International Journal of Multidisciplinary Innovations & Studies (IJMIS)

A STUDY ON THE IMPACT OF E-COMMERCE MARKETING ON CONSUMER BUYING BEHAVIOUR IN INDIA: AN ANALYTICAL PERSPECTIVE

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Abstract

The marketing of ecommerce has changed the Indian consumer's recognition of needs, search process for information, comparison of options, trust and purchase completion process. The impact is not confined to ads; it's the impact created by a connected choice environment that consists of social media material, personalised recommendations, price promotions, ratings and reviews, influencer interaction, mobile convenience, payment assurance, delivery promises and much more. This paper examines the effect on India's consumers' purchase behavior with respect to these mechanisms. It is descriptive-analytical and draws on secondary data that has been used recently, as well as a simulated data set of 300 online consumers, which is clearly identified. The analytical model is based on the stimulus-organism-response model, Theory of Planned Behaviour and technology-acceptance studies. Five relationships are explored through cross tabulation analysis and chi-square analysis: marketing exposure to purchase frequency, trust to purchase intention, purchase intention to purchasing by impulse, purchase confidence to relying on reviews, and acceptance of personalisation to privacy concern. All five illustrative tests are statistically significant at the 5 per cent level and the highest relationships are found for the items dealing with trust and privacy-related items. The analysis suggests that there are four main routes of influencing buying behaviour via e-commerce marketing: value creation, uncertainty reduction, social validation and behavioural activation. The mechanisms, however, can lead to consumer harm when they are too intrusive, confusing or push too much urgency and discounting. The paper suggests that there should be transparent personalisation, verified review systems, responsible promotional design, multilingual communication, first mobile, a better service after purchase and compliance should be consumer-centred. It concludes that while ecommerce marketing in India needs to speed up the transactions, it also needs to enhance the quality of decision making and its confidence.

Keywords: e-commerce marketing, consumer buying behaviour, implication of purchasing, trust, social media marketing, price promotion, electronic word of mouth, personalisation, impulsive buying, India

1. Introduction

The consumer choice journey has been revolutionized in India with the fast-growing digital commerce trend. In the real-world retail store, the consumer is limited to a small selection, will see the seller and have a more linear decision-making process. In e-commerce, a user could visit a website many times – searching, browsing on marketplace pages, watching videos on social sites, following recommendations from creators, comparing, reading reviews, adding to their cart, clicking payment links, and more. Marketing has thus been integrated into all aspects of the decision-making process. It affects consumer perception of what to look for, what options are available, what risks they are facing, how important the decision is to them, and their sense of confidence in their decision.

India is particularly significant for this enquiry due to the market being big, mobile, price sensitive, linguistically and geographically diverse. India's e-commerce market is estimated to touch US$145 billion by 2025 by India Brand Equity Foundation while the Digital Payment Index by the Reserve Bank of India was at 516.76 during the month of September, 2025. The depth of the connectivity base also is seen in the data supplied by Telecom Regulatory Authority of India (TRAI) that indicates the broadband connections will reach one billion by 2025. These developments widen the scope of marketing to electronic commerce, but don't guarantee the same kind of reactions from consumers. How marketing messages are interpreted is dependent on age, income, product category, prior online experience, trust and delivery access and privacy concern.

When it comes to the effect of ecommerce marketing on purchasing habits, it's frequently defined in easy terminology: increased consciousness or greater sales. These are just a few descriptions. Consumer behaviour relates to the need recognition, information search, evaluation of alternatives, purchase intention, transaction, post-purchase evaluation and future loyalty. A discount can start a search but it doesn't generate trust, a review can remove some uncertainty but also adds to choice overload, and a personalised recommendation can increase the relevance of the content but at the same time cause discomfort over privacy concerns. The analytical side of the task is thus focused on the positive and negative avenues that e-commerce marketing may have on consumer decisions.

1.1 Research Problem

Indian e-commerce firms use increasingly sophisticated marketing tools, yet the behavioural consequences of these tools are not uniformly beneficial or well understood. Platforms can increase convenience and perceived value, but they can also stimulate impulsive buying, excessive deal dependence, information overload and privacy anxiety. The central research problem is to determine how major e-commerce marketing mechanisms influence consumer buying behaviour in India and to identify the conditions under which these mechanisms strengthen or weaken trust, purchase intention and decision quality.

1.2 Objectives of the Study

- To examine the major e-commerce marketing factors that influence Indian consumers during the online buying process.
- To analyse the effects of social media content, price promotions, personalisation, ratings and reviews, trust cues and convenience on purchase intention and purchase frequency.
- To test illustrative relationships between marketing exposure and selected behavioural outcomes through cross-tabulation and chi-square analysis.
- To assess the role of privacy concern, perceived risk and product involvement as boundary conditions in online buying behaviour.
- To determine ethical and regulatory concerns of persuasive e-commerce design in India.
- To suggest sustainable marketing strategies for e-commerce for the consumers.

1.3 Research Questions

1. Amongst the e-commerce marketing mechanisms, which are the most influencing on the buying behaviour of the consumer in India?
2. How is marketing exposure changing to purchase intention through the trust, review and perceived value?
3. How does Scarcity affect impulse buying on the internet?
4. 5 What are the implications of privacy concerns on consumer acceptance of personalised marketing?
5. What practices can improve marketing effectiveness without undermining consumer autonomy and confidence?

1.4 Hypotheses

- H01 posits that there is no significant relationship between e-commerce marketing exposure and frequency of online purchases.
- H02: No significant relationship between consumer trust and intention to purchase online.
- H03: There is no significant association between promotional sensitivity and impulsive online buying.
- H04: There is no significant association between reliance on online reviews and purchase confidence for high-involvement products.
- H05: There is no significant association between privacy concern and acceptance of personalised e-commerce marketing.

2. Indian E-Commerce and Consumer Context

2.1 Digital Infrastructure and Market Expansion

The growth of e-commerce marketing is inseparable from India's wider digital infrastructure. Mobile internet, app-based platforms, instant payments and increasingly integrated logistics have lowered the transaction cost of online shopping. Payment enablers and payment performance increased with RBI Digital Payments Index (RBI DPI) touching 516.76 in September 2025 as compared with the previous reading of 493.22 in March 2025. As per TRAI, the total number of broadband subscriptions at the end of June 2025 was 979.71 million. These indicators are not direct measures of e-commerce behaviour, but provide evidence of the technological conditions that allow for repeated e-commerce discovery and purchase.

But the growth in the market has also declined from the usual metro consumers. Tier-II and Tier-III cities are witnessing a growing percentage of new online demand as consumers have access to more product variety, can compare it and find products not available or otherwise beyond their reach locally. This geographical expansion changes marketing priorities. Local-language content, visual demonstration, cash-flow-sensitive offers, trust in returns and clear delivery communication can be more influential than sophisticated brand narratives. The same campaign may therefore produce different behavioural effects across regions.

Table 1. Selected features of the Indian digital-commerce environment

Indicator	Recent position	Behavioural relevance
E-commerce market size	Expected to exceed US$145 billion in 2025	Expands consumer choice and competitive marketing intensity.
RBI Digital Payments Index	516.76 for September 2025	Signals deeper familiarity with digital transactions and payment infrastructure.
Broadband subscriptions	979.71 million at end-June 2025	Enlarges the reachable mobile and internet consumer base.
Consumer-protection framework	E-Commerce Rules 2020 and Dark Patterns Guidelines 2023	Raises expectations of transparency, consent and fair interface design.

Indicator	Recent position	Behavioural relevance
Data-protection environment	Digital Personal Data Protection Act 2023 and Rules 2025	Makes lawful, purposeful and accountable personalisation more important.

2.2 Characteristics of the Indian Online Consumer

Indian online consumer can't be considered as one as a whole. Younger consumers might find products via short video and creator content, while older consumers may start their search with search, price comparison and reviews. Those who can afford to pay for the high-end may appreciate delivery time and a higher quality selection, and those looking for the value may be satisfied with discounts, free delivery, cash on delivery or low hassle digital payment. The stakes are higher for rural and small town consumers to consider matters like the seller's credibility, return assurances and vernacular information.

The choice of products also influences the decision-making process. They are visually and socially influenced, specification compared and reviewed, immediately needed and convenient, as well as trusted and perceived as being expert for financial products, health or education. The effectiveness of the marketing is based on the congruence of the message, the situation and the involvement of the product.

2.3 Consumer Decisions Journey in E-Commerce

The online purchasing process is not necessarily a linear one. A consumer can initially encounter a social media ad, then search for the product, read about the product in the marketplace, then leave the website, be retargeted with an ad and then go ahead with the purchase after the price is lowered. The marketing can affect all aspects of the journey from awareness, through to evaluation, intention, action and retention with post purchase service. The downside of the analytical side is that the last ad doesn't necessarily lead to the last sale. Behaviour is the result of a series of exposures and perceptions of the consumer.

3. Conceptual and Theoretical Framework

3.1 Stimulus-Organism-Response Perspective

The stimulus-organism-response approach describes the psychological response that takes place in the organism to a stimulus, and the response that results. For e-commerce, the marketing stimuli are: discounts, recommendation messages, ratings, content from influencers, urgency messages and interface design. Perceived value, trust, enjoyment, risk, cognitive load and emotional arousal are considered to be the organism stage. The response stage consists of products' purchase intent, platform selection, impulse purchase, purchase frequency, and repurchase. This is useful because it doesn't take it for granted that if the consumer is exposed to it, then it is purchased; it depends on the internal evaluation of the consumer.

3.2 Theory of Planned Behaviour:

The Theory of Planned Behaviour suggests that the attitude, subjective norm and perceived behavioural control (Ajzen, 1991) are factors that affect behaviour. Attitude, subjective norm, and perceived control are applied to e-commerce and refer to whether online shopping is perceived as useful, enjoyable or risky; whether people are advised by friends, influencers or online communities to buy online; and whether they can trust the payment process, have digital skills, are able to access the delivery, and can easily return the product. All three can be further enhanced by e-commerce marketing. It can establish good attitudes with value messages, can boost social norms by being seen as popular, and can boost perceived control by providing clear information and eliminating hassles at checkout.

3.3 As a result, this study aims to examine the technology acceptance model (TAM) and UTAUT2.

Perceived usefulness, ease of use, social influence, facilitating conditions, hedonic motivation and habit are added to the technology-acceptance research. This is because, according to Tandon (2021), social media, reverse logistics and pay-on-delivery positively influenced the customer satisfaction in India, whereas the previous study performed in India identified perceived risk and performance expectancy as important for the adoption of online-shopping. These constructs help to understand that marketing effectiveness is somewhat dependent on the design and fulfilment of platforms. It's easy to see that a sales pitch that is not easy to use and does not provide clarity on how to get the item back is of little value.

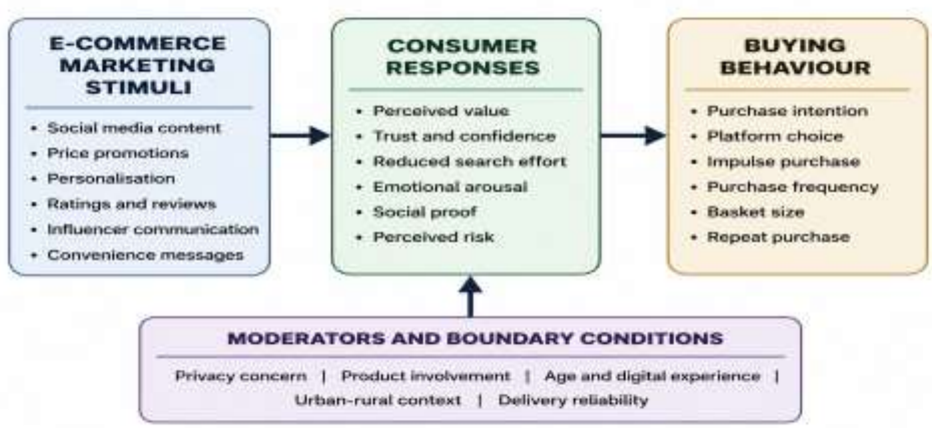

Figure 1. Consumer-behaviour framework for e-commerce marketing in India

4. Review of Literature

4.1 Social Media Marketing and Digital Discovery

Social media has converted product discovery into a participatory process. Consumers do not only receive brand communication; they comment, share, compare and observe the reactions of others. Yadav and Rahman (2017) developed and validated a scale for perceived social media marketing activities in e-commerce and linked these activities to brand equity and purchase intention. More recent research by Singh et al. (2025) demonstrates that trust mediates the relationship between social media marketing practices and purchase intention. The message is that reach and engagement is not enough. Content should be informative, interactive and credible enough to help minimize uncertainty.

Social media influence is strongest when content fits the consumer's problem. Demonstrations can improve understanding, community discussion can validate use and creator narratives can make products culturally meaningful. However, repetitive sponsored content and weak disclosure can reduce perceived authenticity. Consumers may also react differently to entertainment and information. Alalwan (2018) found that several advertising features influence purchase intention, but not every entertaining message creates commercial response. The quality of interaction and relevance to the decision are therefore more important than exposure volume.

4.2 Price Promotions, Scarcity and Impulsive Buying

Price promotions continue to be a key behaviour trigger in ecommerce in India as consumers can easily shop around quickly on various platforms. Discounts, cashback and free delivery and bundled offers raise the perceived value and can fast-track purchasing. But promoting can have two effects. It can lower the cost of going to trial, but can also further educate consumers to “wait until next time.It can lower the cost of going to trial, but it can also further educate consumers to “wait until next time.” Limited stock, expiring coupons, etc., drive urgency – it is the expected loss of value of waiting longer. It can be useful for consumers to take action when there is a true sense of urgency and it's clearly communicated – it can be a dark pattern when there isn't a real sense of urgency.

Impulsive buying happens when emotional activation is greater than transaction friction and people forgo or don't have time for extended evaluation. This pathway can be particularly effective, with the help of mobile notifications, one-click payment, countdown timers and personalised offers. The behavioural risk is post purchase regret, cancellation or returns. An effective marketing program should thus differentiate between quality and quantity of conversions. Even if the transaction delivers a high daily sales number, it can result in a low long-term customer value due to the regret and mistrust that can result.

4.3 Personalisation and Recommendation Systems

Personalisation helps reduce search cost by structuring huge amounts according to consumer preferences. Content specific to the area, recommendations and reminders to replenish can be useful. Personalisation also enables the cross-selling and complementary product discovery. Its effectiveness depends on perceived benefit and perceived intrusiveness. When the recommendation is explainable and accurate, consumers may interpret it as service. When it reveals unexpected knowledge or uses sensitive information, the same recommendation may be interpreted as surveillance.

Under the data protection regime in India, privacy vs personalisation is gaining significance. You should not limit consumer consent via a lengthy notice or check mark, which defaults off when not checked. Platforms should explain the purpose of data collection and offer meaningful preference controls, and platforms should not gather data that isn't needed to provide the service. Increasing trust when they can see and change the basis of personalisation.

4.4 Ratings, Reviews and Electronic Word of Mouth

The ratings and reviews help to mitigate information asymmetry that occurs without physical inspection. They play a major role in the case of high involvement products, brands that are unknown and new sellers. Review volume signals popularity, average rating provides a summary cue and detailed text or images provide diagnostic evidence. The effect is not purely positive. Excessively perfect ratings may appear manipulated, while contradictory reviews can increase confusion. Consumers therefore evaluate authenticity as well as valence.

The electronic word of mouth is not limited to the platform. Social media, discussion forums and groups are used to check facts. This behavioural mechanism is social proof; when there are lots of similar users that have good experience, uncertainty is reduced. Platforms could help safeguard this mechanism by displaying verified-purchase labels, flagging coordinated manipulation and making it visible for the seller to take action if the criticism is unfounded.

4.5 Trust, Risk and Post-Purchase Assurance

Consumers must deal with uncertainty about the quality of the product, the security of payment, and the identity and fulfilment of the seller, which are key to online purchasing. Thakur and Srivastava (2015) demonstrated that risk diminishes the adoption of online shopping in India and that some degree of counterbalancing risk can be achieved by consumer innovativeness. Davis and Gnanasekar (2021) have identified certain key relationships in online shopping behaviour that are moderated by trust and product factors. Trust is not something that's achieved in one step, but through repeated information, accepted payment methods,

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clear information about the seller, delivery guarantees, and honest conflict resolution.

Reverse logistics is a marketing factor because return convenience changes the expected cost of making a mistake. Tandon (2021) identified reverse logistics and pay-on-delivery as significant predictors of customer satisfaction. This finding is important for consumer behaviour: easy returns encourage trial, but repeatedly poor product fit or misleading descriptions can generate high return rates. Post-purchase assurance should therefore support informed choice rather than compensate for weak product information.

4.6 Literature Synthesis and Research Gap

The literature establishes that social media, trust, risk, convenience, reviews and promotions influence online buying. However, many studies isolate one variable or product category. The Indian market also changes rapidly through digital payments, quick commerce, regional expansion and consumer-protection regulation. A current analytical perspective needs to combine persuasive marketing, consumer psychology, fulfilment and responsible design. This paper addresses that gap by testing an integrated set of behavioural relationships and by interpreting effectiveness together with autonomy, privacy and post-purchase outcomes.

Table 2. Thematic synthesis of selected literature

Theme	Selected evidence	Behavioural implication
Social media marketing	Yadav & Rahman (2017); Singh et al. (2025)	Interactive and credible content can strengthen awareness, trust and purchase intention.
Technology and shopping adoption	Tandon et al. (2016); Tandon (2021)	Usefulness, social influence, payment mode and reverse logistics shape adoption and satisfaction.
Risk and innovativeness	Thakur & Srivastava (2015)	Perceived risk weakens intention; innovativeness can reduce resistance.
Product information	Kripesh et al. (2020)	Useful, complete information increases confidence and purchase intention.
Trust and product factors	Davis & Gnanasekar (2021)	Trust strengthens the effect of social influence and other antecedents on behaviour.
Advertising features	Alalwan (2018)	Interactivity and relevance are more dependable than entertainment alone.

5. Research Methodology

5.1 Research Design

The study follows a descriptive and analytical research design. The descriptive component explains the Indian e-commerce environment and major consumer-behaviour mechanisms. The analytical component organises these mechanisms into testable relationships and interprets their managerial and regulatory implications. The study combines secondary evidence with a simulated consumer dataset prepared solely for methodological demonstration.

5.2 Data Sources

Secondary evidence was drawn from peer-reviewed research on online-shopping adoption, social media marketing, trust, risk, reviews and purchase intention, together with official Indian sources on digital payments, connectivity, consumer protection and data governance. Priority was given to studies with Indian samples or constructs directly applicable to the Indian online-shopping environment.

5.3 Simulated Analytical Dataset

To demonstrate cross-tabulation and hypothesis testing without falsely claiming fieldwork, a synthetic dataset of 300 online consumers was constructed. The distributions were designed to reflect plausible patterns reported in recent literature, such as stronger online activity among younger consumers, high sensitivity to price promotions and substantial importance of trust and reviews. No respondent was contacted, and the values must not be represented as primary survey findings. The purpose is to show how the proposed relationships can be tested in a future empirical study.

5.4 Variables and Measurement

Marketing exposure was classified as high or low from a composite of social media contact, retargeting, promotional notifications and personalised recommendations. Trust captured confidence in platform security, seller reliability, return policy and information accuracy. Promotional sensitivity indicated the discount sensitivity, cashback sensitivity and free delivery and urgency sensitivity. Review reliance was measured as the importance ratings and detailed reviews had in the decision to purchase at a high level of involvement. Comfort level with tracking and data-based targeting was the privacy concern. Behavioural outcomes were purchase frequency, purchase intention, impulsive buying, purchase confidence and purchase acceptance of personalisation.

5.5 Analytical Tools and Decision Rule

Frequencies and percentages were used for descriptive analysis. Cross-tabulation was applied to compare behavioural outcomes across consumer groups. To determine if there was a significant association between the observed results and independence, Pearson's chi-square test was used. A decision rule was used which rejected the null hypothesis for $p < 0.05$. For the 2 x 2 tables the values of Cramer's V around 0.10 is a small relationship, 0.30 is a moderate relationship, and 0.50 is a strong relationship.

Table 3. Methodological framework of the study

Element	Description
Research type	Descriptive-analytical study with secondary evidence and a disclosed simulated dataset.
Illustrative sample	300 synthetic online-consumer records.
Unit of analysis	Indian consumer decision behaviour in e-commerce environments.
Primary constructs	Marketing exposure, trust, promotion sensitivity, review reliance and privacy concern.
Outcome variables	Purchase frequency, purchase intention, impulsive buying, purchase confidence and personalisation acceptance.
Statistical method	Cross-tabulation, percentages, Pearson chi-square and Cramer's V.
Ethical limitation	No actual human participants; numerical results are methodological illustrations, not field evidence.

6. Consumer Profile and Descriptive Analysis

6.1 Profile of the Illustrative Sample

The simulated sample was designed to include different age groups, genders, locations and levels of online-shopping experience. The purpose was not to reproduce India's population structure, but to create a varied dataset suitable for analytical illustration. Younger adults formed the largest group because they generally have greater exposure to app-based discovery and social media commerce, while older consumers were retained to represent more cautious and experience-based decision patterns.

Table 4. Profile of the simulated consumer sample (N = 300)

Characteristic	Category	Frequency	Percentage
Gender	Male	154	51.3
	Female	143	47.7
	Other/prefer not to say	3	1.0

Characteristic	Category	Frequency	Percentage
Age	18-25 years	96	32.0
	26-35 years	102	34.0
	36-45 years	63	21.0
	46 years and above	39	13.0
Location	Metro/Tier-I	111	37.0
	Tier-II	108	36.0
	Tier-III/rural	81	27.0
Online shopping experience	Below 2 years	54	18.0
	2-5 years	126	42.0
	Above 5 years	120	40.0

6.2 Relative Influence of Marketing Factors

Illustrative mean scores were created on a five-point scale to compare the relative salience of major e-commerce marketing factors. Price promotions received the highest mean score, followed closely by ratings and reviews, convenience cues and trust signals. Social media content and personalisation remained influential but were less dominant than value and assurance. With the lowest mean, creator communication may be a key factor in discovery but not in purchase, indicating that influencers may be more critical in this aspect.

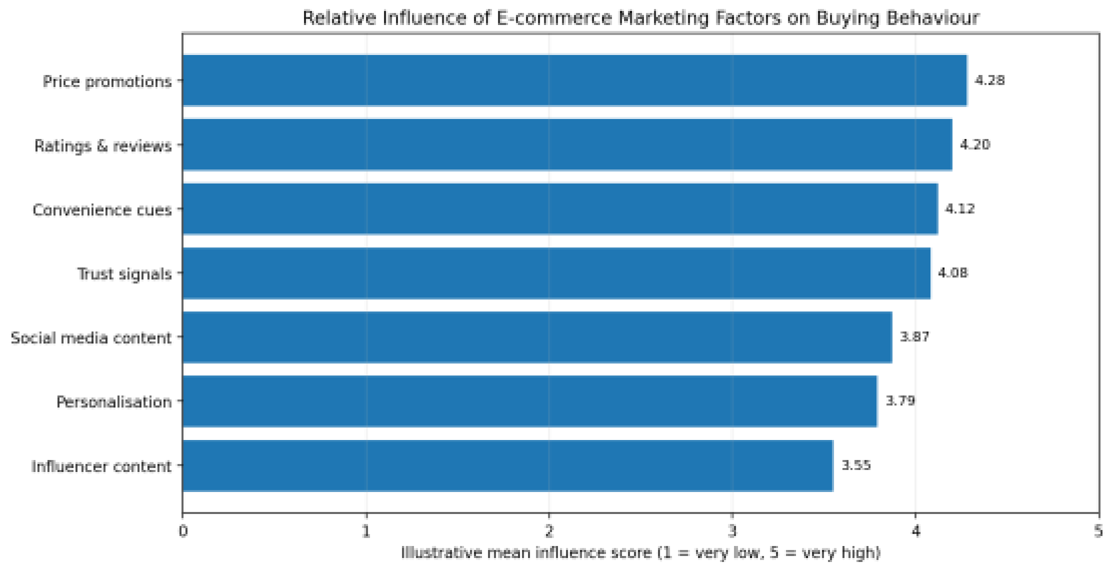

Figure 2. Illustrative ranking of e-commerce marketing influences

6.3 Marketing Influence Across the Buying Process

Promotions were strongest at need activation and purchase timing, while reviews were strongest during evaluation. Trust signals affected both intention and transaction completion. Convenience cues such as fast delivery, simple payment and easy return reduced perceived behavioural difficulty. Personalisation improved discovery when relevant, but acceptance declined among consumers with higher privacy concern. The descriptive pattern reinforces a multi stage analysis - none of the marketing tools are in complete control of the buying process.

7. Challenges, Consumer Risks and Ethical Concerns

7.1 Dark Patterns and Manipulative Choice Architecture

India's Guidelines for Prevention and Regulation of Dark Patterns identify deceptive practices such as false urgency, basket sneaking, confirm shaming, forced action, subscription traps, interface interference, bait and switch and drip pricing. The CCPA's 2025 advisory asked e-commerce platforms to conduct self-audits for such practices. These rules are directly relevant to consumer buying behaviour because interface design can alter decisions without improving information. Marketing performance obtained through hidden charges or obstructed cancellation is not sustainable performance; it transfers cost to the consumer and weakens market trust.

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7.2 Privacy, Data Use and Algorithmic Targeting

Personalisation depends on data, but consumers may not understand how browsing, location, transaction and device information are combined. The Digital Personal Data Protection framework increases the importance of lawful purpose, notice, consent and accountability. From a behavioural perspective, privacy is not only a legal issue. Consumers who feel watched may avoid the platform, provide false information or reject recommendations. Platforms should therefore use data minimisation, preference controls and explainable recommendations.

7.3 Fake Reviews, Influencer Disclosure and Information Quality

When consumers can't tell the difference between authentic word of mouth and paid or automated word of mouth, the value of electronic word of mouth is lost. Purchases should be verified, unusual review trends identified and material relationships with influencers reported by platforms/brands. Describing the limitations of products as well as benefits. We can expect some immediate conversions to not be as high if there is accurate information to base a decision on, because of the improved quality of decision, but the returns will be less.

7.4 Internet access, information literacy, and exclusion

Consumers can be kept out of ecommerce marketing by using content that is only available in English, creating complicated interfaces, assuming that consumers will have the same payment methods prevalent in a Western country, or by designing around English, etc. Older consumers / first users might require more explicit steps, more evident safety information and more human support. There may be limitations in access to rural consumers that are not included in the national advertising. Inclusive marketing needs to be local language, readable, serviceable and alternative options should be transparent.

7.5 The concept of promotion dependence and consumer welfare.

Regular sales can lead to reference price confusion and spur unwarranted buying. A high percentage discount can be perceived as a value even though the price at which it is finally sold is not competitive. Buy-now-pay-later messages can also help create an experience of pleasuring the purchase and not the price. There are platforms that will provide full repayment terms alongside real comparison data and total cost of the loan, not as a result of behavioural bias.

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Table 5. Consumer risks and responsible marketing responses

Risk area	Potential effect on behaviour	Responsible response
False urgency and countdowns	Accelerates purchase without adequate evaluation.	Use only genuine time or stock limits and retain evidence.
Hidden fees or basket additions	Creates unintended purchase and checkout surprise.	Show total price early and require explicit opt-in.
Intrusive personalisation	Produces discomfort, avoidance and loss of trust.	Explain data use, minimise collection and provide controls.
Fake or manipulated reviews	Distorts confidence and alternative evaluation.	Verify purchases, audit anomalies and publish moderation rules.
Unclear influencer sponsorship	Transfers borrowed trust without disclosure.	Use prominent, understandable sponsorship disclosure.
Difficult cancellation or returns	Raises perceived risk and post-purchase dissatisfaction.	Provide symmetric sign-up and cancellation processes.

8. Discussion

The results of the analysis show that the marketing system of e-commerce has an impact on the buying behaviour by creating a series of interconnected cues. Attention may be gained through promotions but trust must be earned if it's to be converted to intention. However reviews boost confidence but they need to be genuine for it to have an impact. A benefit of personalisation is that it can decrease the effort needed to perform search, which can be offset by concern over privacy. There is a two-way street between marketing exposure and frequency of purchase; a two-way street because if there is any influence on frequency of purchase, then there is influence on marketing exposure as well.The relationship between Marketing Exposure and frequency of purchase is two-way because if there is any influence on frequency of purchase, there is an influence on marketing exposure as well.

The relationships between the variables that were illustrated best were trust and purchase intention, and privacy concern and personalisation acceptance. None of this has any particular managerial implication. In India, there is a significant investment amount in acquisition and recommendation technology by e-commerce companies, but both are dependent on governance. Trust is built based on truthful claims, safe payment, reasonable prices, and guaranteed delivery and easy remedy. Meaningful control results in privacy acceptance. These are not “second class” legal issues, they are behavioural

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factors that determine marketing performance.

The findings also demonstrate the importance of taking into account the post-purchase metrics in marketing evaluation. Promotions might lead to impulse purchases and impulse purchases could lead to returns and regrets. A platform can have a high conversion rate, but still have a low consumer confidence. Repeat purchase, complaint rate, reason for return, sentiment of reviews and opt out behaviour are better measures. These are signs and signals that tell you if marketing enhanced the value of your customers or just quicken a poor decision.

Digital maturity and geography segmentation is required in the Indian context. High experience/metropolitan consumers can feel tempted by convenience and personalized premium service; but new users can feel the need for reassurance and human assistance. Do not assume that Tier-II and Tier-III consumers are the delayed versions of the metropolitan consumers, as their requirements may be in a different language, product availability, payment process and risk of delivery. Consumer-centred marketing is then, at the same time a national and a local force.

9. Major Findings

- E-commerce marketing does not just impact on consumer awareness, it impacts on the entire consumer journey, not just the last.
- Price promotions are effective activators, but it's more important for confidence and high involvement decisions to focus on trust and reviews.
- In the illustrative dataset, the higher the marketing exposure, the higher the frequency of online purchase.For the illustrative dataset, marketing exposure is significantly related to the frequency of online purchasing.
- The consumers trust is highly positively associated with purchase intention.
- There is a positive correlation between promotional sensitivity and impulsive buying, and thus there is a need for responsible urgency and discount in promotional practices.
- Where products are expensive, unknown or difficult, relying on ratings and reviews enhances the confidence in purchasing.
- Acceptance of personalised recommendations and personalised advertising is significantly reduced by concerns about privacy.
- Marketing variables: Post-purchase service, reverse logistics, reliability of refunds and these impact future purchase and electronic word of mouth.

- Social media and influencer marketing are more effective when it's credible, relevant and interactive – not about the amount of exposure.
- Dark patterns can lead to success in a short term transaction, but fail to foster autonomy, trust and market growth.

10. Recommendations

- Write campaigns for the Consumption decision stage: Content for discovery, verified evidence for evaluation, assurance for transparency for conversion and communication for service for retention.
- Eliminate blanket discounting and provide value communication that has quality, convenience, delivery reliability and return assurance.
- Personalisation should be used when it clearly benefits consumers; and consumers should be able to easily access controls to pause, edit or reject recommendations.
- Authenticity of the review is increased by verified-purchasing labels, anomaly-detection, balanced display, transparent moderation.
- Consider influencer partnerships more than just the number of followers; look at their expertise, audience fit, credibility and disclosure.
- Ensure marketing, stock, delivery and customer service are all coordinated to ensure that what is promised in marketing is available in the stock room and delivered to customers.
- Monitor conversion quality in terms of repeat purchase, return rate, complaint rate and review sentiment, as well as sales.
- Routinely run Dark Pattern and Privacy Audits with Marketing, Technology, Legal and Consumer Experience teams.

11. Conclusion

E-commerce marketing has emerged as a strong facilitator of the consumer choice in India. It helps to decide what products get found, what information is taken into account, how the various alternatives are compared and how fast it becomes a transaction instead of intention. Its most effective mechanisms aren't just advertisements, they're a multitude of value, trust, social validation, personal relevance and convenience. The findings of the analysis revealed that marketing exposure is significantly related with purchase frequency, trust and purchase intention, promotions and impulsive buying, review and purchase confidence, and privacy concern and personalisation acceptance.

The main thesis is the interdependency of effectiveness and responsibility. Marketing can generate value for both consumers and businesses through enhanced information, mitigated real risk and ease of a planned purchase. Any marketing that is misleading, creates hurry, influences feedback and generates information without meaningful control can cause higher conversion in the short term and hurt consumers and trust. Sustainability in the Indian market hinges on clear design, trustworthy data, reliable delivery, and personalized, respectful experiences for new users.Transparency, authenticity, consistency, and personalisation are all essential for sustainable growth in the Indian market, where millions of new users are entering digital commerce.

In this paper, the numerical analysis is intentionally put forward as simulated and can be used as a model for future field research. A comprehensive empirical study can be conducted using a representative sample and measures for each category. This restriction notwithstanding, this paper provides a coherent analytical perspective: e-commerce marketing can have the greatest positive impact on consumer behaviour when it enables consumers to make informed, confident and reversible choices.

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