



The Influence of Dimensions of Digital Marketing on the Purchase Decision-Making Process of Consumers

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Abstract

Digital marketing can be considered as one of the most important technological revolutions that has changed the dimensions of marketing. How it changed the attitude and behavior of the consumers towards marketing efforts is a widely researched area. The influence of digital marketing practices on the purchase intention of consumers sheds light on the need to analyse its influence on the consumer decision-making process. This study tried to examine the influence of dimensions of digital marketing on each stage of the purchase decision-making process, such as need recognition, information processing, evaluation of alternatives, final purchase decision, and post-purchase behavior. Five dimensions of digital marketing were identified through the analysis of relevant literature, such as trust, ease of use, personalization, website aesthetics, privacy, and security. The data for understanding this relationship was collected from different parts of Kerala by ensuring the representation of geographical areas. The study used Multiple Regression analysis to understand how far these variables have an effect on each stage of the purchase decision-making process. It found out that that all most all factors are influencing the information processing, final purchase decision, and post-purchase behaviour of the consumers. But, there is no influence exerted by trust and ease of use on the need recognition stage, and the consumers are also not giving much significance to ease of use during the evaluation of alternatives. So, the consumers are giving much importance to different factors, and that can create a significant impact on purchase decisions. Implications for future research will be discussed.

1. Introduction

Digital marketing has provided a number of new opportunities for marketers to reach, inform as well and engage consumers through their marketing activities, and it occupies a significant position in the technology revolution that has been witnessed by the world so far (Ko, 2019). The extensive use of information communication technologies also provides a number of benefits to consumers, like increased efficiency, availability of more information, better price comparison, lower cost, and diversity of products (Bayo-Moriones & Lera-López, 2007). Now, the digital marketing strategies through social media platforms have gradually attained a vital position in the daily life of an individual, and they effectively promote the customer relationship (Fujita et al., 2017; Woodside &

Bernal Mir, 2019). There are a number of studies that explore the evolution of digital marketing, mobile marketing, social media marketing, and other digital tools that have been used by marketers. The scope of digital marketing has now shifted to using it for the activities, institutions, and all those processes that can be facilitated through digital technologies (J. Kim et al., 2021). Digital marketing platforms are now making use of Artificial Intelligence (AI) and the Internet of Things (IoT) in order to achieve objectives in consumer-consumer and business-to-consumer marketing environments (Buhalis & Volchek, 2021; Dwivedi et al., 2020; Petrescu et al., 2020).

The decision-making process of consumers has changed very much due to the integration of digital technologies. A recent study conducted by Aswari et al. (2019) reported that digital marketing is influencing the purchase decision-making of young consumers. Toor et al. (2017) have also confirmed the influence of social media marketing on the purchase intention of consumers. Digital marketing acts as a moderator in the consumer decision-making process, and it depends on how it is developed or projected (Chen et al., 2017). There are a number of studies that have focused on the influence of different digital marketing tools on consumer purchase intention or decision, like social media marketing (e.g. Rahman Khan & Aminul Islam, 2017; Toor et al., 2017; Khatib, 2016; Meslat, 2018), electronic word of mouth (e.g. Alwashdeh et al., 2019), online advertisement (e.g. Nizam et al., 2018), brand communities (e.g. Tiruwa et al., 2016), and influencer marketing (e.g. Lim et al., 2017). All these studies can significantly prove the influence of digital marketing on consumer purchase decisions.

Different dimensions of digital marketing have been considered by the consumers, which sometimes act as motivators and at the same time as discouragers. One of the most important factors is trust. The role of trust is vital in the e-commerce environment because of the high degree of uncertainty and risk involved in it (Benassi, 1999; Fung & Lee, 1999). So, every transaction in an uncertain e-commerce environment needs to be supported by the element of trust (Lee, 1998; Ba & Pavlou, 2002). Many studies have reported that online trust is significantly affected by privacy and security perceived by the consumers (e.g., Belanger et al., 2002; Kim et al., 2008). The direct influence of perceived ease of use of a digital marketing tool on the purchase intention of consumers is also important to consider (Nassuora, 2013; Abu-Shanab & Ghaleb, 2013). Along with these, the digital consumers are always seeking to get personalized content on digital marketing platforms. There are a number of studies that reported the positive relationship between personalization and the attitude of the consumer towards a website (e.g., Mittal & Lassar, 1996; Surprenant & Solomon, 1987). A positive attitude towards commercial websites can also be created through aesthetically pleasing colors and designs. Aesthetic components can create behavioral intention, which helps to generate desired behaviors from the consumers, especially important in e-commerce sites (Hall & Hanna, 2004). So, the above mentioned factors can be regarded as dimensions of digital marketing and the previous studies have pointed out its influence on the consumer purchase decision. Therefore, this study intended to analyse the influence of these dimensions on the each stage of purchase decision making process in order to assess how far these affects the purchase intention of digital consumers. The intensity of influence may be different according to each stage. This study will try to give a better answer to these questions.

2. Literature Review

The literature part of the study is divided into different sections, which it going to explain various studies that signify the importance of digital marketing on the purchase decision-making process of the consumers and different dimensions of digital marketing. A comprehensive analysis of relevant literature will help to shed light on the influence of digital marketing on consumer purchase decisions.

2.1. Influencer of Digital Marketing on the Purchase Decision of Consumers

Sashi (2012) has investigated consumer engagement in a digital marketing context. The study pointed out the opportunities that have been created through the application of digital marketing technologies. This paper presented a model of consumer engagement and proposed four types of consumer relationships. The purchase decision-making process of Generation Y consumers was assessed by Prasad et al. (2019). The study was conducted by focusing on eWOM engagement of the consumers, and it signifies the influence of eWOM on the purchase decision of Generation Y consumers. Mahalaxmi & P. Ranjith, 2016) attempted to assess the impact of digital marketing on the purchase decision of the consumers, and it pointed out that there is much comfort and ease enjoyed by the consumers in the purchase decision-making process in a digital context. The influence of social media on the different stages of the purchase decision-making process was analysed by Khatib (2016). It found that the degree of impact is higher in the information gathering phase, and this also implies the influence of social media activities on the purchase intention of the consumer. A similar study was conducted by Meslat (2018) to analyse the influence of social media on the purchase decisions of consumers. The findings of the study implied that the consumers are expecting more transparency and ease with the social media presence of the firm. An awareness program needs to be conducted in order to make them know about the digital marketing efforts of the company and to influence their purchasing decisions. Rahman Khan & Aminul Islam (2017) conducted a similar study in the Indian context to understand the influence of social media on customer loyalty. There are some additional values considered by consumers while browsing or making online purchases. Dahiya & Gayatri (2017) analysed the impact of digital marketing on customer purchase decisions with reference to the Indian passenger car market. The study identified that consumers are using websites in order to get more information during the purchase of cars, and they considered websites as the most trustworthy medium during the need recognition stage to the post-purchase decision. Reddy (2017) found that the increased acceptance of digital marketing than the traditional mode of marketing communication. The results of the study explained the influence of digital marketing on the need recognition, actual purchase and post-purchase decision of the consumer.

2.2. Dimensions of Digital Marketing

The study intended to analyse the influence of different dimensions of digital marketing on each stage of the purchase decision-making process. So, the following dimensions of digital marketing were considered:

2.2.1. Trust

The process of information gathering and search behavior by consumers in a digital environment is strongly affected by the factor of trust. Trust is very important in the online marketing context because of increased consumers' dependence on the internet for information search and purchases (Shankar et al., 2003). According to Keen (1999), trust is the foundation of e-commerce as it plays a vital role in the process of communication between the marketer and the consumer. The role of trust is vital in the e-commerce environment because of the high degree of uncertainty and risk involved in it (Benassi, 1999; Fung & Lee, 1999). So, every transaction in an uncertain e-commerce environment needs to be supported by the element of trust (Lee, 1998; Ba & Pavlou, 2002). The concept of trust is much wider than privacy and security in the online context, as it is a complex and multidimensional construct that involves a number of antecedents and consequences (Shankar et al., 2002; Belanger et al., 2002; Yoon, 2002). There is literature which have mentioned the role of trust in the acceptance of internet-based technologies or strategies (e.g., Gefen, 2000; Urban et al., 2001; Hoffman et al., 1999). The customers are always considering the trustworthiness of the retail site, as they expect the protection of their transaction and personal information (Kannan & Li, 2017). There are a number of studies that signify the influence of trust on consumer behavior in the e-commerce context (Gefen & Straub, 2003; Moon & Kim, 2001; Jarvenpaa et al., 2000). Trust has been regarded a factor that satisfies the consumer's expectation of a successful transaction and smoothens the consumer-marketer relationship (Schurr & Ozanne, 1985). Most of the studies in the e-commerce context have proved the relationship between trust and positive attitude (Gefen, 1997; Jarvenpaa et al., 1999; Song & Zahedi, 2002). So, it can contribute much to the purchase intention of the consumer.

The following hypotheses were developed regarding the influence of trust on different stages of the purchase decision-making process.

H1_a: There is a significant influence of trust on the need recognition phase of the consumer decision-making process.

H1_b: There is a significant influence of trust on the processing of information by consumers.

H1_c: There is a significant influence of trust on the evaluation of alternatives.

H1_d : There is a significant influence of trust on the final purchase decision by the consumer.

H1_e : There is a significant influence of trust on the post-purchase behavior of the consumer.

2.2.2. Perceived Ease of Use

Perceived ease of use is the perception of consumers that the use of a particular system is free from effort. It is a famous construct used in TAM/TAM2 (Davis, 1989, Davis et al., 1989). The previous research efforts that have applied TAM in the e-commerce context have pointed out a positive association between perceived ease of use

and the attitude of online consumers (e.g., Moon & Kim, 2001; Shih, 2004; Ha & Stoel, 2009). Nassuora (2013) and Abu-Shanab & Ghaleb (2013) have also pointed out the direct influence of perceived ease of use on the purchase intention of consumers in the online context. A study conducted by Natarajan et al.(2017) has also confirmed the role of perceived ease of use in the acceptance of mobile shopping. According to Anouze & Alamro (2020), the reduction of complex electronic procedures in the access of a system or service can contribute towards the comfort and willingness, and this can make favourable impact on the intention to use a particular service.

The hypotheses related to the influence of perceived ease of use on each stage of the purchase decision-making process are as follows:

H2_a: There is a significant influence of ease of use on the need recognition phase of the consumer decision-making process.

H2_b: There is a significant influence of ease of use on the processing of information by consumers.

H2_c: There is a significant influence of ease of use on the evaluation of alternatives.

H2_d: There is a significant influence of ease of use on the final purchase decision by the consumer.

H2_e: There is a significant influence of ease of use on the post-purchase behavior of the consumer.

2.2.3. Personalization

According to Peppers and Rogers (1997), personalization is the process of giving a targeted solution to the consumer by using their information. It displays content to the consumers automatically without any direct request from them (Perugini & Ramakrishnan, 2003). Personalizing the content available to the consumer is the most significant step towards improving the online market relationship (Schubert and Ginsburg, 1999), as it can fuel the interaction between the customer and the marketer (Fink & Kobsa, 2000). So, it has occupied a vital position in e-commerce transactions (Riecken, 2000; Mulvenna et al., 2000). There are a number of studies that reported the positive relationship between personalization and the attitude of the consumer towards a website (e.g., Mittal & Lassar, 1996; Surprenant & Solomon, 1987). The cognitive benefit resulting from personalization can simplify the information search of the consumer by reducing search and comparison costs. Arora et al. (2008) pointed out the importance of personalization in reducing the feeling of information overload by the consumer. But, now the consumers are more concerned about the privacy issues related to personalization (Kobsa, 2001, 2002; Bitner et al., 1990; Treiblmaier et al., 2004) and which can create a negative impact on the business of an organization (Hoffman et al., 1999). At the same time, non-fulfillment of personalization may also create a negative impact (de Pechpeyrou, 2009).

The hypotheses related to the influence of personalization on each stage of the purchase decision-making process are as follows:

H3_a: There is a significant influence of personalization on the need recognition phase of the consumer decision-making process.

H3_b: There is a significant influence of personalization on the processing of information by consumers.

H3_c: There is a significant influence of personalization on the evaluation of alternatives

H3_d: There is a significant influence of personalization on the final purchase decision by the consumer.

H3_e: There is a significant influence of personalization on the post-purchase behavior of the consumer.

2.2.4. Privacy and Security

The degree of importance has been given by the consumers to the security privacy issues in e-commerce context has leads to the involvement of this construct in number previous studies and it shows a positive and significant effect on the attitude of the consumers towards online shopping (Shankar et al., 2002; Belanger et al., 2002; Shih, 2004; Vijayasarathy, 2004; O'Cass & Fenech, 2003). In contrast to these findings, George (2002) pointed out a negative association between perceived privacy and the attitude of consumers towards online shopping. According to Ranganathan & Ganapathy, 2002) and Lian & Lin (2008), the constructs such as innovativeness, security, and privacy have a significant influence on the acceptance of online shopping by the consumers. Many studies have reported that online trust is significantly affected by privacy and security perceived by the consumers(e.g., Belanger et al., 2002; Kim et al., 2008). Flavián & Guinalú (2006) and Mukherjee & Nath (2007) have also reported the positive relationship between trust and purchase intention, and trust is strongly determined by the consumers' perceived privacy regarding the maintenance of private information. But there still exists some confusion and diverse findings on the concept development of security and privacy and its influence on trust (Carlos Roca et al., 2009).

The following hypotheses were developed in relation to the effect of privacy and security on the purchase decision-making process.

H4_a: There is a significant influence of privacy and security on the need recognition phase of the consumer decision-making process.

H4_b: There is a significant influence of privacy and security on the processing of information by consumers.

H4_c: There is a significant influence of privacy and security on the evaluation of alternatives.

H4_d: There is a significant influence of privacy on the final purchase decision by the consumer.

H4_e: There is a significant influence of privacy on the post-purchase behavior of the consumer.

2.2.5. Website Aesthetics

According to Reibstein (2002), the dimensions of the website to capture the attention of users are not the same as those determining consumer retention on the website. Most of the studies expressed visual quality and aesthetic elements as the determinants of website appeal. But aesthetic elements are not only responsible for creating a first impression among the users. Papachristos & Avouris (2011) have pointed out that the first impression of a website does not contribute much to the perception of attractiveness of the consumers. Reinecke et al. (2013) reported that the engagement of users in a website is significantly influenced by the aesthetic components possessed by it. The aesthetic elements can make a vital impact on website usability (De Angeli et al., 2006; Hassenzahl & Monk, 2010; S. Lee & Koubek, 2010), web page preferences (Schenkman & Jönsson, 2000; Tuch et al., 2010), credibility (Karvonen et al., 2000) and behavioral intention (Hall & Hanna, 2004; Verhagen & van Dolen, 2011). A significant correlation can be found in between website aesthetics of the interface and its perceived usability, and it can influence the overall satisfaction (Hsin Chang & Wang, 2011). A positive attitude towards commercial websites can be created through aesthetically pleasing colors and designs. Aesthetic components can create behavioral intention, which leads to desired behaviors from the consumers, especially important in e-commerce sites (Hall & Hanna, 2004). According to Jennings (2000), aesthetic components influence the visual perceptions of the users, which ignite the desire to navigate further. So, visual aesthetics hold a vital position in the determination of the effectiveness of e-commerce platforms. Hall & Hanna (2004) have reported that the extent to which consumers intend to buy the product on a website is greatly determined by how much it seems to be pleasing and engaging to them. The studies that have been conducted in other media also signify the role of aesthetics in determining consumer behavior.

The following hypotheses were developed to verify the influence of website aesthetics on each stage of the purchase decision-making process.

H4_a: There is a significant influence of website aesthetics on the need recognition phase of the consumer decision-making process.

H4_b: There is a significant influence of website aesthetics on the processing of information by consumers.

H4_c: There is a significant influence of website aesthetics on the evaluation of alternatives

H4_d: There is a significant influence of website aesthetics on the final purchase decision by the consumer.

H4_e : There is a significant influence of website aesthetics on post-purchase behavior of the consumer.

3. Research Methodology

The study is analytical, which mainly depends on primary data, which was collected by using a structured questionnaire from the consumers active in digital marketing platforms. A filter question regarding the usage of digital marketing platforms was asked in order to filter out the suitable sample for the study. Only those respondents who gave a positive answer regarding this were selected. A pre-testing of the questionnaire was made by using a sample of 20 consumers. Then the data was collected from a sample of 200 consumers.

The study intended to analyse the relationship between dimensions of digital marketing and each stage of the purchase decision-making process using Multiple Regression analysis. This analysis tool is very suitable for studying functional relationships between variables, constructs, and concepts. The collected data from the questionnaire were analysed by using SPSS.

4. Results and Discussion

4.1. The Influence of Dimensions of Digital Marketing on the Need Recognition Stage

The influence of dimensions of digital marketing on the need recognition phase of the consumer decision-making process is analysed by using Multiple Regression. The following table (Table 1) provides the results of Correlation Analysis, and it shows how the various dimensions of digital marketing are correlated with the need recognition activity of the consumers.

Table 1
Correlation Analysis

Sl.No	Dimensions of Digital Marketing	Pearson Correlation (r value)	Sig. (2-tailed) P value
1	Trust	-.004	.477
2	Ease of Use	.079	.132
3	Personalization	.272	.000
4	Privacy and Security	.220	.001
5	Website Aesthetics	.267	.000

Source: Primary Data

From the above table (Table 1), it can be able to interpreted that 'Trust' has no significant influence on the need recognition phase of the consumers as it has a 'P' value of 0.477, which is more than 0.05. To be more clear, the consumers are not much considering the credibility or trust of marketing practices while identifying their needs. Similarly, no significant relationship exists between the 'Ease of Use' of digital marketing practices and the need recognition activity. But the dimensions such as 'Personalization', 'Privacy and Security', and 'Website Aesthetics' of marketing activities are much considered by the consumers while identifying their need, as all these dimensions

possess a 'P' value which is less than 0.05. So, the consumers are very concerned about 'Personalization', 'Privacy and Security', and 'Website Aesthetics' of digital marketing practices while considering their need to purchase goods.

Table 2
Multiple Regression Analysis

Independent Variables (Dimensions)	Unstandardized Coefficient (B value)	T value	Sig. (P value)	R value	R ² value	F value (ANOVA)	Sig. (P value)
Trust	-.379	-1.518	.131	.354	.125	5.563	.000
Ease of Use	.161	.637	.525				
Personalization	.690	2.434	.016				
Privacy and Security	.200	.690	.491				
Website Aesthetics	.653	2.811	.005				

Source: Primary Data

An evaluation of the relationship between the dimensions and the need recognition activity can be made by using the results of Multiple Regression Analysis, which are given in Table 2. This provides an idea about the overall model and the relative importance of each variable in the model that was developed. So, here the Multiple Regression Analysis is used to understand how well the purchasing decisions of the consumer can be predicted by using the dimensions of digital marketing. The overall quality of prediction possessed by the dimensions (independent variables) is 0.354 (R value), which is below the average level of prediction. The 'R² value', which is 0.125, represents the variation in the need recognition activity (dependent variable), which can be predicted by the dimensions of digital marketing (independent variables). The unstandartized coefficient indicates the individual level of prediction of a dimension when all other independent variables are held constant; this is negative in the case of 'trust'. The individual 'T' and 'P' values also represent the significance of the prediction of each dimension. The 'F' value and the 'P' value show the overall fitness of the regression model which have been developed for this set of data. Here, the 'P' value (sign.) is less than 0.05, which means that the dimensions of digital marketing as a whole can significantly predict the need recognition activity of the consumers.

4.2. The Influence of Dimensions of Digital Marketing on the Process of Information Search by Consumers

The following table (Table 3) shows the correlation between dimensions of digital marketing and the process of information search by consumers on digital marketing platforms.

Table 3
Correlation Analysis

Sl.No	Dimensions of Digital Marketing	Pearson Correlation (r value)	Sig. (2-tailed) P value
1	Trust	.322	.000
2	Ease of Use	.350	.000
3	Personalization	.403	.000
4	Privacy and Security	.340	.000
5	Website Aesthetics	.385	.000

Source: Primary Data

The above table shows that all the dimensions are considered by the consumers while searching information about different alternatives by using digital marketing tools because all those independent variables possess a 'P' value of less than 0.05.

Table 4
Multiple Regression Analysis

Independent Variables (Dimensions)	Unstandardized Coefficient (B value)	T value	Sig. (P value)	R value	R ² value	F value (ANOVA)	Sig. (P value)
Trust	.251	1.102	.272	.535	.286	15.572	.000
Ease of Use	.160	.619	.536				
Personalization	.857	4.250	.000				
Privacy and Security	.377	2.026	.044				
Website Aesthetics	.549	2.828	.005				

Source: Primary Data

Table 4 shows the level of prediction of these dimensions through the 'R' value, which is 0.535, indicating an average level of prediction. The variation in information search activity of the consumers can be predicted by the dimensions to the extent of 28.6 percent. So, we can conclude that the dimensions of digital marketing that are considered for the study can effectively predict the process of information search by the consumers, as the 'P' value of the overall regression model is less than 0.05.

4.3. The Influence of Dimensions of Digital Marketing on the Evaluation of Product Alternatives by Consumers

The results of Correlation Analysis show the influence of dimensions on the third stage of the consumer decision-making process, i.e, evaluation of product alternatives, are given in the following table.

Table 5
Correlation Analysis

Sl.No	Dimensions of Digital Marketing	Pearson Correlation (r value)	Sig. (2-tailed) P value
1	Trust	.152	.016
2	Ease of Use	.106	.068
3	Personalization	.118	.049
4	Privacy and Security	.173	.007
5	Website Aesthetics	.148	.018

Source: Primary Data

From Table 5, it can be able to interpreted that the ease of use of a particular digital marketing tool is not considered by the consumers during the process of evaluation of alternatives. There is relevance for other dimensions such as trust, personalization, website aesthetics, privacy, and security during this phase because all these independent variables possess a 'P' value of less than 0.05.

Table 6
Multiple Regression Analysis

Independent Variables (Dimensions)	Unstandardized Coefficient (B value)	T value	Sig. (P value)	R value	R ² value	F value (ANOVA)	Sig. (P value)
Trust	.341	1.299	.195	.204	.042	1.680	.141
Ease of Use	-.254	-.736	.463				
Personalization	.045	.178	.859				
Privacy and Security	.246	.979	.329				
Website Aesthetics	.195	.724	.470				

Source: Primary Data

The above table (Table 6) shows a level of prediction (R value) of .204 and its variability (R² value) of .042, which is not that significant. The predictability of the overall regression model is not significant (P > 0.05). So, it can able to interpret that the dimensions of digital marketing cannot effectively predict the process of evaluation of alternatives by consumers.

4.4. The Influence of Dimensions of Digital Marketing on the Final Purchase Decision by the Consumers

The dimensions considered by users while making final purchase decisions on digital marketing platforms are analysed by using Correlation Analysis, and its results are given in the following table (Table 7).

Table 7
Correlation Analysis

Sl.No	Dimensions of Digital Marketing	Pearson Correlation (r value)	Sig. (2-tailed) P value
1	Trust	.387	.000
2	Ease of Use	.522	.000
3	Personalization	.139	.025
4	Privacy and Security	.374	.000
5	Website Aesthetics	.354	.000

Source: Primary Data

The results from the correlation analysis indicate that all the dimensions of digital marketing are considered by the user while making a final purchase decision. Because all these dimensions have a ‘P’ value of less than 0.05. They are more concerned about trust, ease of use, personalization, website aesthetics, privacy, and security of digital marketing tools at the time of making the final purchase.

Table 8
Multiple Regression Analysis

Independent Variables (Dimensions)	Unstandardized Coefficient (B value)	T value	Sig. (P value)	R value	R ² value	F value (ANOVA)	Sig. (P value)
Trust	.128	.554	.580	.573	.329	18.997	.000
Ease of Use	1.258	4.476	.000				
Personalization	.374	2.062	.041				

Privacy and Security	.311	1.375	.171				
Website Aesthetics	.459	2.458	.015				

Source: Primary Data

From Table 8, it is possible to interpret that the overall predictability of all dimensions is significant that it an 'R' value of 0.573. But the predictability of the variation in the final purchase decision stage by the dimensions is 0.329. The overall regression model, which was developed, can better predict the final purchase decision process of consumers because it has a 'P' which is less than 0.05.

4.5. The Influence of Dimensions of Digital Marketing on the Post-Purchase Behaviour of Consumers

The influence of dimensions on the post-purchase behaviour of the consumers is analysed by using correlation Analysis, and its result is shown in Table 9.

Table 9
Correlation Analysis

Sl.No	Dimensions of Digital Marketing	Pearson Correlation (r value)	Sig. (2-tailed) P value
1	Trust	.244	.000
2	Ease of Use	.277	.000
3	Personalization	.253	.000
4	Privacy and Security	.187	.004
5	Website Aesthetics	.241	.000

Source: Primary Data

The results of the analysis indicate that all the dimensions of digital marketing are related to the post-purchase behaviour of consumers. All these factors play a vital role even after the final purchase decisions, and these also determine the overall satisfaction of the consumers.

Table 10

Multiple Regression Analysis

Independent Variables (Dimensions)	Unstandardized Coefficient (B value)	T value	Sig. (P value)	R value	R ² value	F value (ANOVA)	Sig. (P value)
Trust	.035	.111	.911	.382	.146	6.614	.000
Ease of Use	.793	2.336	.020				
Personalization	.614	2.922	.004				
Privacy and Security	-.157	-.555	.580				
Website Aesthetics	.537	1.858	.065				

Source: Primary Data

The results of Multiple Regression in Table 10 show an 'R' value of .382 and 'R²' value of .146, which shows a below average level of prediction and variability of post-purchase behaviour on the basis of dimensions. But the overall regression model is the best fit, and it shows that all these dimensions of digital marketing can better predict the post-purchase behaviour of the consumers.

5. Conclusion and Implications from the Study

The study intended to analyse the influence of different dimensions of digital marketing on each stage of the purchase decision-making process. A multiple regression analysis was used to understand the relationship between each dimension and the consumer purchase decision process. The selected sample of consumers gave importance to different factors at each stage. When we consider the need recognition stage of the purchase decision-making process, the consumer gives more significance to personalization, website aesthetics, privacy, and security. No influence can be pointed out by trust and ease of use of a digital marketing tool. But a sufficient consideration of all these factors can be found in the information processing stage. In other words, the consumers are making a critical analysis with regard to trust, ease of use, personalization, website aesthetics, privacy, and security while searching the information about the desired product. During the evaluation of alternatives, the consumer assigns weight to all dimensions except the ease of use of a particular digital marketing tool. They are giving more stress to all other factors while making a comparison of different alternatives that are available on digital marketing platforms. Equal importance to all these dimensions is also given by the selected sample of consumers during the process of making a final purchase decision and during the post-purchase behaviour. So, when we are concluding about all these correlations, we can report that almost all factors are influencing the information processing, final purchase decision, and post-purchase behaviour of the consumers. But, there is no influence exerted by trust and ease of use on the need

recognition stage, and the consumers also do not give much significance to ease of use during the evaluation of alternatives.

The research was conducted by considering a small sample of consumers on digital marketing platforms in Kerala. It will be better if future studies can be organised by taking a large sample of consumers. The study considers only five dimensions of digital marketing. There is a wide scope for prospective studies that can develop a better conceptual model with other dimensions also. This will definitely impart more insights regarding the effect of the number of dimensions on the attitude and behaviour of consumers and their influence on their purchase decision-making process.

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