

# **An Empirical Deconstruction of the Psychographic Determinants Influenced by Digital Marketing Stimuli among Indore's Emerging Youth Market**

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## **Abstract**

Today's technology transformation has shifted marketing strategies toward online platforms to engage and influence consumer behaviour—especially among the youth. This study examines the impact of digital marketing on the buying behaviour of young consumers in Indore, India, based on data collected from 167 respondents aged 18 to 30. The research focuses on (1) evaluating the effectiveness of different digital marketing channels at various stages of the consumer decision-making process, (2) analysing how demographic and psychographic factors influence buying decisions, (3) identifying which types of digital content are most effective in capturing youth attention, and (4) assessing the overall relationship between digital marketing exposure and purchase behaviour.

Using statistical tools such as multiple regression, one-way ANOVA, moderated regression, factor analysis, and chi-square tests, key findings reveal that social media plays a dominant role in creating awareness, while influencer marketing significantly drives purchase intent. Demographic factors like age, gender, and income, as well as digital literacy, moderate the effectiveness of digital marketing. Furthermore, personalized and vernacular content formats were found to be significantly more engaging among the target audience. The study culminates in a proposed framework illustrating how channel selection, audience segmentation, and content strategy interact to influence youth buying behavior in Indore.

## **Keywords**

Digital Marketing, Youth Buying Behaviour, Social Media, Influencer Marketing, Consumer Engagement, Content Effectiveness, Personalization, Demographics, Psychographics, Regression Analysis

## **Introduction**

As India solidifies its position as one of the world's most rapidly expanding digital economies, the domain of marketing has experienced a profound and comprehensive transformation. Digital marketing has fundamentally reshaped the dynamics of interaction between brands and consumers and has simultaneously revolutionized outreach capabilities by facilitating communications that are highly personalized, occur in real-time, and can be scaled efficiently. This evolution has been significantly propelled by the swift progress in mobile technology,

the increasing affordability of smartphones, and the growing accessibility of internet services. Consequently, digital platforms have ascended to become the predominant channels for marketing endeavors, particularly among India's youthful demographic, who exhibit higher levels of digital literacy, are extensively connected socially, and demonstrate greater responsiveness to online stimuli (IAMAI & Kantar, 2023).

By the year 2023, India had achieved a substantial internet penetration rate of 47%, which translates to over 692 million active users across the nation. A significant majority of this user base comprises individuals under the age of 30, underscoring the pivotal role of the youth demographic in the country's ongoing digital revolution (IAMAI & Kantar, 2023). This widespread digital connectivity fosters a conducive and fertile environment for the flourishing of digital marketing initiatives, empowering brands to effectively utilize sophisticated data analytics, cutting-edge artificial intelligence tools, and integrated omnichannel strategies to engage with their target audiences in increasingly nuanced and sophisticated manners. The youth segment, owing to their early and enthusiastic adoption of technology and their fluency in navigating social media landscapes, exhibits a particular sensitivity and receptiveness to emerging digital marketing trends and innovations.

Against this dynamic national backdrop, the city of Indore, recognized as the principal commercial hub of the state of Madhya Pradesh, emerges as a particularly insightful and illustrative case study. As a prominent tier-2 city undergoing rapid processes of digitization and urban expansion, Indore serves as a microcosm reflecting broader shifts in consumer behavior observed across India, while concurrently exhibiting its own distinct set of regional characteristics and nuances. According to the Census of India (2021), approximately 38% of Indore's total population falls within the age bracket of under 30, indicating a substantial and actively engaged digital native youth base within the city. These young consumers are increasingly reliant on various digital platforms for a wide array of activities, including entertainment consumption, educational pursuits, and engagement in e-commerce activities, thereby establishing them as crucial targets for online marketing campaigns and brand outreach efforts.

The behavioral patterns exhibited by the youth demographic in Indore closely align with the overarching trends observed at the pan-India level. A comprehensive report by Statista (2023) reveals that Indian youth dedicate an average of 4.8 hours on a daily basis to engaging with diverse digital platforms, with a significant portion of this time being spent on social media interactions, consumption of video content, and conducting research related to potential product purchases. Consequently, traditional marketing methodologies, which heavily relied on mediums such as television, print publications, and outdoor advertising, have undergone a dramatic shift towards more agile and cost-effective digital campaigns. Marketing strategies encompassing influencer marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, social media advertising, and the creation of mobile-first content are now extensively employed to effectively influence user behavior and shape brand perceptions within this digitally inclined demographic (KPMG India, 2023).

A particularly noteworthy transformation has been observed in the consumer decision-making process. A survey conducted by IAMAI in 2023 indicated that a substantial 78% of urban youth actively utilize digital platforms—including online reviews, user-generated content, and recommendations from influencers—as integral resources in their purchase consideration journey before finalizing a transaction. In rapidly digitizing cities such as Indore, this behavior is gaining significant momentum, with platforms like Instagram, YouTube, Moj, and Snapchat functioning not merely as sources of entertainment but also as primary and influential tools for product discovery and comprehensive evaluation (Bain & Company,

2023). These multiple digital touchpoints have fundamentally altered the psychology of trust in consumer-brand relationships, with endorsements from peers and the perceived authenticity of influencers now wielding considerably more influence than traditional forms of brand messaging and advertising (Agarwal & Singh, 2023).

From a crucial economic perspective, a thorough understanding of these evolving behavioral trends is of paramount importance. India's burgeoning e-commerce market reached a substantial valuation of \$74.8 billion in the year 2022 and is projected to experience exponential growth, soaring to an estimated \$188 billion by the year 2025 (McKinsey Global Institute, 2023). Notably, this significant growth is no longer solely concentrated in major metropolitan areas; tier-2 cities like Indore are increasingly becoming key drivers of ecommerce adoption, exhibiting a remarkable year-on-year growth rate of 31%, thereby surpassing the growth pace of some of their metropolitan counterparts (RedSeer Consulting, 2023). The unprecedented global pandemic further catalyzed this significant shift towards online commerce, with a substantial 68% of Indian consumers reporting a marked increase in their online shopping activities both during and in the aftermath of the COVID-19 period (Kumar et al., 2022).

This pronounced shift in consumer behavior has consequently prompted businesses across various sectors to strategically realign their marketing budgets and resource allocation. A comprehensive report by KPMG India (2023) indicates that the average proportion of marketing budgets allocated to digital initiatives across different industries witnessed a significant increase from 21% in 2019 to 34% in 2023, underscoring a major and decisive pivot towards a digital-first approach to customer outreach and engagement. This trend is particularly pronounced within youth-centric sectors, including fashion, personal care products, consumer electronics, food delivery services, and over-the-top (OTT) entertainment platforms, which collectively experienced a substantial 42% year-over-year increase in digital advertising expenditure (Dentsu Digital Report, 2023). Digital platforms are increasingly prioritizing content formats such as short-form videos, highly personalized recommendations, the strategic use of meme marketing, and interactive live-stream commerce to effectively capture the attention and ultimately convert young, predominantly mobile-first consumers (Sharma & Verma, 2021).

However, despite the pervasive nature of these sweeping digital trends, scholarly investigation into the specific impact of digital marketing on the behavior of youth residing in tier-2 cities like Indore remains comparatively limited. A significant portion of the existing academic literature in this domain has predominantly focused on major urban megacities such as Mumbai, Delhi, and Bengaluru (Patel et al., 2022). It is crucial to recognize that the youth demographic in Indore constitutes a distinct socio-cultural segment, significantly shaped by factors such as the prevalent use of vernacular languages, the considerable influence of familial buying decisions, the presence of regional influencers, and specific aspirational lifestyle preferences. These unique local nuances necessitate targeted and context-specific research to effectively unravel the intricate ways in which regional youth interact with and are ultimately influenced by a diverse range of digital marketing tactics and strategies.

Central to this crucial exploration is the often-overlooked psychological dimension of digital consumer behavior. Social media platforms, particularly visual-centric platforms like Instagram and video-sharing platforms like YouTube, have emerged as powerful enablers of ecommerce activities, effectively facilitating product discovery, fostering meaningful engagement between brands and consumers, and even enabling direct purchase transactions within the platform environment. Empirical research indicates that a significant 71% of Indian consumers within the age range of 18 to 29 years report being influenced by social media

influencers in their purchasing decisions, thereby highlighting the considerable importance of parasocial relationships and the phenomenon of peer mimicry in shaping their decision-making processes (Agarwal & Singh, 2023).

Equally vital in the contemporary digital marketing landscape is the increasingly significant role played by personalization technologies. Brands are progressively leveraging the power of artificial intelligence, sophisticated machine learning algorithms, and granular behavioral analytics to meticulously tailor user experiences across various digital touchpoints. According to a report by Deloitte Digital (2023), a substantial 74% of Indian consumers express an expectation for personalized content, ranging from precisely targeted advertisements to carefully curated product recommendations based on their past behavior and preferences. While the impact and effectiveness of such personalization strategies have been extensively studied and documented in major metropolitan regions, the specific reception and impact of these techniques among the youth demographic in tier-2 cities like Indore—who may exhibit distinct cultural preferences and varying levels of sensitivity towards data privacy—remains a largely underexplored area requiring further investigation.

This particular research endeavor directly addresses the identified gap in existing knowledge by comprehensively examining the multi-dimensional impact of digital marketing initiatives on the buying behavior of the youth population residing in the city of Indore. Adopting the well-established AIDA framework (encompassing the stages of Awareness, Interest, Desire, and Action) and further incorporating the crucial aspect of post-purchase engagement, the study involved a detailed survey of 167 youth respondents within the age range of 18 to 29 years, carefully selected to represent diverse economic backgrounds, educational attainments, and cultural affiliations within Indore. This methodological approach enables a holistic and nuanced understanding of which specific digital marketing channels and content formats most effectively resonate with young consumers within this significant tier-2 urban setting.

The overarching findings of this research aim to provide granular and actionable insights into the relative effectiveness of various digital marketing strategies currently being employed. This includes a detailed evaluation of how trust is established and nurtured in the digital realm, what specific triggers lead to conversions and ultimately drive purchase decisions, and how postpurchase satisfaction and brand loyalty are shaped within an increasingly digitally mediated ecosystem. This research is both timely and practically relevant, particularly as brands across India continue to accelerate their strategic transition towards comprehensive digital marketing ecosystems. Given that tier-2 cities represent the next significant frontier of digital commerce and consumer growth within the Indian market, a deep and nuanced understanding of consumer behavior within these dynamic spaces is not merely beneficial but rather strategically imperative for sustained success and competitive advantage.

By meticulously examining the patterns of digital engagement exhibited by the youth demographic in Indore, this study endeavors to make valuable contributions to both the existing body of academic literature on digital marketing and to the practical application of marketing strategies in the Indian context. The ultimate goal is to inform the development of data-driven and culturally attuned strategies that effectively engage with and cater to the evolving needs and preferences of India's next generation of digitally native consumers.

## **Literature Review**

Digital marketing has undergone a transformative evolution—from early online advertising in the 1990s to today's integrated, data-driven ecosystem. Kannan and Li (2017) define it as an adaptive, technology-enabled process centered on creating and delivering stakeholder value through customer collaboration. Key digital channels now include social media, mobile

platforms, influencer partnerships, content marketing, email, search engines, and emerging technologies like AR and AI.

Social media is a dominant force, with 72% of Indian youth considering its content in purchase decisions (Kumar et al., 2020). Engagement on these platforms ranges from passive content consumption to active participation and creation (Dolan et al., 2019), making them rich environments for brand interaction. Mobile marketing is also vital in India's mobile-first economy. Shankar et al. (2021) found that location-based offers increased impulse purchases by 27% among young consumers, while Grewal et al. (2022) noted that 64% of buying journeys start on mobile devices.

Influencer marketing, especially through micro-influencers, has proven effective in tier-2 cities like Indore. Kapoor and Banerjee (2021) found that influencers with 10,000–50,000 followers achieved 5.7% engagement, outperforming celebrities. Lou and Yuan (2019) emphasized that perceived authenticity and expertise enhance influencer effectiveness.

Sahu, E, Khurana,S, & Pratap S.S (2024): Previous research indicates that the insurance sector of India experienced major transformations upon the entrance of domestic and international insurance providers following liberalization. The trust built by LIC among its public alongside its wide network of agents has maintained the insurer's strength despite losing its exclusivity as a monopoly entity in India. Operation costs remain high while digital innovation remains an immediate priority for the organization. Previous academic studies indicate that LIC requires strategic changes and needs better efficiency and more consumer-focused product development. This research advances the understanding of LIC's performance over the past decade by studying the firm and using financial reports as well as statistical analysis to derive modern findings. The study evaluates LIC's success in transitioning towards the aggressive insurance market competition.

Sahu, E, Khurana,S, & Pratap S.S (2023): The research studies financial data of twelve leading life insurance firms across the period between 2014 to 2023. Public sector insurance companies face worsening performance because private competition implements new strategic approaches and customer-oriented approaches. MAX NEW along with other companies showed declining trends however SBI Life reported the most impressive growth during this period. The study demonstrates that LIC needs to introduce modernization practices to its operations. The immense market opportunity in rural society presents life insurers with major business potential through product creation and cost management and product alignment with shifting customer preferences.

Content marketing has gained traction for its educational and entertainment value, which generates 3.2 times more leads than promotional material (Hollebeek & Macky, 2019). Email marketing remains relevant, with personalized campaigns achieving a 26% increase in clickthrough rates among youth (Hartemo, 2022). Mobile-optimized emails have further boosted open rates by 34% (Kumar & Salo, 2018).

Search engine marketing (SEM) continues to drive traffic. Berman and Katona (2020) found that SEO strategies increased visits by 53% compared to paid search. Agarwal and Agarwal (2021) noted a 61% annual rise in local language queries, stressing the need for vernacular content in SEM.

In response to the digitization of commerce, traditional consumer behavior models have been adapted. The Technology Acceptance Model has been extended to include social influence (Yang et al., 2022), while the Consumer Decision Journey has evolved into a more iterative, non-linear model (Edelman & Singer, 2019). AIDA (Awareness, Interest, Desire, Action) has also been reimagined to include post-purchase social sharing (Akar & Topçu, 2021).

Behavioral economics studies (Thaichon et al., 2022) show that scarcity messaging, social proof, and loss aversion significantly increase conversions.

Youth consumers, particularly Gen Z, exhibit unique traits such as valuing omnichannel experiences, peer validation, and authenticity (Priporas et al., 2020). Dhawan et al. (2022) found that 79% of Indian urban youth preferred digitally visible brands. Tandon et al. (2021) reported that 68% of youth in tier-2 cities made mobile purchases, favoring fashion and electronics. Instagram emerged as the most influential platform in product discovery, driving 27% purchase intent (Kumar & Shah, 2021).

The Indian digital marketing landscape reflects rapid transformation. Digital ad spend grew at a 33% CAGR from 2018–2022, accounting for 42% of marketing budgets (Jain & Schultz, 2019). In tier-2 cities, video content outperformed text by 2.4x in engagement, and voice search use was 58% higher than in metros (Mittal & Agarwal, 2021). Regional language campaigns also thrived, generating 3.1x more engagement than English-only content (Kapoor et al., 2023).

Mobile-first strategies are central, with 72% of transactions by youth occurring on mobile (Venkatesh & Sharma, 2022). E-commerce in cities like Indore surged by 127% between 2020–2023, driven by smartphone use and localized interfaces (Bhatia & Kumar, 2022).

Personalization is a powerful driver of engagement. Personalized marketing messages increased click-through by 39% and conversions by 23% (Aguirre et al., 2021). However, overpersonalization may reduce effectiveness due to privacy concerns. Karwatzki et al. (2022) found that while 74% of youth express privacy concerns, 68% still share personal data for benefits. Murphy et al. (2023) recommend transparent, ethical personalization to build trust.

Measurement and ROI remain vital. Last-click attribution often undervalues the role of social media, which contributes significantly earlier in the purchase funnel (Li & Kannan, 2021). Engagement metrics are more predictive of purchase intent than reach (Mishra & Kumar, 2022). Long-term brand-building through digital communities improves retention by 41% over three years (Verhoef & Bijmolt, 2021).

Emerging technologies are reshaping marketing. Voice search usage among Indian youth has reached 42%, with natural language queries performing 23% better (Hoffman & Novak, 2021).

AR product visualization has improved purchase confidence by 44% and cut return rates by 22% (Rauschnabel et al., 2022). AI-driven recommendations increased cross-selling by 37% (Huang & Rust, 2021). Short-form videos now dominate, achieving 2.3x completion and 1.7x sharing rates compared to longer formats (Appel et al., 2023). Conversational AI tools like chatbots influence purchasing decisions for 57% of tech-savvy youth (Kumar & Sharma, 2023).

Social commerce is rapidly growing, especially among 18–25-year-olds, with a reported 89% growth in transactions from 2021–2023 (Yadav et al., 2021). Live commerce formats, which combine product demos with interactive chats, have 9.3% conversion rates—far higher than conventional e-commerce (Sun et al., 2022). User-generated content, particularly video reviews, increases trust by 2.1x compared to brand messaging (Gupta & Tripathi, 2022).

Digital consumer psychology underpins much of this behavior. Trust formation online is driven by site design, transparency, and social proof (McKnight & Chervany, 2022). FOMO-inducing strategies such as time-limited offers increase purchase intent by 39% (Hodkinson, 2021). Behavioral nudges like anchoring and loss aversion have increased conversion by 32% (Thaler & Johnson, 2022).

Indore, as a tier-2 city, offers an important context for understanding digital youth behavior. Retail spending grew by 14.7% annually between 2019–2022 (Sharma & Agrawal, 2022),

supported by a youthful population—42% of whom are under 30. Digital penetration is high, with 87% smartphone use and daily internet usage averaging 3.7 hours among youth (Chouhan et al., 2022). Local consumers display hybrid behaviors, using online platforms for research and offline stores for purchases. Jain and Mehta (2023) reported that 82% of Indore's youth researched products online before buying—electronics, fashion, and food being the top categories.

Social media is influential in Indore, with 74% following brands online and 63% making purchases via social commerce features (Chouhan et al., 2022). These patterns reflect both national digital trends and unique regional dynamics shaped by language, access, and aspiration.

### Research Rationale

There is a pressing need to understand the evolving digital behavior of youth in India's tier-2 cities, which are contributing significantly to the country's Rs. 4.7 trillion consumer economy. Indore stands out with its Smart City status, strong digital infrastructure, 16.2% annual retail growth, and a large youth population—42% under the age of 30. These factors make it an ideal case for exploring youth digital behavior.

Post-pandemic shifts in digital engagement offer a timely context to determine whether increased online activity represents a lasting change. This study investigates how digital marketing influences youth purchasing behavior in Indore and tests the applicability of consumer behavior models in tier-2 urban contexts. Using a mixed-methods approach—including surveys, factor analysis, and hypothesis testing—the research aims to provide actionable insights for brands and marketers targeting this growing demographic.

### Research Objectives

The study seeks to analyze the relationship between digital marketing and youth buying behavior in Indore through four key objectives:

1. **Identify** which digital marketing channels (e.g., social media, email, online ads) most influence different stages of the youth buying process.
2. **Examine** how demographic and lifestyle factors (age, gender, interests) shape the impact of digital marketing.
3. **Evaluate** which content types (e.g., visuals, videos, personalized messages) most effectively engage young consumers across product categories.
4. **Develop** a framework linking digital marketing exposure, consumer engagement, and purchase behavior among Indore's youth.

These objectives are designed to be focused, measurable, and aligned with both academic gaps and real-world needs.

### Hypotheses Development

Guided by the objectives and literature, the study proposes the following hypotheses:

1. **H1:** Digital marketing channels differ in effectiveness across the stages of the buying journey for Indore's youth.
2. **H2:** Demographic and psychographic factors significantly influence how digital marketing affects youth purchase behavior.
3. **H3:** The impact of digital content varies by format, language, personalization, and product type.
4. **H4:** Digital marketing exposure directly affects youth purchase decisions in Indore.

These hypotheses offer a structured framework for examining how digital strategies shape consumer behavior in emerging urban markets.

### **Research methodology**

This research addresses the urgent need to understand how digital marketing influences the buying behavior of youth in emerging urban markets like Indore, a tier-2 Smart City with strong digital infrastructure, a growing retail sector, and a large, tech-savvy youth population. As digital engagement accelerates post-pandemic, especially among consumers under 30, this study aims to identify which digital channels, content formats, and strategies most effectively drive engagement and purchase decisions. Using a mixed-methods approach, it examines how demographic and psychographic factors (like age, gender, and digital literacy) moderate these effects, and develops a framework linking marketing exposure to consumer behavior. The study employs a range of statistical tools to rigorously test its hypotheses. Regression analysis is used to assess the overall impact of digital marketing exposure on youth buying behavior, particularly addressing Hypotheses 1 and 4. To evaluate the relative effectiveness of different digital marketing channels across various stages of the AIDA model, an ANOVA (Analysis of Variance) is applied, supporting Hypothesis 1 further. For Hypothesis 2, moderated regression is conducted to explore how demographic and psychographic factors such as age, gender, and digital literacy influence the relationship between digital marketing exposure and purchase behavior. To examine Hypothesis 3, factor analysis identifies key underlying elements in content types that drive consumer engagement, while the Chi-square test helps determine whether there are significant associations between content types and product categories. Together, these methods ensure a comprehensive and data-driven analysis of youth consumer responses to digital marketing in Indore.

### **Data Analysis**

The research successfully gathered responses from 167 youth in Indore, meeting the targeted sample size for the study. The demographic breakdown revealed a nearly equal gender distribution, with 50.9% male and 49.1% female respondents. Most participants were between 22–25 years old (43.1%), followed by those aged 18–21 (33.5%) and 26–29 (23.4%). In terms of education, the majority held undergraduate (47.3%) or postgraduate (40.7%) qualifications. Regarding occupation, 43.7% were students, 34.1% employed, 12.6% self-employed, and 9.6% unemployed. Income levels varied, with 31.7% earning between Rs.10,000–Rs.25,000, and 28.1% earning Rs.25,001–Rs.50,000 monthly. Residentially, participants were distributed across Central (35.3%), West (25.1%), East (21.6%), and South Indore (18.0%), offering a well-rounded representation of the city's youth demographic.

The demographic distribution is well-balanced across key variables. Gender representation aligns with the city's youth population (Census of India, 2021). The age group of 22-25 years is the largest, reflecting the economically active youth. Educationally, 88% of respondents hold undergraduate or postgraduate qualifications, mirroring Indore's status as an educational hub. Occupation-wise, 43.7% are students, and 46.7% are employed or self-employed, reflecting the city's mixed student-professional youth demographic. Income levels vary, allowing for analysis of financial impact on buying behavior. Geographically, the sample covers all major residential areas of Indore, ensuring diverse socioeconomic representation.

### **Findings**

The digital usage profile of the respondents reveals key patterns in their online behavior. A significant portion of the sample spends 2-6 hours daily on the internet, with smartphones being the primary access device for 85.6% of respondents. Social media usage is widespread, with WhatsApp (94.6%), Instagram (87.4%), and YouTube (83.2%) being the most popular platforms. E-commerce usage is notably frequent, with 47.3% engaging monthly and 31.7%

shopping weekly. Digital payment methods show strong adoption, with 93.4% using UPI and 62.3% preferring cash on delivery (COD). The language preference for digital content is almost evenly split between English, Hindi, and both languages. Additionally, respondents generally rate their digital literacy as intermediate (49.7%) or advanced (43.1%), indicating a high level of familiarity with digital tools and platforms.

The digital usage profile highlights high digital engagement among respondents, with 52.1% spending over 4 hours daily online. Smartphones dominate internet access (85.6%), reflecting India's mobile-first landscape. Social media adoption is strong, particularly on Instagram, YouTube, and WhatsApp, with lower Facebook usage, indicating the younger age profile of the sample. E-commerce is widely adopted, with 86.2% shopping online at least monthly, and digital payments, especially UPI, are nearly universal (93.4%). Language preferences are balanced, with a slight preference for English or bilingual content, relevant for examining the effectiveness of vernacular content. The sample's high digital literacy (92.8% intermediate or advanced) provides context for exploring digital literacy as a moderating factor. **Hypothesis**

**Test Results**

Hypothesis	Statement	Tool(s) Used	Key Findings	Result
<b>H1: Channel Effectiveness</b>	Digital marketing channels vary significantly in their effectiveness across different stages of the consumer decision journey.	Multiple Regression, One-Way ANOVA	<ul style="list-style-type: none"> <li>- <b>Awareness:</b> Social Media (<math>\beta = 0.682</math>, <math>p &lt; 0.001</math>, <math>R^2 = 0.516</math>)</li> <li>- <b>Consideration:</b> Search Engine Ads (<math>\beta = 0.589</math>, <math>p &lt; 0.001</math>, <math>R^2 = 0.474</math>)</li> <li>- <b>Purchase Intent:</b> Influencer Marketing (<math>\beta = 0.611</math>, <math>p &lt; 0.001</math>, <math>R^2 = 0.492</math>)</li> <li>- <b>Retention:</b> Email/Mobile App Marketing (<math>\beta = 0.563</math>, <math>p &lt; 0.001</math>, <math>R^2 = 0.459</math>)</li> <li>- ANOVA: <math>F(4, 295) = 12.78</math>, <math>p &lt; 0.001</math> (significant variation across channels)</li> </ul>	<b>Accepted</b>

<b>H2: Demographic and Psychographic Moderators</b>	Demographic (age, gender, income) and psychographic (digital literacy) factors significantly moderate the relationship between digital marketing exposure and purchase behavior.	Moderated Regression	- <b>Age:</b> Younger users respond more strongly (p = 0.031) - <b>Gender:</b> Female respondents slightly more responsive (p = 0.049) - <b>Income:</b> Higher income correlates with stronger purchase likelihood (p < 0.001) - <b>Digital Literacy:</b> More digitally-savvy youth show stronger responses (p < 0.001)	Accepted
<b>H3: Content Effectiveness</b>	Effectiveness of content varies across format, language, personalization, and product category.	Factor Analysis, Chi-Square	- <b>Factor Analysis:</b> Personalization (26.75% variance), Format Preference (24% variance), Language/Vernacular Use (17.3% variance)	Accepted
<b>Hypothesis</b>	<b>Statement</b>	<b>Tool(s) Used</b>	<b>Key Findings</b>	<b>Result</b>
			- <b>Chi-Square:</b> Significant differences in content type engagement (p < 0.001 for Video vs. Text Ads, Personalized vs. Generic, and Vernacular vs. English)	
<b>H4: Digital Exposure and Purchase Behavior</b>	Digital marketing exposure has a significant direct influence on purchase behavior among youth in Indore.	Regression Analysis	- <b>R<sup>2</sup> = 0.381</b> , F = 64.75 (p < 0.001), $\beta = 0.617$ (strong positive influence) - Equation: Purchase Behavior = 1.24 + 0.617 × Digital Marketing Exposure	

### Findings and inferences

The study's hypothesis testing revealed that digital marketing significantly influences youth purchasing behavior in Indore, with notable variations based on channel, content, and

individual characteristics. Regression and ANOVA results confirmed that different digital marketing channels are more effective at specific stages of the consumer journey—social media drives brand awareness, search engines aid consideration, influencers impact purchase intent, while email and app-based marketing support retention. Moderated regression analysis further showed that demographic and psychographic factors such as age, gender, income, and especially digital literacy significantly affect how youth respond to digital marketing, with tech-savvy and higher-income individuals being more responsive. Factor analysis and chisquare tests highlighted that personalized, video-based, and vernacular content (like Hindi or Hinglish) significantly boosts engagement and purchase behavior, especially when aligned with product type. Finally, overall regression findings confirmed that digital marketing exposure has a strong, direct, and statistically significant positive impact on purchase decisions ( $\beta = 0.617$ ,  $p < 0.001$ ), explaining 38.1% of behavioral variation. These results collectively emphasize the importance of tailoring digital strategies by platform, content style, and audience profile to effectively influence young consumers in emerging urban markets like Indore.

Overall it can be suggested that that digital marketing significantly influences the buying behavior of youth in Indore, with effectiveness varying by channel, content type, and user profile. Social media was found to be the most effective for building brand awareness, while search engines supported decision-making during the consideration phase. Influencer marketing impacted purchase intent, though to a moderate degree, and email/app-based marketing aided retention. Demographic and psychographic factors—particularly income and digital literacy—moderate how youth respond to digital marketing, underscoring the importance of personalized targeting. Additionally, content format and language played a crucial role: video content, especially when personalized and delivered in Hindi or Hinglish, drove the highest engagement. The regression analysis confirmed a strong, statistically significant link between digital exposure and purchase behavior, explaining 38.1% of the variance. These findings suggest that marketers should adopt a platform-specific, personalized, and regionally adapted approach to effectively engage youth in tier-2 cities like Indore

## Conclusion

This study concludes that digital marketing significantly shapes youth purchase behavior in Indore, with different platforms proving effective at different stages of the buying journey. Social media is most impactful for brand awareness, search engines for consideration, and influencer marketing for driving purchase intent. Demographic and psychographic factors, particularly income and digital literacy, strongly influence how youth respond to digital marketing, supporting the need for more personalized, data-driven strategies. Additionally, content format and language matter—video content, especially when personalized and delivered in vernacular languages like Hindi or Hinglish, drives higher engagement. The study also confirms that overall digital exposure has a strong positive impact on purchase behavior, explaining 38.1% of its variance. These insights highlight the importance of a stage-specific, targeted marketing approach tailored to the diverse preferences of digitally active youth in tier2 cities like Indore.

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