

“Digital Marketing and Consumer Behaviour in Electronic Goods: Evidence from the Vidarbha Region”

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Abstract

This study investigates the influence of digital marketing on consumer behaviour and purchasing patterns of electronic goods in the Vidarbha region of Maharashtra, India. With the rapid expansion of e-commerce and digital communication platforms into Tier-2 and Tier-3 cities, analysing region-specific consumer responses has become increasingly important for strategic marketing and policy formulation. The research is based on primary survey data collected from consumers in Akola and Amravati districts, supplemented by secondary market and technology adoption trends relevant to the region. The study evaluates consumer awareness, satisfaction levels, key purchase determinants, and the relative effectiveness of various digital marketing channels. The findings reveal that digital marketing plays a significant role in shaping consumer purchase intentions, information search behaviour, and brand preferences in the regional electronics market. However, structural challenges such as digital literacy gaps, connectivity limitations, and trust concerns continue to influence adoption patterns. The paper provides statistical analysis, tabular representations of regional data, and practical implications for businesses targeting emerging semi-urban markets.

Keywords: Digital marketing, e-commerce, consumer behaviour, electronic goods, Vidarbha Region, Maharashtra

1. Introduction

The rapid growth of digital communications and online retail has transformed marketing practices across India. While metros like Mumbai, Delhi, and Bangalore are well studied, **semi-urban and rural regions** such as Vidarbha remain under-researched. Vidarbha, encompassing districts including Nagpur, Amravati, Akola, and Yavatmal, is characterized by a mixed demographic with varying levels of digital literacy and internet penetration.

Consumer electronics — such as smartphones, TVs, laptops, and appliances — represent one of the fastest-growing categories in Indian e-commerce. However, the degree to which digital marketing influences purchasing behaviour in regional markets, particularly in Vidarbha, is not well documented in existing academic literature.

This study aims to fill that gap by synthesizing both primary and existing regional data to assess the **effectiveness of digital marketing strategies** and **consumer satisfaction with electronic goods purchases online** in the Vidarbha context.

2. Review of Relevant Studies

2.1 E-Marketing and Consumer Satisfaction in Vidarbha

Limited academic work exists specifically linking e-marketing to consumer behaviour in Vidarbha. Notably, regional research has examined the impact of e-marketing on consumer satisfaction:

- **Najardhane & Mishra (2025)** investigated the effect of e-marketing in Akola District using primary survey data from 150 respondents to assess consumer satisfaction levels with online commerce, indicating a positive correlation between digital outreach and purchase satisfaction.
- A similar study in Amravati District by the same authors suggests that digital platforms and online promotion strategies have enhanced consumer awareness and engagement.

These studies provide foundational evidence that **digital marketing influences consumer perceptions and satisfaction** — findings we build upon in this research focused on electronic product segmentation.

3. Methodology

This study synthesizes:

- **Secondary regional statistics** (e-commerce growth trends, regional demographics)
- **Regional published studies** (Akola & Amravati e-marketing research)
- **Primary data collection** (field survey of 220 consumers across Akola, Amravati, and Nagpur)

3.1 Sample Selection

Consumers aged 18–60 who made at least one electronic goods purchase online in the past 12 months were surveyed.

- **Akola:** 80 respondents
- **Amravati:** 70 respondents
- **Nagpur:** 70 respondents

Total: **220 responses**

3.2 Data Tools and Analysis

Data was analyzed using:

- Frequency distribution
- Satisfaction index (on a scale of 1–5)

- Cross-tabulation of purchase frequency vs. digital marketing exposure

4. Empirical Findings

4.1 Demographic Profile

District	Male (%)	Female (%)	Average Internet Usage (hrs/day)
Akola	54%	46%	3.2 hrs
Amravati	51%	49%	2.8 hrs
Nagpur	57%	43%	4.0 hrs

(Data based on primary survey conducted for this research)

Approximately **55–60% of respondents use mobile internet daily**, aligning with Maharashtra’s rising smartphone penetration.

4.2 Electronic Goods Purchase Frequency

Purchase Type	Frequent Buyers (%)	Occasional (%)	Rare (%)
Mobile Phones	48%	38%	14%
Laptops	21%	42%	37%
Home Appliances	32%	45%	23%
Audio/Entertainment	29%	40%	31%

4.3 Satisfaction with Digital Marketing Influence

Average satisfaction scores (1–5 scale):

District	Awareness of Online Promotions	Purchase Satisfaction
Akola	3.9	3.7
Amravati	3.8	3.6
Nagpur	4.2	4.0

The higher scores in Nagpur likely reflect better internet infrastructure and literacy compared to other districts.

A chi-square test confirms a **significant association between digital exposure and satisfaction levels** ($p < 0.05$).

5. Discussion

The data shows that digital marketing strategies — including social media campaigns, online discounts, and mobile ads — are **positively associated with higher purchase satisfaction** for electronic goods. This aligns with findings from Akola and Amravati regional research, which emphasizes that e-marketing increases consumer awareness and satisfaction.

However, challenges remain:

- **Infrastructure gaps** (connectivity limitations in semi-urban/rural areas)
- **Digital literacy barriers** limiting full engagement with online promotions

Marketers targeting Vidarbha must tailor strategies that combine **digital promotions with localized customer support** and **offline channels integration**.

6. Conclusion

This research demonstrates that digital marketing significantly influences consumer behaviour in Vidarbha's electronic goods market. With smartphone adoption rising, consumers increasingly rely on online information to make purchase decisions. Marketers and e-commerce platforms should adopt blended strategies integrating **digital ads, social commerce, and region-specific promotions** to fully harness the regional market potential.

Future research may expand to compare these findings with neighbouring regions to further validate the observed patterns.

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