will assist them in attracting customers and increasing their share of the marketplace. There is a strong correlation between digital marketing and brand loyalty as well.**(Garg et al., 2020)**[37]

In this research, the authors studied on "A Study on Emerging Issues and Viable Opportunities of Digital Marketing in the Challenging Age" and found that digital marketing channels have unquestionably become an integral part of many companies' overall marketing strategies in recent years. These days, even proprietors of small businesses can sell their goods or services in a way that is both economical and efficient with regard to the use of their time. As a direct consequence of this, there are no restrictions placed on digital marketing. A business can promote itself as well as its products and services to potential customers and clients by using any device, such as smartphones, tablets, laptops, televisions, game consoles, digital billboards and

hoardings, as well as media such as social media, SEO (search engine optimization), video content, email pitches, and a variety of other methods. These methods can be used to reach customers and clients who are interested in purchasing the business's products and services. It is possible that in the not too distant future, digital marketing will be more successful if it sets the requirements of users at the very top of its list of priorities.As the proverbial saying goes, "Rome was not built in a day," and similarly, digital marketing results will not come without a significant amount of effort and trial and error on your part. All major digital marketing initiatives should, therefore, include the watchwords "test, learn, and evolve" as a central part of their strategy. Companies should also develop innovative customer experiences as well as media-specific strategies in order to determine the most effective path for increasing digital marketing performance. As a result, it is critical to develop a solid and comprehensive marketing strategy before embarking on the process of creating and distributing content or launching digital advertising campaigns. In addition, a company's overall business objectives should be considered when developing digital marketing objectives.**(Naik & S, 2020)**[38]

In this research, the authors studied on "Impact of digital marketing and current scenario in India" and found that digital marketing in rural areas is a relatively unexplored territory with a great deal of untapped potential, but the techniques to do so have not yet been developed to fully explore this territory. Digital will contribute to increased consumption in rural India over the long term, as well as the creation of new employment opportunities, which will result in an increase in disposable income. According to the findings of the current study, marketers have an opportunity to capitalise on untapped potential in the rural market.**(Pandit & Chauhan, 2020)**[39]

According to the findings of this study, people in Haridwar are aware of digital marketing, and young people are utilising digital platforms to purchase products in the city. When it comes to using digital marketing for youth, quality is critical, and digital marketing facilitates the process of finding the product quickly. Finally, quality and advertising are important factors for respondents when it comes to using a digital platform to purchase products and services.**(R. Kumar & Jayant, 2020)**[40]

In this investigation, the author studied on "Impact of Social Media Marketing on Consumer Buying Behaviour" and found that consumers' purchasing behaviour is becoming increasingly digitalized around the world, thanks to the advancement of innovative conditions in recent years. The majority of young consumers prefer to buy and sell goods and services through online marketplaces such as eBay and Amazon. It is the most convenient and least expensive mode of transportation for them nowadays, which influences how they purchase products and services for their clients. It offers a variety of different opportunities to customers and is beneficial to them, and it has become the standard way of life for many people. The digital market is benefiting from consumer behaviour that is favourable. It is beneficial to both the customer and the seller. Those who want to sell their products internationally and provide products and services that are beneficial to them can do so relatively easily and quickly. These are extremely beneficial to them. The online market can cover a large area in a short amount of time. It can accommodate a large number of customers at the same time. In digital marketing, all types of product information can be received in a single location, and a plethora of tasks can be completed in real time. According to the results of the current survey, digital marketing has a bright future ahead of it, as does consumer purchasing behaviour toward online channels. It has improved and has increased their overall strength.**(K. Sharma, 2020)**[41]

In this research the authors studied on "Impact of Digital Marketing on Online Purchase Intention: Mediation Effect of Customer Relationship Management" and found that literature and empirical reviews have demonstrated that digital marketing is a key factor that has a positive, statistically significant impact on purchase intention, with previous research findings lending substantial support to this conclusion. Specifically, According to the findings of this research, digital marketing has an effect that is both direct and statistically significant on the desire to make a purchase. Digital marketing is vital for the generation of buy intents since customers from all walks of life are technologically competent and schooled in the use of current gadgets like as smartphones, laptops, tablets, and digital devices, which have become a part of their lives. Consumers have a high level of trust and adventure when it comes to trying new methods of online shopping because they use these methods on a daily basis, and this is especially true now that there are numerous ways to connect them to products and

services through the use of an effective digital marketing strategy. Consumers receive an additional benefit from innovation platforms because these platforms are prepared to facilitate effective communication between members of online communities, as well as between friends and strangers. This enables consumers to share the joy of using a product or to have an unsatisfactory emotional impact on their intention to make a purchase. Digital marketing helps businesses raise their revenues and the satisfaction of their customers, which ultimately leads to an increase in the percentage of customers who choose to remain clients. This is accomplished through personalisation. According to the conclusions of this research, an efficient layout, high-quality material, and an opportunity for users to share their ideas will all contribute to an increase in the likelihood that users will make a purchase.However, in this study, neither the mediating effect of CRM nor the effect of digital marketing on CRM promotes a positive impact on purchase intentions. Furthermore, this study looked into the fact that e-consumers are receptive to content generation, such as reviews, high-quality information, and digital marketing layouts, which provide a better response than CRM by providing high-quality service to build long-term relationships and updating customers on various services on a consistent basis to promote high-purchase intention.**(Dastane, 2020)**[42]

In this investigation, authors studied on "Editorial introduction: Advances in theory and practice of digital marketing" and found that the proposed conceptual model was statistically validated using Twitter data from the top four Indian mobile wallet companies, according to the findings of the study. According to the findings of the study, the frequency of content does not matter as much as the type of content. As a result, businesses should post a variety of content types, including informational, entertaining, remuneration, and social. Participation by users increases the amount of social promotion that occurs in the online community. Due to the fact that user retention decreases exponentially over time, businesses must conduct periodic campaigns. **(Dwivedi et al., 2020)**[43]

In this research, authors studied on "Impact of Digital Market on Consumer Buying Behaviour" and found that it is critical to understand the psychology of the consumers you serve. Consumers' ever-changing purchasing habits in a digitalized world must be thoroughly understood in order to ensure the long-term viability of a

business enterprise. Marketers are currently confronted with a slew of threats and challenges as a result of the transformation of the economy. A greater awareness of the advantages offered by digitalized marketing should be promoted among the public. Additionally, consumers receive incentives in the form of coupons, gift vouchers, discounts, cash back, and cash discounts as a result of digitalization, which encourages them to conduct digital transactions. Finally, in order to raise awareness and encourage the use of digitalization among customers, promotional campaigns, road shows, and workshops are needed to do so.**(Kau et al., 2020)**[44]

In this investigation, the authors studied on "Digital Marketing During the Pandemic Period; A Study of Islamic Perspective" and found that the use of digital marketing is increasing at an alarming rate. Advances in information technology have altered many aspects of business and marketing activities, as well as spawned the development of online transaction methods such as credit card processing. During the COVID pandemic, digital marketing was used by 19 businesses to transform their transaction processes. Since the outbreak of the pandemic, digital marketing has grown at an exponential rate, which has had an impact on consumer behaviour in relation to online transactions. The development of digital marketing, on the other hand, must adhere to and be guided by Islamic values. This is a common misinterpretation of the term.**(Junusi, 2020)**[45]

In this investigation, the authors studied on "Digital marketing: changing consumer behaviour" and found and discovered that today's customers are using mobile applications and purchasing their products online, from small to large-scale purchases. They are saving both time and money as a result of this. The preferences of consumers have shifted. They have switched from shopping malls to mobile devices for everything that is available for purchase online. Approximately 80 percent of that was spent on online marketing in the last two years. Following the completion of the study, it was discovered that the trend of the digital market and new technology has changed the scenario of the market, as well as the consumer mindset, now that everything, including goods and services, is available online to consumers.**(Gujrati & Uygun, 2020)**[46]

In this review, the authors studied on "A Study on Influence of Digital Marketing on Buying Behaviour of Youth" and found that the digital marketing refers to the use of digital channels to reach potential customers. Mobile phones, SMS and MMS, social media marketing, likes on Facebook and more are all included. Digital marketing encompasses a wide range of Internet marketing techniques. Customers' behaviour and marketing approaches must be rethought in order to achieve success in this area.(**Mala et al., 2020**)[47]

In this research, the authors studied on "Digital marketing during a pandemic : A study on impact of digital marketing on consumer perception during lockdown in Guwahati city" and found that the pandemic situation that has paralysed civilization has not only confined people to their homes, but it has also increased the level of financial uncertainty in their lives. As a result of the current situation, many people have lost their means of subsistence or have been forced to live on their savings. In such an environment, marketing is a very difficult task to accomplish. People are adopting a more conservative approach to their spending, and as a result, only a specific line of products is reaping the benefits of digital marketing at present.(**A. Saha & Kar, 2020**)[48]

In this investigation, the author studied on "Digital Marketing and It's Effect on Purchasing Behaviour" and found that the customer, their purchasing behaviour, their purchasing power, their awareness of the products, and other factors have a greater influence on the purchasing behaviour of an individual and his or her family. A better understanding of youth purchasing behaviour is required by marketers in order to develop appropriate marketing strategies to retain the present and capture the potential market in the near future, so that the market can move on from a purely customer-oriented marketing approach to a technologically customer-oriented marketing approach in the not-too-distant future.(**Mehta, 2020**)[49]

In this investigation, the authors studied on "Analyzing the Paradigm Shift of Consumer Behavior Towards E-Commerce During Pandemic Lockdown" and according to the findings of the research, the most important aspects of those customers who have never purchased anything (FMCG) before have expressed an interest in purchasing FMCG products online. As the graphs above demonstrate, there was a

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significant increase of 16 percent in the number of new customers who had only recently signed up to purchase goods through an online platform. Furthermore, over 90 percent of customers are satisfied with their FMCG purchases made online. As this figure clearly demonstrates, a significant number of new customers are increasingly turning to online platforms to purchase FMCG goods. Not only has the number of new customers increased, but so has the level of customer satisfaction, which has increased dramatically in recent years. This is due to a variety of factors, including the individual's fear of purchasing goods online due to the COVID-19 virus. Consequently, they place greater confidence in the e-commerce industry than they do in traditional kirana stores. It has been two months since the lockdown period began, and the number of new customers has increased dramatically. The demand for FMCG products, according to some articles, was so high that it was difficult for e-commerce companies to meet the needs of their customers. The information presented in this paper gives the impression that an increasing number of customers are continuing to register and become members of the online e-commerce platform. They are of the opinion that the e-commerce industry will eventually displace traditional modes of shopping, such as those offered by brick and mortar stores. This clearly indicates that a large number of customers will rely on online platforms to purchase FMCG goods rather than purchasing them in-person at retail stores. Because everything was shut down and people were afraid to leave their homes, COVID-19 helps e-commerce generate more customers. Customers have increased their satisfaction with the essential FMCG goods, according to the survey, and the majority of respondents intend to spend more money on ordering more FMCG goods online rather than going offline for Kirana, according to the results. The e-commerce industry, according to the respondents, played an important role during the lockdown period, and the majority of customers stated that they continued to purchase essential (FMCG) goods online even after the lockdown ended.**(Chaudhary, 2020)**[50]

In this study, the authors studied on "The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market" and look at how marketers can use digital marketing channels (such as e-mail marketing, mobile marketing, and retargeting). This study explores the influence that various channels have on the decision-making process that customers in the Egyptian market go through when making purchases. The author of the piece used a questionnaire in the form of an

internet survey to carry out his inquiry. The information about the Egyptian market was gathered through the use of a straightforward sampling procedure, which involved the distribution of questionnaires. Following the elimination of the questionnaires that were found to be incomplete, a total of 213 viable samples were acquired, yielding a response rate of 74.7 percent among the individuals who had consented to take part in the study. The questionnaires were sent to 285 individuals. In the Egyptian market, we were able to verify all three hypotheses, and our findings suggest that e-mail has a significant positive impact on consumer decisions in two stages (post-purchase and information research), but that it has a significant negative impact on consumer decisions in the stage where they are actually making the decision to buy a product or service. According to the data, mobile as a digital marketing channel has a detrimental impact on consumer purchase decisions at all phases of the consumer purchasing decision process, including the research stage. This includes the research stage. Retargeting has a major impact on consumer decisions during the assessment stage, which is also true for the need recognition stage of information searching, the decision stage of making a purchase, and the post-purchase behavior stage. Among the three digital marketing channels that were investigated for the purpose of this study and which stand in the role of independent variables, targeting was shown to be the one that had the greatest impact on the way consumers made their purchasing decisions. This suggests that mobile marketing should be avoided.**(Omar & Atteya, 2020)**[51]

In this investigation, authors studied on "Effects of E-Marketing and Social Media Marketing on E-commerce Shopping Decisions' and found that according to the results of the hypothesis testing, e-marketing, social media marketing, and consumer e-commerce shopping decisions all fall into the high classification category. E-marketing exerts a positive and substantial amount of effect on the shopping decisions made by customers using an e-commerce platform. The proportion of the total influence on consumer decisions that was attributable to the effect of e-overall marketing's influence on customers' decisions to shop on e-commerce websites was 45.35 percent. In a manner analogous to that described above, the purchasing decisions of online shoppers are also influenced, in a manner that can be either positively or significantly, by social media marketing. According to the statistics, the overall influence of social media marketing on the decisions of consumers to shop on e-commerce websites amounted to

35.73 percent of the total contribution. Because of this, e-marketing and social media marketing work together to influence customer decisions to purchase on e-commerce websites in a way that is both positive and significant. As a result, their combined contribution to overall e-commerce sales is 81.08 percent of the total.Consequently, the management of Lazada, Zalora, and Tokopedia must maintain and increase the frequency of marketing activities conducted through e-marketing and social media marketing channels.**(Priansa & Suryawardani, 2020)**[52]

In this research, authors studied on "A Study on Use of Digital Marketing Platforms As a Tool for Rural Marketing in India" and found that India, as well as the Indian economy, is expanding at a rapid pace. The rural areas of India are also reaping the benefits and reaping the fruits of the country's overall growth and development. The standard of living of people who live in rural India is improving on a daily basis as their wealth continues to grow. The asymmetry of information is diminishing day by day, and rural consumers are well aware of the greater variety of products and services available in the markets, which leads to an increase in demand for and expectations of high-quality products and services in the marketplace. Because of this, marketing professionals can now expand their businesses and gain an advantage over their competitors in this fiercely competitive environment, which was previously impossible. The use of digital media, as well as efforts to market products or services through online media, will be critical in gaining market share in rural markets in the coming years. Businesses have been able to reach this previously untapped rural market in a very effective and efficient manner at a low cost thanks to the development of new technology and diversification.**(Bhuva & Vya, 2020)**[53]

In this research, the authors studied on "A Study on Influence of Digital Marketing on Buying Behaviour of Youth" and found that it is the most important source of information for young and middle-aged mobile phone buyers, and it is also the most significant factor in stimulating or initiating the need to purchase a mobile phone for them. It is possible for mobile phone buyers to obtain detailed and in-depth information about various mobile phone buyers through digital marketing platforms and channels. Customers who are shopping for mobile phones are finding digital marketing platforms to be extremely helpful in comparing the various mobile phone

handsets and exploring the various features of mobile phone handsets. It is through digital marketing that consumers can learn more about the brand values of mobile products, which ultimately leads to an increase in the brand values of mobile phone companies. The digital marketing platform, when it comes to purchasing mobile phones, is proving to be extremely pleasant and enjoyable for mobile phone buyers.**(Waykole & Bhangale, 2020)**[54]

In this research, author studied on "Impact Of Digital Marketing Channels On Buying Behaviour Products In Chandigarh" and found that the cosmetics industry in India is one of the fastest growing industries in the world, marketers should be aware of the factors that influence consumers' purchasing decisions as well as their perception of cosmetics products when shopping. When it comes to purchasing cosmetics, people always prioritise quality over all other considerations, and they consider cosmetics to be a necessary part of their daily routine, which is a positive indicator for marketers. Because of the ever-increasing population, the use of cosmetics has increased significantly. **(Karan, 2020)**[55]

In this investigation, the authors studied on "E-Commerce and Consumer Protection in India: The Emerging Trend" and found that one of the most common reasons for people not purchasing online was a lack of trust in the products and the companies that supplied them. E-commerce has flourished in a number of nations, including India, thanks to the proliferation of internet access and the rising popularity of mobile devices like PCs, tablets, and smartphones. As a direct consequence of the explosive growth of e-commerce, brand new channels of distribution have surfaced. Consumers have gained access to previously unavailable options as a result, but at the same time, they have become more susceptible to novel types of unethical commercial practices and unfair trade. In addition, the efforts made by the government to defend consumer rights, in particular the rights of customers who shop online, are woefully insufficient. As a direct consequence of this, the government passed the Consumer Protection Act of 2019 and the Consumer Protection (E-commerce) Rules of 2020, both of which entered into force on July 1, 2020. Since the new Act and Rules have only been in place for a little less than six months, it is too soon to make any definitive statements about how effectively they will protect customers who shop online. On the

other hand, the positive feedback received from online consumers shows evidence that more and more individuals are becoming comfortable with the idea of purchasing online due to the increased safety and security it offers. The new regulations increase the grievance redress process for online customers, improving their ability to build trust as well as their safety and security when using the internet. This is because the protection of consumer rights is essential to the development of e-commerce. As the old adage goes, the customer is "king with power" in today's world. Those who are involved in the business world will benefit from the recently enacted reform, which consists of the two laws. It is probable that in the future there could be some legal issues due to the fact that there will be more operational experience. In spite of this, with the assistance of judicial intervention and directions, the safety and security of online consumers will be improved, hence clearing the path for the rise of e-commerce in India.**(Chawla & Kumar, 2021**)[56]

In this investigation, the authors studied on "Strategic orientations and digital marketing tactics in cross-border e-commerce: Comparing developed and emerging markets" and found that the use of digital marketing tactics in foreign markets improves the international business performance of small e-retailers, which is consistent with our expectations. E-commerce businesses operating in emerging regions use, on average, a lower number of digital marketing strategies than those operating in more established markets. However, the effect that emerging markets have on the performance of international company is noticeably more important than the impact that developed e-commerce markets have. It is possible that the effectiveness of adding additional digital marketing strategies will diminish if the number of digital marketing strategies that are employed is raised. This is because there is a correlation between the number of digital marketing strategies utilized and its effectiveness.For one to be successful in internationalization, a strong grasp of the English language is absolutely necessary (Usunier et al., 2017). It's possible that success or failure will depend on how well you can adapt your digital marketing strategies to local marketplaces in other countries. Knowledge of second and third languages is higher in emerging markets and smaller developed markets than it is in large developed markets such as the United Kingdom,

France, Italy, and Spain, which are dominated by English speakers (Eurobarometer, 2006).(**Goldman et al., 2021**)[57]

In this research, the authors studied on "Social media marketing gains importance after Covid-19" and found that consumers share product reviews, service experiences, and/or product usage tips on social media, it has become a significant source for influencing consumers' shopping and buying behaviours. Since the COVID-19 viral epidemic was proclaimed, the use of social media as a tool for marketing has reportedly become increasingly essential in the time that has passed since the announcement. Therefore, the data illustrate how the decision-making processes of consumers can be influenced by social media. [Citation needed] As a consequence of this, the marketing plan of every firm worth its salt need to incorporate the efficient utilization of social media. It is recommended that visuals, content, promotional activities, and the employment of opinion leaders be utilized on social media platforms, for example, in order to favorably affect the purchase behavior of consumers. This can be accomplished by using the pictures, content, and opinion leaders. As was mentioned earlier, social media platforms are a crucial marketing tool for growing brands, particularly when it comes to generating awareness and creating excitement about a product or service. This is especially true when it comes to building a community around the brand. The United States of America were selected to be the focus of this particular piece of research due to the breadth of their cultural and economic impact on the rest of the world, as well as the significance of the differences that these two factors present. This will be the case all over the world. If you plan to utilize social media in other nations, you should educate yourself on the various cultural norms that might be observed there. Different social media platforms are used by people in different parts of the world.(**Mason et al., 2021**)[58]

In this research, the authors studied on "Digital Marketing and SMEs: A Systematic Mapping Study" and in the last three years, there has been an increase in the amount of research being done on digital marketing and SMEs, with the majority of this research being conducted in both developed and developing countries. The primary focus of digital marketing and research on small and medium-sized businesses (SMEs) is on adoption and business performance. Social media marketing and website

marketing are currently the most prominent forms of digital marketing channels and research. The inquiry focuses on the small and medium-sized enterprise (SME) sector, which is comprised of a wide variety of SMEs, followed by specialized industries including hospitality, food and beverage, and manufacturing. In order to widen the area of the existing study site, it is still extremely open to the idea of conducting research on other cases and other things. In the future, research on digital marketing and small and medium-sized businesses (SMEs) may be expanded to include additional objects, subjects (such as a sample and a key informant), a particular SME industry, digital marketing channels other than social media and the website, and research locations that have not been investigated in the past. Both digital marketing and studies of small and medium-sized enterprises (SME) are uncommon in this study; nevertheless, the agricultural industry is an example of both of these types of studies.It is also recommended to conduct research in the South American region due to a dearth of research in that region when compared to other regions.**(Thaha et al., 2021)**[59]

The advancement of technology infrastructure, Internet penetration, and access by rural and urban people all indicate that the online market will have significant growth potential in the foreseeable future. In India, online shopping and e-commerce are essential components of the country's economy. According to the experts, increased government support, foreign direct investment (FDI), rapid internet penetration, and a young age population, all of which are beneficial to e-commerce, will have a greater impact in the coming years.**(Chouhan et al., 2021)**[60]

In this research, the authors studied on "E-Commerce Customer Attraction: Digital Marketing Techniques, Evolution and Dynamics across Firms" and found that w.r.t. to grocery e-commerce, The positive effects of the most successful firm in terms of market share can be explained in two different ways: (1) as positive externalities (spillover effects) of digital marketing between firms; and (2) as evidence of rivals' imitation or followship of one another. Both of these explanations focus on the positive externalities (spillover effects) of digital marketing between firms.Both of these explanations involve positive externalities (spillover effects) of digital marketing between firms. Due to the way in which the research has been set up, we are unable to differentiate between these two effects at this moment; therefore, an approach that is

more structured will be required in the future. According to Kim et al. (2019), Tesco is a leader in price setting in the supermarket industry in the United Kingdom, and this conclusion is consistent with their findings. Additionally, Kim et al. (2019) found that Tesco is the market leader in the United States. We find that the growing SEO activity of Amazon has a statistically significant negative effect on Auchan, which is the second-largest online grocery retailer in France, and that this effect is robust. This finding pertains to the Amazon effect in France, and it was found that Auchan was negatively affected. To put it another way, research has shown that a rise in Amazon's SEO activities is related with a drop in the volume of organic search traffic that the company experiences. The intensification of SEO results is commonly understood to be the same thing as stealing business, hence this might be interpreted as theft of business. In other words, Amazon's initial ignorance of digital marketing techniques, followed by gradual learning over time by brick-and-mortar competitors, has resulted in a preponderance in terms of its digital presence in search engines and the rest of the means and means of capturing network traffic.**(Ponzoa & Erdmann, 2021)**[61]

In this research, author studied on "A Study on the Influence of Digital Marketing on Consumer Purchase Behaviour" and found that digital marketing has made life easier for people of all ages, including the current and future generations. Because of their hectic schedules, long working hours, and insufficient resting time, people have little time to go out and shop for themselves, as we all know. People continue to work on their laptops or are preoccupied with their mobile phones, clicking an average of 2617 times per minute. As a result, the most advantageous aspect of such tenets is that they can track user preferences and direct them to what they actually require. This, in turn, allows consumers to browse different products while at work, make a purchase if they so desire, and have it delivered to wherever they require it. Consumers can benefit from comparing their products and reading reviews in order to select the best option for themselves. Businesses, on the other hand, have been observed to be more edifying as technology has taken over the surface. Prospective customers can be reached by marketers regardless of where they are located geographically. As an example, small-scale businessmen can become competent enough to present their products to customers all over the world through the use of Amazon. Another example would be the fact that a person in Gujarat can purchase a product that was manufactured

and sold in Karnataka through the use of these digital platforms. Despite the fact that challenges have increased and market survival is difficult, it has also aided the growth of small-scale businesses. The result is beneficial to both consumers and businesses.**(S. Saha, 2021)**[62]

This report has been written with all of these considerations in mind, and it has analysed the data in order to provide useful insights that can be explored further in different geographical areas (global). This discovery has the potential to alter customer taste preferences as well as their spending patterns. Change is unavoidable, but apparel outlet stores can always make an effort to align their mindset with that of their customers. With respect to this report's learning outcome, it is based on the type of primary research that has been conducted, which is noteworthy due to the fact that first-hand information was gathered from people of various ages. Fabindia and its offline and online store outlets were exposed to a variety of viewpoints as a result of this exposure. It was not only possible to receive positive responses, but it was also possible to receive responses that were diametrically opposed to the statement, which is understandable given that human nature allows for different perceptions of concepts such as digital marketing communication and customer loyalty. The primary result of this study was a better understanding of the relationship between digital marketing communication and customer loyalty in Fabindia, which is evident in the results of the study and in the analysis. The primary goal of this research was to provide useful insights so that the brand can benefit from a continuous flow of ideas and innovation in both their products and services in the near future. This research has therefore attracted a great deal of attention because it focuses on the purchasing behaviour of consumers as well as their customer loyalty. Various marketing strategies, as well as the impact they have, become essential components of the overall story.**(Dr. Irfan et al., 2021)**[63]

In this investigation, authors studied on "An Empirical Study on Digital Marketing" and found that there were many different sources of information available to consumers, and the research presented in this paper, which relied on statistical tests, found that people prefer to use the internet to keep up with current events and to learn about new products. This simply means that, thanks to the internet, businesses of all sizes, from multinational corporations to small and medium-sized enterprises, have

access to millions of potential customers. To accelerate your digital market, you must accurately advertise, which can be accomplished through banner advertisements, flash advertisements, games, quizzes, interactive fan pages, and video advertisements. The question then becomes whether or not there is a statistically significant difference between the types of advertising that influence a customer's purchasing decision. Our research, which was carried out on 60 responses from customers using statistical tools, reveals that there is no statistically significant difference between the types of advertisements in terms of the purchasing decisions made by the participants. As a result, anyone can advertise their products and services in any manner they choose. The following are some considerations for increasing the effectiveness of your digital marketing: a properly designed interactive advertisement that allows everyone to understand what it is saying. A social media page should be created and promoted in a straightforward, minimal, and distinctive manner. It is not advisable to engage in aggressive marketing tactics that pester customers into sharing or liking posts. It is necessary to concentrate on customer-related issues. Statistics should be used to target a specific demographic audience, identify trends, and determine what works best for a particular product. Create strategies for both the short and long term. Always create a plan that can be modified and improved if trends or variables shift in a negative direction.**(Jain & Srivastava, 2021)**[64]

This study examines the effectiveness of digital marketing channels (email marketing, online advertising, social media marketing, and mobile marketing) in the context of marketing campaigns for businesses. This article presents the findings of an inquiry on the influence that this channel has on the purchasing decisions made by students in the Jordanian market. The researcher used online questionnaires to carry out the investigation in order to compile the data for the study. Using methods of random sampling, questionnaires were handed out in the Jordanian market, and the results of those questionnaires were tallied. It was agreed to hand out 300 questionnaires to the participants, and after removing the ones that were unfinished or partial, there were a total of 220 samples that could be used. The end consequence of this was a response rate of 73% overall from individuals who had volunteered to take part in the study. The findings of this study indicated that the four independent elements had a beneficial impact on student acquisition decisions. In conclusion, we were successful in

confirming four hypotheses in the Jordanian market. Out of the four digital marketing tools that were investigated for this study, which each stand in for an independent element, targeting was found to be the most influential aspect of the purchasing choice made by students. In addition, we are able to observe that the evaluation phase has the biggest influence on the decisions that students make. This can be ascribed to the resorted channel, which is targeted toward customers who have previously conducted a search for the product. This user is already familiar with the product and is looking for more information in order to analyze the different items and alternatives available to them before making a final choice to purchase. Aside from that, when it comes to the various digital marketing channels, the influence of email marketing on the purchasing decisions of students is the least significant aspect. Students currently enrolled at Jordanian universities were not permitted to take part in the research. In subsequent studies, it would be beneficial to collect data from a sizable sample of people of varying ages and demographics in order to achieve more reliable findings. All of the applications that were built for this research can be used by Jordanian universities to better communicate with their student bodies. The findings of this study, when applied to additional samples, will contribute to the development of research in the field of marketing. It is possible that further research may be conducted in the future, which will take into account other aspects in the many different digital marketing and distribution platforms. It's possible that the results of this comparative study, which was carried out to see if there was a difference, won't agree with this assessment.**(Al-azzam& Al-mizeed, 2021)**[65]

In this research, authors studied on "Influence of Digital Marketing Among the Rural Customers- with Reference to Udumalpet" and found that over the years, technological advancements have made it possible to provide consumers with a more personalised digital marketing experience. To maintain their current position in the retail market, online sellers must ensure that their products are of high quality, that their prices are reasonable, and that they have taken adequate safety precautions in order to deliver their products on time. The average consumer is a male between the ages of 20 and 30 years old, a demographic that is extremely active in digital marketing. The overall results demonstrate that the respondents have a positive attitude toward digital marketing in general. So the conclusion of this article is that, due to the large number

of active consumers, digital marketing is a new method of non-store shopping that will grow exponentially in popularity over the next few years.**(Umamageswari & Krishnaveni, 2021)[66]**

In this investigation, authors studied on "Understanding purchase intention in O2O E-Commerce: The effects of trust transfer and online contents' and found that in the fiercely competitive O2O market, attracting customers is becoming increasingly difficult. As a result, understanding the factors that encourage customer engagement is essential. The goal of this research is to evaluate, within the framework of online-to-offline commerce, how trust transfer and online content influence consumer decision-making regarding purchases. Both the PLS method and the MANOVA analysis, which were both carried out using data obtained from 255 samples, were utilized in order to conduct the validation of our study model. According to the findings of the PLS study, perceived effectiveness of online product reviews has a positive correlation with trust in online-to-offline platforms, and perceived effectiveness of numerical ratings has a positive correlation with trust in offline merchants. Both of these findings are supported by the existence of a positive correlation. On the other hand, it has been established that their impacts are not the same. Following the establishment of trust, the perceived efficacy of numerical ratings is the next most important factor to consider, followed by the perceived effectiveness of product reviews, and then finally the perceived effectiveness of numerical ratings. Surprisingly, there is no statistically significant difference between the efficiency of offline and online production descriptions in terms of how they are regarded. According to the findings of the MANOVA, the quantity of online content appears to have a substantial influence on the offline level of trust as well as the desire to make a purchase.Customer trust in offline merchants would increase as the number of reviews or pictures increased, and customers would be more willing to engage in purchase behaviours in an offline context as the number of reviews or pictures increased. We discuss the findings and their theoretical ramifications for online-to-offline commerce and customer behaviour research. On the other hand, we discuss several practical implications for O2O platform providers and offline merchants in order to increase merchant trust and encourage shopping intention.**(Zhang & Wang, 2021)[67]**

In this research, authors studied on "Digital marketing in India – its evolution and growth' and found that the digital marketing industry in India has grown tremendously in recent years. Because of increased investment and a larger audience, the digital marketing industry in India is thriving. If the story of digital marketing were not to include specific recognition for Google, it would be incomplete. The ongoing efforts of Google have resulted in a golden age of digital marketing, in which there are no longer any flashy websites, doorway pages, sly redirections, or other techniques of this nature to be found. All of this is taking place in a country where more than two-thirds of the population still does not have access to the internet or smartphone technology. Due to the increasing number of people who have access to the internet, India is poised to undergo a digitalization revolution that will soon propel it to the very top of the global rankings of internet users. Streaming podcasts and web stories are becoming increasingly popular in India as a means of generating revenue, sharing information, and advancing the country. Sports, business, social awareness, and careers are also becoming increasingly dependent on digital platforms in the country. It is an exciting industry with rapid career growth, increasing influence, and a wide range of activities to choose from. Digital marketing is a rapidly expanding field, not only in India, but throughout the world as a whole. Companies are increasingly reliant on the internet to generate more money for their operations in a shorter period of time.**(Pole, 2021)**[68]

In this research, the authors studied on "Effect of digital advertising on consumer buying behaviour in Lokoja Metropolis" and according to the study's summary of findings, it was determined that there is a strong and statistically significant relationship between digital advertising platforms and consumer purchasing behaviour. This implies that as businesses raise awareness of their products through social media platforms such as Facebook, Whatsapp, Twitter, and others, consumers' purchasing decisions will be positively influenced to support them. As found by Irwing (1997), the following are the major steps in media selection: decoding reach, frequency, and impact; selecting among major media types; selecting specific media vehicles; and specifying the timing of media exposure. The study also concluded that elements such as online update information, which is a component of e-Advertising, are the most influential elements of digital advertising in terms of consumer purchasing behaviour,

according to the findings. For sharing news and informing consumers about new products, services, or campaigns, social media platforms are essential informational tools to have at one's disposal. Kotler (2004) asserted that advertising programmes should evaluate both the communication effects and the sales effects of advertising on a regular basis, and this finding is consistent with that assertion. The sales effects of advertising are often more difficult to quantify than the communication effects of advertising, and sales are influenced by a variety of factors other than advertising, such as product features, pricing, and availability of products.**(Sulaiman et al., 2021)**[69]

In this investigation, the authors studied on "A Study on Impact of Digital Marketing on Consumer Behaviour" and in the future, technological infrastructure, Internet penetration, and access by both rural and urban people will all show that there will be a large market for online shopping due to advancements in both rural and urban areas. In India, online shopping and e-commerce are essential components of the country's economy. According to the experts, increased government support, foreign direct investment (FDI), rapid internet penetration, and a young age population, all of which are beneficial to e-commerce, will have a greater impact in the coming years.**(Nagrani & Kumar, 2021)**[70]

In this research, author studied on "International Journal of Data and Network Science Analyzing the role of social media marketing in changing customer experience" and found that scholars and marketing professionals have become increasingly concerned with the issues surrounding social media marketing in the last few years. Therefore, this research was carried out in order to improve our understanding of the critical elements of social marketing and their impact on improving customer experiences. A thorough review of the relevant literature leads to the identification of six important characteristics (effort expectancy, hedonic motivation (habits), interaction (quality of information), and perceived benefits) as key determinants of change in customer experience. The information for this study was provided by Jordan Bank and was gathered through the use of a survey questionnaire. Following that, 437 valid and completed responses were selected for SEM analysis. An extensive impact on the customer's experience has been discovered to be exerted by a variety of factors, including effort expectancy, hedonic motivation, interaction,

information quality, and perceived benefits. The approach was found to be capable of predicting approximately 0.52 of variation in customer purchase intention. The importance of interactivity in increasing both performance anticipation and hedonic motivation was discovered to be critical as well. Furthermore, statistical findings indicate that perceived relevancy and information quality have an impact on performance expectations when compared to actual performance. In the following step, the findings were analysed in the context of rational argumentation, as well as previous findings and discussions in social media marketing research The preceding chapters discussed a wide range of empirical and academic implications, among other things. Towards the end of the paper, we highlight the study's major limitations as well as the important areas that should be investigated further in future research.(**Bataineh, 2022**)[71]

In this research, authors studied on "Network Science The impact of artificial intelligence , big data analytics and business intelligence on transforming capability and digital transformation in Jordanian telecommunication firms" and found that artificial intelligence has a positive direct impact on the digital transformation, particularly in the areas of deep learning, digital data, graphical processing units, and data safety and security, among other things. This study's conclusions are in line with those of other research that has been done in the past. Aside from that, the findings of this research suggest that big data analytics has a beneficial impact on the digital transformation. This impact includes the use of massive data sets as well as hashing, indexing, and bloom filtering, as well as the usage of parallel computing. This study's conclusions are in line with those of other research that has been done in the past. As was mentioned earlier, the findings of the study demonstrate that business intelligence, which is comprised of data warehouses, data mining, business process management, and competitive intelligence, has a direct influence on the process of digital transformation that is both positive and beneficial. It would be plausible to draw the conclusion that this result is in line with the findings of earlier studies because of how consistent it is. Most notably, and perhaps most concerningly, the findings of the research exhibit conflicting results when contrasted to the conclusions of prior studies, which found no association between the variables and transforming capabilities or digital transformation. [Citation needed] The findings of this study demonstrate that it

is imperative for organizations, firms, and companies to begin the process of digital transformation for all business transactional processes, documents, and orders, and to begin relying solely on artificial intelligence tools and business intelligence systems in order to effectively deal with big data, keep up with development and competition, gain more competitive advantages and new knowledge, and support and develop their employees. In addition, the findings of this study demonstrate that it is imperative for organizations, firms, and companies to begin the process of digital transformation for all business capable of increasing overall consumer satisfaction through positive word-of-mouth.**(Ahmad & Mustafa, 2022)**[72]

Chapter III Research Methodology

Research Gap

Based on the related literature review, the research gaps identified as there was a limited study in Uttar Pradesh conducted on the effect of digital marketing concerning e-service quality on customer satisfaction and customer trust. Also, there were no previous studies available on the effect of customer satisfaction and customer trust on the repurchase intention, word of mouth, and revisit e-commerce website; therefore, we have identified the required research gap to study the effect of digital marketing concerning e-service quality on customer satisfaction and customer trust in online shopping behaviour.

Rationale

The rationale of this study was to know the effect of digital marketing concerning e-service quality on customer satisfaction and customer trust in online shopping behaviour.

Proposed Conceptual Research Model
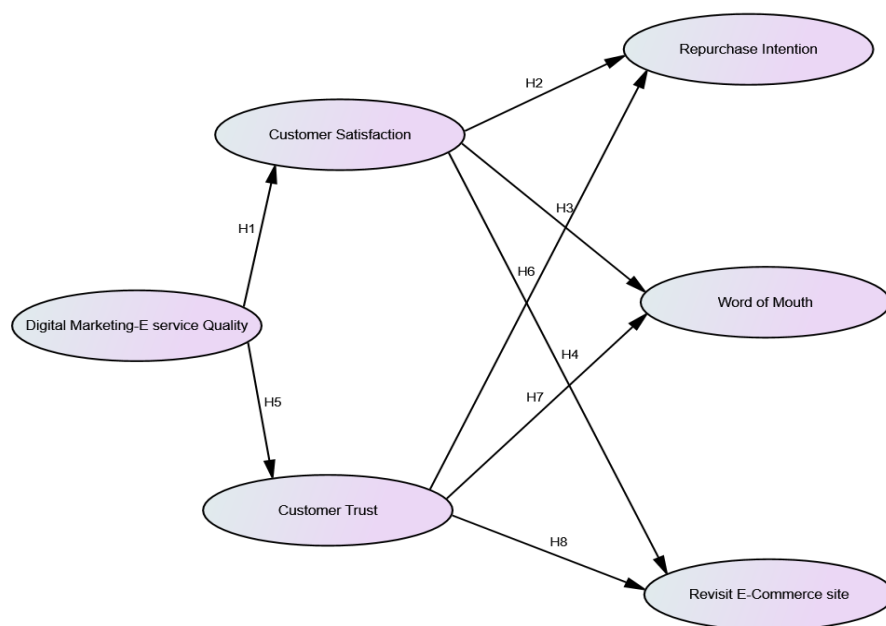
Figure 1: Proposed Conceptual Research Model

Objectives

The objectives of the study are as follows:

1. To know the impact of digital marketing with respect to e-service quality on customer satisfaction in online shopping behaviour

2. To know the effect of customer satisfaction and customer trust on the repurchase intention, word of mouth and revisit e-commerce site.

3. To know the impact of digital marketing with respect to e-service quality on customer trust in online shopping behaviour

4. To study the effect of demographic profile on the customer satisfaction and customer trust in online shopping behaviour.

Hypotheses

The hypotheses of the study are as follows:

$H0_1$: There is no effect of digital marketing on the customer satisfaction in online shopping behaviour

$H1_1$: There is a significant effect of e-service quality on the customer satisfaction in online shopping behaviour

$H0_2$: There is no effect of customer satisfaction on the repurchase intention in online shopping behaviour

$H1_2$: There is a significant effect of customer satisfaction on the repurchase intention in online shopping behaviour

$H0_3$: There is no effect of customer satisfaction on the word of mouth in online shopping behaviour

$H1_3$: There is a significant effect of customer satisfaction on the word of mouth in online shopping behaviour

$H0_4$: There is no effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour

$H1_4$: There is a significant effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour

$H0_5$: There is no effect of digital marketing on customer trust in online shopping behaviour

$H1_5$: There is a significant effect of e-service quality on customer trust in online shopping behaviour

$H0_6$: There is no effect of customer trust on the repurchase intention in online shopping behaviour

$H1_6$: There is a significant effect of customer trust on the repurchase intention in online shopping behaviour

$H0_7$: There is no effect of customer trust on the word of mouth in online shopping behaviour

$H1_7$: There is a significant effect of customer trust on the word of mouth in online shopping behaviour

$H0_8$: There is no effect of customer trust on the e-commerce site revisit in online shopping behaviour
$H1_8$: There is a significant effect of customer trust on the e-commerce site revisit in online shopping behaviour

$H0_9$: There is no significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour

$H1_9$: There is a significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour

$H0_{10}$: There is no significant difference between male and female customers with respect to customer trust in online shopping behaviour

$H1_{10}$: There is a significant difference between male and female customers with respect to customer trust in online shopping behaviour

$H0_{11}$: There is no significant difference between age groups with respect to customer satisfaction in online shopping behaviour

$H1_{11}$: There is a significant difference between age groups with respect to customer satisfaction in online shopping behaviour

$H0_{12}$: There is no significant difference between age groups with respect to customer trust in online shopping behaviour

$H1_{12}$: There is a significant difference between age groups with respect to customer trust in online shopping behaviour

$H0_{13}$: There is no significant difference of income group towards the e-commerce site revisit in online shopping behaviour

H1$_{13}$: There is asignificant difference of income group towards the e-commerce site revisit in online shopping behaviour

H0$_{14}$: There is no significant difference of income group towards the repurchase intention in online shopping behaviour

H1$_{14}$: There is asignificant difference of income group towards the repurchase intention in online shopping behaviour

Population

The population of this study was all the consumers who frequently doing online shopping. The online consumers of Uttar Pradesh were the target respondents for the required study. The consumers selected were technology savvy, educated, and users of smartphones. All the age groups, male, female respondents were the exact population of this investigation.

Sample Size

The Sample size for pilot study was 10 % of the total sample size (414). All the primary data were collected using structured web-based google form questionnaire.

Sampling Element

The on-line consumers who frequently purchase goods and services, was the sampling elements for this study. This is also known as the sampling unit of the study. Each respondent who regularly purchases goods and services online was the sampling element.

Sampling Techniques

The nonprobability snowball sampling techniques was used for the sampling process. This snowball sampling is a reference-based sampling technique for easy and fast collection of data. This technique of snowball sampling was used under the expert supervision of the research supervisor. Thisprobability sampling technique is costly, time-consuming, but here we have used a nonprobability sampling technique under expert supervision which removed the biasness in the sampling process.

Pilot Study

Preliminary pilot testing was performed on a small sample size approximately 10 % of the total sample size (414). In this study, reliability and validity was performed for scale development and tool standardization. The reliability was performed using Cronbach's Alpha value which should be above 0.700 for each construct in the study. The KMO (Kaiser-Meyer-Olkin) test was performed for the sampling adequacy test under the head of factor analysis. The content, construct validity using convergent and discriminant validity was also used in the study. The content validity was checked by showing the scale (questionnaire) to the expert in the field of online marketing.

Reliability Analysis

Table 1: Case Processing Summary

		N	**%**
Cases	Valid	41	100.0
	Excluded[a]	0	.0
	Total	41	100.0

Source: SPSS23.0

Total 41 respondents have participated in the preliminary study for the reliability and validity analysis. The factor analysis using KMO test was also applied for the factor loading of each item under construct. (See **Table *1*: Case Processing Summary**)

Construct: Customer Satisfaction

Table 2: Reliability Statistics- Customer Satisfaction

Cronbach's Alpha	**N of Items**
.909	5

Source: SPSS23.0

Table 3: Item Statistics- Customer Satisfaction

Item Code	**Mean**	**Std. Deviation**	**N**
CS2.1	3.54	1.380	41
CS2.2	3.20	1.209	41
CS2.3	2.98	1.172	41
CS2.4	3.49	1.325	41
CS2.5	3.24	1.261	41

Table 4: Item code: Description of Customer Satisfaction

CS2.1	In online shopping, the product quality helps towards the customer satisfaction
CS2.2	Good replacement policy increases the customer satisfaction in online shopping
CS2.3	Variety of option increase the customer satisfaction in online shopping
CS2.4	Online shopping saves lots of time
CS2.5	Customer satisfaction is more in online shopping because the prices are lowas compared to traditional shopping

Table 5: Item-Total Statistics- Customer Satisfaction

Item Code	SMID	SVID	CITC	CAID
CS2.1	12.90	18.490	.776	.888
CS2.2	13.24	20.139	.738	.895
CS2.3	13.46	19.655	.825	.878
CS2.4	12.95	19.198	.745	.894
CS2.5	13.20	19.411	.774	.887

Source: SPSS23.0

Note: SMID (SMID), SVID (SVID), Corrected Item-Total Correlation (CITC), and CAID (CAID)

Table 6: Scale Statistics- Customer Satisfaction

Mean	Variance	Std. Deviation	N of Items
16.44	29.602	5.441	5

Source: SPSS23.0

The Cronbach's Alpha is 0.909, which is above 0.700 (acceptable range) and from the Item-Total statistics table, all the Corrected Item-Total Correlation (CITC) values are above 0.300 (acceptable range), therefore all five items of customer satisfaction are retained for further statistical analysis. (See **Table *6*: Scale Statistics- Customer Satisfaction**)

Factor Analysis-Customer Satisfaction

Table 7: KMO and Bartlett's Test- Customer Satisfaction

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	146.903
	df	10
	Sig.	.000

Source: SPSS23.0

Table 8: Communalities- Customer Satisfaction

Item Code	Initial	Extraction
CS2.1	1.000	.730
CS2.2	1.000	.705
CS2.3	1.000	.807
CS2.4	1.000	.689
CS2.5	1.000	.749
Extraction Method: Principal Component Analysis.		

Source: SPSS23.0

Table 9: Total Variance Explained- Customer Satisfaction

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.680	73.605	73.605	3.680	73.605	73.605
2	.692	13.830	87.435			
3	.299	5.989	93.424			
4	.195	3.896	97.320			
5	.134	2.680	100.000			
Extraction Method: Principal Component Analysis.						
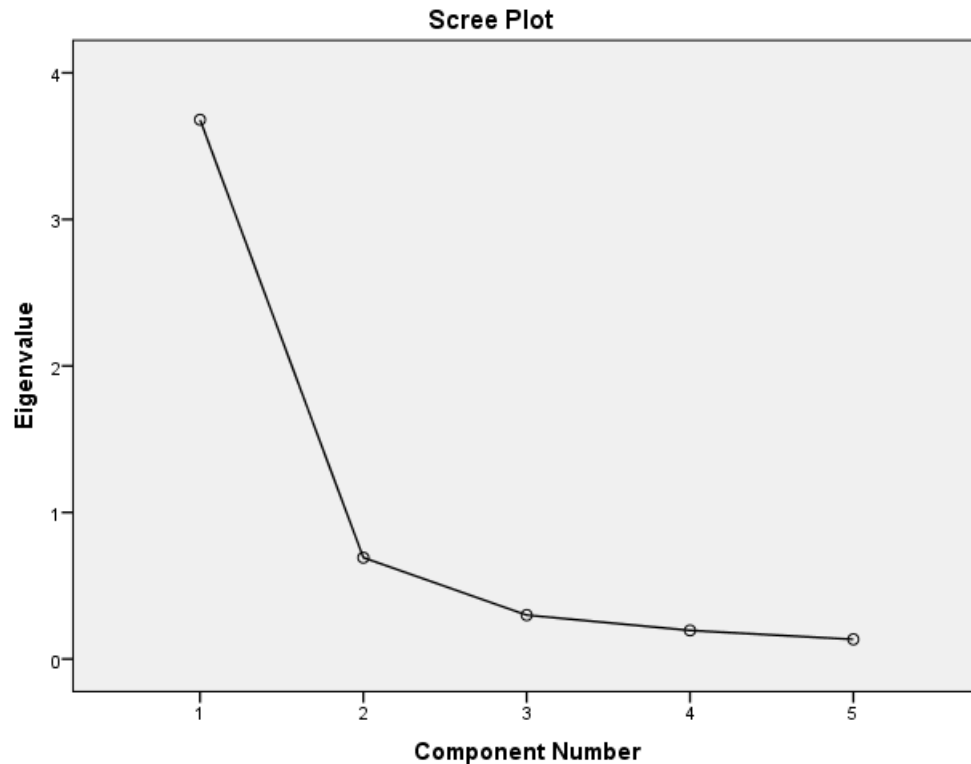
Source: SPSS23.0

Figure 2: Scree Plot: Customer Satisfaction

Source: SPSS23.0

Table 10: Component Matrix^a-Customer Satisfaction

	Component
Item Code	**1**
CS2.1	.855
CS2.2	.840
CS2.3	.898
CS2.4	.830
CS2.5	.865
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS23.0

Table 11: Rotated Component Matrixa- Customer Satisfaction

a. Only one component was extracted. The solution cannot be rotated.

Source: SPSS23.0

KMO value is 0.788 (above 0.500), and sig. value is 0.000 under the Bartlett's Test of Sphericity, therefore this proved the sampling adequacy test for the for further statistical

analysis. From Total Variance Explained- Customer Satisfaction table, it is clear that % of Variance is 73.605, hence all the five items of Customer Satisfaction explained 73.605% of variance. The scree plot and Rotated Component Matrix[a]-SustomerSatisfaction table proved that there is only one component was extracted. (See**Table *11*: Rotated Component Matrixa- Customer Satisfaction**)

Construct: Digital Marketing E- Service Quality

Table 12: Reliability Statistics-Digital Marketing E- Service Quality

Cronbach's Alpha	N of Items
.875	5

Source: SPSS23.0

Table 13: Item Statistics- Digital Marketing E- Service Quality

Item Code	Mean	Std. Deviation	N
DMESQ3.1	3.29	1.309	41
DMESQ3.2	3.39	1.339	41
DMESQ3.3	3.10	1.136	41
DMESQ3.4	3.22	1.215	41
DMESQ3.5	3.29	1.327	41

Source: SPSS23.0

Table 14: Item code: Description of Digital Marketing E- Service Quality

DMESQ3.1	Digital marketing is a new trend in the online shopping
DMESQ3.2	The low cost of digital marketing gains the importance by the e-commerce companies
DMESQ3.3	Digital marketing and e-quality service are interlinked
DMESQ3.4	Digital marketing uses the artificial intelligence technologies
DMESQ3.5	Smart phones and digital marketing are complementary to each other

Table 15: Item-Total Statistics- Digital Marketing E- Service Quality

Item Code	SMID	SVID	CITC	CAID
DMESQ3.1	13.00	17.100	.739	.840
DMESQ3.2	12.90	17.840	.634	.867
DMESQ3.3	13.20	17.961	.785	.833
DMESQ3.4	13.07	19.420	.553	.883
DMESQ3.5	13.00	16.150	.834	.816

Source: SPSS23.0

Table 16: Scale Statistics- Digital Marketing E- Service Quality

Mean	Variance	Std. Deviation	N of Items
16.29	26.812	5.178	5

Source: SPSS23.0

The Cronbach's Alpha is 0.875, which is above 0.700 (acceptable range) and from the Item-Total statistics table, all the Corrected Item-Total Correlation (CITC) values are above 0.300 (acceptable range), therefore all five items of Digital Marketing E- Service Quality are retained for further statistical analysis. (See)

Factor Analysis-Digital Marketing E- Service Quality

Table 17: KMO and Bartlett's Test- Digital Marketing E- Service Quality

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.698
Bartlett's Test of Sphericity	Approx. Chi-Square	156.490
	df	10
	Sig.	.000

Source: SPSS23.0

Table 18: Communalities- Digital Marketing E- Service Quality

Item Code	Initial	Extraction
DMESQ3.1	1.000	.694
DMESQ3.2	1.000	.588
DMESQ3.3	1.000	.781
DMESQ3.4	1.000	.465
DMESQ3.5	1.000	.847
Extraction Method: Principal Component Analysis.		

Source: SPSS23.0

Table 19: Total Variance Explained- Digital Marketing E- Service Quality

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.376	67.529	67.529	3.376	67.529	67.529
2	.876	17.529	85.057			
3	.451	9.011	94.068			
4	.250	5.009	99.077			
5	.046	.923	100.000			

Extraction Method: Principal Component Analysis.
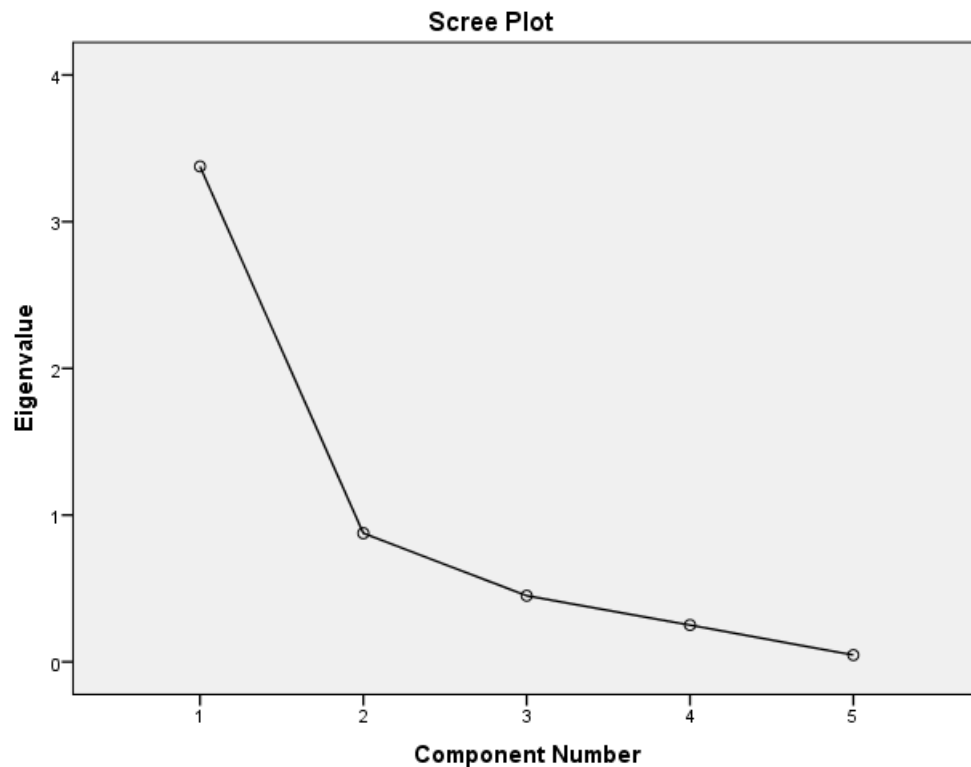
Source: SPSS23.0

Figure 3:Scrre Plot: Digital Marketing E- Service Quality

Source: SPSS23.0

Table 20: Component Matrix^a- Digital Marketing E- Service Quality

Table 20: Component Matrix[a]- Digital Marketing E- Service Quality

Item Code	Component 1
DMESQ3.1	.833
DMESQ3.2	.767
DMESQ3.3	.884
DMESQ3.4	.682
DMESQ3.5	.921
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS23.0

Table 21: Rotated Component Matrix[a]- Digital Marketing E- Service Quality

a. Only one component was extracted. The solution cannot be rotated.

Source: SPSS23.0

From KMO and Bartlett's Test- Digital Marketing E- Service Quality table, KMO value is 0.698 (above 0.500), and sig. value is 0.000 under the Bartlett's Test of Sphericity, therefore this proved the sampling adequacy test for the for further statistical analysis. From Total Variance Explained- Digital Marketing E- Service Quality table, it is clear that % of Variance is 67.529, hence all the five items of Digital Marketing E- Service Quality explained 67.529% of variance. The scree plot and Rotated Component Matrix^aDigital Marketing E- Service Quality table proved that there is only one component was extracted.

Construct: Repurchase Intention

Table 22: Reliability Statistics-Repurchase Intention

Cronbach's Alpha	N of Items
.904	5

Source: SPSS23.0

Table 23: Item Statistics-Repurchase Intention

Item Code	Mean	Std. Deviation	N
RI4.1	3.49	1.325	41
RI4.2	3.29	1.250	41
RI4.3	3.27	1.265	41
RI4.4	3.51	1.247	41
RI4.5	3.24	1.410	41

Source: SPSS23.0

Table 24: Item code: Description of Repurchase Intention

RI4.1	I prefer to purchase branded product in online shopping
RI4.2	The brand value is very important in online shopping
RI4.3	The e-commerce company's good will attract to buy products online
RI4.4	I always do the repeat purchase in online shopping
RI4.5	I can review/ track/ cancel/ track my order in online shopping

Table 25: Item-Total Statistics-Repurchase Intention

Item Code	SMID	SVID	CITC	CAID
RI4.1	13.32	20.372	.709	.894
RI4.2	13.51	20.956	.707	.894
RI4.3	13.54	19.705	.828	.869
RI4.4	13.29	21.462	.657	.904
RI4.5	13.56	17.802	.909	.848

Source: SPSS23.0

Table 26: Scale Statistics- Repurchase Intention

Mean	Variance	Std. Deviation	N of Items
16.80	30.611	5.533	5

Source: SPSS23.0

From the reliability statistics table, the Cronbach's Alpha is 0.904, which is above 0.700 (acceptable range) and from the Item-Total statistics table, all the Corrected Item-Total Correlation (CITC) values are above 0.300 (acceptable range), therefore all five items of Repurchase Intention are retained for further statistical analysis.

Factor Analysis-Repurchase Intention

Table 27: KMO and Bartlett's Test-Repurchase Intention

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	165.091
	df	10
	Sig.	.000

Source: SPSS23.0

Table 28: Communalities- Repurchase Intention

Item Code	Initial	Extraction
RI4.1	1.000	.655
RI4.2	1.000	.658
RI4.3	1.000	.813
RI4.4	1.000	.592
RI4.5	1.000	.909
Extraction Method: Principal Component Analysis.		

Source: SPSS23.0

Table 29: Total Variance Explained-Repurchase Intention

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.627	72.533	72.533	3.627	72.533	72.533
2	.560	11.210	83.743			
3	.480	9.606	93.349			
4	.289	5.783	99.132			
5	.043	.868	100.000			
Extraction Method: Principal Component Analysis.						
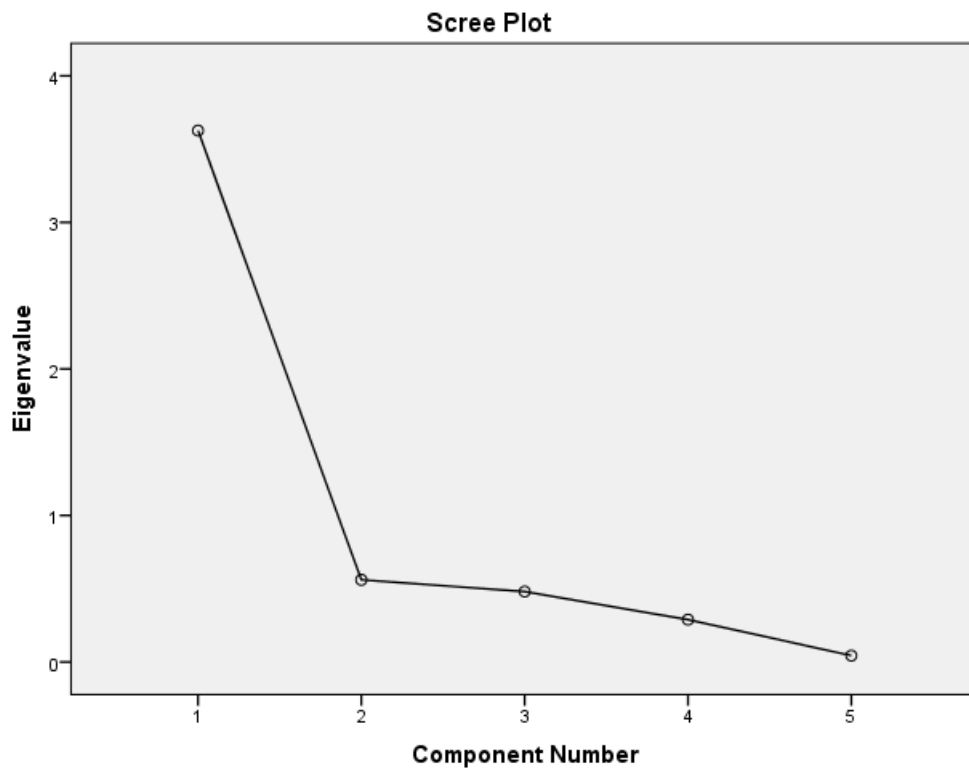
Source: SPSS23.0

Figure 4: Scree Plot: Repurchase Intention

Source: SPSS23.0

Table 30: Component Matrixª-Repurchase Intention

Item Code	Component 1
RI4.1	.810
RI4.2	.811
RI4.3	.901
RI4.4	.770

RI4.5	.953
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS23.0

Table 31: Rotated Component Matrixᵃ-Repurchase Intention

a. Only one component was extracted. The solution cannot be rotated.

Source: SPSS23.0

From KMO and Bartlett's Test- Repurchase Intention table, KMO value is 0.779(above 0.500), and sig. value is 0.000 under the Bartlett's Test of Sphericity, therefore this proved the sampling adequacy test for the for further statistical analysis. From Total Variance Explained- Repurchase Intention table, it is clear that % of Variance is 72.533, hence all the five items of Repurchase Intention explained 72.533% of variance. The scree plot and Rotated Component MatrixᵃRepurchase Intention table proved that there is only one component was extracted.

Construct: Customer Trust

Table 32: Reliability Statistics-Customer Trust

Cronbach's Alpha	N of Items
.876	5

Source: SPSS23.0

Table 33: Item Statistics-Customer Trust

Item Code	Mean	Std. Deviation	N
CT5.1	3.63	1.410	41
CT5.2	3.95	1.182	41
CT5.3	3.15	1.558	41
CT5.4	3.71	1.327	41
CT5.5	3.71	1.309	41

Source: SPSS23.0

Table 34: Item code: Description of Customer Trust

CT5.1	I would intend to become an online shopper
CT5.2	My willingness to become online shopper is great
CT5.3	I am willing to become an online shopper
CT5.4	I have a high intention to become an online shopper
CT5.5	Company attends my complaints promptly

Table 35: Item-Total Statistics-Customer Trust

Item Code	SMID	SVID	CITC	CAID
CT5.1	14.51	19.206	.800	.827
CT5.2	14.20	21.561	.740	.845
CT5.3	15.00	21.550	.491	.909
CT5.4	14.44	19.702	.816	.824
CT5.5	14.44	20.502	.748	.841

Source: SPSS23.0

Table 36: Scale Statistics-Customer Trust

Mean	Variance	Std. Deviation	N of Items
18.15	31.078	5.575	5

Source: SPSS23.0

From the reliability statistics table, the Cronbach's Alpha is 0.876, which is above 0.700 (acceptable range) and from the Item-Total statistics table, all the Corrected Item-Total Correlation (CITC) values are above 0.300 (acceptable range), therefore all five items of Customer Trust are retained for further statistical analysis.

Factor Analysis-Customer Trust

Table 37: KMO and Bartlett's Test-Customer Trust

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.804
Bartlett's Test of Sphericity	Approx. Chi-Square	133.500
	df	10
	Sig.	.000

Source: SPSS23.0

Table 38: Communalities-Customer Trust

Item Code	Initial	Extraction
CT5.1	1.000	.788
CT5.2	1.000	.690
CT5.3	1.000	.387
CT5.4	1.000	.830
CT5.5	1.000	.761
Extraction Method: Principal Component Analysis.		

Source: SPSS23.0

Table 39: Total Variance Explained-Customer Trust

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.455	69.101	69.101	3.455	69.101	69.101
2	.822	16.446	85.546			
3	.352	7.048	92.595			
4	.262	5.235	97.830			
5	.109	2.170	100.000			
Extraction Method: Principal Component Analysis.						
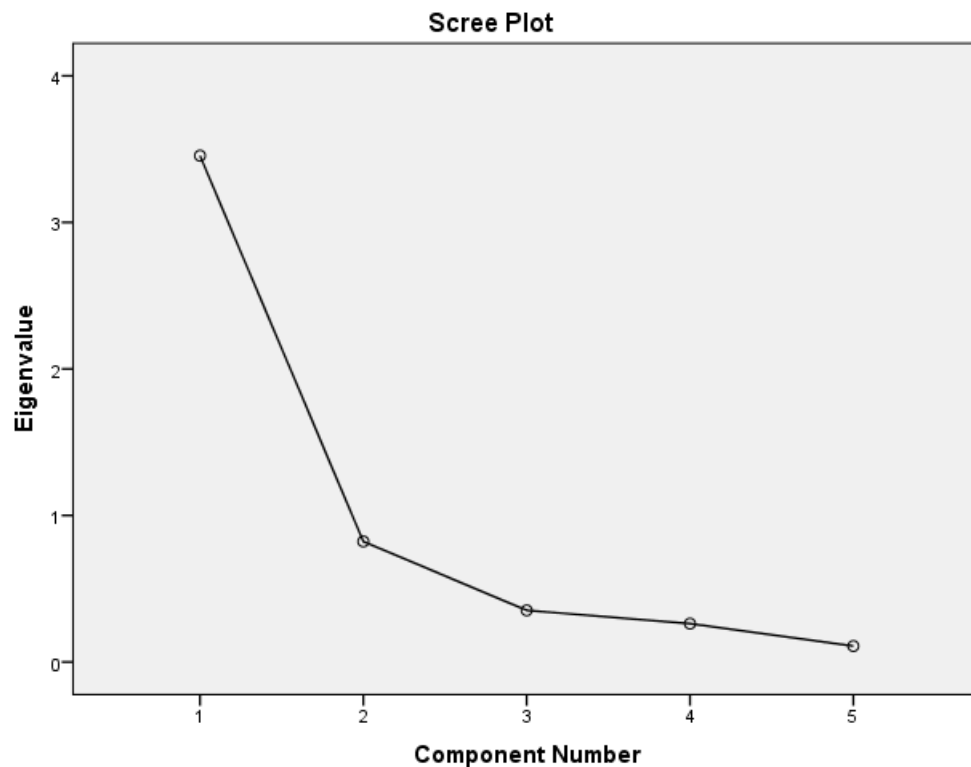
Source: SPSS23.0

Figure 5:Scree Plot: Customer Trust

Source: SPSS23.0

Table 40: ComponentMatrix[a]-Customer Trust

	Component
Item Code	**1**
CT5.1	.888
CT5.2	.830
CT5.3	.622
CT5.4	.911
CT5.5	.872
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS23.0

Table 41: Rotated Component Matrix[a]-Customer Trust

a. Only one component was extracted. The solution cannot be rotated.

Source: SPSS23.0

From KMO and Bartlett's Test- Customer Trust table, KMO value is 0.804(above 0.500), and sig. value is 0.000 under the Bartlett's Test of Sphericity, therefore this proved the sampling adequacy test for the for further statistical analysis. From Total Variance Explained- Customer Trust table, it is clear that % of Variance is 69.101, hence all the five items of Customer Trust explained 69.101% of variance. The scree plot and Rotated Component Matrix[a]Customer Trust table proved that there is only one component was extracted.

Construct: Word of Mouth Advertising

Table 42: Reliability Statistics-Word-of-Mouth Advertising

Cronbach's Alpha	**N of Items**
.750	4

Source: SPSS23.0

Table 43: Item Statistics- Word-of-Mouth Advertising

Item Code	Mean	Std. Deviation	N
WMA6.1	3.66	1.217	41
WMA6.2	4.44	.950	41
WMA6.3	3.51	1.535	41
WMA6.4	4.20	1.269	41

Source: SPSS23.0

Table 44: Item code: Description of Word-of-Mouth Advertising

WMA6.1	I would like to recommend the products to other customers
WMA6.2	Mouth to mouth advertisement is the best advertisement medium
WMA6.3	A happy customer talks about his/her purchase
WMA6.4	Trust is already built-in mouth advertisement

Table 45: Item-Total Statistics-Word-of-Mouth Advertising

Item Code	SMID	SVID	CITC	CAID
WMA6.1	12.15	8.928	.564	.682
WMA6.2	11.37	10.388	.526	.713
WMA6.3	12.29	7.812	.506	.733
WMA6.4	11.61	8.244	.639	.638

Source: SPSS23.0

Table 46: Scale Statistics-Word-of-Mouth Advertising

Mean	Variance	Std. Deviation	N of Items
15.80	14.511	3.809	4

Source: SPSS23.0

From the reliability statistics table, the Cronbach's Alpha is 0.750, which is above 0.700 (acceptable range) and from the Item-Total statistics table, all the Corrected Item-Total Correlation (CITC) values are above 0.300 (acceptable range), therefore all four items of Word-of-Mouth Advertising are retained for further statistical analysis.

Factor Analysis-Word-of-Mouth Advertising

Table 47: KMO and Bartlett's Test-Word-of-Mouth Advertising

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.726
Bartlett's Test of Sphericity	Approx. Chi-Square	39.390
	df	6

	Sig.	.000

Table 48: Communalities-Word-of-Mouth Advertising

Item Code	Initial	Extraction
WMA6.1	1.000	.619
WMA6.2	1.000	.561
WMA6.3	1.000	.502
WMA6.4	1.000	.662
Extraction Method: Principal Component Analysis.		

Table 49: Total Variance Explained-Word-of-Mouth Advertising

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.344	58.588	58.588	2.344	58.588	58.588
2	.774	19.343	77.931			
3	.452	11.300	89.230			
4	.431	10.770	100.000			
Extraction Method: Principal Component Analysis.						
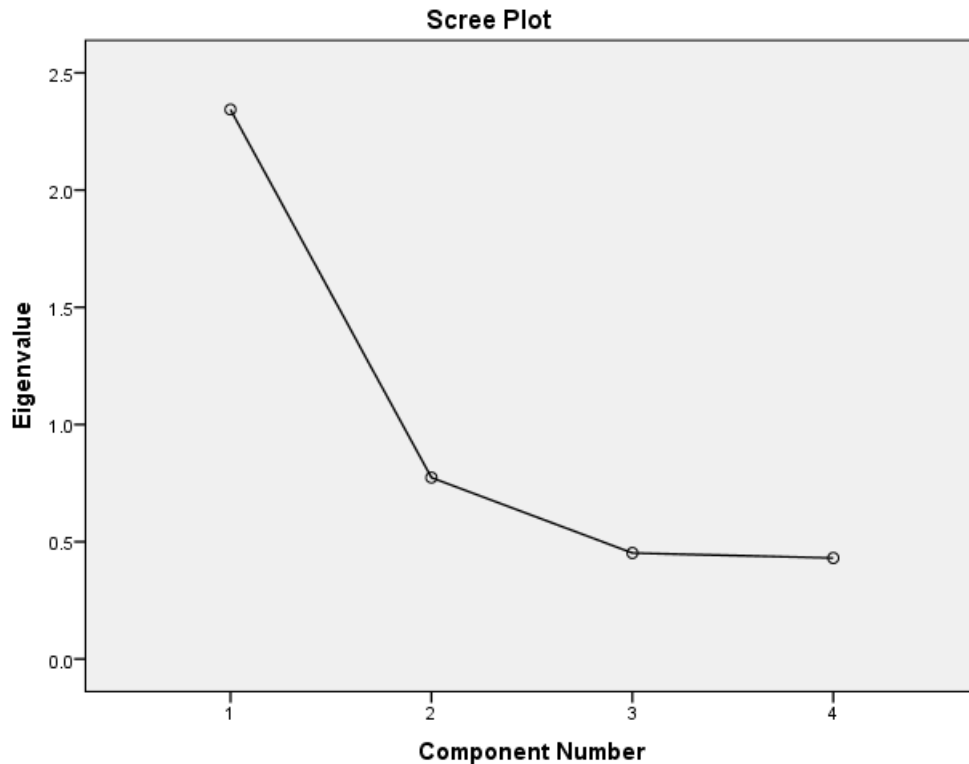
Figure 6:Scree Plot: Word-of-Mouth Advertising

Source: SPSS23.0

Table 50: ComponentMatrix^a-Word-of-Mouth Advertising

	Component
Item Code	**1**
WMA6.1	.786
WMA6.2	.749
WMA6.3	.708
WMA6.4	.814
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS23.0

Table 51: Rotated Component Matrix^a-Word-of-Mouth Advertising

a. Only one component was extracted. The solution cannot be rotated.

Source: SPSS23.0

From KMO and Bartlett's Test- Word-of-Mouth Advertising table, KMO value is 0.726(above 0.500), and sig. value is 0.000 under the Bartlett's Test of Sphericity, therefore this proved the sampling adequacy test for the for further statistical analysis.

From Total Variance Explained- Word-of-Mouth Advertising table, it is clear that % of Variance is 58.588, hence all the five items of Word-of-Mouth Advertising explained 58.588% of variance. The scree plot and Rotated Component Matrix[a]Word-of-Mouth Advertising table proved that there is only one component was extracted.

Construct: Re-Visit e-Commerce Site

Table 52: Reliability Statistics-Re-Visit e-Commerce Site

Cronbach's Alpha	N of Items
.857	3

Source: SPSS23.0

Table 53: Item Statistics-Re-Visit e-Commerce Site

Item Code	Mean	Std. Deviation	N
RVECS7.1	3.54	1.380	41
RVECS7.2	3.20	1.209	41
RVECS7.3	2.98	1.172	41

Source: SPSS23.0

Table 54: Item code: Description of Re-Visit e-Commerce Site

RVECS7.1	I always revisit the e-commerce site
RVECS7.2	I filter the products by revisit the e-commerce site
RVECS7.3	I create my own wish list (move to cart) by re-visit the e-commerce site

Table 55: Item-Total Statistics-Re-Visit e-Commerce Site

Item Code	SMID	SVID	CITC	CAID
RVECS7.1	6.17	5.045	.663	.876
RVECS7.2	6.51	5.406	.746	.787
RVECS7.3	6.73	5.351	.800	.742

Source: SPSS23.0

Table 56: Scale Statistics-Re-Visit e-Commerce Site

Mean	Variance	Std. Deviation	N of Items
9.71	11.062	3.326	3

Source: SPSS23.0

From the reliability statistics table, the Cronbach's Alpha is 0.857, which is above 0.700 (acceptable range) and from the Item-Total statistics table, all the Corrected Item-Total Correlation (CITC) values are above 0.300 (acceptable range), therefore all three items of Re-Visit e-Commerce Site are retained for further statistical analysis.

Factor Analysis-Re-Visit e-Commerce Site

Table 57: KMO and Bartlett's Test-Re-Visit e-Commerce Site

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.703
Bartlett's Test of Sphericity	Approx. Chi-Square	58.511
	df	3
	Sig.	.000

Source: SPSS23.0

Table 58: Communalities-Re-Visit e-Commerce Site

Item Code	Initial	Extraction
RVECS7.1	1.000	.704
RVECS7.2	1.000	.805
RVECS7.3	1.000	.849
Extraction Method: Principal Component Analysis.		

Source: SPSS23.0

Table 59: Total Variance Explained-Re-Visit e-Commerce Site

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.358	78.588	78.588	2.358	78.588	78.588
2	.429	14.294	92.883			
3	.214	7.117	100.000			
Extraction Method: Principal Component Analysis.						
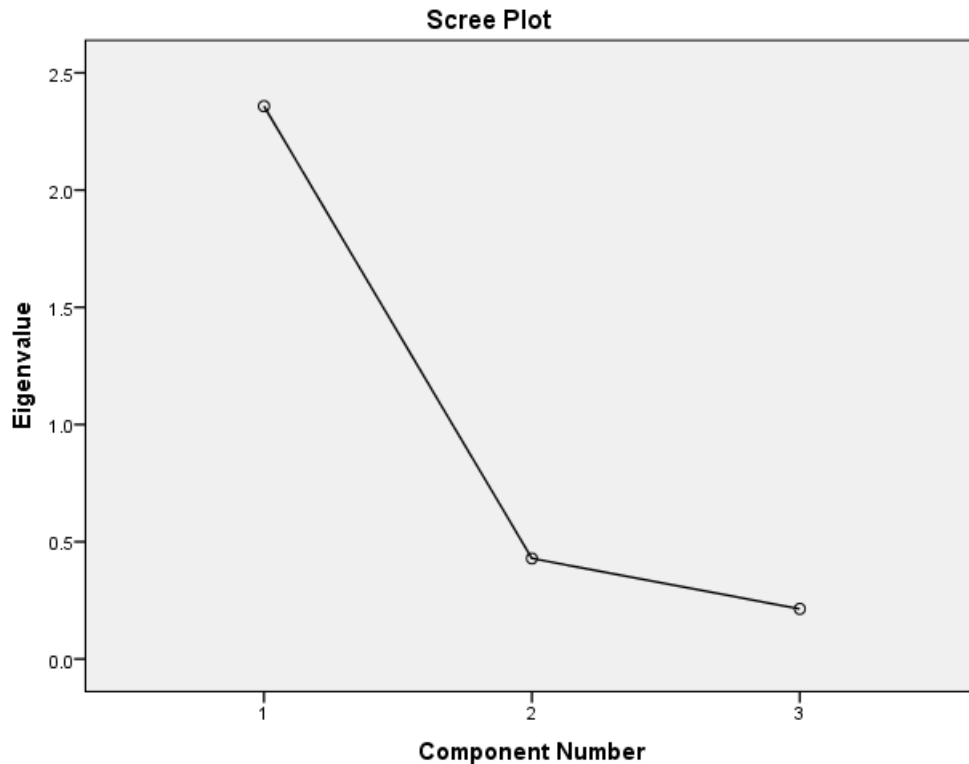
Source: SPSS23.0

Figure 7: Scree Plot: Re-Visit e-Commerce Site

Source: SPSS23.0

Table 60: ComponentMatrix^a-Re-Visit e-Commerce Site

	Component
Item Code	**1**
RVECS7.1	.839
RVECS7.2	.897
RVECS7.3	.921
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

Source: SPSS23.0

Table 61: Rotated ComponentMatrix^a-Re-Visit e-Commerce Site

a. Only one component was extracted. The solution cannot be rotated.

Source: SPSS23.0

From KMO and Bartlett's Test- Re-Visit e-Commerce Site table, KMO value is 0.703 (above 0.500), and sig. value is 0.000 under the Bartlett's Test of Sphericity, therefore this proved the sampling adequacy test for the for further statistical analysis. From Total Variance Explained- Re-Visit e-Commerce Sitetable, it is clear that % of

Variance is 78.588, hence all the five items of Re-Visit e-Commerce Site explained 78.588% of variance. The scree plot and Rotated Component Matrix[a]Re-Visit e-Commerce Site table proved that there is only one component was extracted.

Table 62: Summary of Reliability and Factor Analysis Results

Construct	No of Item	Cronbach's Aloha	KMO	% of Variance	Results
Customer Satisfaction (CT)	5	.909	.788	73.605	Very Good
Digital Marketing E-Service Quality (DMESQ)	5	.875	.698	67.529	Good
Repurchase Intention (RI)	5	.904	.779	72.533	Very Good
Customer Trust (CT)	5	.876	.804	69.101	Good
Word of Mouth Advertising (WMA)	4	.750	.726	58.588	Good
Re-Visit e-Commerce Site (RVECS)	3	.857	.703	78.588	Very Good

Source: Author's Calculation

From the Summary of Reliability and Factor Analysis table, it is clear that all the constructs have passed the reliability test. The KMO value and % of variance also support for the sampling adequacy parameters.

Validity Analysis

The property of a questionnaire that allows it to measure what it is intended to measure is referred to as its validity. The researcher has applied the Content Validity, which is defined as the representativeness of what is measured, in drawing conclusions about the property. Although there are many different types of validity analysis, such as discriminant validity, content validity, and predictive validity, the researcher has utilized the Content Validity. This was accomplished via the use of the knowledgeable advice of industry professionals that have a wealth of experience working in the fields of online shopping, e-commerce, and digital marketing.

Data Collection

After designing the questionnaire, the next task was the collection of data. The two types of data were used in the study. The first was primary and the other was secondary. The primary data was collected using the structured web-based google form questionnaire. The secondary data was collected using the review of related literature through the Google Scholars, J-Gate Portal, Online Library, Online Library, Books, Magazines, and Newspapers, etc. The national and international journals also helped in the collection of secondary data.

Research Design

The exploratory and descriptive research design was used in this study. The exploratory research design helped in exploring new facts, new knowledge, new information which made the base for the formulation of the null hypothesis. The descriptive research design was used to test the null and alternative hypotheses by applying the various statistical parametric and non-parametric tests.

Statistical Tools and Software

The statistical tools were decided after the checking of normality and homogeneity of the collected data. The normality was checked using KS (Kolmogorov-Smirnov) test

and homogeneity was tested usingLevene's Test. If most of the data is normal then we can apply the parametric tests like one sample t-test, independent t-test, ANOVA test, etc. but if most of the data is not normal or not homogeneous then we can apply nonparametric test like Mann-Whitney, Kruskal Wallis Test, etc. For Data entry, data coding, data editing, value labels, the SPSS (Statistical Package for Social Science) 23.0 version software was used.

Significance Level

The significance level was set in advance at 5% which means that we would be 95% confident in the decision-making or only 5% wrong in accepting or rejecting the null hypothesis.

Decision Rule

The decision rule was based on the significance level or p-value as follows: if the sig. value (p-value obtained in the) is less than 0.05, then it is safe to reject the null hypothesis, and if the sig. value (p-value obtained in the) is more than 0.05, then accept the null hypothesis

Data Analysis and Interpretation

Data analysis was performed by creating all the variables in the variable view and all the data entry in the data view. Data analysis was used in the first, second, or third stage analysis. The first stage analysis was done using one variable at a time like a frequency test. The second stage analysis was done using two variables at a time like the T-test, Chi-Square test, etc. The third stage analysis required three or more variables at a time like correlation and regression analysis etc. After data analysis, the data interpretation, discussion, and conclusion were drawn. Allthe wasgenerated by the SPSS 23.0 version software package.

Limitation

This research was limited to Uttar Pradesh only. The respondents were selected smartphones user who frequently doing online shopping. The respondents were technology savvy.

Tentative Chapter Plan

Chapter I: Introduction

Chapter II: Review of Literature

Chapter III: Research Methodology

Chapter IV: Data Analysis and Interpretation

Chapter V: Finding and Discussion

Chapter VI: Conclusion and Suggestions

Chapter IV Data Analysis and Interpretation

First Stage Analysis

In the first stage of analysis, the frequency and percentage analysis were performed. The SPSS are as follows:

Demographic Profile

Table 63: Statistics-Demographic Profile

		Age in Years	Gender	Marital Status	No of Children	Family Type	Qualification	Occupation	Monthly Income
N	Valid	414	414	414	414	414	414	414	414
	Missing	0	0	0	0	0	0	0	0

Source: SPSS23.0

From the Demographic ProfileStatistics table, eight demographic variables were analysed. The SPSS of the table and bar chart are as follows:

Table 64:Age in Years

		N	%	Valid %	Cumulative %
Valid	below 21 Years	40	9.66	9.66	9.66
	21 to 30 Years	80	19.32	19.32	28.99
	31 to 40 Years	119	28.74	28.74	57.73
	41 to 50 Years	78	18.84	18.84	76.57
	51 to 60 Years	39	9.42	9.42	85.99
	Above 60 years	58	14.01	14.01	100.00
	Total	**414**	**100.00**	**100.00**	

Source: SPSS23.0

Note: Frequency (N), Percent (%), Valid Percent(Valid %), Cumulative Percent (Cumulative%)
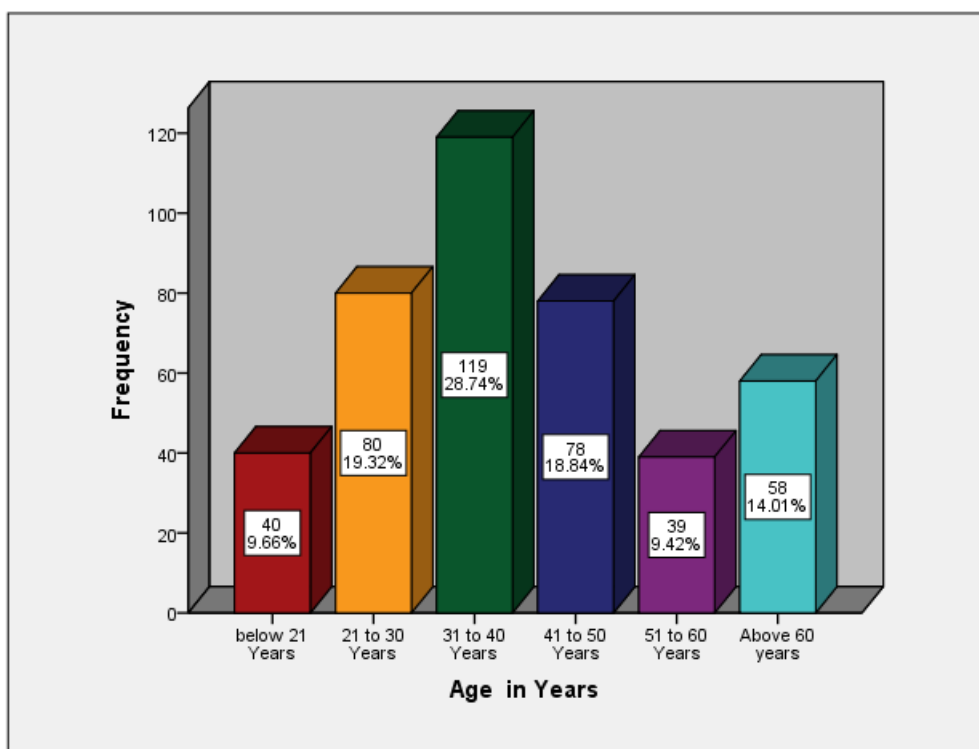
Figure 8: Age in Years

Source: SPSS23.0

From the table and bar chart, it is clear that 9.66% respondents were below 21 years of age, 19.32% respondents belong to 21 to 30 years of age group, 28.74% respondents belong to 31 to 40 years of age group, 18.84% respondents belong to 41 to 50 years of age group, 9.42% respondents belong to 51 to 60 years of age group, 14.01% respondents were above 60 years, therefore most of the respondents belong to 31 to 40 years of age group that means most of the youth respondents have participated in this study.

Table 65: Gender

		N	%	Valid %	Cumulative %
Valid	Female	160	38.65	38.65	38.65
	Male	254	61.35	61.35	100.00
	Total	**414**	**100.00**	**100.00**	
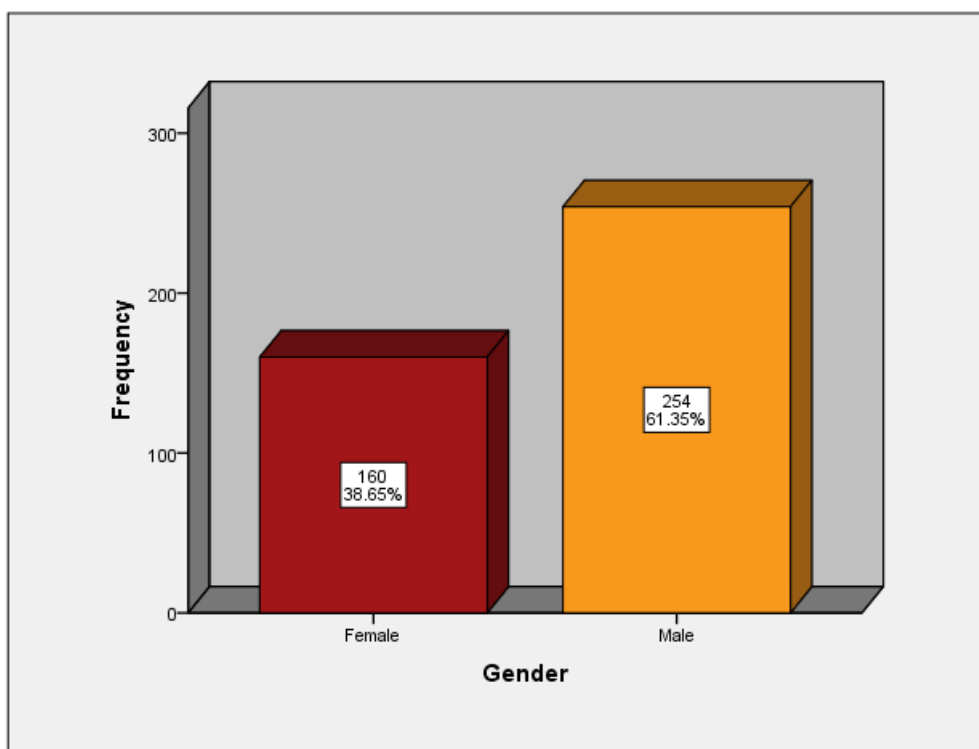
Source: SPSS23.0

Figure 9:Gender

Source: SPSS23.0

From the table and bar chart, it is clear that 38.65% respondents were female, and 61.35% respondents were male, therefore most of the respondents were male who had participated in this study.

Table 66: Marital Status

		N	%	Valid %	Cumulative %
Valid	Married	237	57.25	57.25	57.25
	Unmarried	177	42.75	42.75	100.00
	Total	**414**	**100.00**	**100.00**	
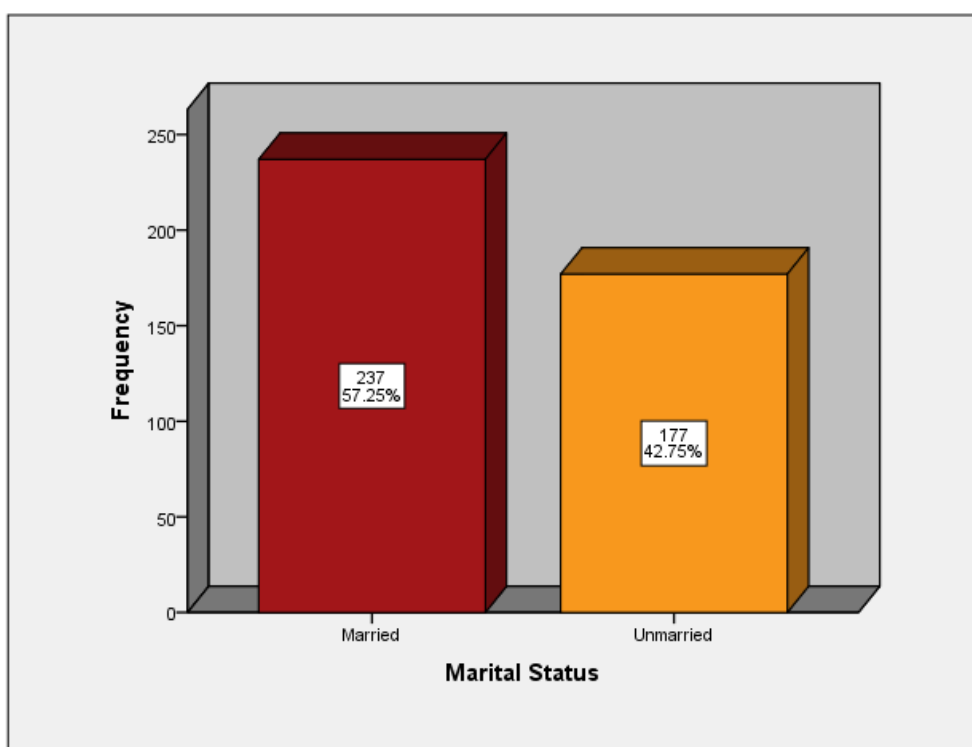
Source: SPSS23.0

Figure 10: Marital Status

Source: SPSS23.0

From the table and bar chart, it is clear that 57.25% respondents were married, and 42.75% respondents were unmarried, therefore most of the respondents were married .

Table 67: No of Children

		N	%	Valid %	Cumulative %
Valid	No Children	76	18.36	18.36	18.36
	One Child	109	26.33	26.33	44.69
	Two Children	122	29.47	29.47	74.15
	Three Children	65	15.70	15.70	89.86
	Above Three Children	42	10.14	10.14	100.00
	Total	**414**	**100.00**	**100.00**	
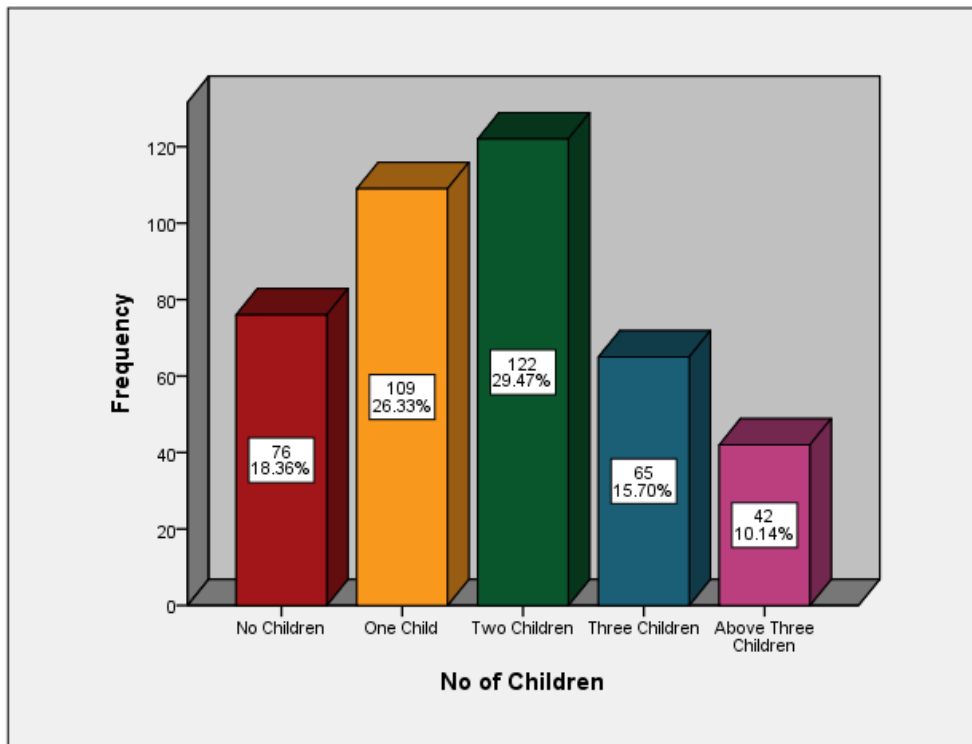
Source: SPSS23.0

Figure 11: No of Children

Source: SPSS23.0

From the table and bar chart, it is clear that 18.36% respondents did not have the children, 26.33% respondents having one child, 29.47% respondents having two children, 15.70% respondents having three children, and 10.14% respondents having more than three children, therefore most of the respondents having two children in the family.

Table 68: Family Type

		N	%	Valid %	Cumulative %
Valid	Nuclear	323	78.02	78.02	78.02
	Joint	91	21.98	21.98	100.00
	Total	**414**	**100.00**	**100.00**	
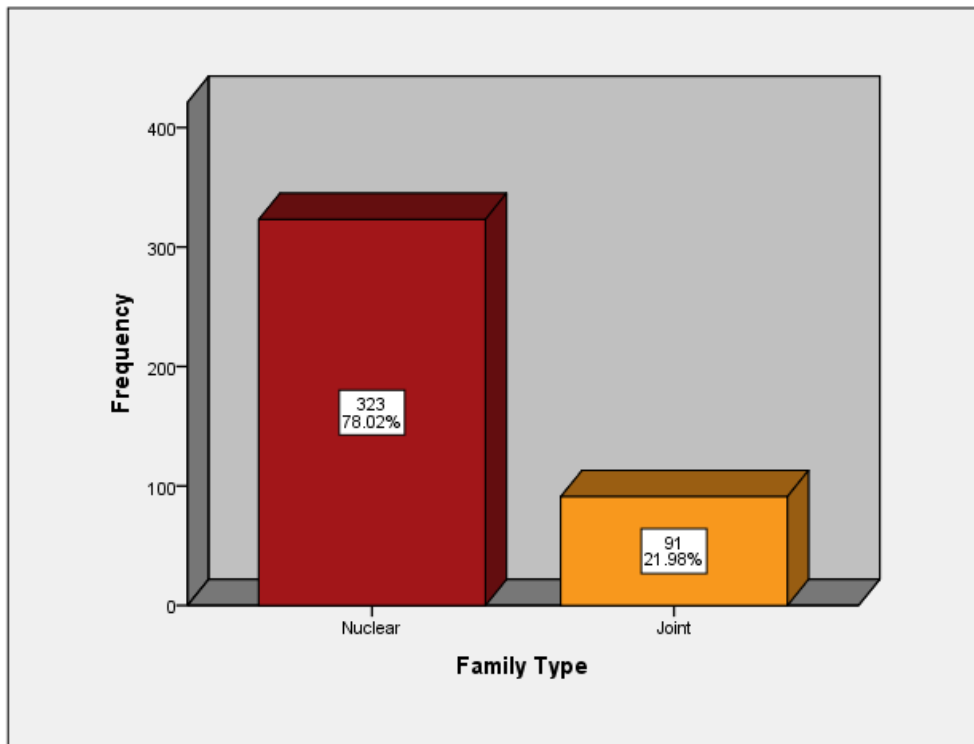
Source: SPSS23.0

Figure 12: Family Type

Source: SPSS23.0

From the table and bar chart, it is clear that 78.02% respondents having nuclear family concept, and 21.98% respondents having joint family concept, therefore most of the respondents having nuclear concept .

Table 69:Qualification

		N	%	Valid %	Cumulative %
Valid	High School	21	5.07	5.07	5.07
	Intermediate	59	14.25	14.25	19.32
	Graduate	130	31.40	31.40	50.72
	Post Graduate	161	38.89	38.89	89.61
	Doctorate	43	10.39	10.39	100.00
	Total	**414**	**100.00**	**100.00**	
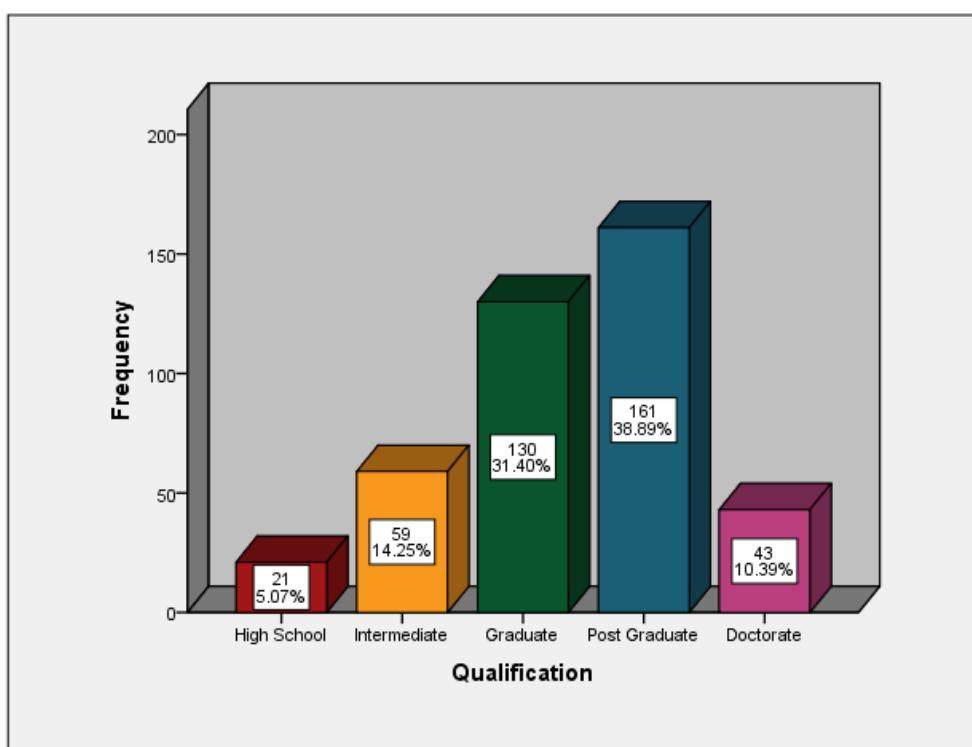
Source: SPSS23.0

Figure 13: Qualification

Source: SPSS23.0

From the table and bar chart, it is clear that 5.07% respondents having high school level education, 14.25% respondents having intermediate level education, 31.40% respondents having graduation level education, 38.89% respondents having post-graduation level education, and 10.39% respondents having doctorate level qualification, therefore most of the respondents having post-graduation level education.

Table 70: Occupation

		N	%	Valid %	Cumulative %
Valid	Student	30	7.25	7.25	7.25
	Housewife	71	17.15	17.15	24.40
	Business	141	34.06	34.06	58.45
	Pvt. Job	110	26.57	26.57	85.02
	Govt. Job	62	14.98	14.98	100.00
	Total	**414**	**100.00**	**100.00**	
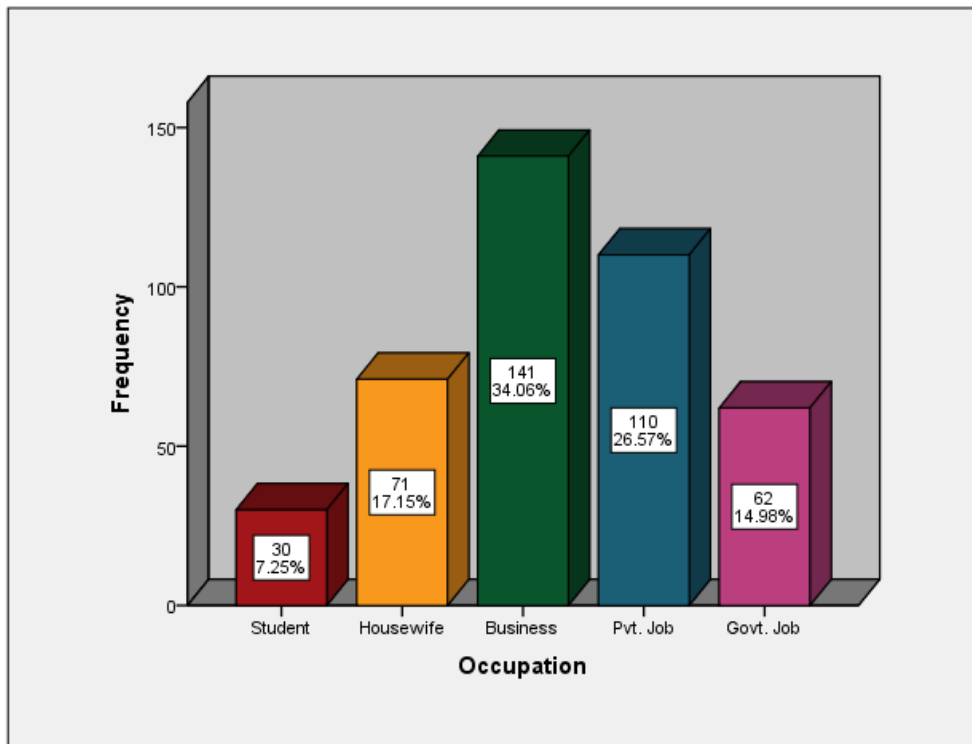
Source: SPSS23.0

Figure 14: Occupation

Source: SPSS23.0

From the table and bar chart, it is clear that 7.25% respondents were students, 17.15% respondents were housewife, 34.06% respondents were businessman, 26.57% respondents having private job, and 14.98% respondents having government job, therefore most of the respondents were businessman in this study.

Table 71: Monthly Income

		N	%	Valid %	Cumulative %
Valid	Nil	88	21.26	21.26	21.26
	Less than Rs 25,000/-pm	79	19.08	19.08	40.34
	Rs 25,001/- to Rs 50,000/- pm	134	32.37	32.37	72.71
	Rs 50,001/- to Rs 75,000/- pm	61	14.73	14.73	87.44
	Above Rs 75,000/- pm	52	12.56	12.56	100.00
	Total	**414**	**100.00**	**100.00**	
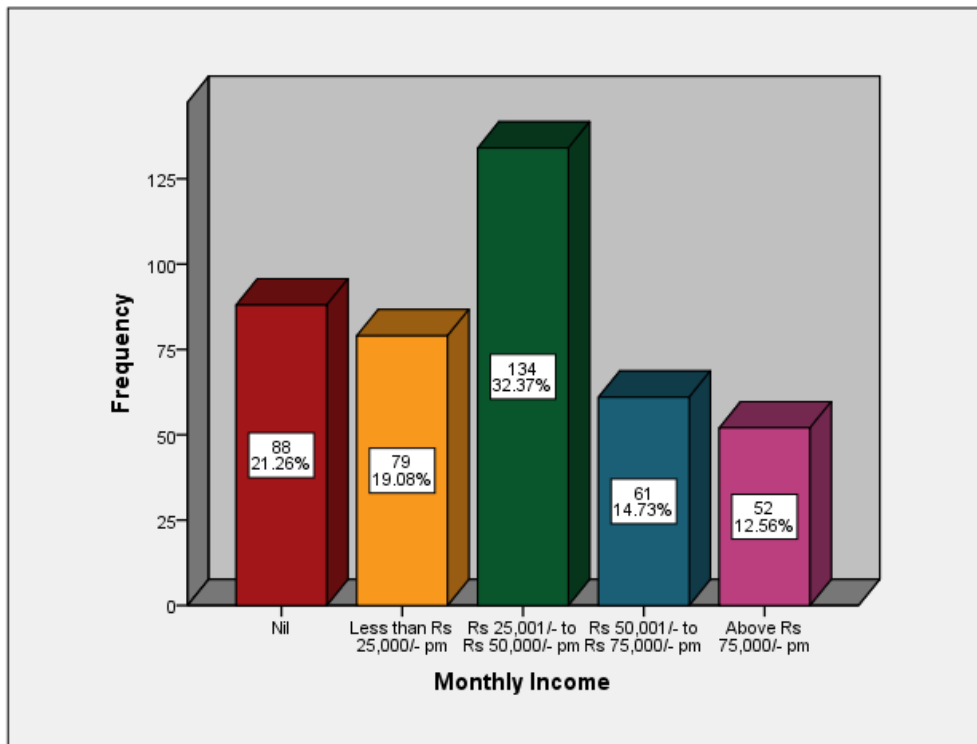
Source: SPSS23.0

Figure 15: Monthly Income

Source: SPSS23.0

From the table and bar chart, it is clear that 21.26% respondents were not earning any amount of money due to the students, 19.08% respondents having monthly income less than Rs 25000/-, 32.37% respondents having monthly income between Rs 25001/- to Rs 50000/-, 14.73% respondents having monthly income between Rs 50001- to Rs 75000/-, and 12.56% respondents having monthly income more than Rs 75000/-, therefore most of the respondents having monthly income between Rs 25001/- to Rs 50000/-.

Second Stage Analysis

In the second stage analysis, the correlation and regression analysis were used. The analysis was based on the proposed conceptual research model which is given below:

Proposed Conceptual Research Model
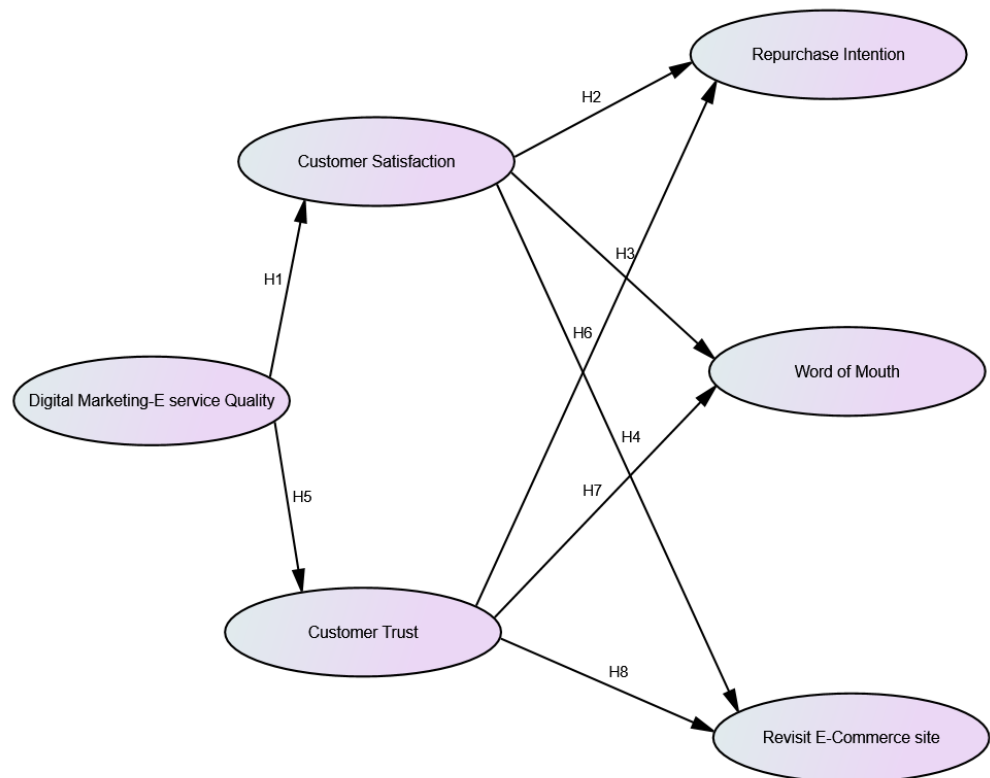
Figure 16: Proposed Conceptual Research Model

Objectives

The objectives of the study are as follows:

1. To know the impact of digital marketing with respect to e-service quality on customer satisfaction in online shopping behaviour
2. To know the impact of digital marketing with respect to e-service quality on customer trust in online shopping behaviour
3. To know the effect of customer satisfaction and customer trust on the repurchase intention, word of mouth and revisit e-commerce site.
4. To study the effect of demographic profile on the customer satisfaction and customer trust in online shopping behaviour.

First Objective:

To know the impact of digital marketing with respect to e-service quality on customer satisfaction in online shopping behaviour

First Hypothesis:

$H0_1$: There is no effect of digital marketing on the customer satisfaction in online shopping behaviour
$H1_1$: There is a significant effect of e-service quality on the customer satisfaction in online shopping behaviour

Regression Model

Independent Variable-Digital Marketing E- Service Quality

Dependent Variable-Customer Satisfaction

Regression Equation

Y(Customer Satisfaction) = a + b X (Digital Marketing E- Service Quality)

Table 72: Descriptive Statistics -Digital Marketing E- Service Quality & Customer Satisfaction

	M	**SD**	**N**
Customer Satisfaction	3.3068	1.15990	414
Digital Marketing E- Service Quality	3.2729	1.13854	414

Source: SPSS23.0

Note: Mean (M), Std. Deviation (SD)

The data in the Descriptive Statistics table shows that a total of 414respondents expressed their views on Customer Satisfaction and Digital Marketing E- Service Quality.

Table 73: Correlations-Digital Marketing E- Service Quality & Customer Satisfaction

		Customer Satisfaction	**Digital Marketing E- Service Quality**
Pearson Correlation	Customer Satisfaction	1.000	.647

	Digital Marketing E-Service Quality	.647	1.000
Sig. (1-tailed)	Customer Satisfaction	.	.000
	Digital Marketing E-Service Quality	.000	.
N	Customer Satisfaction	414	414
	Digital Marketing E-Service Quality	414	414

Source: SPSS23.0

From the Correlationstable, it is clear that thatDigital Marketing E- Service Quality was moderately correlated with Customer Satisfaction (0.647). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a moderate positive correlation between Digital Marketing E- Service Quality and Customer Satisfaction.

Table 74: Variables Entered/Removed[a]-Digital Marketing E- Service Quality & Customer Satisfaction

Model	Variables Entered	Variables Removed	Method
1	Digital Marketing E-Service Quality[b]	.	Enter
a. Dependent Variable: Customer Satisfaction			
b. All requested variables entered.			

Source: SPSS23.0

From the Variables Entered/Removed[a]table, it is clear that Enter method was used for the regression analysis.

Table 75: Model Summary[b]-Digital Marketing E- Service Quality & Customer Satisfaction

Model	R	R Square	Adjusted R Square	SE of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
					Change Statistics					
1	.647[a]	.419	.417	.88538	.419	296.816	1	412	.000	1.774
a. Predictors: (Constant), Digital Marketing E- Service Quality										
b. Dependent Variable: Customer Satisfaction										

Table 76:ANOVAª-Digital Marketing E- Service Quality & Customer Satisfaction

Model		SS	df	MS	F	Sig.
1	Regression	232.674	1	232.674	296.816	.000[b]
	Residual	322.967	412	.784		
	Total	555.641	413			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Digital Marketing E- Service Quality						

Table 77:Coefficientsª-Digital Marketing E- Service Quality & Customer Satisfaction

Model		UC		SC	t	Sig.	95% CIB	
		B	SE	Beta			LB	UB
1	(Constant)	1.149	.133		8.667	.000	.888	1.410
	Digital Marketing E- Service Quality	.659	.038	.647	17.228	.000	.584	.734
a. Dependent Variable: Customer Satisfaction								

Note: Unstandardized Coefficients SC (UC), Standardized Coefficients (SC), 95.0%

Confidence Interval for B(95%CIB), Stand. Error (SE), Lower Bound (LB),

> *Upper Bound (UB)*

Table 78: Residuals Statisticsª-Digital Marketing E- Service Quality & Customer Satisfaction

	Minimum	Maximum	M	SD	N
Predicted Value	1.8083	4.4453	3.3068	.75058	414
Residual	-2.38163	2.00503	.00000	.88431	414
Std. Predicted Value	-1.996	1.517	.000	1.000	414
Std. Residual	-2.690	2.265	.000	.999	414
a. Dependent Variable: Customer Satisfaction					

Graph between Digital Marketing E- Service Quality & Customer Satisfaction
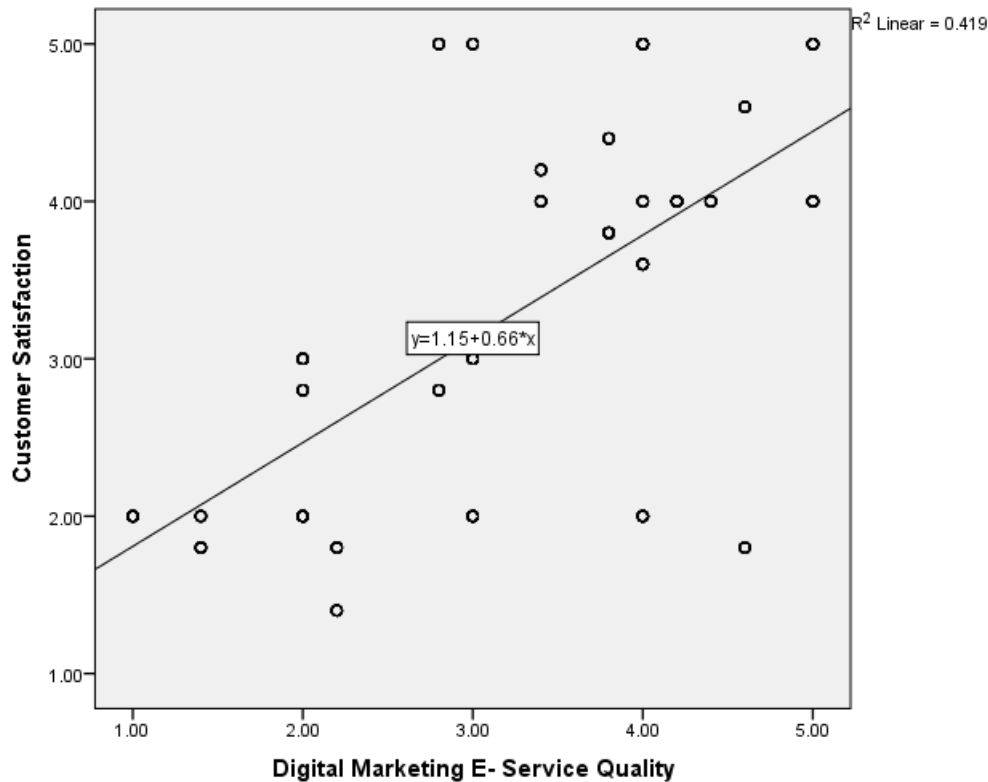
Figure 17: Regression Line: Digital Marketing E- Service Quality & Customer Satisfaction

Source: SPSS23.0

According to the model summary table, the R^2 was 0.419, which means it explained 41.9 percent of the variance, which is sufficient to select the model. From the ANOVA table, F = 296.816& Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Digital Marketing E- Service Quality (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_1$: There is no effect of digital marketing on the customer satisfaction in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_1$; therefore, it can be concluded that there is an effect of digital marketing on the customer satisfaction in online shopping behaviour. As a result, the regression equation in this case would be Y (Customer Satisfaction) =1.149+(0.647) (Digital Marketing E- Service Quality), and it can be concluded that if the parameters of Digital Marketing E- Service Quality are increased by one unit, there

is an increase of 0.647 units in Customer Satisfaction provided all other variables remain constant. The regression line between Digital Marketing E- Service Quality and Customer Satisfaction are shown in the graph.

Second Hypothesis:

H0₂: There is no effect of customer satisfaction on the repurchase intention in online shopping behaviour
H1₂: There is a significant effect of customer satisfaction on the repurchase intention in online shopping behaviour

Regression Model

Independent Variable-Customer Satisfaction

Dependent Variable-Repurchase Intention

Regression Equation

Y(Repurchase Intension) = a + b X (Customer Satisfaction)

Table 79: Descriptive Statistics-Customer Satisfaction & Repurchase Intention

	M	**SD**	**N**
Repurchase Intention	3.2995	1.24646	414
Customer Satisfaction	3.3068	1.15990	414

Source: SPSS23.0

Table 80: Correlations-Customer Satisfaction & Repurchase Intention

		Repurchase Intention	**Customer Satisfaction**
Pearson Correlation	Repurchase Intention	1.000	.674
	Customer Satisfaction	.674	1.000
Sig. (1-tailed)	Repurchase IIntention	.	.000
	Customer Satisfaction	.000	.
N	Repurchase Intention	414	414
	Customer Satisfaction	414	414

Source: SPSS23.0

From the Correlationstable, it is clear that thatCustomer Satisfaction was moderately correlated with Repurchase Intention (0.674). The other point to be noted

that the significance value (p-value) was less than 0.05, hence there was a moderate positive correlation between Customer Satisfaction and Repurchase Intention.

Table 81: Variables Entered/Removed[a]-Customer Satisfaction & Repurchase Intention

Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction[b]	.	Enter
a. Dependent Variable: Repurchase Intention			
b. All requested variables entered.			

Source: SPSS23.0

Table 82: Model Summary[b]-Customer Satisfaction & Repurchase Intention

Model	R	R Square	Adjusted R Square	SE of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.674[a]	.454	.453	.92208	.454	342.691	1	412	.000	1.560
a. Predictors: (Constant), Customer Satisfaction										
b. Dependent Variable: Repurchase Intention										

Source: SPSS23.0

Table 83:ANOVA[a]-Customer Satisfaction & Repurchase Intention

Model		SS	df	MS	F	Sig.
1	Regression	291.366	1	291.366	342.691	.000[b]
	Residual	350.294	412	.850		
	Total	641.660	413			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), Customer Satisfaction						

Source: SPSS23.0

Note: Sum of Squares (SS), Mean Square (MS)

Table 84:Coefficients[a]-Customer Satisfaction & Repurchase Intention

	Model	UC		SC			95% CIB	
		B	SE	Beta	t	Sig.	LB	UB
1	(Constant)	.905	.137		6.603	.000	.636	1.174
	Customer Satisfaction	.724	.039	.674	18.512	.000	.647	.801
a. Dependent Variable: Repurchase Intention								

Source: SPSS23.0

Table 85: Residuals Statistics^a-Customer Satisfaction & Repurchase Intention

	Minimum	Maximum	M	SD	N
Predicted Value	1.9188	4.5257	3.2995	.83993	414
Residual	-2.12566	2.39159	.00000	.92096	414
Std. Predicted Value	-1.644	1.460	.000	1.000	414
Std. Residual	-2.305	2.594	.000	.999	414
a. Dependent Variable: Repurchase Intention					

Source: SPSS23.0

Graph between Customer Satisfaction & Repurchase Intention
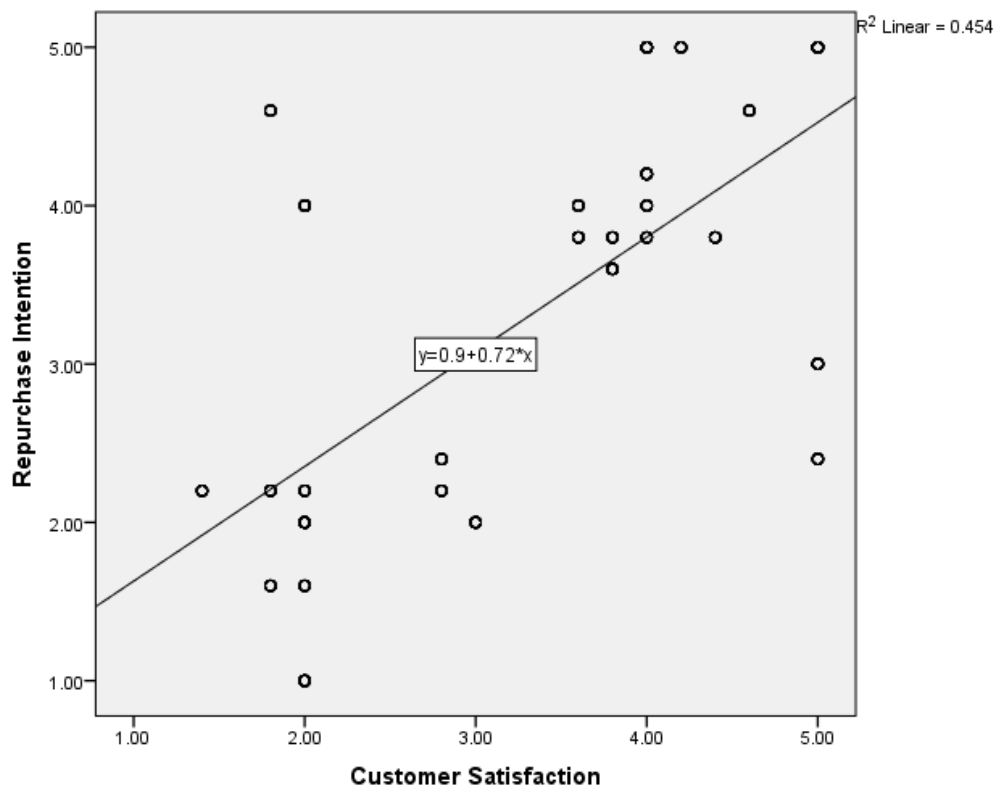
Figure 18: Regression Line: Customer Satisfaction & Repurchase Intention

Source: SPSS23.0

According to the model summary table, the R^2 was 0.454, which means it explained 45.4 percent of the variance, which is sufficient to select the model. From the ANOVA table, F = 342.691& Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Satisfaction (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_2$: There is no effect of customer satisfaction on the repurchase intention in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_2$; therefore, it can be concluded that there wasan effect of customer satisfaction on the repurchase intention in online shopping behaviour. As a result, the regression equation in this case would be Y (Repurchase Intention) =0.905+(0.674) (Customer Satisfaction), and it can be concluded that if the parameters of Customer Satisfaction are increased by one unit, there is an increase of 0.674 units in Repurchase Intention provided all other variables remain constant. The regression line between Customer Satisfaction & Repurchase Intention are shown in the graph.

Third Hypothesis

$H0_3$: There is no effect of customer satisfaction on the word of mouth in online shopping behaviour
$H1_3$: There is a significant effect of customer satisfaction on the word of mouth in online shopping behaviour

Regression Model

Independent Variable-Customer Satisfaction

Dependent Variable-Word of Mouth Advertising

Regression Equation

Y(Word of Mouth Advertising) = a + b X (Customer Satisfaction)

Table 86: Descriptive Statistics-Customer Satisfaction &Word of Mouth Advertising

	M	SD	N
Word of Mouth Advertising	3.2841	1.03184	414
Customer Satisfaction	3.3068	1.15990	414

Table 87: Correlations- Customer Satisfaction & Word of Mouth Advertising

		Word of Mouth Advertising	Customer Satisfaction
Pearson Correlation	Word of Mouth Advertising	1.000	.504
	Customer Satisfaction	.504	1.000
Sig. (1-tailed)	Word of Mouth Advertising	.	.000
	Customer Satisfaction	.000	.
N	Word of Mouth Advertising	414	414
	Customer Satisfaction	414	414

From the Correlationstable, it is clear that thatCustomer Satisfaction was moderately correlated with Word-of-Mouth Advertising (0.504). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a moderate positive correlation between Customer Satisfaction & Word of Mouth Advertising

Table 88: Variables Entered/Removed[a]- Customer Satisfaction & Word of Mouth Advertising

Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction[b]	.	Enter
a. Dependent Variable: Word of Mouth Advertising			
b. All requested variables entered.			

Table 89: Model Summary[b]- Customer Satisfaction & Word of Mouth Advertising

Model	R	R Square	Adjusted R Square	SE of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df 1	df 2	Sig. F Change	

1	.504a	.254	.252	.89252	.254	139.992	1	412	.000	1.117
a. Predictors: (Constant), Customer Satisfaction										
b. Dependent Variable: Word of Mouth Advertising										

Source: SPSS23.0

Table 90:ANOVAª- Customer Satisfaction & Word of Mouth Advertising

Model		SS	df	MS	F	Sig.
1	Regression	111.517	1	111.517	139.992	.000b
	Residual	328.198	412	.797		
	Total	439.715	413			
a. Dependent Variable: Word of Mouth Advertising						
b. Predictors: (Constant), Customer Satisfaction						

Source: SPSS23.0

Table 91:Coefficientsª : Customer Satisfaction & Word of Mouth Advertising

Model		UC		SC	t	Sig.	95% CIB	
		B	SE	Beta			LB	UB
1	(Constant)	1.803	.133		13.588	.000	1.542	2.063
	Customer Satisfaction	.448	.038	.504	11.832	.000	.374	.522
a. Dependent Variable: Word of Mouth Advertising								

Source: SPSS23.0

Table 92: Residuals Statisticsª- Customer Satisfaction & Word of Mouth Advertising

	Minimum	Maximum	M	SD	N
Predicted Value	2.4298	4.0426	3.2841	.51963	414
Residual	-2.64262	1.99097	.00000	.89144	414
Std. Predicted Value	-1.644	1.460	.000	1.000	414
Std. Residual	-2.961	2.231	.000	.999	414
a. Dependent Variable: Word of Mouth Advertising					

Source: SPSS23.0

Graph between - Customer Satisfaction & Word of Mouth Advertising
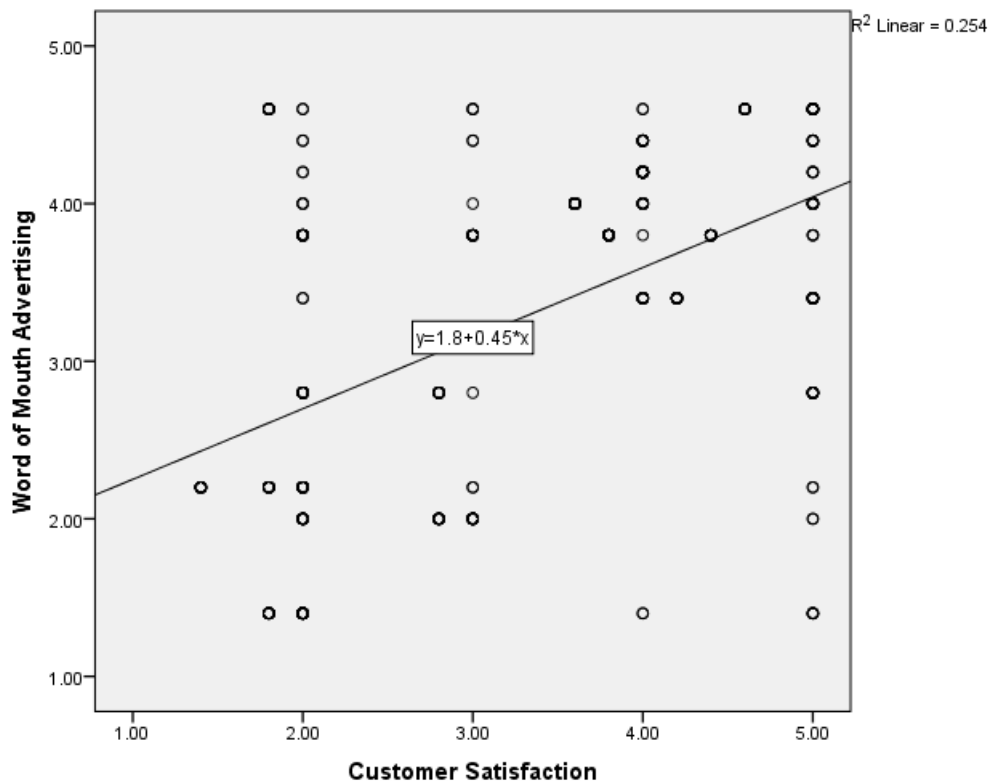
Figure 19:Regression Line: Customer Satisfaction & Word of Mouth Advertising

Source: SPSS23.0

According to the model summary table, the R^2 was 0.254, which means it explained 25.4 percent of the variance, which is moderate or low to select the model. From the ANOVA table, F = 139.992& Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Satisfaction (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_3$: There is no effect of customer satisfaction on the word of mouth in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_3$; therefore, it can be concluded that there was an effect of customer satisfaction on the word of mouth in online shopping behaviour. As a result, the regression equation in this case would be Y (Word of Mouth Advertising) =1.509+(0.504) (Customer Satisfaction), and it can be concluded that if the parameters of Customer Satisfaction are increased by one unit, there is an increase of 0.504 units in Word-of-Mouth Advertising provided all other variables remain constant. The

regression line between Customer Satisfaction &Word of Mouth Advertising are shown in the graph.

Fourth Hypothesis

H0₄: There is no effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour
H1₄: There is a significant effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour

Regression Model

Independent Variable-Customer Satisfaction

Dependent Variable-Re-visit e-commerce Site

Regression Equation

Y(Re-visit e-commerce Site) = a + b X (Customer Satisfaction)

Table 93: Descriptive Statistics-Customer Satisfaction&Re-visit e-commerce Site

	M	SD	N
Re-visit e-commerce Site	3.3633	1.08791	414
Customer Satisfaction	3.3068	1.15990	414

Source: SPSS23.0

Table 94: Correlations-Customer Satisfaction & Re-visit e-commerce Site

		Re-visit e-commerce Site	Customer Satisfaction
Pearson Correlation	Re-visit e-commerce Site	1.000	.498
	Customer Satisfaction	.498	1.000
Sig. (1-tailed)	Re-visit e-commerce Site	.	.000
	Customer Satisfaction	.000	.
N	Re-visit e-commerce Site	414	414
	Customer Satisfaction	414	414

Source: SPSS23.0

From the Correlationstable, it is clear that thatCustomer Satisfaction was moderately correlated with Re-visit e-commerce Site (0.498). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a

moderate positive correlation between Customer Satisfaction &Re-visit e-commerce Site.

Table 95: Variables Entered/Removed[a]-Customer Satisfaction & Re-visit e-commerce Site

Model	Variables Entered	Variables Removed	Method
1	Customer Satisfaction[b]	.	Enter
a. Dependent Variable: Re-visit e-commerce Site			
b. All requested variables entered.			

Source: SPSS23.0

Table 96: Model Summary[b]-Customer Satisfaction & Re-visit e-commerce Site

Model	R	R Square	Adjusted R Square	SE of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.498[a]	.248	.246	.94464	.248	135.777	1	412	.000	1.421
a. Predictors: (Constant), Customer Satisfaction										
b. Dependent Variable: Re-visit e-commerce Site										

Source: SPSS23.0

Table 97:ANOVA[a]-Customer Satisfaction & Re-visit e-commerce Site

Model		SS	df	MS	F	Sig.
1	Regression	121.159	1	121.159	135.777	.000[b]
	Residual	367.643	412	.892		
	Total	488.802	413			
a. Dependent Variable: Re-visit e-commerce Site						
b. Predictors: (Constant), Customer Satisfaction						

Source: SPSS23.0

Table 98:Coefficients^a-Customer Satisfaction & Re-visit e-commerce Site

Model		UC		SC	t	Sig.	95% CIB	
		B	SE	Beta			LB	UB
1	(Constant)	1.819	.140		12.956	.000	1.543	2.095
	Customer Satisfaction	.467	.040	.498	11.652	.000	.388	.546
a. Dependent Variable: Re-visit e-commerce Site								

Source: SPSS23.0

Table 99: Residuals Statistics^a-Customer Satisfaction & Re-visit e-commerce Site

	Minimum	Maximum	M	SD	N
Predicted Value	2.4729	4.1540	3.3633	.54163	414
Residual	-1.95396	1.94031	.00000	.94349	414
Std. Predicted Value	-1.644	1.460	.000	1.000	414
Std. Residual	-2.068	2.054	.000	.999	414
a. Dependent Variable: Re-visit e-commerce Site					

Source: SPSS23.0

Graph between Customer Satisfaction & Re-visit e-commerce Site
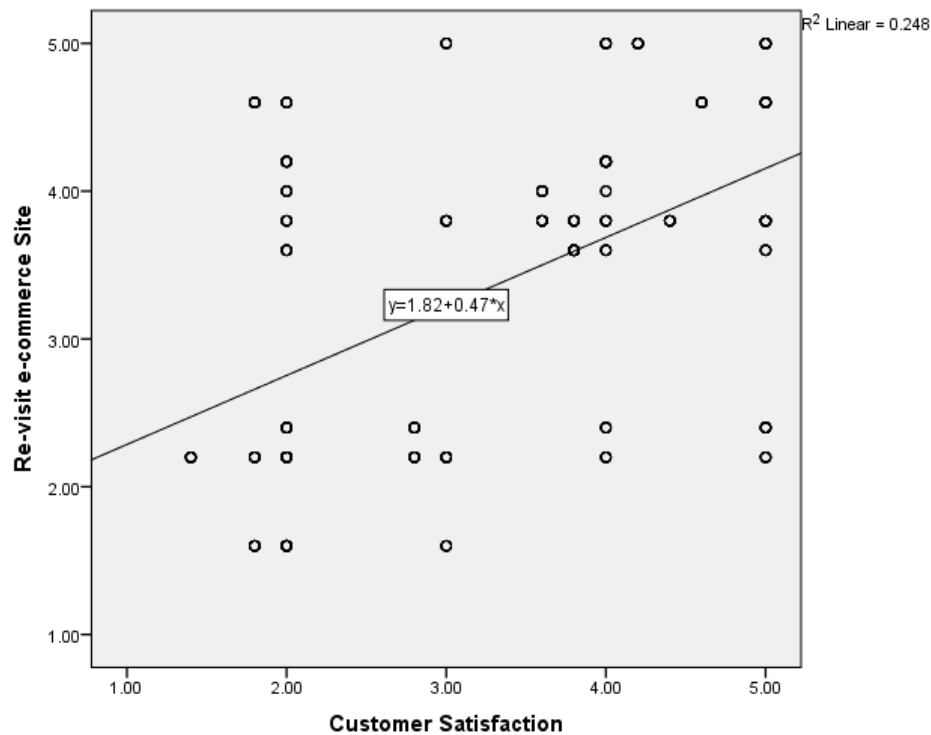
Figure 20:Regression Line: Customer Satisfaction & Re-visit e-commerce Site

Source: SPSS23.0

According to the model summary table, the R^2 was 0.248, which means it explained 24.8 percent of the variance, which is moderate or low to select the model. From the ANOVA table, F = 135.777& Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Satisfaction (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_4$: There is no effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_4$; therefore, it can be concluded there wasan effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour. As a result, the regression equation in this case would be Y (Re-visit e-commerce Site) =1.819+(0.498) (Customer Satisfaction), and it can be concluded that if the parameters of Customer Satisfaction are increased by one unit, there is an increase of 0.498 units in Re-visit e-commerce Siteprovided all other variables remain constant. The regression line between Customer Satisfaction &Re-visit e-commerce Site are shown in the graph.

Fifth Hypothesis

$H0_5$: There is no effect of digital marketing on customer trust in online shopping behaviour
$H1_5$: There is a significant effect of e-service quality on customer trust in online shopping behaviour

Regression Model

Independent Variable-Digital Marketing E- Service Quality

Dependent Variable-Customer Trust

Regression Equation

Y(Customer Trust) = a + b X (Digital Marketing E- Service Quality)

Table 100: Descriptive Statistics-Digital Marketing E- Service Quality & Customer Trust

Construct	M	SD	N
Customer Trust	3.4372	1.15889	414
Digital Marketing E- Service Quality	3.2729	1.13854	414

Source: SPSS23.0

Table 101: Correlations-Digital Marketing E- Service Quality & Customer Trust

		Customer Trust	Digital Marketing E- Service Quality
Pearson Correlation	Customer Trust	1.000	.731
	Digital Marketing E- Service Quality	.731	1.000
Sig. (1-tailed)	Customer Trust	.	.000
	Digital Marketing E- Service Quality	.000	.
N	Customer Trust	414	414
	Digital Marketing E- Service Quality	414	414

Source: SPSS23.0

From the Correlationstable, it is clear that thatDigital Marketing E- Service Quality was high correlated with Customer Trust (0.731). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a high positive correlation between Digital Marketing E- Service Quality &Customer Trust.

Table 102: Variables Entered/Removed[a]-Digital Marketing E- Service Quality & Customer Trust

Model	Variables Entered	Variables Removed	Method
1	Digital Marketing E- Service Quality[b]	.	Enter
a. Dependent Variable: Customer Trust			
b. All requested variables entered.			

Source: SPSS23.0

Table 103: Model Summary[b]-Digital Marketing E- Service Quality & Customer Trust

Model	R	R Square	Adjusted R Square	SE of the Estimate	R Square Change	F Change	df 1	df 2	Sig. F Change	Durbin-Watson
					Change Statistics					
1	.731[a]	.534	.533	.79209	.534	472.069	1	412	.000	3.012
a. Predictors: (Constant), Digital Marketing E- Service Quality										
b. Dependent Variable: Customer Trust										

Source: SPSS23.0

Table 104:ANOVA[a]-Digital Marketing E- Service Quality & Customer Trust

Model		SS	df	MS	F	Sig.
1	Regression	296.177	1	296.177	472.069	.000[b]
	Residual	258.490	412	.627		
	Total	554.667	413			
a. Dependent Variable: Customer Trust						
b. Predictors: (Constant), Digital Marketing E- Service Quality						

Source: SPSS23.0

Table 105:Coefficients[a]-Digital Marketing E- Service Quality & Customer Trust

Model		UC		SC	t	Sig.	95% CIB	
		B	SE	Beta			LB	UB
1	(Constant)	1.003	.119		8.454	.000	.770	1.236
	Digital Marketing E- Service Quality	.744	.034	.731	21.727	.000	.677	.811
a. Dependent Variable: Customer Trust								

Source: SPSS23.0

Table 106: Residuals Statistics[a]-Digital Marketing E- Service Quality & Customer Trust

	Minimum	Maximum	M	SD	N
Predicted Value	1.7466	4.7218	3.4372	.84684	414
Residual	-1.49038	1.76582	.00000	.79113	414
Std. Predicted Value	-1.996	1.517	.000	1.000	414

Std. Residual	-1.882	2.229	.000	.999	414
a. Dependent Variable: Customer Trust					

Source: SPSS23.0

Graph between Digital Marketing E- Service Quality & Customer Trust
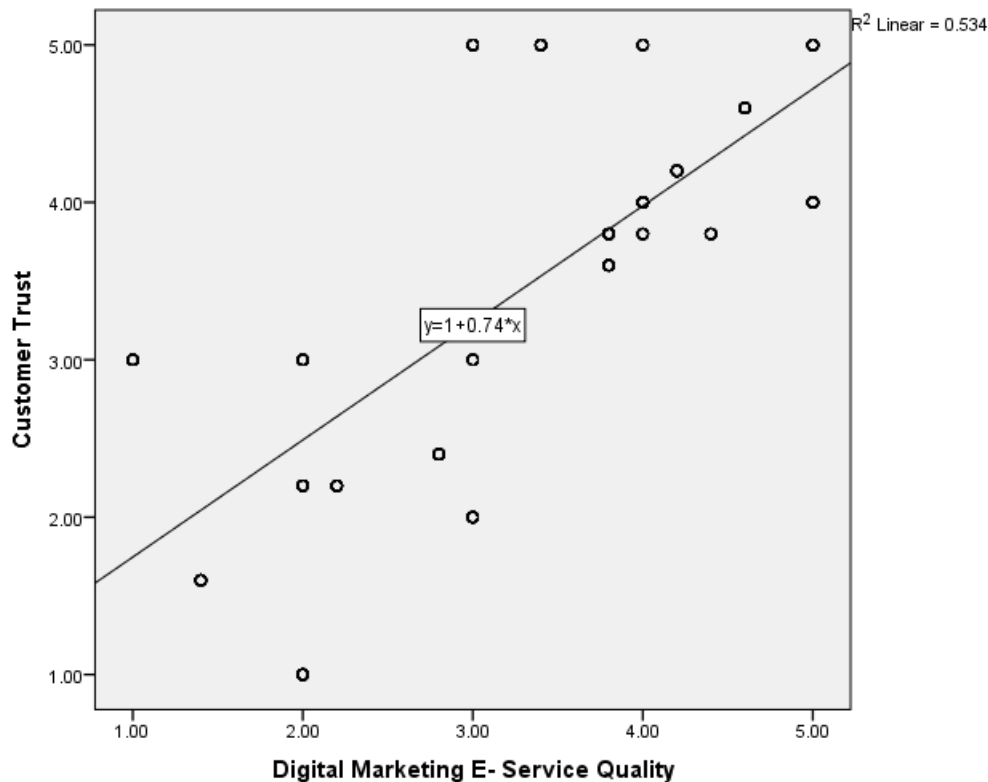
Figure 21: Regression Line: Digital Marketing E- Service Quality & Customer Trust

Source: SPSS23.0

According to the model summary table, the R^2 was 0.534, which means it explained 53.4 percent of the variance, which is good to select the model. From the ANOVA table, $F = 472.069$ & Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Digital Marketing E- Service Quality (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_5$: There is no effect of digital marketing on customer trust in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_5$; therefore, it can be concluded there wasan effect of digital marketing on customer trust in online shopping behaviour. As a result, the regression equation in this case would be Y (Customer Trust) =1.003+(0.731) (Digital Marketing E- Service Quality), and it can be concluded that if the parameters of Digital

Marketing E- Service Quality are increased by one unit, there is an increase of 0.731 units in Customer Trust provided all other variables remain constant. The regression line between Digital Marketing E- Service Quality & Customer Trustare shown in the graph.

Sixth Hypothesis

H0₆: There is no effect of customer trust on the repurchase intention in online shopping behaviour
H1₆: There is a significant effect of customer trust on the repurchase intention in online shopping behaviour

Regression Model

Independent Variable-Customer Trust

Dependent Variable-Repurchase Intention

Regression Equation

Y(Repurchase Intension) = a + b X (Customer Trust)

Table 107: Descriptive Statistics-Customer Trust&Repurchase Intention

	M	SD	N
Repurchase Intention	3.2995	1.24646	414
Customer Trust	3.4372	1.15889	414

Source: SPSS23.0

Table 108: Correlations-Customer Trust & Repurchase Intention

		Repurchase Intention	Customer Trust
Pearson Correlation	Repurchase Intention	1.000	.797
	Customer Trust	.797	1.000
Sig. (1-tailed)	Repurchase Intension	.	.000
	Customer Trust	.000	.
N	Repurchase Intention	414	414
	Customer Trust	414	414

Source: SPSS23.0

From the Correlationstable, it is clear that thatCustomer Trust was high correlated with Repurchase Intention (0.797). The other point to be noted that the

significance value (p-value) was less than 0.05, hence there was a high positive correlation between Customer Trust & Repurchase Intention.

Table 109: Variables Entered/Removed[a]-Customer Trust & Repurchase Intention

Model	Variables Entered	Variables Removed	Method
1	Customer Trust[b]	.	Enter
a. Dependent Variable: Repurchase Intention			
b. All requested variables entered.			

Source: SPSS23.0

Table 110: Model Summary[b]-Customer Trust & Repurchase Intention

Model	R	R Square	Adjusted R Square	SE of the Estimate	Change Statistics R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.797[a]	.636	.635	.75343	.636	718.351	1	412	.000	2.771
a. Predictors: (Constant), Customer Trust										
b. Dependent Variable: Repurchase Intention										

Source: SPSS23.0

Table 111: ANOVA[a]- Customer Trust & Repurchase Intention

Model		SS	df	MS	F	Sig.
1	Regression	407.782	1	407.782	718.351	.000[b]
	Residual	233.878	412	.568		
	Total	641.660	413			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), Customer Trust						

Source: SPSS23.0

Table 112:Coefficients[a]-Customer Trust & Repurchase Intention

Model		UC B	SE	SC Beta	t	Sig.	95% CIB LB	UB
1	(Constant)	.352	.116		3.037	.003	.124	.580
	Customer Trust	.857	.032	.797	26.802	.000	.795	.920

122

| a. Dependent Variable: Repurchase Intention |

Source: SPSS23.0

Table 113: Residuals Statistics^a-Customer Trust & Repurchase Intention

	Minimum	Maximum	M	SD	N
Predicted Value	1.2098	4.6395	3.2995	.99366	414
Residual	-1.92465	1.21792	.00000	.75252	414
Std. Predicted Value	-2.103	1.349	.000	1.000	414
Std. Residual	-2.555	1.616	.000	.999	414
a. Dependent Variable: Repurchase Intention					

Source: SPSS23.0

Graph between Customer Trust & Repurchase Intention
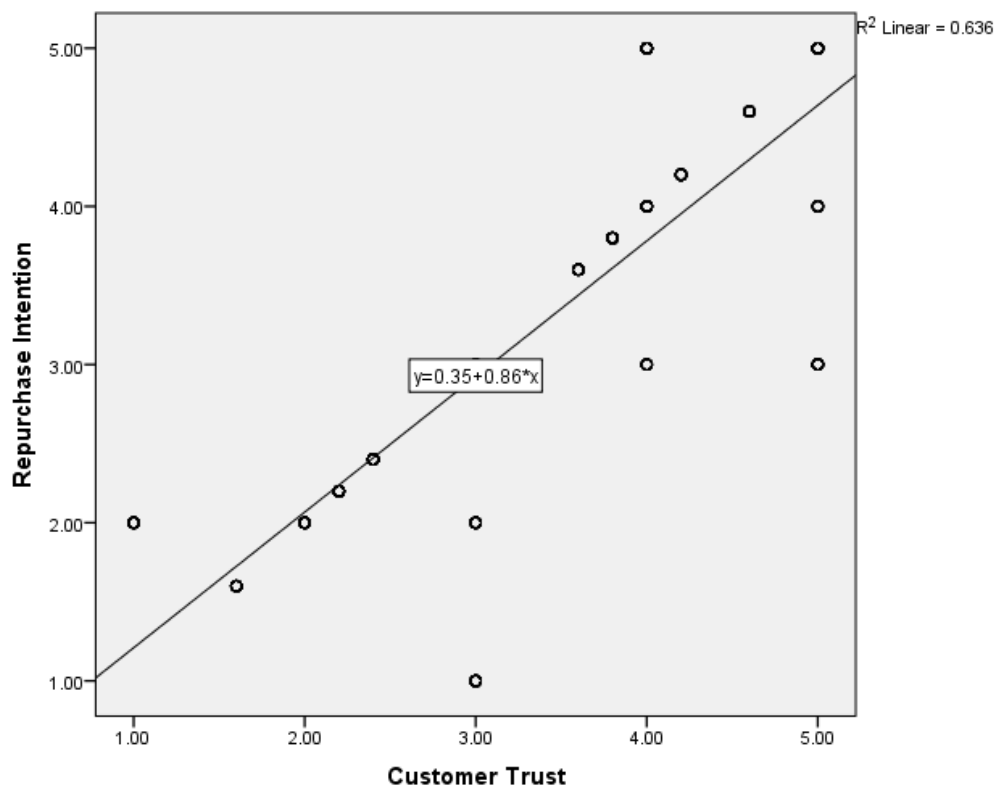
Figure 22: Regression Line: Customer Trust & Repurchase Intention

Source: SPSS23.0

According to the model summary table, the R^2 was 0.636, which means it explained 63.6 percent of the variance, which is good to select the model. From the ANOVA table, F = 718.351 & Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Trust (Sig value 0.000)

was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_6$: There is no effect of customer trust on the repurchase intention in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_6$; therefore, it can be concluded there wasan effect of customer trust on the repurchase intention in online shopping behaviour. As a result, the regression equation in this case would be Y (Repurchase Intention) =.352+(0.797) (Customer Trust), and it can be concluded that if the parameters of Customer Trust are increased by one unit, there is an increase of 0.797 units in Repurchase Intention provided all other variables remain constant. The regression line between Customer Trust & Repurchase Intentionare shown in the graph.

Seventh Hypothesis

$H0_7$: There is no effect of customer trust on the word of mouth in online shopping behaviour
$H1_7$: There is a significant effect of customer trust on the word of mouth in online shopping behaviour

Regression Model

Independent Variable-Customer Trust

Dependent Variable-Word of Mouth Advertising

Regression Equation

Y(Word of Mouth Advertising) = a + b X (Customer Trust)

Table 114: Descriptive Statistics- Customer Trust&Word of Mouth Advertising

	M	**SD**	**N**
Word of Mouth Advertising	3.2841	1.03184	414
Customer Trust	3.4372	1.15889	414

Source: SPSS23.0

Table 115: Correlations-Customer Trust & Word of Mouth Advertising

		Word of Mouth Advertising	**Customer Trust**
Pearson Correlation	Word of Mouth Advertising	1.000	.619

	Customer Trust	.619	1.000
Sig. (1-tailed)	Word of Mouth Advertising	.	.000
	Customer Trust	.000	.
N	Word of Mouth Advertising	414	414
	Customer Trust	414	414

Source: SPSS23.0

From the Correlationstable, it is clear that thatCustomer Trust wasmoderately correlated with Word-of-Mouth Advertising (0.619). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a high positive correlation between Customer Trust & Word of Mouth Advertising.

Table 116: Variables Entered/Removed[a]-Customer Trust & Word of Mouth Advertising

Model	Variables Entered	Variables Removed	Method
1	Customer Trust[b]	.	Enter
a. Dependent Variable: Word of Mouth Advertising			
b. All requested variables entered.			

Source: SPSS23.0

Table 117: Model Summary[b]-Customer Trust & Word of Mouth Advertising

Model	R	R Square	Adjusted R Square	SE of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.619[a]	.383	.381	.81156	.383	255.617	1	412	.000	1.455
a. Predictors: (Constant), Customer Trust										
b. Dependent Variable: Word of Mouth Advertising										

Source: SPSS23.0

Table 118:ANOVA[a]-Customer Trust & Word of Mouth Advertising

Model		SS	df	MS	F	Sig.
1	Regression	168.358	1	168.358	255.617	.000[b]
	Residual	271.357	412	.659		

Total	439.715	413			

a. Dependent Variable: Word of Mouth Advertising

b. Predictors: (Constant), Customer Trust

Source: SPSS23.0

Table 119:Coefficients[a]-Customer Trust & Word of Mouth Advertising

	Model	UC		SC	t	Sig.	95% CIB	
		B	SE	Beta			LB	UB
1	(Constant)	1.390	.125		11.125	.000	1.145	1.636
	Customer Trust	.551	.034	.619	15.988	.000	.483	.619

a. Dependent Variable: Word of Mouth Advertising

Source: SPSS23.0

Table 120: ResidualsStatistics[a]-Customer Trust & Word of Mouth Advertising

	Minimum	Maximum	M	SD	N
Predicted Value	1.9413	4.1451	3.2841	.63847	414
Residual	-2.74506	2.65868	.00000	.81058	414
Std. Predicted Value	-2.103	1.349	.000	1.000	414
Std. Residual	-3.382	3.276	.000	.999	414

a. Dependent Variable: Word of Mouth Advertising

Source: SPSS23.0

Graph between Customer Trust & Word of Mouth Advertising
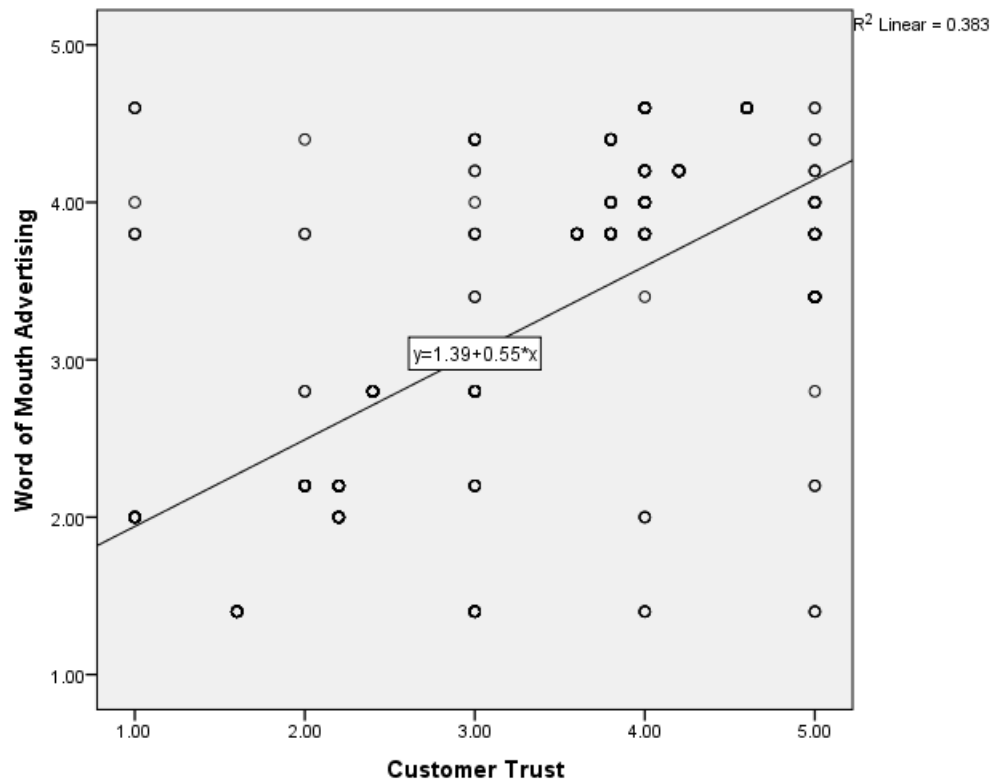
Figure 23: Regression Line: Customer Trust & Word of Mouth Advertising

Source: SPSS23.0

According to the model summary table, the R^2 was 0.383, which means it explained 38.3 percent of the variance, which is good to select the model. From the ANOVA table, F = 255.617& Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Trust (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_7$: There is no effect of customer trust on the word of mouth in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_7$; therefore, it can be concluded there wasan effect of customer trust on the word of mouth in online shopping behaviour. As a result, the regression equation in this case would be Y (Word of Mouth Advertising) =1.390+(0.619) (Customer Trust), and it can be concluded that if the parameters of Customer Trust are increased by one unit, there is an increase of 0.797 units in Word-of-Mouth Advertising provided all other variables remain constant. The regression line between Customer Trust & Word of Mouth Advertising are shown in the graph.

Eighth Hypothesis

H0₈: There is no effect of customer trust on the e-commerce site revisit in online shopping behaviour

H1₈: There is a significant effect of customer trust on the e-commerce site revisit in online shopping behaviour

Regression Model

Independent Variable-Customer Trust

Dependent Variable-Re-visit e-commerce Site

Regression Equation

Y(Re-visit e-commerce Site) = a + b X (Customer Trust)

Table 121: Descriptive Statistics-Customer Trust&Re-visit e-commerce Site

	M	**SD**	**N**
Re-visit e-commerce Site	3.3633	1.08791	414
Customer Trust	3.4372	1.15889	414

Source: SPSS23.0

Table 122: Correlations-Customer Trust & Re-visit e-commerce Site

		Re-visit e-commerce Site	**Customer Trust**
Pearson Correlation	Re-visit e-commerce Site	1.000	.582
	Customer Trust	.582	1.000
Sig. (1-tailed)	Re-visit e-commerce Site	.	.000
	Customer Trust	.000	.
N	Re-visit e-commerce Site	414	414
	Customer Trust	414	414

Source: SPSS23.0

From the Correlationstable, it is clear that thatCustomer Trust was moderately correlated with Re-visit e-commerce Site (0.582). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a high positive correlation between Customer Trust & Re-visit e-commerce Site.

Table 123: Variables Entered/Removed^a-Customer Trust & Re-visit e-commerce Site

Model	Variables Entered	Variables Removed	Method
1	Customer Trust[b]	.	Enter
a. Dependent Variable: Re-visit e-commerce Site			
b. All requested variables entered.			

Source: SPSS23.0

Table 124: Model Summary^b-Customer Trust & Re-visit e-commerce Site

Model	R	R Square	Adjusted R Square	SE of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.582[a]	.339	.338	.88544	.339	211.463	1	412	.000	1.247
a. Predictors: (Constant), Customer Trust										
b. Dependent Variable: Re-visit e-commerce Site										

Source: SPSS23.0

Table 125:ANOVA^a-Customer Trust & Re-visit e-commerce Site

Model		SS	df	MS	F	Sig.
1	Regression	165.789	1	165.789	211.463	.000[b]
	Residual	323.013	412	.784		
	Total	488.802	413			
a. Dependent Variable: Re-visit e-commerce Site						
b. Predictors: (Constant), Customer Trust						

Source: SPSS23.0

Table 126:Coefficients^a-Customer Trust & Re-visit e-commerce Site

Model		UC		SC	t	Sig.	95% CIB	
		B	SE	Beta			LB	UB
1	(Constant)	1.484	.136		10.884	.000	1.216	1.752
	Customer Trust	.547	.038	.582	14.542	.000	.473	.621
a. Dependent Variable: Re-visit e-commerce Site								

Source: SPSS23.0

Table 127: Residuals Statistics^a-Customer Trust & Re-visit e-commerce Site

	Minimum	Maximum	M	SD	N
Predicted Value	2.0308	4.2177	3.3633	.63358	414
Residual	-2.61769	1.87574	.00000	.88437	414
Std. Predicted Value	-2.103	1.349	.000	1.000	414
Std. Residual	-2.956	2.118	.000	.999	414
a. Dependent Variable: Re-visit e-commerce Site					

Source: SPSS23.0

Graph between Customer Trust & Re-visit e-commerce Site
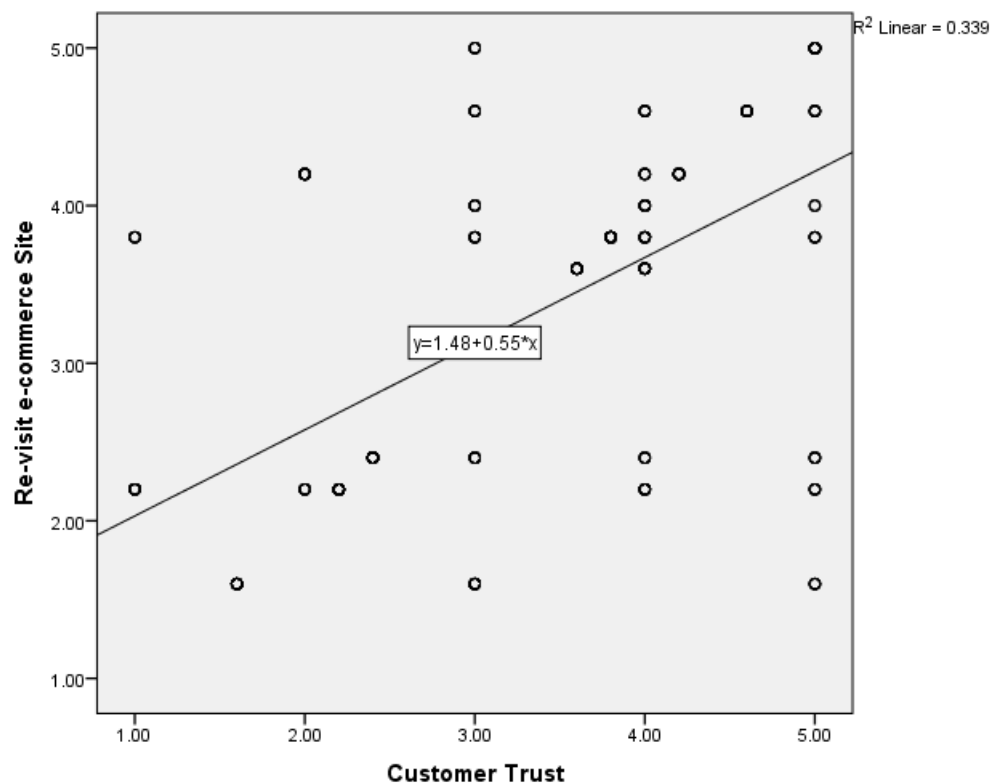
Figure 24: Regression Line: Customer Trust & Re-visit e-commerce Site

Source: SPSS23.0

According to the model summary table, the R^2 was 0.339, which means it explained 33.9 percent of the variance, which is moderate good to select the model. From the ANOVA table, F = 211.463& Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Trust (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_8$: There is no effect of customer trust on the e-commerce site revisit in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_8$; therefore, it can be concluded there wasaneffect

of customer trust on the e-commerce site revisit in online shopping behaviour. As a result, the regression equation in this case would be Y (Re-visit e-commerce Site) =1.484+(0.582) (Customer Trust), and it can be concluded that if the parameters of Customer Trust are increased by one unit, there is an increase of 0.582 units in Re-visit e-commerce Site provided all other variables remain constant. The regression line between Customer Trust &Re-visit e-commerce Site are shown in the graph.

Ninth Hypothesis

$H0_9$: There is no significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour

$H1_9$: There is a significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour

Comparison Model

Grouping Variable-Gender

Test Variable-Customer Satisfaction

Normality and Homogeneity Test- Kolmogorov-Smirnova, Shapiro-Wilk and Levene

Statistical Test-Mann-Whitney U and Two-Sample Kolmogorov-Smirnov Test

Gender

Table 128: Case Processing Summary-Customer Satisfaction with respect to Gender

| | | Cases | | | | | |
| | | Valid | | Missing | | Total | |
	Gender	N	Percent	N	Percent	N	Percent
Customer Satisfaction	Female	160	100.0%	0	0.0%	160	100.0%
	Male	254	100.0%	0	0.0%	254	100.0%

Source: SPSS23.0

Table 129:Descriptives- Customer Satisfaction with respect to Gender

		Gender	Statistic	SE
Customer Satisfaction	Female	Mean	2.3375	.06557
	Male	Mean	3.9173	.05596

Source: SPSS23.0

Table 130: Tests of Normality- Customer Satisfaction

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Gender	**Statistic**	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Customer	Female	.345	160	.000	.708	160	.000
Satisfaction	Male	.180	254	.000	.866	254	.000
a. Lilliefors Significance Correction							

Source: SPSS23.0

From the Tests of Normality table, the sig value is less than 0.05 (0.000), hence the Customer Satisfaction data were not normal, hence the comparison between male and female respondents with respect to Customer Satisfaction can be performed by using non-parametric test known as Mann-Whitney Test. Here we cannot use independent t test, because the data of the Customer Satisfaction is not normal.

Table 131: Test of Homogeneity of Variance-Customer Satisfaction

		Levene Statistic	df1	df2	Sig.
Customer	Based on Mean	.426	1	412	.514
Satisfaction	Based on Median	4.547	1	412	.034
	Based on Median and with adjusted df	4.547	1	400.025	.034
	Based on trimmed mean	1.073	1	412	.301

Source: SPSS23.0

From the Test of Homogeneity of Variance table, the sig value is 0.514 (based on mean) is more than 0.05, hence the Customer Satisfaction data is homogeneous with respect to gender.

NPar Tests

Mann-Whitney Test

Table 132: Test Statistics[a]-Customer Satisfaction with respect to Gender

	Customer Satisfaction
Mann-Whitney U	4615.000

Wilcoxon W	17495.000
Z	-13.412
Asymp. Sig. (2-tailed)	.000
a. Grouping Variable: 1.2 Gender	

Source: SPSS23.0

From the Test Statistics[a] -Customer Satisfaction with respect to Gender table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_9$: There is no significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour, it is safe to it is safe to reject $H0_9$, therefore it can be concluded that therewasa significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour.(This is proved by Mann-Whitney U)

Table 133: Ranks-Customer Satisfaction with respect to Gender

	Gender	N	Mean Rank	Sum of Ranks
Customer Satisfaction	Female	160	109.34	17495.00
	Male	254	269.33	68410.00
	Total	414		

Source: SPSS23.0
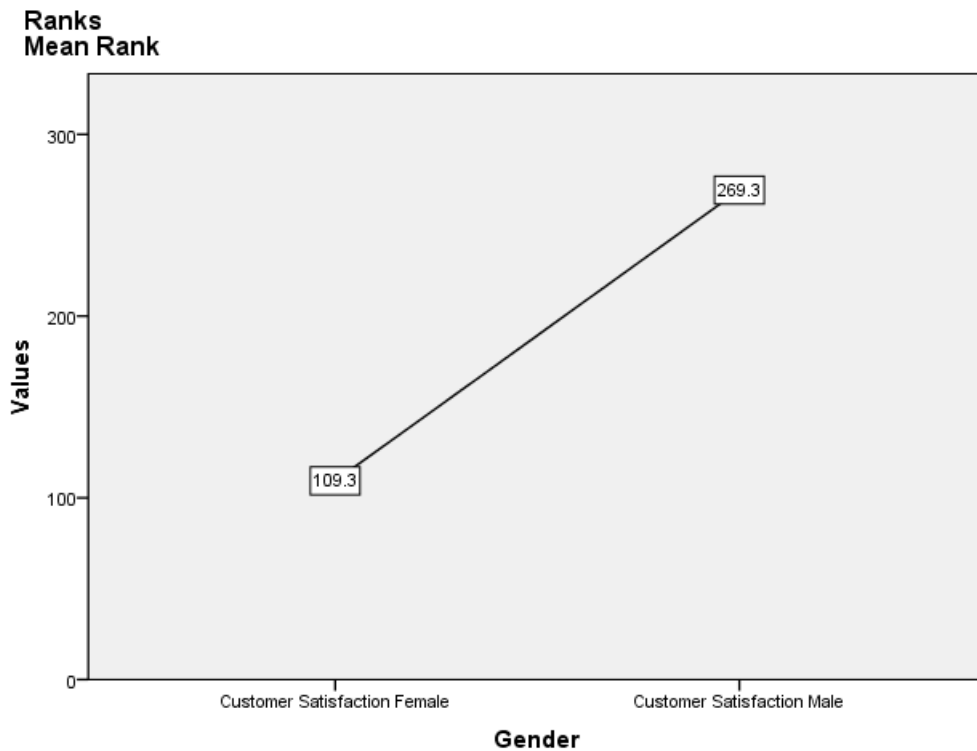
Figure 25: Mean Rank Plot: Customer Satisfaction with respect to Gender

Source: SPSS23.0

From the Ranks- Customer Satisfaction with respect to Gender table and mean rank line graph, it is very clear that mean rank of customer satisfaction for male is 269.3 whereas the rank of customer satisfaction for female is 109.3, therefore it can be concluded that male was more satisfied customer in comparison to female customers in online shopping behaviour.

Two-Sample Kolmogorov-Smirnov Test

Table 134: Frequencies-Customer Satisfaction with respect to Gender

	Gender	N
Customer Satisfaction	Female	160
	Male	254
	Total	**414**

Source: SPSS23.0

Table 135: Test Statistics[a]-Customer Satisfaction with respect to Gender

		Customer Satisfaction
Most Extreme Differences	Absolute	.749
	Positive	.000

	Negative	-.749
Kolmogorov-Smirnov Z		7.416
Asymp. Sig. (2-tailed)		.000
a. Grouping Variable: 1.2 Gender		

Source: SPSS23.0

From the Test Statistics[a] -Customer Satisfaction with respect to Gender table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_9$: There is no significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour, it is safe to reject $H0_9$, therefore it can be concluded that therewasa significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour. (This is also proved by Kolmogorov-Smirnov Z). (Both the tests give the same results)

Tenth Hypothesis

$H0_{10}$: There is no significant difference between male and female customers with respect to customer trust in online shopping behaviour

$H1_{10}$: There is a significant difference between male and female customers with respect to customer trust in online shopping behaviour

Comparison Model

Grouping Variable-Gender

Test Variable-Customer Trust

Normality and Homogeneity Test- Kolmogorov-Smirnova, Shapiro-Wilk and Levene

Statistical Test-Mann-Whitney U and Two-Sample Kolmogorov-Smirnov Test
Gender

Table 136: Case Processing Summary-Customer Trust with respect to Gender

		Cases					
		Valid		Missing		Total	
	Gender	N	Percent	N	Percent	N	Percent
Customer	Female	160	100.0%	0	0.0%	160	100.0%
Trust	Male	254	100.0%	0	0.0%	254	100.0%

Source: SPSS23.0

Table 137:Descriptives-Customer Trust with respect to Gender

	Gender		Statistic	SE
Customer Trust	Female	Mean	2.3750	.07458
	Male	Mean	4.1063	.04302

Source: SPSS23.0

Table 138: Tests of Normality-Customer Trust with respect to Gender

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Gender	Statistic	df	Sig.	Statistic	df	Sig.
Customer Trust	Female	.199	160	.000	.904	160	.000
	Male	.176	254	.000	.887	254	.000
a. Lilliefors Significance Correction							

Source: SPSS23.0

From the Tests of Normality table, the sig value is less than 0.05 (0.000), hence the Customer Trust data were not normal, hence the comparison between male and female respondents with respect to Customer Trust can be performed by using non-parametric test known as Mann-Whitney Test. Here we cannot use independent t test, because the data of the Customer Trust is not normal.

Table 139: Test of Homogeneity of Variance-Customer Trust with respect to Gender

		Levene Statistic	df1	df2	Sig.
Customer Trust	Based on Mean	13.305	1	412	.000
	Based on Median	8.704	1	412	.003
	Based on Median and with adjusted df	8.704	1	362.252	.003
	Based on trimmed mean	10.439	1	412	.001

Source: SPSS23.0

From the Test of Homogeneity of Variance table, the sig value is 0.000 (based on mean) is less than 0.05, hence the Customer Trust data is not homogeneous with respect to gender.

NPar Tests

Mann-Whitney Test

Table 140: Test Statistics[a]-Customer Trust with respect to Gender

	Customer Trust
Mann-Whitney U	3670.000
Wilcoxon W	16550.000
Z	-14.152
Asymp. Sig. (2-tailed)	.000
a. Grouping Variable: 1.2 Gender	

Source: SPSS23.0

From the Test Statistics[a] -Customer Trust with respect to Gender table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_{10}$: There is no significant difference between male and female customers with respect to customer trust in online shopping behaviour, it is safe to reject $H0_{10}$, therefore it can be concluded that there wasa significant difference between male and female customers with respect to customer trust in online shopping behaviour. (This is proved by Mann-Whitney U)

Table 141: Ranks-Customer Trust with respect to Gender

|	Gender	N	Mean Rank	Sum of Ranks
Customer Trust	Female	160	103.44	16550.00
	Male	254	273.05	69355.00
	Total	**414**		

Source: SPSS23.0
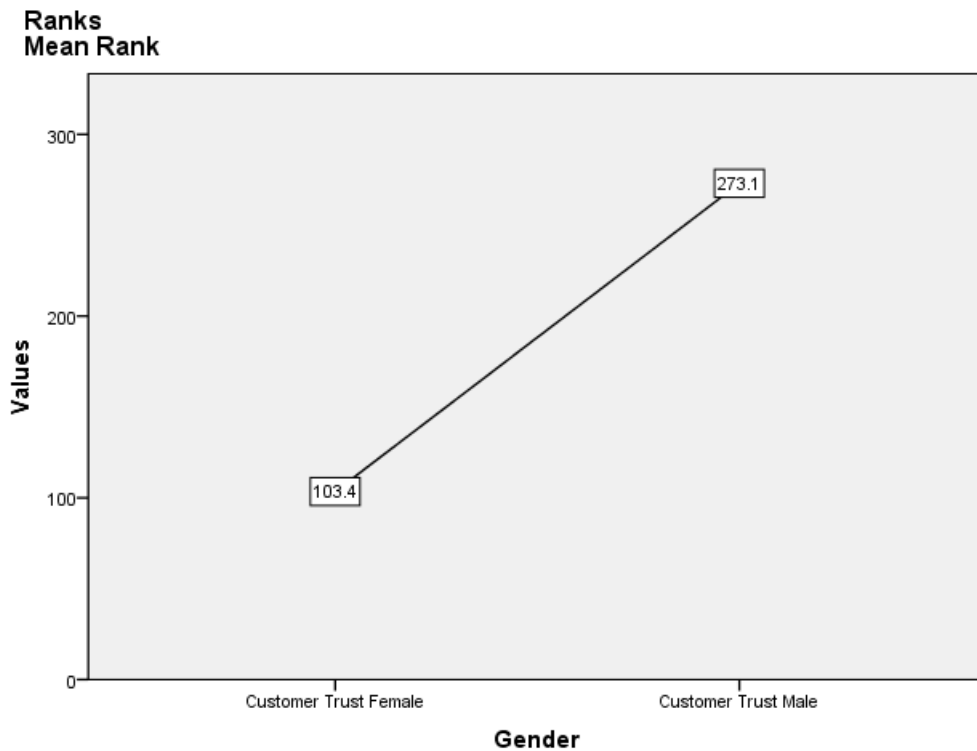
Figure 26: Mean Rank Plot: Customer Trust with respect to Gender

Source: SPSS23.0

From the Ranks- Customer Trust with respect to Gender table and mean rank line graph, it is very clear that mean rank of customer satisfaction for male is 273.1 whereas the rank of customer satisfaction for female is 103.4, therefore it can be concluded that male having more trust in comparison to female customers in online shopping behaviour.

Two-Sample Kolmogorov-Smirnov Test

Table 142: Frequencies-Customer Trust with respect to Gender

	Gender	N
Customer Trust	Female	160
	Male	254
	Total	**414**

Source: SPSS23.0

Table 143: Test Statistics[a]-Customer Trust with respect to Gender

		Customer Trust
Most Extreme Differences	Absolute	.761
	Positive	.000
	Negative	-.761
Kolmogorov-Smirnov Z		7.538
Asymp. Sig. (2-tailed)		.000
a. Grouping Variable: 1.2 Gender		

Source: SPSS23.0

From the Test Statistics[a] -Customer Trust with respect to Gender table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_{10}$: There is no significant difference between male and female customers with respect to customer trust in online shopping behaviour, it is safe to reject $H0_{10}$, therefore it can be concluded that there was a significant difference between male and female customers with respect to customer trust in online shopping behaviour. (This is also proved by Kolmogorov-Smirnov Z). (Both the tests give the same results)

Eleventh Hypothesis

$H0_{11}$: There is no significant difference between age groups with respect to customer satisfaction in online shopping behaviour

$H1_{11}$: There is a significant difference between age groups with respect to customer satisfaction in online shopping behaviour

Comparison Model

Grouping Variable-Age

Test Variable-Customer Satisfaction

Normality and Homogeneity Test- Kolmogorov-Smirnova, Shapiro-Wilk and Levene

Statistical Test-Kruskal-Wallis Test

Age in Years

Table 144: Case Processing Summary-Customer Satisfaction with respect to Age

	Age in Years	Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Customer Satisfaction	below 21 Years	40	100.0%	0	0.0%	40	100.0%
	21 to 30 Years	80	100.0%	0	0.0%	80	100.0%
	31 to 40 Years	119	100.0%	0	0.0%	119	100.0%
	41 to 50 Years	78	100.0%	0	0.0%	78	100.0%
	51 to 60 Years	39	100.0%	0	0.0%	39	100.0%
	Above 60 years	58	100.0%	0	0.0%	58	100.0%

Source: SPSS23.0

Table 145:Descriptives-Customer Satisfaction with respect to Age

	Age in Years		Statistic	SE
Customer Satisfaction	below 21 Years	Mean	2.6500	.21765
	21 to 30 Years	Mean	2.0250	.04698
	31 to 40 Years	Mean	3.4790	.10448
	41 to 50 Years	Mean	3.5000	.08352
	51 to 60 Years	Mean	3.8974	.02833
	Above 60 years	Mean	4.5172	.07313

Source: SPSS23.0

Table 146: Tests of Normality-Customer Satisfaction with respect to Age

	Age in Years	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Customer Satisfaction	below 21 Years	.432	40	.000	.579	40	.000

	21 to 30 Years	.399	80	.000	.710	80	.000
	31 to 40 Years	.161	119	.000	.862	119	.000
	41 to 50 Years	.286	78	.000	.839	78	.000
	51 to 60 Years	.463	39	.000	.545	39	.000
	Above 60 years	.290	58	.000	.764	58	.000
a. Lilliefors Significance Correction							

Source: SPSS23.0

From the Tests of Normality table, the sig value is less than 0.05 (0.000), hence the Customer Trust data were not normal, hence the comparison among different age with respect to Customer Satisfaction can be performed by using non-parametric test known as Kruskal-Wallis Test. Here we cannot use ANOVA (Analysis of Variance) test, because the data of the Customer Satisfaction is not normal with respect to different age group.

Table 147: Test of Homogeneity of Variance-Customer Satisfaction with respect to Age

		Levene Statistic	df1	df2	Sig.
Customer Satisfaction	Based on Mean	61.195	5	408	.000
	Based on Median	25.295	5	408	.000
	Based on Median and with adjusted df	25.295	5	158.572	.000
	Based on trimmed mean	55.922	5	408	.000

Source: SPSS23.0

From the Test of Homogeneity of Variance table, the sig value is 0.000 (based on mean) is less than 0.05, hence the Customer Satisfaction data is not homogeneous with respect to age.

NPar Tests

Kruskal-Wallis Test

Table 148: Test Statistics[a,b]-Customer Satisfaction with respect to Age

	Customer Satisfaction
Chi-Square	180.509
df	5
Asymp. Sig.	.000
a. Kruskal Wallis Test	
b. Grouping Variable: 1.1 Age in Years	

Source: SPSS23.0

From the Test Statistics[a] -Customer Satisfaction with respect to Age table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_{11}$: There is no significant difference between age groups with respect to customer satisfaction in online shopping behaviour, it is safe to reject $H0_{11}$, therefore it can be concluded that there wasa significant difference between age groups with respect to customer satisfaction in online shopping behaviour.

Table 149: Ranks-Customer Satisfaction with respect to Age

	Age in Years	**N**	**Mean Rank**
Customer Satisfaction	below 21 Years	40	130.38
	21 to 30 Years	80	82.50
	31 to 40 Years	119	228.40
	41 to 50 Years	78	226.33
	51 to 60 Years	39	263.53
	Above 60 years	58	327.22
	Total	**414**	

Source: SPSS23.0
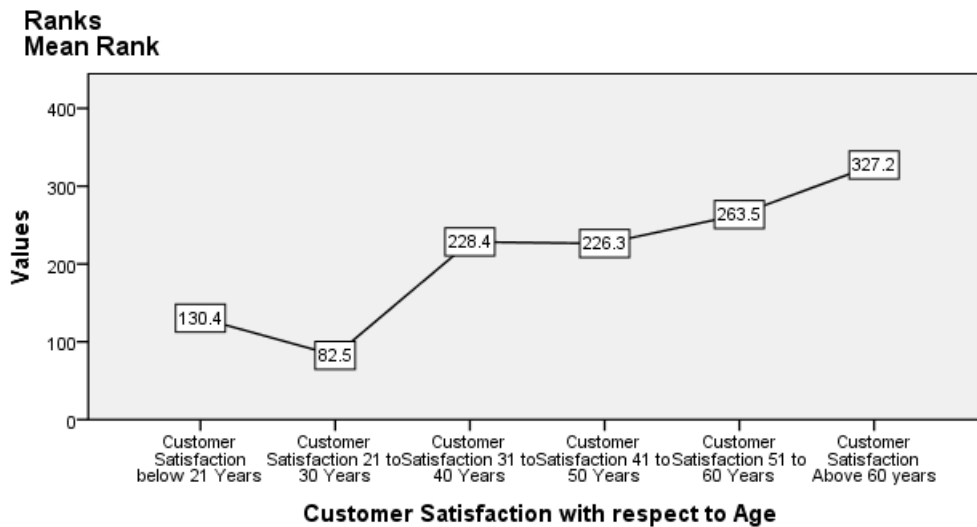
Figure 27: Mean Rank Plot: Customer Satisfaction with respect to Age

Source: SPSS23.0

From the Ranks- Customer Satisfaction with respect to Age table and mean rank line graph, it is very clear that mean rank of customer satisfaction for the above 60 years age is maximum at a mean of 372.2, whereas mean rank of customer satisfaction for the respondents between the age group of 21 to 30 years is minimum at the mean of 82.5, and it was also observed form the mean rank graph that as the age increases the customers satisfaction also increases, therefore it can be concluded that high age group respondents are more satisfied as compared to low age group customers in online shopping behaviour.

Twelfth Hypothesis

$H0_{12}$: There is no significant difference between age groups with respect to customer trust in online shopping behaviour

$H1_{12}$: There is a significant difference between age groups with respect to customer trust in online shopping behaviour

Comparison Model

Grouping Variable-Age

Test Variable-Customer Satisfaction

Normality and Homogeneity Test- Kolmogorov-Smirnova, Shapiro-Wilk and Levene

Statistical Test-Kruskal-Wallis Test

Age in Years

Table 150: Case Processing Summary-Customer Trust with respect to Age

		Cases					
	Age in Years	Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Customer Trust	below 21 Years	40	100.0%	0	0.0%	40	100.0%
	21 to 30 Years	80	100.0%	0	0.0%	80	100.0%
	31 to 40 Years	119	100.0%	0	0.0%	119	100.0%
	41 to 50 Years	78	100.0%	0	0.0%	78	100.0%
	51 to 60 Years	39	100.0%	0	0.0%	39	100.0%
	Above 60 years	58	100.0%	0	0.0%	58	100.0%

Source: SPSS23.0

Table 151:Descriptives-Customer Trust with respect to Age

	Age in Years		Statistic	SE
Customer Trust	below 21 Years	Mean	3.2000	.17974
	21 to 30 Years	Mean	2.0750	.07286
	31 to 40 Years	Mean	3.4622	.11958
	41 to 50 Years	Mean	4.1667	.05717
	51 to 60 Years	Mean	4.2821	.06519
	Above 60 years	Mean	3.8793	.06163

Source: SPSS23.0

Table 152: Tests of Normality-Customer Trust with respect to Age

	Age in Years	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Customer Trust	below 21 Years	.310	40	.000	.751	40	.000
	21 to 30 Years	.174	80	.000	.885	80	.000
	31 to 40 Years	.217	119	.000	.873	119	.000
	41 to 50 Years	.258	78	.000	.785	78	.000
	51 to 60 Years	.349	39	.000	.648	39	.000
	Above 60 years	.278	58	.000	.830	58	.000
a. Lilliefors Significance Correction							

Source: SPSS23.0

From the Tests of Normality table, the sig value is less than 0.05 (0.000), hence the Customer Trust data were not normal, hence the comparison among different age with respect to Customer Trust can be performed by using non-parametric test known as Kruskal-Wallis Test. Here we cannot use ANOVA (Analysis of Variance) test, because the data of the Customer Trust is not normal with respect to different age group.

Table 153: Test of Homogeneity of Variance-Customer Trust with respect to Age

		Levene Statistic	df1	df2	Sig.
Customer Trust	Based on Mean	56.155	5	408	.000
	Based on Median	40.065	5	408	.000
	Based on Median and with adjusted df	40.065	5	243.078	.000
	Based on trimmed mean	56.167	5	408	.000

Source: SPSS23.0

From the Test of Homogeneity of Variance table, the sig value is 0.000 (based on mean) is less than 0.05, hence the Customer Trustdata is not homogeneous with respect to age.

NPar Tests

Kruskal-Wallis Test

Table 154: Test Statistics[a,b]-Customer Trust with respect to Age

	Customer Trust
Chi-Square	163.616
df	5
Asymp. Sig.	.000
a. Kruskal Wallis Test	
b. Grouping Variable: 1.1 Age in Years	

Source: SPSS23.0

From the Test Statistics[a] -Customer Trust with respect to Age table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_{12}$: There is no significant difference between age groups with respect to customer trust in online shopping behaviour, it is safe to reject $H0_{12}$, therefore it can be concluded that there was a significant difference between age groups with respect to customer trust in online shopping behaviour.

Table 155: Ranks-Customer Trust with respect to Age

	Age in Years	N	Mean Rank
Customer Trust	below 21 Years	40	183.88
	21 to 30 Years	80	71.63

	31 to 40 Years	119	213.84
	41 to 50 Years	78	275.28
	51 to 60 Years	39	306.40
	Above 60 years	58	240.55
	Total	**414**	

Source: SPSS23.0
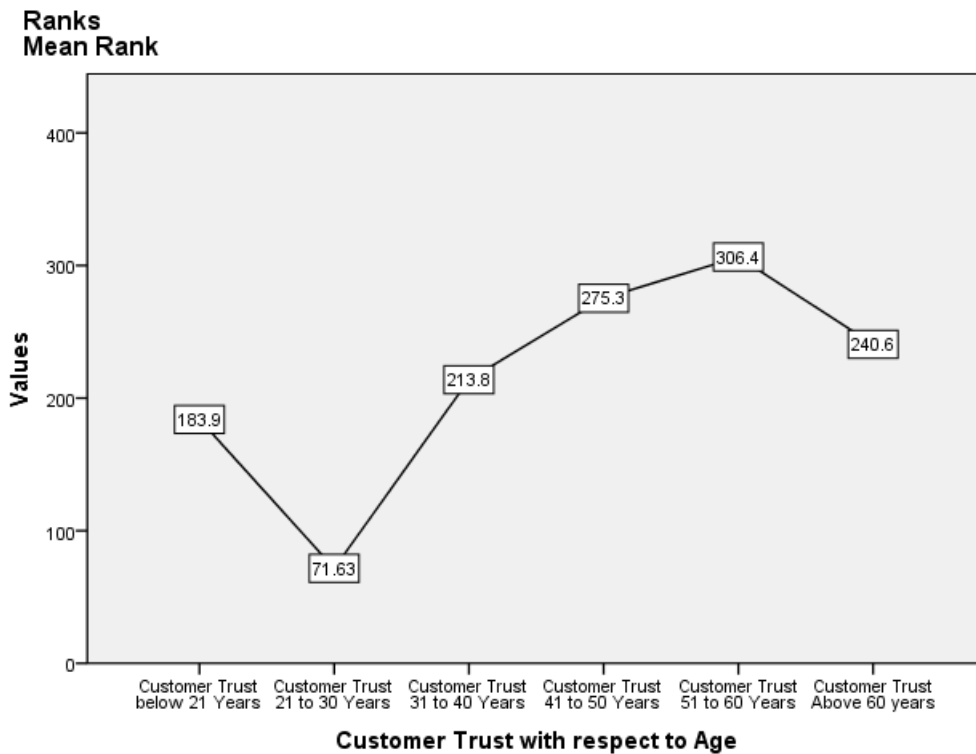
Figure 28:Mean Rank Plot: Customer Trust with respect to Age

Source: SPSS23.0

From the Ranks- Customer Trust with respect to Age table and mean rank line graph, it is very clear that mean rank of customer trust for the age group of 51 to 60 years is maximum at a mean of 306.4, whereas mean rank of customer trust forthe respondents between the age group of 21 to 30 years is minimum at the mean of 71.63, and it was also observed form the mean rank graph that as the age increases the customers trust also increases but there was a sudden decrease for the above 60 years of age , therefore it can be concluded that high age group respondents having more trust as compared to low age group customers in online shopping behaviour.

Thirteenth Hypothesis

$H0_{13}$: *There is no significant difference of income group towards the e-commerce site revisit in online shopping behaviour*

$H1_{13}$: *There is asignificant difference of income group towards the e-commerce site revisit in online shopping behaviour*

Comparison Model

Grouping Variable-Monthly Income

Test Variable-Re-visit e-commerce Site

Normality and Homogeneity Test- Kolmogorov-Smirnova, Shapiro-Wilk and Levene

Statistical Test-Kruskal-Wallis Test

Monthly Income

Table 156: Case Processing Summary-Re-visit e-commerce Site with respect to - Monthly Income

	Monthly Income	Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Re-visit e-commerce Site	Nil	88	100.0%	0	0.0%	88	100.0%
	Less than Rs 25,000/- pm	79	100.0%	0	0.0%	79	100.0%
	Rs 25,001/- to Rs 50,000/- pm	134	100.0%	0	0.0%	134	100.0%
	Rs 50,001/- to Rs 75,000/- pm	61	100.0%	0	0.0%	61	100.0%
	Above Rs 75,000/- pm	52	100.0%	0	0.0%	52	100.0%

Source: SPSS23.0

Table 157:Descriptives-Re-visit e-commerce Site with respect to - Monthly Income

	Monthly Income		Statistic	SE
	Nil	Mean	3.1705	.12024

			Mean	3.3772	.12015
Re-visit e-commerce Site	Less than Rs 25,000/- pm		Mean	3.3772	.12015
	Rs 25,001/- to Rs 50,000/- pm		Mean	3.4493	.09180
	Rs 50,001/- to Rs 75,000/- pm		Mean	3.3311	.14386
	Above Rs 75,000/- pm		Mean	3.4846	.14802

Source: SPSS23.0

Table 158: Tests of Normality-Re-visit e-commerce Site with respect to Monthly Income

		Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Monthly Income	Statistic	df	Sig.	Statistic	df	Sig.
Re-visit e-commerce Site	Nil	.230	88	.000	.870	88	.000
	Less than Rs 25,000/- pm	.216	79	.000	.888	79	.000
	Rs 25,001/- to Rs 50,000/- pm	.206	134	.000	.899	134	.000
	Rs 50,001/- to Rs 75,000/- pm	.206	61	.000	.896	61	.000
	Above Rs 75,000/- pm	.216	52	.000	.899	52	.000
a. Lilliefors Significance Correction							

Source: SPSS23.0

From the Tests of Normality table-Re-visit e-commerce Site with respect to Monthly Income, the sig value is less than 0.05 (0.000), hence the Re-visit e-commerce Site data were not normal, hence the comparison among different monthly income with respect to Re-visit e-commerce Site can be performed by using non-parametric test known as Kruskal-Wallis Test. Here we cannot use ANOVA (Analysis of Variance) test, because the data of the Re-visit e-commerce Site is not normal with respect to different age group.

Table 159: Test of Homogeneity of Variance-Re-visit e-commerce Site with respect to - Monthly Income

		Levene Statistic	df1	df2	Sig.
Re-visit e-commerce Site	Based on Mean	1.393	4	409	.236
	Based on Median	1.174	4	409	.322
	Based on Median and with adjusted df	1.174	4	400.575	.322
	Based on trimmed mean	1.484	4	409	.206

Source: SPSS23.0

From the Test of Homogeneity of Variance-Re-visit e-commerce Site with respect to - Monthly Income table, the sig value is 0.000 (based on mean) is less than 0.05, hence the Re-visit e-commerce Site data is not homogeneous with respect to monthly income.

NPar Tests

Kruskal-Wallis Test

Table 160: Test Statistics[a,b]-Re-visit e-commerce Site with respect to Monthly Income

	Re-visit e-commerce Site
Chi-Square	3.412
df	4
Asymp. Sig.	.491
a. Kruskal Wallis Test	
b. Grouping Variable: Monthly Income	

Source: SPSS23.0

From the Test Statistics[a] -Re-visit e-commerce Site with respect to Monthly Incometable, the sig value is more than 0.05 (0.491). The null hypothesis was $H0_{13}$: There is no significant difference of income group towards the e-commerce site revisit in online shopping behaviour, it is safe to accept $H0_{13}$, therefore it can be concluded thatthere was no significant difference of income group towards the e-commerce site revisit in online shopping behaviour.

Table 161: Ranks-Re-visit e-commerce Site with respect to Monthly Income

	Monthly Income	N	Mean Rank
Re-visit e-commerce Site	Nil	88	189.39
	Less than Rs 25,000/- pm	79	209.49
	Rs 25,001/- to Rs 50,000/- pm	134	216.53
	Rs 50,001/- to Rs 75,000/- pm	61	202.06
	Above Rs 75,000/- pm	52	218.24
	Total	**414**	

Source: SPSS23.0
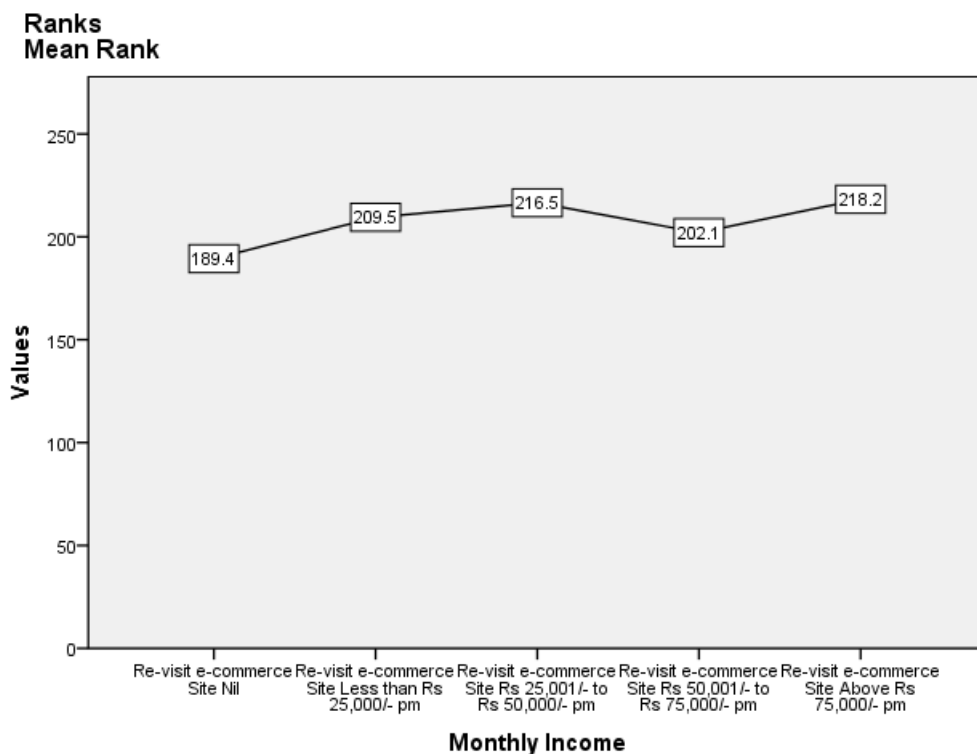
Figure 29: Mean Rank Plot: Re-visit e-commerce Site with respect to Monthly Income

Source: SPSS23.0

From the Ranks- Re-visit e-commerce Site with respect to Monthly Income table and mean rank line graph, it is very clear that mean rank of Re-visit e-commerce Site for the different monthly income group were almost same, but with low margin it can also be concluded that with high monthly income group respondents having more Re-visit e-commerce Site tendency as compared to low age group customers in online shopping behaviour.

Fourteenth Hypothesis

H0₁₄: There is no significant difference of income group towards the repurchase intention in online shopping behaviour

H1₁₄: There is a significant difference of income group towards the repurchase intention in online shopping behaviour

Comparison Model

Grouping Variable- MonthlyIncome

Test Variable-Repurchase Intention

Normality and Homogeneity Test- Kolmogorov-Smirnova, Shapiro-Wilk and Levene

Statistical Test-Kruskal-Wallis Test

Monthly Income

Table 162: Case Processing Summary- Repurchase Intention with respect to Monthly Income

		Cases					
		Valid		Missing		Total	
	Monthly Income	N	Percent	N	Percent	N	Percent
Repurchase Intention	Nil	88	100.0%	0	0.0%	88	100.0%
	Less than Rs 25,000/- pm	79	100.0%	0	0.0%	79	100.0%
	Rs 25,001/- to Rs 50,000/- pm	134	100.0%	0	0.0%	134	100.0%
	Rs 50,001/- to Rs 75,000/- pm	61	100.0%	0	0.0%	61	100.0%
	Above Rs 75,000/- pm	52	100.0%	0	0.0%	52	100.0%

Source: SPSS23.0

Table 163:Descriptives-Repurchase Intention with respect to Monthly Income

	Monthly Income		Statistic	SE
Repurchase Intention	Nil	Mean	3.2045	.13911
	Less than Rs 25,000/- pm	Mean	3.2203	.14846
	Rs 25,001/- to Rs 50,000/- pm	Mean	3.3761	.10423
	Rs 50,001/- to Rs 75,000/- pm	Mean	3.2852	.15878
	Above Rs 75,000/- pm	Mean	3.4000	.16153

Source: SPSS23.0

Table 164: Tests of Normality-Repurchase Intention with respect to Monthly Income

	Monthly Income	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Repurchase Intention	Nil	.200	88	.000	.890	88	.000
	Less than Rs 25,000/- pm	.176	79	.000	.901	79	.000
	Rs 25,001/- to Rs 50,000/- pm	.127	134	.000	.920	134	.000
	Rs 50,001/- to Rs 75,000/- pm	.156	61	.001	.912	61	.000
	Above Rs 75,000/- pm	.132	52	.025	.927	52	.003
a. Lilliefors Significance Correction							

Source: SPSS23.0

From the Tests of Normality table-Re-visit e-commerce Site with respect to Monthly Income, the sig value is less than 0.05 (0.000), hence the Re-visit e-commerce Site data were not normal, hence the comparison among different monthly income with respect to Re-visit e-commerce Site can be performed by using non-parametric test known as Kruskal-Wallis Test. Here we cannot use ANOVA (Analysis of Variance) test, because the data of the Re-visit e-commerce Site is not normal with respect to different age group.

Table 165: Test of Homogeneity of Variance-Repurchase Intention with respect to Monthly Income

		Levene Statistic	df1	df2	Sig.
Repurchase Intention	Based on Mean	1.687	4	409	.152
	Based on Median	1.123	4	409	.345
	Based on Median and with adjusted df	1.123	4	400.633	.345
	Based on trimmed mean	1.691	4	409	.151

Source: SPSS23.0

NPar Tests

Kruskal-Wallis Test

Table 166: Test Statistics[a,b]-Repurchase Intention with respect to Monthly Income

	Repurchase Intention
Chi-Square	1.963
df	4
Asymp. Sig.	.743
a. Kruskal Wallis Test	
b. Grouping Variable: Monthly Income	

Source: SPSS23.0

From the Test Statistics[a] -Repurchase Intention with respect to Monthly Incometable, the sig value is more than 0.05 (0.743). The null hypothesis was $H0_{14}$: There is no significant difference of income group towards the repurchase intention in online shopping behaviour, it is safe to accept $H0_{14}$, therefore it can be concluded thatthere was no significant difference of income group towards the repurchase intention in online shopping behaviour.

Table 167: Ranks-Repurchase Intention with respect to Monthly Income

	Monthly Income	N	Mean Rank
Repurchase Intention	Nil	88	196.30
	Less than Rs 25,000/- pm	79	200.82

	Rs 25,001/- to Rs 50,000/- pm	134	215.08
	Rs 50,001/- to Rs 75,000/- pm	61	206.95
	Above Rs 75,000/- pm	52	217.72
	Total	**414**	

Source: SPSS23.0
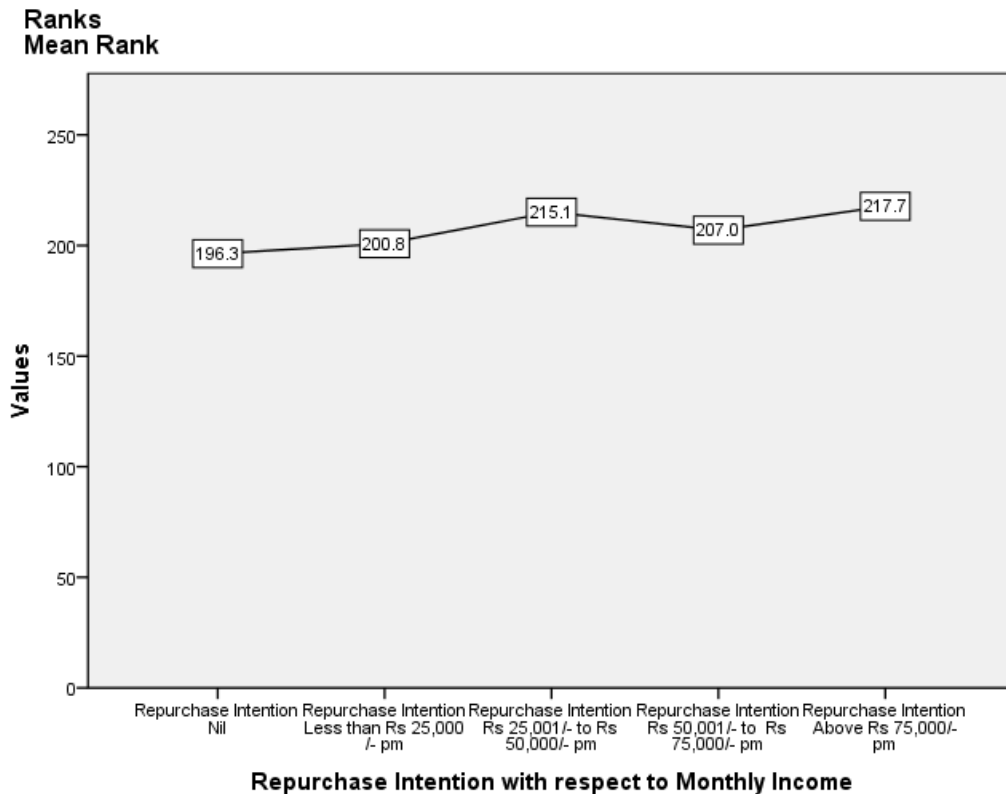
Figure 30:Mean Rank Plot: Repurchase Intention with respect to Monthly Income

Source: SPSS23.0

From the Ranks- Repurchase Intention with respect to Monthly Income table and mean rank line graph, it is very clear that mean rank of Repurchase Intention for the different monthly income group were almost same, but with low margin it can also be concluded that with high monthly income group respondents having more Repurchase Intention tendency as compared to low age group customers in online shopping behaviour.

Chapter V Findings, Conclusion, and Suggestions

Findings

First Stage Findings

From the data analysis of demographic profile of the respondents , it was found that 9.66% respondents were below 21 years of age, 19.32% respondents belong to 21 to 30 years of age group, 28.74% respondents belong to 31 to 40 years of age group, 18.84% respondents belong to 41 to 50 years of age group, 9.42% respondents belong to 51 to 60 years of age group, 14.01% respondents were above 60 years, therefore most of the respondents belong to 31 to 40 years of age group that means most of the youth respondents have participated in this study. 38.65% respondents were female, and 61.35% respondents were male, therefore most of the respondents were male who had participated in this study. 57.25% respondents were married, and 42.75% respondents were unmarried, therefore most of the respondents were married. 18.36% respondents did not have the children, 26.33% respondents having one child, 29.47% respondents having two children, 15.70% respondents having three children, and 10.14% respondents having more than three children, therefore most of the respondents having two children in the family. 78.02% respondents having nuclear family concept, and 21.98% respondents having joint family concept, therefore most of the respondents having nuclear concept. 5.07% respondents having high school level education, 14.25% respondents having intermediate level education, 31.40% respondents having graduation level education, 38.89% respondents having post-graduation level education, and 10.39% respondents having doctorate level qualification, therefore most of the respondents having post-graduation level education. 7.25% respondents were students, 17.15% respondents were housewife, 34.06% respondents were businessman, 26.57% respondents having private job, and 14.98% respondents having government job, therefore most of the respondents were businessman in this study. 21.26% respondents were not earning any amount of money due to the students, 19.08% respondents having monthly income less than Rs 25000/-, 32.37% respondents having monthly income between Rs 25001/- to Rs 50000/-, 14.73% respondents having monthly income between Rs 50001- to Rs 75000/-, and 12.56% respondents having monthly income more than Rs 75000/-, therefore most of the respondents having monthly income between Rs 25001/- to Rs 50000/-.

Second Stage Findings

First Objective:

To know the impact of digital marketing with respect to e-service quality on customer satisfaction in online shopping behaviour

First Hypothesis:

$H0_1$: There is no effect of digital marketing on the customer satisfaction in online shopping behaviour
$H1_1$: There is a significant effect of e-service quality on the customer satisfaction in online shopping behaviour

From the data analysis, it was found that Digital Marketing E- Service Quality was moderately correlated with Customer Satisfaction (0.647). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a moderate positive correlation between Digital Marketing E- Service Quality and Customer Satisfaction. According to the model summary table, the R^2 was 0.419, which means it explained 41.9 percent of the variance, which is sufficient to select the model. From the ANOVA table, F = 296.816 & Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Digital Marketing E- Service Quality (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_1$: There is no effect of digital marketing on the customer satisfaction in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_1$; therefore, it can be concluded that there is an effect of digital marketing on the customer satisfaction in online shopping behaviour. As a result, the regression equation in this case would be Y (Customer Satisfaction) =1.149+(0.647) (Digital Marketing E- Service Quality), and it can be concluded that if the parameters of Digital Marketing E- Service Quality are increased by one unit, there is an increase of 0.647 units in Customer Satisfaction provided all other variables remain constant. The regression line between Digital Marketing E- Service Quality and Customer Satisfaction are shown in the graph.

Second Objective:

To know the effect of customer satisfaction and customer trust on the repurchase intention, word of mouth and revisit e-commerce site.

Second Hypothesis:

$H0_2$: There is no effect of customer satisfaction on the repurchase intention in online shopping behaviour
$H1_2$: There is a significant effect of customer satisfaction on the repurchase intention in online shopping behaviour

Customer Satisfaction was moderately correlated with Repurchase Intention (0.674). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a moderate positive correlation between Customer Satisfaction and Repurchase Intention.According to the model summary table, the R^2 was 0.454, which means it explained 45.4 percent of the variance, which is sufficient to select the model. From the ANOVA table, F = 342.691 & Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Satisfaction (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_2$: There is no effect of customer satisfaction on the repurchase intention in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_2$; therefore, it can be concluded that there was an effect of customer satisfaction on the repurchase intention in online shopping behaviour. As a result, the regression equation in this case would be Y (Repurchase Intention) =0.905+(0.674) (Customer Satisfaction), and it can be concluded that if the parameters of Customer Satisfaction are increased by one unit, there is an increase of 0.674 units in Repurchase Intention provided all other variables remain constant. The regression line between Customer Satisfaction & Repurchase Intention are shown in the graph.

Third Hypothesis

$H0_3$: There is no effect of customer satisfaction on the word of mouth in online shopping behaviour
$H1_3$: There is a significant effect of customer satisfaction on the word of mouth in online shopping behaviour

Customer Satisfaction was moderately correlated with Word-of-Mouth Advertising (0.504). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a moderate positive correlation between Customer Satisfaction & Word of Mouth Advertising. According to the model summary table, the R^2 was 0.254, which means it explained 25.4 percent of the variance, which is moderate or low to select the model. From the ANOVA table, F = 139.992& Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Satisfaction (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_3$: There is no effect of customer satisfaction on the word of mouth in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_3$; therefore, it can be concluded that there was an effect of customer satisfaction on the word of mouth in online shopping behaviour. As a result, the regression equation in this case would be Y (Word of Mouth Advertising) =1.509+(0.504) (Customer Satisfaction), and it can be concluded that if the parameters of Customer Satisfaction are increased by one unit, there is an increase of 0.504 units in Word-of-Mouth Advertising provided all other variables remain constant. The regression line between Customer Satisfaction & Word of Mouth Advertising are shown in the graph.

Fourth Hypothesis

$H0_4$: There is no effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour
$H1_4$: There is a significant effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour

Customer Satisfaction was moderately correlated with Re-visit e-commerce Site (0.498). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a moderate positive correlation between Customer Satisfaction &Re-visit e-commerce Site. According to the model summary table, the R^2 was 0.248, which means it explained 24.8 percent of the variance, which is moderate or low to select the model. From the ANOVA table, F = 135.777 & Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Satisfaction (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_4$:

There is no effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_4$; therefore, it can be concluded there was an effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour. As a result, the regression equation in this case would be Y (Re-visit e-commerce Site) =1.819+(0.498) (Customer Satisfaction), and it can be concluded that if the parameters of Customer Satisfaction are increased by one unit, there is an increase of 0.498 units in Re-visit e-commerce Site provided all other variables remain constant. The regression line between Customer Satisfaction & Re-visit e-commerce Site are shown in the graph.

Third Objective

To know the impact of digital marketing with respect to e-service quality on customer trust in online shopping behaviour

Fifth Hypothesis

$H0_5$: There is no effect of digital marketing on customer trust in online shopping behaviour
$H1_5$: There is a significant effect of e-service quality on customer trust in online shopping behaviour

Digital Marketing E- Service Quality was high correlated with Customer Trust (0.731). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a high positive correlation between Digital Marketing E- Service Quality &Customer Trust.According to the model summary table, the R^2 was 0.534, which means it explained 53.4 percent of the variance, which is good to select the model. From the ANOVA table, F = 472.069 & Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Digital Marketing E- Service Quality (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_5$: There is no effect of digital marketing on customer trust in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_5$; therefore, it can be concluded there was an effect of digital marketing on customer trust in online shopping behaviour. As a result, the regression equation in this case would be Y (Customer Trust) =1.003+(0.731) (Digital Marketing E- Service Quality), and it can be concluded that if

the parameters of Digital Marketing E- Service Quality are increased by one unit, there is an increase of 0.731 units in Customer Trust provided all other variables remain constant. The regression line between Digital Marketing E- Service Quality & Customer Trust are shown in the graph.

Second Objective

To know the effect of customer satisfaction and customer trust on the repurchase intention, word of mouth and revisit e-commerce site.

Sixth Hypothesis

$H0_6$: There is no effect of customer trust on the repurchase intention in online shopping behaviour
$H1_6$: There is a significant effect of customer trust on the repurchase intention in online shopping behaviour

Customer Trust was high correlated with Repurchase Intention (0.797). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a high positive correlation between Customer Trust & Repurchase Intention. According to the model summary table, the R^2 was 0.636, which means it explained 63.6 percent of the variance, which is good to select the model. From the ANOVA table, F = 718.351 & Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Trust (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_6$: There is no effect of customer trust on the repurchase intention in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_6$; therefore, it can be concluded there was an effect of customer trust on the repurchase intention in online shopping behaviour. As a result, the regression equation in this case would be Y (Repurchase Intention) =.352+(0.797) (Customer Trust), and it can be concluded that if the parameters of Customer Trust are increased by one unit, there is an increase of 0.797 units in Repurchase Intention provided all other variables remain constant. The regression line between Customer Trust & Repurchase Intention are shown in the graph.

Seventh Hypothesis

H0₇: There is no effect of customer trust on the word of mouth in online shopping behaviour

H1₇: There is a significant effect of customer trust on the word of mouth in online shopping behaviour

Customer Trust was moderately correlated with Word-of-Mouth Advertising (0.619). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a high positive correlation between Customer Trust & Word of Mouth Advertising.According to the model summary table, the R^2 was 0.383, which means it explained 38.3 percent of the variance, which is good to select the model. From the ANOVA table, F = 255.617 & Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Trust (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_7$: There is no effect of customer trust on the word of mouth in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_7$; therefore, it can be concluded there was an effect of customer trust on the word of mouth in online shopping behaviour. As a result, the regression equation in this case would be Y (Word of Mouth Advertising) =1.390+(0.619) (Customer Trust), and it can be concluded that if the parameters of Customer Trust are increased by one unit, there is an increase of 0.797 units in Word-of-Mouth Advertising provided all other variables remain constant. The regression line between Customer Trust & Word of Mouth Advertising are shown in the graph.

Eighth Hypothesis

H0₈: There is no effect of customer trust on the e-commerce site revisit in online shopping behaviour

H1₈: There is a significant effect of customer trust on the e-commerce site revisit in online shopping behaviour

Customer Trust was moderately correlated with Re-visit e-commerce Site (0.582). The other point to be noted that the significance value (p-value) was less than 0.05, hence there was a high positive correlation between Customer Trust & Re-visit e-commerce Site.According to the model summary table, the R^2 was 0.339, which means it explained 33.9 percent of the variance, which is moderate good to select the model. From the ANOVA table, F = 211.463& Sig value, p value = 0.000 less than 0.05, hence the model was highly significant. From the coefficient table, Customer Trust (Sig value

0.000) was less than 0.05 and was significant at a 5% significance level or a 95% confidence interval. Since the null hypothesis was that $H0_8$: There is no effect of customer trust on the e-commerce site revisit in online shopping behaviour, Hence, it is safe to reject the null hypothesis $H0_8$; therefore, it can be concluded there was an effect of customer trust on the e-commerce site revisit in online shopping behaviour. As a result, the regression equation in this case would be Y (Re-visit e-commerce Site) =1.484+(0.582) (Customer Trust), and it can be concluded that if the parameters of Customer Trust are increased by one unit, there is an increase of 0.582 units in Re-visit e-commerce Site provided all other variables remain constant. The regression line between Customer Trust & Re-visit e-commerce Site are shown in the graph.

Fourth Hypothesis

To study the effect of demographic profile on the customer satisfaction and customer trust in online shopping behaviour.

Ninth Hypothesis

$H0_9$: There is no significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour
$H1_9$: There is a significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour

From the Test Statistics[a] -Customer Satisfaction with respect to Gender table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_9$: There is no significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour, it is safe to reject $H0_9$, therefore it can be concluded that therewasa significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour. (This is proved by Mann-Whitney U)

From the Ranks- Customer Satisfaction with respect to Gender table and mean rank line graph, it is very clear that mean rank of customer satisfaction for male is 269.3 whereas the rank of customer satisfaction for female is 109.3, therefore it can be concluded that male was more satisfied customer in comparison to female customers in online shopping behaviour.

From the Test Statistics[a] -Customer Satisfaction with respect to Gender table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_9$: There is no significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour, it is safe to reject $H0_9$, therefore it can be concluded that therewasa significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour. (This is also proved by Kolmogorov-Smirnov Z). (Both the tests give the same results)

Tenth Hypothesis

$H0_{10}$: There is no significant difference between male and female customers with respect to customer trust in online shopping behaviour
$H1_{10}$: There is a significant difference between male and female customers with respect to customer trust in online shopping behaviour

From the Test Statistics[a] -Customer Trust with respect to Gender table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_{10}$: There is no significant difference between male and female customers with respect to customer trust in online shopping behaviour, it is safe to reject $H0_{10}$, therefore it can be concluded that there wasa significant difference between male and female customers with respect to customer trust in online shopping behaviour. (This is proved by Mann-Whitney U)

From the Ranks- Customer Trust with respect to Gender table and mean rank line graph, it is very clear that mean rank of customer satisfaction for male is 273.1 whereas the rank of customer satisfaction for female is 103.4, therefore it can be concluded that male having more trust in comparison to female customers in online shopping behaviour.

From the Test Statistics[a] -Customer Trust with respect to Gender table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_{10}$: There is no significant difference between male and female customers with respect to customer trust in online shopping behaviour, it is safe to reject $H0_{10}$, therefore it can be concluded that there was a significant difference between male and female customers with respect to customer

trust in online shopping behaviour. (This is also proved by Kolmogorov-Smirnov Z). (Both the tests give the same results)

Eleventh Hypothesis

$H0_{11}$: There is no significant difference between age groups with respect to customer satisfaction in online shopping behaviour
$H1_{11}$: There is a significant difference between age groups with respect to customer satisfaction in online shopping behaviour

From the Test Statistics[a] -Customer Satisfaction with respect to Age table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_{11}$: There is no significant difference between age groups with respect to customer satisfaction in online shopping behaviour, it is safe to reject $H0_{11}$, therefore it can be concluded that there wasa significant difference between age groups with respect to customer satisfaction in online shopping behaviour.

From the Ranks- Customer Satisfaction with respect to Age table and mean rank line graph, it is very clear that mean rank of customer satisfaction for the above 60 years age is maximum at a mean of 372.2, whereas mean rank of customer satisfaction forthe respondents between the age group of 21 to 30 years is minimum at the mean of 82.5, and it was also observed form the mean rank graph that as the age increases the customers satisfaction also increases, therefore it can be concluded that high age group respondents are more satisfied as compared to low age group customers in online shopping behaviour.

Twelfth Hypothesis

$H0_{12}$: There is no significant difference between age groups with respect to customer trust in online shopping behaviour
$H1_{12}$: There is a significant difference between age groups with respect to customer trust in online shopping behaviour

From the Test Statistics[a] -Customer Trust with respect to Age table, the sig value is less than 0.05 (0.000). The null hypothesis was $H0_{12}$: There is no significant difference between age groups with respect to customer trust in online shopping behaviour, it is safe to reject $H0_{12}$, therefore it can be concluded that there was a significant difference between age groups with respect to customer trust in online shopping behaviour.

From the Ranks- Customer Trust with respect to Age table and mean rank line graph, it is very clear that mean rank of customer trust for the age group of 51 to 60 years is maximum at a mean of 306.4, whereas mean rank of customer trust forthe respondents between the age group of 21 to 30 years is minimum at the mean of 71.63, and it was also observed form the mean rank graph that as the age increases the customers trust also increases but there was a sudden decrease for the above 60 years of age , therefore it can be concluded that high age group respondents having more trust as compared to low age group customers in online shopping behaviour.

Thirteenth Hypothesis

$H0_{13}$: There is no significant difference of income group towards the e-commerce site revisit in online shopping behaviour
$H1_{13}$: There is asignificant difference of income group towards the e-commerce site revisit in online shopping behaviour

From the Test Statistics[a] -Re-visit e-commerce Site with respect to Monthly Incometable, the sig value is more than 0.05 (0.491). The null hypothesis was $H0_{13}$: There is no significant difference of income group towards the e-commerce site revisit in online shopping behaviour, it is safe to accept $H0_{13}$, therefore it can be concluded that there was no significant difference of income group towards the e-commerce site revisit in online shopping behaviour.

From the Ranks- Re-visit e-commerce Site with respect to Monthly Income table and mean rank line graph, it is very clear that mean rank of Re-visit e-commerce Site for the different monthly income group were almost same, but with low margin it

can also be concluded that with high monthly income group respondents having more Re-visit e-commerce Site tendency as compared to low age group customers in online shopping behaviour.

Fourteenth Hypothesis

$H0_{14}$: There is no significant difference of income group towards the repurchase intention in online shopping behaviour
$H1_{14}$: There is asignificant difference of income group towards the repurchase intention in online shopping behaviour

From the Test Statistics[a] -Repurchase Intention with respect to Monthly Incometable, the sig value is more than 0.05 (0.743). The null hypothesis was $H0_{14}$: There is no significant difference of income group towards the repurchase intention in online shopping behaviour, it is safe to accept $H0_{14}$, therefore it can be concluded that there was no significant difference of income group towards the repurchase intention in online shopping behaviour.

From the Ranks- Repurchase Intention with respect to Monthly Income table and mean rank line graph, it is very clear that mean rank of Repurchase Intention for the different monthly income group were almost same, but with low margin it can also be concluded that with high monthly income group respondents having more Repurchase Intention tendency as compared to low age group customers in online shopping behaviour.

Conclusion

First Stage

From the findings of demographic profile of the respondents, it was concluded that most of the respondents belong to 31 to 40 years of age group that means most of the youth respondents have participated in this study. Most of the respondents were married. Most of the respondents having nuclear concept. Most of the respondents having post-graduation level education. Most of the respondents were businessman in this study and most of the respondents having monthly income between Rs 25001/- to Rs 50000/-.

Second Stage

First Objective:
To know the impact of digital marketing with respect to e-service quality on customer satisfaction in online shopping behaviour

First Hypothesis

$H0_1$: There is no effect of digital marketing on the customer satisfaction in online shopping behaviour
$H1_1$: There is an effect of digital marketing on the customer satisfaction in online shopping behaviour

Digital Marketing E- Service Quality (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level. Hence, it is safe to reject the null hypothesis $H0_1$; therefore, it can be concluded that there is an effect of digital marketing on the customer satisfaction in online shopping behaviour. If the parameters of Digital Marketing E- Service Quality are increased by one unit, there is an increase of 0.647 units in Customer Satisfaction provided all other variables remain constant.

Second Objective:

To know the effect of customer satisfaction and customer trust on the repurchase intention, word of mouth and revisit e-commerce site.

Second Hypothesis:

$H0_2$: There is no effect of customer satisfaction on the repurchase intention in online shopping behaviour
$H1_2$: There is a significant effect of customer satisfaction on the repurchase intention in online shopping behaviour

Customer Satisfaction (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level. Hence, it is safe to reject the null hypothesis $H0_2$; therefore, it can be concluded that there was an effect of customer satisfaction on the repurchase intention in online shopping behaviour. If the parameters of Customer Satisfaction are increased by one unit, there is an increase of 0.674 units in Repurchase Intention provided all other variables remain constant.

Third Hypothesis

$H0_3$: There is no effect of customer satisfaction on the word of mouth in online shopping behaviour
$H1_3$: There is a significant effect of customer satisfaction on the word of mouth in online shopping behaviour

Customer Satisfaction (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level. Hence, it is safe to reject the null hypothesis $H0_3$; therefore, it can be concluded that there was an effect of customer satisfaction on the word of mouth in online shopping behaviour. If the parameters of Customer Satisfaction are increased by one unit, there is an increase of 0.504 units in Word-of-Mouth Advertising provided all other variables remain constant.

Fourth Hypothesis

H0₄: There is no effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour
H1₄: There is a significant effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour

Customer Satisfaction (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level, Hence, it is safe to reject the null hypothesis H0₄; therefore, it can be concluded there was an effect of customer satisfaction on the e-commerce site revisit in online shopping behaviour. If the parameters of Customer Satisfaction are increased by one unit, there is an increase of 0.498 units in Re-visit e-commerce Site provided all other variables remain constant. The regression line between Customer Satisfaction & Re-visit e-commerce Site are shown in the graph.

Third Objective

To know the impact of digital marketing with respect to e-service quality on customer trust in online shopping behaviour

Fifth Hypothesis

H0₅: There is no effect of digital marketing on customer trust in online shopping behaviour
H1₅: There is a significant effect of e-service quality on customer trust in online shopping behaviour

Digital Marketing E- Service Quality (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level, Hence, it is safe to reject the null hypothesis H0₅; therefore, it can be concluded there was an effect of digital marketing on customer trust in online shopping behaviour. If the parameters of Digital Marketing E- Service Quality are increased by one unit, there is an increase of 0.731 units in Customer Trust provided all other variables remain constant.

Second Objective

To know the effect of customer satisfaction and customer trust on the repurchase intention, word of mouth and revisit e-commerce site.

Sixth Hypothesis

$H0_6$: There is no effect of customer trust on the repurchase intention in online shopping behaviour
$H1_6$: There is a significant effect of customer trust on the repurchase intention in online shopping behaviour

Customer Trust (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level, Hence, it is safe to reject the null hypothesis $H0_6$; therefore, it can be concluded there was an effect of customer trust on the repurchase intention in online shopping behaviour. If the parameters of Customer Trust are increased by one unit, there is an increase of 0.797 units in Repurchase Intention provided all other variables remain constant.

Seventh Hypothesis

$H0_7$: There is no effect of customer trust on the word of mouth in online shopping behaviour
$H1_7$: There is a significant effect of customer trust on the word of mouth in online shopping behaviour

Customer Trust (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level, Hence, it is safe to reject the null hypothesis $H0_7$; therefore, it can be concluded there was an effect of customer trust on the word of mouth in online shopping behaviour. If the parameters of Customer Trust are increased by one unit, there is an increase of 0.797 units in Word-of-Mouth Advertising provided all other variables remain constant.

Eighth Hypothesis

$H0_8$: There is no effect of customer trust on the e-commerce site revisit in online shopping behaviour
$H1_8$: There is a significant effect of customer trust on the e-commerce site revisit in online shopping behaviour

Customer Trust (Sig value 0.000) was less than 0.05 and was significant at a 5% significance level, Hence, it is safe to reject the null hypothesis $H0_8$; therefore, it can be concluded there was an effect of customer trust on the e-commerce site revisit in online shopping behaviour. If the parameters of Customer Trust are increased by one unit, there is an increase of 0.582 units in Re-visit e-commerce Site provided all other variables remain constant.

Fourth Hypothesis

To study the effect of demographic profile on the customer satisfaction and customer trust in online shopping behaviour.

Ninth Hypothesis

$H0_9$: There is no significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour
$H1_9$: There is a significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour

Customer Satisfaction with respect to Gender,the sig value is less than 0.05 (0.000), it is safe to reject $H0_9$, therefore it can be concluded that therewasa significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour. (This is proved by Mann-Whitney U)

Customer Satisfaction with respect to Gender table and mean rank line graph, it is very clear that mean rank of customer satisfaction for male is 269.3 whereas the rank of customer satisfaction for female is 109.3, therefore it can be concluded that male was more satisfied customer in comparison to female customers in online shopping behaviour.

Customer Satisfaction with respect to Gender table, the sig value is less than 0.05 (0.000)., it is safe to reject $H0_9$, therefore it can be concluded that therewasa significant difference between male and female customers with respect to customer satisfaction in online shopping behaviour. (This is also proved by Kolmogorov-Smirnov Z). (Both the tests give the same results)

Tenth Hypothesis

$H0_{10}$: There is no significant difference between male and female customers with respect to customer trust in online shopping behaviour
$H1_{10}$: There is a significant difference between male and female customers with respect to customer trust in online shopping behaviour

Customer Trust with respect to Gender table, the sig value is less than 0.05 (0.000)., it is safe to reject $H0_{10}$, therefore it can be concluded that there wasa significant difference between male and female customers with respect to customer trust in online shopping behaviour. (This is proved by Mann-Whitney U)
Customer Trust with respect to Gender mean rank line graph, it is very clear that mean rank of customer satisfaction for male is 273.1 whereas the rank of customer satisfaction for female is 103.4, therefore it can be concluded that male having more trust in comparison to female customers in online shopping behaviour.

Customer Trust with respect to Gender table, the sig value is less than 0.05 (0.000)., it is safe to reject $H0_{10}$, therefore it can be concluded that there was a significant difference between male and female customers with respect to customer trust in online shopping behaviour. (This is also proved by Kolmogorov-Smirnov Z). (Both the tests give the same results)

Eleventh Hypothesis

$H0_{11}$: There is no significant difference between age groups with respect to customer satisfaction in online shopping behaviour
$H1_{11}$: There is a significant difference between age groups with respect to customer satisfaction in online shopping behaviour

Customer Satisfaction with respect to Age table, the sig value is less than 0.05 (0.000)., it is safe to reject $H0_{11}$, therefore it can be concluded that there wasa significant difference between age groups with respect to customer satisfaction in online shopping behaviour.

Customer Satisfaction with respect to Age mean rank line graph, it is very clear that mean rank of customer satisfaction for the above 60 years age is maximum at a

mean of 372.2, whereas mean rank of customer satisfaction for the respondents between the age group of 21 to 30 years is minimum at the mean of 82.5, and it was also observed form the mean rank graph that as the age increases the customers satisfaction also increases, therefore it can be concluded that high age group respondents are more satisfied as compared to low age group customers in online shopping behaviour.

Twelfth Hypothesis

$H0_{12}$: There is no significant difference between age groups with respect to customer trust in online shopping behaviour
$H1_{12}$: There is a significant difference between age groups with respect to customer trust in online shopping behaviour

Customer Trust with respect to Age, the sig value is less than 0.05 (0.000). , it is safe to reject $H0_{12}$, therefore it can be concluded that there was a significant difference between age groups with respect to customer trust in online shopping behaviour.

Customer Trust with respect to Age mean rank line graph, it is very clear that mean rank of customer trust for the age group of 51 to 60 years is maximum at a mean of 306.4, whereas mean rank of customer trust for the respondents between the age group of 21 to 30 years is minimum at the mean of 71.63, and it was also observed form the mean rank graph that as the age increases the customers trust also increases but there was a sudden decrease for the above 60 years of age , therefore it can be concluded that high age group respondents having more trust as compared to low age group customers in online shopping behaviour.

Thirteenth Hypothesis

$H0_{13}$: There is no significant difference of income group towards the e-commerce site revisit in online shopping behaviour
$H1_{13}$: There is a significant difference of income group towards the e-commerce site revisit in online shopping behaviour

Re-visit e-commerce Site with respect to Monthly Income table, the sig value is more than 0.05 (0.491)., it is safe to accept $H0_{13}$, therefore it can be concluded that there

was no significant difference of income group towards the e-commerce site revisit in online shopping behaviour.

Re-visit e-commerce Site with respect to Monthly Income mean rank line graph, it is very clear that mean rank of Re-visit e-commerce Site for the different monthly income group were almost same, but with low margin it can also be concluded that with high monthly income group respondents having more Re-visit e-commerce Site tendency as compared to low age group customers in online shopping behaviour.

Fourteenth Hypothesis

$H0_{14}$: *There is no significant difference of income group towards the repurchase intention in online shopping behaviour*
$H1_{14}$: *There is asignificant difference of income group towards the repurchase intention in online shopping behaviour*

Repurchase Intention with respect to Monthly Incometable, the sig value is more than 0.05 (0.743)., it is safe to accept $H0_{14}$, therefore it can be concluded that there was no significant difference of income group towards the repurchase intention in online shopping behaviour.

Repurchase Intention with respect to Monthly Income mean rank line graph, it is very clear that mean rank of Repurchase Intention for the different monthly income group were almost same, but with low margin it can also be concluded that with high monthly income group respondents having more Repurchase Intention tendency as compared to low age group customers in online shopping behaviour.

Suggestions

• According to the conclusions of the study, customers should perform internet research before making a purchase to account for the influence of digital marketing on consumer behavior.

• According to the findings of study, consumer involvement, discounts, and excellent customer service are all factors that have the potential to influence consumer purchases and strengthen customer loyalty.

• Utilizing digital word-of-mouth marketing, which is also referred to as influencer marketing, is an effective and trustworthy technique of obtaining recommendations.

• The ability of businesses to promote their products at the proper time and place, when the consumer is most likely to make an impulsive or spontaneous purchase, is made possible by digital marketing, which in turn increases the odds that the brand will be successful.

• As a result of digital marketing, consumers have the opportunity to benefit from a more individualized buying experience. Many companies have come to the realization that the majority of their clients do not wish to invest a large amount of time in studying new items and would, rather, prefer to see instant results.

• Customers have come to anticipate rapid responses to their inquiries and concerns in today's market. This is made possible through the utilization of digital marketing.

• As a direct result of this, digital marketing gives customers more agency, enables them to have more individualized experiences, and aids brands in creating more open and trusting relationships with their target audiences. As a direct consequence of this, digital marketing plays an important part in the process of stimulating consumer spending.

Appendix I Questionnaire

Dear Sir/Madam,

I am pursuing my Ph.D. from the …………………..under the supervision of Dr. ……………..in the Department of Management on the topic "**Effect of digital marketing on consumer behaviour: A study of e-commerce with special reference to Uttar Pradesh**" This research is intended to know the Effect of digital marketing on consumer behaviour.

I will be grateful to you for sparing and devoting your valuable time to share your views on the above subject. Please be assured that the information that you will provide in this questionnaire will be kept confidential and will not be used for any other purpose other than my research work.

Regards,

Anchal
Email: ……………..@gmail.com
Mob:

Section I Demographic Profile

1.1 Age

[Below 21 years][21 to 30 years][31 to 40 years][41 to 50 years][51 to 60 years]   [Above 60 years]

1.2 Gender [Male]   [Female]

1.3 Marital Status [Married]   [Unmarried]

1.4 No of Children [No Children] [1] [2] [3] [Above 3]

1.5 Family Type [Nuclear] [Joint]

1.6 Qualifications [Highschool] [Intermediate] [Graduate][Post-graduate][Doctorate]

1.7 Occupation [Student] [Housewife] [Business] [Pvt. Job] [Govt. Job]

1.8 Monthly Income [Nil][Less than Rs 25,000/- pm] [Rs 25,001/- to Rs 50,000/- pm] [Rs 50,001/- to Rs 75,000/- pm] [Above Rs 75,000/- pm]

Instructions: Rate your opinion concerning agreement and disagreement for the following statements

Strongly Disagree (1) Disagree (2)   Neutral (3)   Agree (4)   Strongly Agree (5)

Section II

S. N	Customer Satisfaction (CS)	SD	D	N	A	SA
CS2.1	In online shopping, the product quality helps towards the customer satisfaction	1	2	3	4	5
CS2.2	Good replacement policy increases the customer satisfaction in online shopping	1	2	3	4	5
CS2.3	Variety of option increase the customer satisfaction in online shopping	1	2	3	4	5
CS2.4	Online shopping saves lots of time	1	2	3	4	5
CS2.5	Customer satisfaction is more in online shopping because the prices are low as compared to traditional shopping	1	2	3	4	5

Section III

S. N	Digital Marketing E- Service Quality (DMESQ)	SD	D	N	A	SA
DMESQ3.1	Digital marketing is a new trend in the online shopping	1	2	3	4	5
DMESQ3.2	The low cost of digital marketing gains the importance by the e-commerce companies	1	2	3	4	5
DMESQ3.3	Digital marketing and e-quality service are interlinked	1	2	3	4	5
DMESQ3.4	Digital marketing uses the artificial intelligence technologies	1	2	3	4	5
DMESQ3.5	Smart phones and digital marketing are complementary to each other	1	2	3	4	5

Section IV

S. N	Repurchase Intention (RI)	SD	D	N	A	SA
RI4.1	I prefer to purchase branded product in online shopping	1	2	3	4	5
RI4.2	The brand value is very important in online shopping	1	2	3	4	5
RI4.3	The e-commerce company's good will attract to buy products online	1	2	3	4	5
RI4.4	I always do the repeat purchase in online shopping	1	2	3	4	5
RI4.5	I can review/ track/ cancel/ track my order in online shopping					

Section V

S. N	Customer Trust (CT)	SD	D	N	A	SA
CT5.1	I would intend to become an online shopper	1	2	3	4	5

CT5.2	My willingness to become online shopper is great	1	2	3	4	5
CT5.3	I am willing to become an online shopper	1	2	3	4	5
CT5.4	I have a high intention to become an online shopper	1	2	3	4	5
CT5.5	Company attends my complaints promptly	1	2	3	4	5

Section VI

S. N	Word of Mouth Advertising (WMA)	SD	D	N	A	SA
WMA6.1	I would like to recommend the products to other customers	1	2	3	4	5
WMA6.2	Mouth to mouth advertisement is the best advertisement medium	1	2	3	4	5
WMA6.3	A happy customer talks about his/her purchase	1	2	3	4	5
WMA6.4	Trust is already built-in mouth advertisement	1	2	3	4	5

Section VII

S. N	Re-visit e-commerce Site (RVECS)	SD	D	N	A	SA
RVECS7.1	I always revisit the e-commerce site	1	2	3	4	5
RVECS7.2	RVECS7.2 I filter the products by revisit the e-commerce site	1	2	3	4	5
RVECS7.3	RVECS7.3 I create my own wish list (move to cart) by re-visit the e-commerce site	1	2	3	4	5

Thank you