# "The Impact of Digital Marketing on Youth Spending Behaviour in Online Shopping: A Study of Jaipur City"

**[1]Ajay kumar Tanwar &[2]Dr.Kamlesh**

([1] Research Scholar, Department of Commerce, Shri Khushal Das University, Hanumangarh)

([2] Assistant Professor, Department of Commerce, Shri Khushal Das University, Hanumangarh)

E-Mail-ajtanwar0001@gmail.com

## Abstract

This study investigates the **impact of digital marketing**—including targeted advertising, social media promotions, influencer support, and personalized offers—on the spending behaviour of youth in **Jaipur City**, focusing on individuals aged 18–30 years. Motivated by the widespread adoption of digital platforms and the need to understand how these strategies shape consumer preferences, the research aims to analyze: (1) which digital marketing strategies most affect youth spending, (2) key factors driving purchasing decisions, and (3) the relationship between digital exposure and shopping patterns. Employing a **mixed methods approach**, primary data were collected via structured questionnaires from 200 respondents, supplemented by qualitative literature insights. The findings reveal **personalized offers** and influencer promotions as the most influential mediums (28.5% each), while age and income levels strongly correlate with spending and shopping frequency. Essential categories like food & groceries and fashion dominate purchases, and youth display polarized shopping pat.

**Keyword :-**e-commerce**,** Spending behaviour, Social media promotions, Youth, Purchase decisions, Online shopping behaviour.

## 1. Introduction

### 1.1.1 Background

With the advent of the internet Digital marketing is also spreading rapidly in India. How digital marketing affects consumers and changes their buying behaviour has been the topic of recent studies. Digital marketing has an impact on the new generation. Especially those who use digital platforms Digital

platforms such as social media ecommerce website and personalized marketing emails It is of great importance in determining and influencing spending behaviour. Jaipur, the capital of the state of Rajasthan. It is a big city where many young people use to shop online. Therefore, it is important to analyse the impact of your digital marketing strategy on their spending behaviour.

### 1.1.2 Digital Marketing Overview

Digital marketing includes any marketing endeavour. that use electronic devices or the internet. Businesses use digital tools such as search engines. Social media, email, website and mobile apps to connect with current and potential customers. Important digital marketing tools include search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, social media, influencer sharing, social media marketing, and email tools. The following can be used by a tech-savvy audience. Especially young people who Very active online. These things are necessary. Personalized marketing techniques, such as targeted advertising and tailored promotional offers. It increases participation by addressing individual needs.

### 1.1.3 Popular Online Shopping Platforms Among Youth

Young adults aged 18-30 are a key demographic for online shopping platforms. Due to the day to day use of technology and preference for convenience platforms like Amazon, Flipkart, Myntra and Nayaka (for beauty and personal care) or AGO (for fashion ), are in place. International platforms like Shane and AliExpress are also attracting younger audiences with their affordability and cutting-edge offers through Instagram Shops and Facebook Marketplace. Social media-driven shopping is becoming more and more popular. Where browsing and purchasing are combined in a single interface.

### 1.1.4 Products that young people commonly buy online

Most young people choose to buy products that match their lifestyle and aspirations. General categories include:

**1. Fashion**: Clothes, accessories and shoes are the product with the most buyers. It reflects a strong desire for style and expression...

**2. Electronics**: Smartphones, headphones, and smartwatches are popular among teenagers. Because they are technologically savvy and need to be continuously connected.

**3. Food and Groceries**: Online grocery platforms such as BigBasket and Indiamart meet the growing demand for convenience.

**4. Beauty and Personal Care:** Skincare, cosmetics, and wellness products are rising categories, driven by an increased focus on self-care.

**5. Gaming and Entertainment**: Gaming accessories, subscriptions, and merchandise also capture youth interest, reflecting their engagement with digital entertainment.

## 1.2 Objectives

1. To analyse the impact of digital marketing strategies (e.g. targeted advertising, Promotion on social media Influencer support and personalized offers) on the spending behaviour of youth in Jaipur.

2. To identify key factors that drive purchasing decisions, such as discounts, convenience Product visibility and the influence of partners facilitated through digital platforms.

3. To examine the relationship between digital marketing exposure and spending patterns. It focuses on the frequency, quantity and type of purchases by youth in Jaipur.

## 1.3 Research Methodology

This study used a mixed methods approach. It combines quantitative analysis of research findings with qualitative insights from the literature. Data was collected through a structured questionnaire distributed to 200 respondents aged 18-30 years in Jaipur.

# 2. L$_i$terature Review

This literature review synthesizes research related to the impact of digital marketing on consumer behaviour. It focuses specifically on youth demographics and spending patterns.

**(Kushwaha, P., &Bairathi, V. 2025)** In this study, the researchers examine the influence of digital literacy on cashless transactions and consumer behaviour. The findings highlight a persistent digital divide, particularly affecting rural consumers and women, who face barriers due to limited knowledge and inadequate access to digital infrastructure. To realise the vision of a fully digital economy, these gaps must be addressed through inclusive policies and grassroots-level initiatives. Digital literacy should be understood not merely as an educational concern but as a critical determinant of financial empowerment. Improved digital skills enhance user trust, promote a positive user experience, and lead to greater adoption of cashless transactions. Therefore, a multi-stakeholder approach—encompassing government agencies, educational institutions, financial service providers, and local communities—is essential for building a financially inclusive digital ecosystem. Only through such a collaborative framework can the goal of a cashless and digitally empowered Rajasthan be effectively achieved.

**(Bishnoi, R., &Anand, M. 2025)** This study investigates the role of influencer marketing in shaping consumer behaviour in the Indian context, with specific focus on credibility, content authenticity, engagement quality, and platform preference. The results demonstrate that influencer credibility and content authenticity significantly enhance brand perception and purchase intention ($\beta = 0.40$). Among the examined factors, engagement quality emerged as the strongest predictor of purchase intention ($\beta = 0.40$), underscoring that meaningful interactions hold greater value than the volume of engagements. Interestingly, platform preference (e.g., Instagram vs. YouTube) was found to exert minimal influence on consumer trust when compared to the personal attributes of influencers. The regression model yielded an $R^2$ value of 0.85, suggesting a strong explanatory power for purchase intention. These findings indicate

that, in the Indian market, the effectiveness of influencer marketing is contingent upon authentic content and high-quality engagement. Consequently, brands should prioritize influencers who foster genuine, trust-based relationships with their audiences rather than focusing on platform-driven strategies, thereby ensuring more impactful marketing outcomes.

**(Jain, S., Kumar, P., Pandey, D., Divakaran, P., & Mishra, P. 2024)** This study aims to identify the critical factors of digital marketing by analysing consumer buying behaviour in the Delhi/NCR region. A sample of 500 consumers was surveyed, and the data were examined using descriptive and inferential statistical techniques. To assess the use of digital marketing techniques for purchasing goods of necessity, twelve variables were considered in the analysis. The results indicate that income level, product quality, occupation, perception, and demographic characteristics significantly influence consumer behaviour. Moreover, the study highlights that the frequency of employing digital marketing techniques for purchase decisions reflects changing consumer practices, thereby emphasising the increasing significance of digital platforms in shaping consumption patterns.

**(Hima, N., Benarous, D., Louail, B., &Hamadi, W. 2024)** This empirical study investigates the influence of social media channels on purchasing behaviour among University of Algiers students. Using a quantitative survey of 125 respondents and applying path analysis, the research found that social media marketing influences consumer decisions by 45.35%, affects the purchasing process by 35.73%, and impacts purchase intention by 81.08%. The study highlights that credibility of content, usage intensity, and awareness significantly shape buying decisions, while gender showed no statistically significant differences. However, age emerged as a differentiating factor. Overall, the findings underscore the growing role of social media platforms as effective tools for electronic marketing.

**(Kumari, S., &Agnihotri, K. 2024)** The study provides evidence that social media has emerged as a critical search and selection tool for consumers seeking restaurants. Findings suggest that a restaurant's social media presence functions as a strategic asset for cultivating customer loyalty, particularly among youth and tourists who increasingly rely on digital platforms for information. User-generated content, including ratings, customer service feedback, and experiential reviews, significantly shapes dining choices. Consequently, restaurant owners must tailor their strategies to align with consumer preferences and online engagement patterns. This shift highlights the detectability of evolving consumer behaviour within the digital environment.

**(Anirvinna, C., Kumar, A., Saini, M., &Meena, M. 2021**) This study investigates the factors influencing youth participation in online shopping in Jaipur, India. Data were collected from 434 university students using stratified random sampling and analyzed through advanced statistical tools, exploratory factor analysis, and regression modelling. The regression model yielded an $R^2$ value of 17.7%, indicating weak overall explanatory power, though at least one factor showed statistical significance. Key determinants identified include PCRM, SMP, DMM, and OPEP, which play a role in motivating online purchases. The findings provide practical and managerial implications for e-commerce firms in developing countries, offering a foundation for predicting youth online shopping behaviour.

**(Kaur, K., Mishra, A., &Mallik, V. 2021)** This study explores consumer purchase behaviour in the context of e-marketing, with particular attention to the impact of COVID-19 and the opportunities for micro, small, and medium enterprises (MSMEs). Using both primary and secondary data, supported by factor analysis and correlation, the research identifies how digital tools such as SEO, Google Analytics, pay-per-click, and social media promotions influence consumer decisions while reducing marketing costs. Findings reveal that strategic e-marketing not only enhances brand loyalty and customer engagement but also enables firms to adapt to shifting market conditions, positioning digital platforms as essential drivers of growth in the Indian economy.

**(Mujawar, M. S. N., &Shinde, S. 2025**) This study examines the interplay of marketing, technology, and sustainability in shaping consumer behaviour within India's evolving digital economy. Using a mixed-methods approach with 1,000 respondents from metropolitan and tier-II cities, the research highlights

how AI, blockchain, IoT, and digital platforms influence consumer expectations, service quality, and organizational strategies. Findings reveal that sustainability and ethical branding increasingly drive purchase decisions, while service quality remains central to satisfaction and retention. However, adoption barriers persist in tier-II cities due to cost and infrastructure constraints. The study provides policy and industry recommendations, positioning digital transformation and sustainability as key levers for future growth.

# 3. Data Analysis and Findings

## 3.1 Demographics

The demographic analysis reveals a well-educated sample with diverse income levels and educational backgrounds.

**Table 1: Demographic Profile of Respondents (N=200)**

| Demographic Variable | Category | Frequency | Percentage (%) |
|---|---|---|---|
| Age Group | 18-22 years | 58 | 29.0 |
| | 23-26 years | 81 | 40.5 |
| | 27-30 years | 61 | 30.5 |
| Gender | Male | 62 | 31.0 |
| | Female | 80 | 40.0 |
| | Prefer not to say | 58 | 29.0 |
| Education Level | High School | 49 | 24.5 |
| | Undergraduate | 47 | 23.5 |
| | Postgraduate | 50 | 25.0 |
| | Other | 54 | 27.0 |
| Monthly Income (₹) | Less than 10,000 | 48 | 24.0 |
| | 10,001-20,000 | 52 | 26.0 |
| | 20,001-30,000 | 46 | 23.0 |
| | More than 30,000 | 54 | 27.0 |

## 3.2 Digital Marketing Exposure and Influence

The study reveals significant insights into how youth interact with digital marketing channels and their perceived effectiveness.

**Table 2: Digital Marketing Exposure and Influence Patterns**

| Marketing Factor | Category | Frequency | Percentage (%) |
|---|---|---|---|
| Ad Exposure Frequency | Always | 55 | 27.5 |
| | Frequently | 56 | 28.0 |
| | Occasionally | 47 | 23.5 |

| | | | |
|---|---|---|---|
| | Rarely | 42 | 21.0 |
| **Most Influential Medium** | Personalized Offers/Emails | 57 | 28.5 |
| | Influencer Promotions | 57 | 28.5 |
| | Social Media Ads | 49 | 24.5 |
| | Pop-up Ads | 37 | 18.5 |
| **Influencer Impact Level** | Significant Impact | 47 | 23.5 |
| | Moderate Impact | 53 | 26.5 |
| | Minimal Impact | 54 | 27.0 |
| | No Impact | 46 | 23.0 |

**Key Findings:**

- **High Digital Engagement**: Over 55% of respondents are exposed to digital marketing "Always" or "Frequently"

- **Personalization Effectiveness**: Personalized offers/emails and influencer promotions tie as the most influential mediums (28.5% each)

- **Moderate Influencer Impact**: The majority report moderate to minimal impact from influencers, suggesting more nuanced relationships with influencer content

### 3.3 Online Shopping Behavior Patterns

The analysis of spending patterns reveals diverse shopping behaviors across different demographic segments.

**Table 3: Online Shopping Behavior Patterns**

| Shopping Behavior | Category | Frequency | Percentage (%) |
|---|---|---|---|
| **Monthly Spending (₹)** | Less than 1,000 | 44 | 22.0 |
| | 1,001-5,000 | 55 | 27.5 |
| | 5,001-10,000 | 52 | 26.0 |
| | More than 10,000 | 49 | 24.5 |
| **Shopping Frequency** | 1-2 times | 56 | 28.0 |
| | 3-5 times | 42 | 21.0 |
| | Less than once | 46 | 23.0 |
| | More than 5 times | 56 | 28.0 |
| **Product Categories** | Food & Groceries | 47 | 23.5 |
| | Clothing & Accessories | 44 | 22.0 |
| | Electronics | 39 | 19.5 |
| | Entertainment | 32 | 16.0 |
| | Other | 38 | 19.0 |

**Significant Observations:**

- **Balanced Spending Distribution**: No single spending category dominates, with most respondents spending ₹1,000-10,000 monthly

- **Polarized Shopping Frequency**: Equal proportions shop 1-2 times (28.0%) and more than 5 times monthly (28.0%)

- **Essential Categories Dominate**: Food & groceries (23.5%) and clothing & accessories (22.0%) lead product preferences

## 3.4 Marketing Impact Assessment

Understanding how different marketing factors influence purchasing decisions provides crucial insights for marketers.

**Table 4: Marketing Impact Assessment**

| Impact Factor | Category | Frequency | Percentage (%) |
|---|---|---|---|
| **Personalized Offers Importance** | Extremely Important | 47 | 23.5 |
| | Very Important | 53 | 26.5 |
| | Somewhat Important | 52 | 26.0 |
| | Not Important | 48 | 24.0 |
| **Reviews Usage Pattern** | Always | 40 | 20.0 |
| | Often | 55 | 27.5 |
| | Rarely | 59 | 29.5 |
| | Never | 46 | 23.0 |
| **Peer Influence Level** | Always | 47 | 23.5 |
| | Frequently | 43 | 21.5 |
| | Occasionally | 53 | 26.5 |
| | Not at all | 57 | 28.5 |
| **Targeted Ads Effectiveness** | Frequently | 55 | 27.5 |
| | Sometimes | 53 | 26.5 |
| | Rarely | 45 | 22.5 |
| | Never | 47 | 23.5 |

### 3.5 Correlation Analysis: Age, Income, and Spending Patterns

**Age Group vs Spending Patterns**

| Age Group | High Spenders (>₹10,000) % | Low Spenders (<₹1,000) % | Dominant Spending Range |
|-----------|---------------------------|--------------------------|-------------------------|
| 18-22 years | 20.7 | 27.6 | ₹1,001-5,000 |
| 23-26 years | 24.7 | 19.8 | ₹1,001-5,000 |
| 27-30 years | 27.9 | 19.7 | ₹5,001-10,000 &>₹10,000 |

**Income vs Shopping Frequency Patterns**

| Income Range (₹) | Frequent Shoppers (>5 times) % | Moderate Shoppers (1-2 times) % | Primary Shopping Pattern |
|------------------|-------------------------------|--------------------------------|--------------------------|
| Less than 10,000 | 22.9 | 33.3 | Moderate (1-2 times) |
| 10,001-20,000 | 30.8 | 30.8 | Mixed (1-2 &>5 times) |
| 20,001-30,000 | 28.3 | 26.1 | Mixed |
| More than 30,000 | 29.6 | 22.2 | Mixed (3-5 &>5 times) |

## 4. Discussion

### 4.1 Digital Marketing Effectiveness

The research demonstrates that **personalized marketing approaches** are most effective among Jaipur's youth. The equal influence of personalized offers/emails and influencer promotions (28.5% each) suggests that successful digital marketing strategies must balance automation with authentic human connection.

### 4.2 Age and Spending Relationship

A clear **positive correlation** exists between age and spending capacity. The 27-30 age group shows the highest proportion of high spenders (27.9%), while younger groups (18-22) are more likely to be low spenders (27.6%). This pattern aligns with expected income progression with age and career advancement.

### 4.3 Shopping Behavior Insights

The **polarized shopping frequency** pattern (equal proportions shopping 1-2 times vs. >5 times monthly) suggests two distinct consumer segments:

- **Occasional High-Value Shoppers**: Making fewer, more substantial purchases

- **Frequent Low-Value Shoppers**: Regular small transactions

### 4.4 Marketing Strategy Implications

The moderate impact of influencer marketing (26.5% moderate impact, 27.0% minimal impact) indicates that while influencers remain relevant, their effectiveness may be plateauing. Brands should focus on **authentic partnerships** rather than quantity of influencer collaborations.

# 5. Popular Online Shopping Platforms and Product Preferences.

Based on the study findings and contemporary trends, young adults aged 18-30 in Jaipur demonstrate strong preferences for established e-commerce platforms:

**Primary Platforms:**

- **Amazon and Flipkart**: Dominate general merchandise and electronics
- **Myntra**: Leading fashion and lifestyle purchases
- **Nykaa**: Preferred for beauty and personal care products

**Emerging Trends:**

- **Social Commerce**: Instagram Shops and Facebook Marketplace gaining traction
- **International Platforms**: Shein and AliExpress attracting price-conscious consumers
- **Category-Specific Platforms**: Specialized platforms for gaming, entertainment, and niche interests

**Product Category Analysis:**

1. **Food & Groceries (23.5%)**: Essential purchases driving frequent shopping behavior
2. **Clothing & Accessories (22.0%)**: Style and self-expression remain primary motivators
3. **Electronics (19.5%)**: Technology adoption and connectivity needs drive purchases
4. **Entertainment (16.0%)**: Gaming accessories, subscriptions, and digital content
5. **Other (19.0%)**: Diverse categories reflecting varied personal interests.

# 6. Conclusions and Recommendations

This research investigates the dynamic intersection of digital marketing and its influence on consumer behaviour, with the key findings summarised as follows.

### 6.1 Key Findings

1. **Digital Marketing Penetration**: High exposure levels (55.5% always/frequently exposed) indicate successful market penetration of digital marketing strategies.

2. **Personalization Priority**: Personalized offers and influencer marketing tie as most influential channels, emphasizing the importance of targeted, authentic marketing approaches.

3. **Spending Maturity**: Older youth (27-30) demonstrate higher spending capacity and more sophisticated shopping patterns.

4. **Platform Diversification**: Multi-platform strategies are essential, with different channels serving different purposes in the customer journey.

## 6.2 Strategic Recommendations

**For Marketers:**

- **Invest in Personalization Technology**: Develop sophisticated email marketing and personalized offer systems

- **Authentic Influencer Partnerships**: Focus on genuine brand-influencer alignment rather than broad influencer quantity

- **Age-Specific Strategies**: Tailor marketing approaches based on age-related spending patterns and preferences

- **Cross-Platform Integration**: Ensure consistent messaging across social media, email, and website touchpoints

**For E-commerce Platforms:**

- **Enhanced Personalization**: Implement AI-driven recommendation systems

- **Social Commerce Integration**: Develop seamless shopping experiences within social media platforms

- **Mobile-First Design**: Optimize for mobile shopping experiences given youth preferences

- **Review and Rating Systems**: Strengthen social proof mechanisms as 27.5% often use reviews

## 6.3 Future Research Directions

1. **Longitudinal Studies**: Track spending behavior changes over time to understand evolving patterns

2. **Platform-Specific Analysis**: Deep-dive into effectiveness of specific social media platforms

3. **Post-Purchase Behavior**: Examine satisfaction, loyalty, and repeat purchase patterns

4. **Regional Comparisons**: Compare Jaipur findings with other tier-1 and tier-2 Indian cities

# 7. Limitations

This study acknowledges several limitations:

- **Geographic Scope**: Limited to Jaipur City, potentially limiting generalizability

- **Sample Size**: 200 respondents may not capture all demographic nuances

- **Self-Reported Data**: Potential bias in spending and behavior reporting

- **Temporal Constraints**: Cross-sectional design limits causal inference

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