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Emerging Digital Marketing Trends and Their Influence on Consumer Purchase Behaviour: An Empirical Study

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Abstract

Digital marketing has become an important way for businesses to reach consumers, promote brands and influence purchase decisions. The rapid growth of the internet, smartphones, social media, e-commerce, artificial intelligence and influencer marketing has changed the way consumers search for and buy products. This study examines emerging digital marketing trends and their influence on consumer purchase behaviour in India using secondary data. Descriptive tools such as percentage, growth-rate, comparative and trend analysis are used. The study finds that social media, mobile marketing, influencer marketing, short-form videos, AI-based personalization and social commerce are increasingly shaping consumer behaviour. It also highlights challenges such as privacy concerns, information overload and declining consumer trust. The analysis employs descriptive statistical techniques, percentage analysis, growth-rate analysis, comparative analysis and trend analysis. Secondary evidence indicates substantial expansion of India's digital ecosystem. India had approximately 806 million internet users and 491 million social-media user identities at the beginning of 2025. Digital advertising expenditure reached approximately ₹49,000 crore in FY2024–25, representing 44% of India's total advertising market and a 20% year-on-year increase. The paper concludes that the effectiveness of digital marketing increasingly depends not merely on digital presence but on relevance, credibility, personalization, trust and the ability to create meaningful consumer experiences

Keywords: Digital Marketing, Consumer Behaviour, Purchase Behaviour, Social Media Marketing, Influencer Marketing, Artificial Intelligence, Social Commerce, Digital Advertising, Consumer Engagement, India.

Introduction

Digital marketing has transformed the way businesses communicate with consumers, promote brands and influence purchase decisions. The rapid growth of internet access, smartphones, social media, e-commerce and digital payments has changed how consumers search, compare and purchase products. Emerging technologies such as artificial intelligence, influencer marketing, short-form videos, social commerce and personalized advertising are further changing marketing practices. Consumers increasingly interact with brands through reviews, recommendations, social media and online content before making purchase decisions. However, concerns related to privacy, information overload and consumer trust remain important challenges.

Meaning of Digital Marketing

Digital marketing refers to the use of digital technologies, online platforms and electronic communication channels to promote products and services, reach target customers, build brand awareness and influence consumer behaviour. It includes various activities such as website marketing, search engine marketing, social media marketing, email marketing, mobile marketing, online advertising, content marketing, video marketing, influencer marketing, e-commerce, chatbots, artificial intelligence and marketing automation. Unlike traditional marketing, digital marketing enables businesses to communicate with consumers more directly and interactively while also measuring their responses through indicators such as views, clicks, engagement, conversions and online purchases. Thus, digital marketing can be defined as a customer-oriented marketing process that uses digital channels to reach consumers, create engagement, provide relevant information, influence purchase decisions and maintain long-term customer relationships.

Definitions of Digital Marketing

“Digital marketing is defined as the strategic use of internet-enabled technologies, digital platforms and data-driven communication channels to create awareness, engage consumers, influence purchase decisions and build long-term customer relationships”.

American Marketing Association perspective “Digital marketing can be understood as marketing activities involving digital technologies and digital channels to create, communicate, deliver and exchange value with customers.”

Kotler's contemporary marketing perspective “Contemporary marketing emphasizes the integration of digital connectivity, customer engagement, data and technology into the marketing process”.

Chaffey and Ellis-Chadwick perspective “Chaffey and Ellis-Chadwick conceptualize digital marketing as the application of digital technologies that create integrated, targeted and measurable communications to help acquire and retain customers.”

Types of Digital Marketing

1. Search Engine Optimization (SEO) : SEO involves improving a website's visibility in search engine results without paying directly for advertisements. It helps businesses attract organic traffic and reach consumers who are actively searching for relevant products or services.

2. Search Engine Marketing (SEM) : SEM involves promoting websites through paid advertisements on search engines. It helps businesses reach potential customers quickly by displaying advertisements based on relevant keywords and search queries.

3. Social Media Marketing : Social media marketing uses platforms such as Facebook, Instagram, YouTube and LinkedIn to promote products, communicate with customers and build brand awareness. It also encourages customer interaction and engagement.

4. Content Marketing : Content marketing involves creating and sharing useful and relevant content such as articles, blogs, videos, infographics and guides. Its main purpose is to attract consumers, provide information and build long-term relationships.

- 5. Email Marketing:** Email marketing involves sending promotional messages, product information, offers and updates directly to customers through email. It is useful for customer retention, relationship building and repeat purchases.
- 6. Influencer Marketing :** Influencer marketing involves promoting products or services through social media influencers who have an established audience. Their recommendations, reviews and experiences can influence consumer awareness and purchase decisions.
- 7. Affiliate Marketing :** Affiliate marketing is a performance-based approach in which individuals or organizations promote a company's products and receive a commission for successful sales or referrals. It helps businesses expand their market reach at relatively lower promotional risk.
- 8. Mobile Marketing :** Mobile marketing uses smartphones and mobile devices to communicate with consumers through mobile applications, SMS, push notifications and mobile advertisements. It enables businesses to reach consumers conveniently and in real time.
- 9. Video Marketing :** Video marketing promotes products, services or brands through online videos, tutorials, demonstrations, advertisements and short-form content. Engaging videos can increase consumer attention, product awareness and interaction.
- 10. E-commerce Marketing :** E-commerce marketing involves promoting products and services through online shopping platforms and websites. It combines digital promotion with online purchasing and helps businesses reach consumers beyond geographical boundaries.
- 11. Pay-Per-Click (PPC) Advertising :** PPC is an online advertising method in which businesses pay when users click on their advertisements. It allows marketers to target specific audiences based on keywords, interests, location and online behaviour.
- 12. Chatbot and Conversational Marketing :** Conversational marketing uses chatbots and messaging technologies to communicate with customers and answer their questions. It provides quick customer support, product information and personalized assistance.
- 13. Artificial Intelligence (AI) Marketing:** AI marketing uses artificial intelligence to analyse consumer data, predict behaviour and provide personalized recommendations. It is increasingly used for automated advertising, customer service, content creation and targeted marketing.
- 14. Online Reputation Marketing :** Online reputation marketing focuses on developing and maintaining a positive image of a business on digital platforms. Customer reviews, ratings, feedback and social-media responses play an important role in building consumer trust.
- 15. Marketing Automation :** Marketing automation uses digital technologies to automate repetitive marketing activities such as emails, advertisements, customer segmentation and follow-up communication. It helps businesses save time and provide consistent customer communication.

Objectives of the Study

The study has the following objectives:

1. To identify major emerging trends in digital marketing and examine the role of social media and mobile platforms in contemporary marketing.
2. To examine the emerging role of artificial intelligence and personalization in digital marketing.
3. To analyse the relationship between digital marketing development and consumer purchase behaviour from secondary evidence.
4. To identify major challenges associated with emerging digital marketing practices.
5. To provide recommendations for businesses adopting emerging digital marketing strategies.

Review of literature

Erkan and Evans (2016) also compared social-media recommendations with reviews available on shopping websites. Their study found that information credibility and usefulness play an important role in consumers' online purchase intentions. The findings indicate that consumers increasingly depend on digital information when evaluating products before purchase.

Djafarova and Rushworth (2017) studied the influence of Instagram celebrities on the purchase decisions of young female consumers. They found that credibility, trustworthiness and personal experience communicated by online celebrities can influence consumer buying intentions. The study demonstrates the growing importance of social-media personalities in digital marketing.

Lou and Yuan (2019) examined how message value and influencer credibility affect consumer trust in branded content on social media. Their study emphasized that informative and valuable content, together with influencer credibility, can strengthen consumer trust. This suggests that influencer marketing can be effective when consumers perceive the promotional message as useful and credible.

Vrontis et al. (2021) conducted a systematic review of social-media influencer marketing and developed an integrated framework for understanding its impact on consumer behaviour. The study identified influencer characteristics, social-media platforms and consumer-related factors as important areas of research. It also highlighted influencer marketing as an increasingly important component of contemporary digital marketing.

Kanaveedu and Kalapurackal (2024) reviewed the literature on influencer marketing and consumer behaviour using 65 articles. Their review identified important themes, theories, antecedents and consequences associated with influencer marketing. The study emphasized the need for further research into how influencer characteristics and digital environments affect consumer responses.

Bhardwaj et al. (2024) conducted a systematic review of 90 studies on social-media influencers and consumer behaviour. The review showed that influencers can affect consumer attention, decision-making, brand admiration, self-expression and purchase intention. Their findings demonstrate the significant role of influencer marketing in shaping consumer behaviour in the digital environment.

Pushparaj and Kushwaha (2024) systematically reviewed 106 articles on social-media influencer marketing using the TCM and ADO frameworks. They identified several factors influencing consumer decisions and highlighted the importance of credibility, influencer characteristics, consumer factors and contextual conditions. The study also identified several research gaps for future investigation.

Vinodh et al. (2024) examined the relationship between social-media marketing and consumer behaviour through a systematic literature review. The study observed that social media has changed the way consumers discover products, compare prices and evaluate products through reviews and opinions. It also emphasized the importance of personalized interaction between brands and consumers.

Sardar (2025) conducted a systematic literature review of 76 studies on social-media influencers and purchase intention. The study identified major research themes and highlighted the growing importance of influencer credibility and consumer responses in explaining purchase intention. It provides a useful foundation for understanding how influencer marketing affects consumer decisions.

Spörl-Wang et al. (2025) conducted a comprehensive review and meta-analysis covering 93 articles and 108 studies on influencer marketing effectiveness. Their findings identified several important predictors of customer engagement and purchase intention, including characteristics of influencers, posts and followers. The study demonstrates that the effectiveness of digital influencer marketing depends on multiple interacting factors rather than on influencer popularity alone.

George et al. (2025) reviewed research on social-media influencer marketing and customer purchase intention in the fashion industry. Their systematic review highlighted factors such as influencer credibility,

attractiveness and trust as important elements influencing consumer responses. The study further demonstrates the growing role of influencers in the consumer decision-making process.

Duggal, Prajith, and Parab (2025) examined the evolution of digital marketing in India with particular emphasis on consumer behaviour and brand strategies. The study found that personalization, influencer marketing and performance-oriented digital campaigns have significantly changed the way Indian brands interact with consumers. The authors highlighted the increasing importance of technology-driven marketing in understanding and responding to changing consumer preferences.

Arya, Goel, Verma, and Jain (2025) examined the impact of artificial intelligence on consumer purchase intention through influencer marketing in e-commerce. The study found that AI-supported marketing can influence consumer engagement and purchase decisions by improving personalization and the effectiveness of influencer-based communication. The findings indicate that the combination of AI and influencer marketing is becoming an important element of digital consumer behaviour.

Pachpute (2025) studied the impact of different digital marketing strategies on consumer buying behaviour in India. The study considered social media marketing, search-engine marketing, SEO, influencer marketing, content marketing, video marketing, email marketing and mobile marketing. The findings indicated that social media, mobile and influencer marketing were particularly influential in shaping consumer awareness, evaluation and purchase behaviour.

Patil (2025) investigated AI-powered influencer marketing and its influence on consumer engagement and purchase intention in the Indian context. The study found that AI-supported influencer strategies can improve consumer engagement and strengthen the effectiveness of digital promotional content. The research highlights the emerging role of artificial intelligence in creating more targeted and personalized influencer campaigns.

Samanta and Singh (2026) examined the relationship between social commerce, influencer marketing and consumer purchase decisions in India. Their findings showed that influencer credibility, consumer trust in influencers and social-commerce features play important roles in shaping purchase decisions. The study demonstrates that consumers increasingly move from social-media engagement to product evaluation and purchasing within digital platforms.

Mahajan and Garg (2026) studied the effectiveness of influencer marketing on consumer purchase intentions among Indian consumers. The study emphasized the growing role of social-media influencers in influencing consumer attitudes and purchase intentions. It suggests that influencer credibility and the increasing use of social-media platforms are important factors in contemporary digital marketing.

Tanwani and Goenka (2026) examined the impact of social media and influencer marketing on the purchase decisions of Generation Z consumers in India. Using secondary information, the study found that social-media engagement has influenced product discovery, brand awareness and purchasing behaviour. Instagram and YouTube were identified as important platforms in the digital decision-making process.

Muthulingam and Amirtharaj (2026) investigated influencer marketing and Gen Z purchase intentions using a structural equation modelling approach among Indian consumers. The study integrated influencer characteristics and content-related factors to understand purchase intention. The findings reinforce the importance of influencer credibility, content characteristics and consumer interaction in influencing younger consumers.

Akhila (2026) examined the impact of social-media influencer marketing on impulse buying behaviour among online consumers in India. The study found that influencer marketing can contribute to impulse purchase behaviour by stimulating consumer interest and engagement with promoted products. The findings highlight the importance of social-media influence in the rapidly changing online marketplace.

Naresh (2026) studied AI-driven digital marketing and influencer strategies in the Indian e-commerce industry. The study focused on AI personalization, influencer credibility, recommendation systems,

customer engagement and online purchase behaviour. The findings indicated that AI-based personalization and credible influencer strategies can positively influence consumer trust, satisfaction and online buying decisions.

Mourya, Sharma, and Kohade (2026) examined influencer marketing in India by considering consumer behaviour and the changing digital ecosystem. The study highlighted the growing importance of nano-influencers, short-form videos, social-media engagement and creator-led marketing. The authors suggested that influencer marketing is becoming increasingly integrated with brand building and consumer engagement in India.

Kundu, Mohanty, Tiwari, Ghosh Kundu, and Bharti (2026) examined influencer marketing from the perspective of the Indian consumer using the Stimulus–Organism–Response framework. The study explained how influencer-related stimuli can affect consumers' internal responses and subsequent behavioural outcomes. It provides a useful theoretical foundation for understanding how influencer marketing can influence Indian consumer behaviour.

Guled and Rajkumar (2026) examined social-media influencer marketing and consumer behaviour through a systematic literature review and bibliometric analysis. Their study identified purchase intention, source credibility, consumer engagement and influencer characteristics as important themes in the literature. The study also emphasized the need for more integrated theoretical approaches to understand consumer responses to digital influencers.

Research Gap: Existing studies have examined individual digital marketing trends such as social media, influencer marketing, artificial intelligence and social commerce. However, limited studies have examined these emerging trends together and their influence on the overall consumer purchase journey. Recent Indian research is also largely focused on specific consumer groups, particularly Generation Z, or individual marketing techniques. There is therefore a need for an integrated analysis of emerging digital marketing trends in the Indian context. The present study addresses this gap using recent secondary data and descriptive analytical methods.

Statement of the Problem

The rapid growth of digital platforms has changed how consumers search for information, compare products, interact with brands and make purchase decisions. Businesses are increasingly using social media, influencer marketing, AI, personalized advertising, short-form videos and social commerce to reach consumers. However, information overload, privacy concerns, misleading content and declining consumer trust may affect the effectiveness of these strategies. The problem is to understand how these emerging digital marketing trends are shaping consumer purchase behaviour in India. Therefore, this study examines the major trends and their influence on the consumer decision-making process using secondary evidence.

Research Design

Nature of the Study : The study is **descriptive and analytical** in nature. It describes major developments in digital marketing and analyses trends in internet usage, digital advertising, social media and emerging marketing practices. The study also examines their relevance to consumer purchase behaviour.

Research Approach: The study follows a secondary-data research approach. No primary questionnaire, interview or field survey has been conducted. Published statistical data, research studies, industry reports and institutional sources are used for analysis.

Study Area: The empirical analysis focuses primarily on India, considering the rapid growth of its digital marketing and online consumer environment. Relevant international studies are also reviewed to provide conceptual and theoretical support for the study.

Sources of Secondary Data: Secondary data are collected from Data Reportal, ET Brand Equity–Ipsos, Sensor Tower, academic journals, systematic literature reviews, industry reports and institutional

publications. These sources provide information on internet usage, social media, digital advertising and emerging digital marketing trends.

Period of Analysis: The study mainly considers recent evidence covering 2024–2025, with earlier data used where necessary for comparison and understanding trends. Recent academic studies and reports are also incorporated to reflect developments in digital marketing and consumer behaviour.

Major Emerging Trends in Digital Marketing

- a) **Artificial Intelligence (AI) in Digital Marketing :** AI helps businesses analyse consumer data, predict behaviour and provide personalized recommendations. It is widely used in chatbots, content creation, automated advertising and customer service.
- b) **Social Media Marketing:** Social media marketing uses platforms such as Facebook, Instagram, YouTube and LinkedIn to promote products and communicate with customers. It helps businesses build brand awareness, engagement and customer relationships.
- c) **Influencer Marketing:** Influencer marketing promotes products through individuals who have a strong online following and credibility. Their reviews, recommendations and product demonstrations can influence consumer attitudes and purchase decisions.
- d) **Short-Form Video Marketing :** Short-form video marketing uses brief and engaging videos to attract consumer attention and communicate product information. It is increasingly used for product demonstrations, promotions, storytelling and brand awareness.
- e) **Social Commerce:** Social commerce combines social-media activities with online shopping and purchasing. Consumers can discover products, read reviews, interact with brands and make purchase decisions through social platforms.
- f) **Personalized Marketing:** Personalized marketing provides consumers with customized advertisements, messages and product recommendations based on their interests and behaviour. It improves relevance and customer experience when used responsibly.
- g) **Mobile Marketing:** Mobile marketing uses smartphones and mobile applications to communicate with customers through advertisements, SMS, push notifications and mobile commerce. It enables businesses to reach consumers quickly and conveniently.
- h) **Search Engine Marketing (SEM):** Search Engine Marketing helps businesses promote their products through search engines using paid advertisements and keyword strategies. It enables marketers to reach consumers who are actively searching for products or services.
- i) **Chatbots and Conversational Marketing:** Chatbots provide automated communication with customers through digital platforms. They are commonly used for product enquiries, customer support, order tracking and recommendations.
- j) **Content Marketing:** Content marketing involves creating useful and relevant blogs, articles, videos, infographics and other digital content. It helps businesses attract customers, provide information and develop trust.
- k) **Voice Search Marketing:** Voice search marketing focuses on reaching consumers who use voice assistants and voice-enabled devices to search for information. Businesses increasingly optimize their digital content for conversational search queries.
- l) **Marketing Automation:** Marketing automation uses technology to manage repetitive marketing activities such as emails, customer follow-ups and campaign management. It helps businesses save time and improve communication efficiency.
- m) **Data-Driven Marketing:** Data-driven marketing uses consumer and market information to improve marketing decisions. It helps businesses understand customer preferences, identify target segments and develop more effective campaigns.

- n) **User-Generated Content:** User-generated content includes customer reviews, photographs, videos, comments and product experiences shared online. Such content can increase credibility and influence the purchase decisions of other consumers.
- o) **Ethical and Privacy-Based Marketing:** Ethical digital marketing focuses on responsible use of consumer information, transparency and data protection. Maintaining privacy and trust is essential for developing long-term customer relationships.

Research Analysis with secondary data

The study uses published secondary data collected from reliable industry reports, institutional publications, academic journals and other relevant sources. The collected data are analysed using descriptive statistical tools, particularly ratio and percentage analysis, growth-rate analysis, comparative analysis and trend analysis.

Table 1. India's Digital Environment, 2025

S.No	Indicator	Value
1.	Internet users	806 million
2.	Internet penetration	55.3%
3.	Social-media user identities	491 million
4.	Mobile connections	1.12 billion
5.	Broadband mobile connections	92.3% of mobile connections
6.	YouTube advertising reach	491 million
7.	Instagram advertising reach	414 million
8.	Facebook advertising reach	384 million
9.	LinkedIn members	150 million

Source: Compiled from DataReportal, *Digital 2025: India*.

Interpretation: The figures demonstrate the scale of India's digital consumer environment. The presence of 806 million internet users creates an enormous potential market for digital marketers. The 491 million social-media user identities further demonstrate the importance of social platforms for consumer engagement. Instagram's reported advertising reach of approximately 414 million and YouTube's reported advertising reach of approximately 491 million demonstrate the potential importance of visual and video-based communication.

Table 2. India's Advertising Market, FY2024–25

S.No	Medium	Share of advertising market
1.	Digital	44%
2.	Television	27%
3.	Print	18%
4.	OTT	5%
5.	Out-of-home	3%
6.	Radio	2%
7.	Cinema	1%

Source: ET Brand Equity–Ipsos, *The State of Digital Marketing in India 2025–26*.

Interpretation : Digital advertising represented the largest individual category, accounting for 44% of India's advertising market. Television represented 27%, while print accounted for 18%. This indicates a substantial structural shift toward digital communication. The finding is important from a consumer-behaviour perspective because increasing advertising investment in digital channels indicates that firms increasingly consider digital platforms effective for reaching and influencing consumers.

Table 3. Digital Advertising Growth

S.No	Indicator	FY2024–25
1.	Digital advertising expenditure	₹49,000 crore
2.	Year-on-year growth	20%
3.	Share of total advertising	44%
4.	Mobile share of digital expenditure	78%

Source: ET Brand Equity–Ipsos.

Interpretation: The growth rate indicates that digital advertising is not simply maintaining its position but expanding rapidly. The dominance of mobile advertising is particularly important because consumers increasingly interact with brands through smart phones.

Table 4. Selected Digital Advertising Indicators, India, H1 2025

S.No	Indicator	Reported value
1.	Digital advertising spend	US\$1.56 billion
2.	Advertising impressions	3 trillion
3.	Shopping category share	30%
4.	Major platforms	Facebook, Instagram and other digital channels

Source: Sensor Tower, *India State of Digital Advertising 2025*.

Interpretation: The scale of advertising impressions indicates the enormous amount of commercial information encountered by consumers. The prominence of the Shopping category also reflects the increasing integration between digital advertising and e-commerce.

Table 5. Selected Platform Advertising-Reach Growth in India

S.No	Platform	Growth in potential advertising reach, 2024–25
1.	Instagram	14.0%
2.	LinkedIn	25.0%
3.	YouTube	6.3%
4.	Facebook	4.5%
5.	Snapchat	3.5%

Source: Compiled from DataReportal's *Digital 2025: India*.

Interpretation : LinkedIn recorded the highest percentage increase among the selected platforms, although its audience measurement is based on registered members rather than the monthly-active-user measures used by many other platforms. Instagram recorded 14% growth in reported potential advertising reach, indicating its increasing importance for digital advertising. These developments indicate that digital marketing is increasingly platform-diverse rather than being dependent on a single channel.

Findings of the Study

1. Digital marketing has become an important part of business communication and promotion in India, supported by the rapid growth of internet, smartphone and social-media usage.
2. Social media has emerged as a major channel for brand communication, product discovery, customer interaction and sharing of reviews and recommendations.
3. Influencer marketing is increasingly influencing consumer awareness and purchase consideration, particularly through credible recommendations, product demonstrations and short-form content.
4. Artificial intelligence and personalized marketing are becoming important trends by helping businesses provide targeted advertisements, product recommendations and customized customer experiences.
5. Short-form videos, mobile marketing and social commerce are making the consumer purchase journey more convenient by connecting product discovery, evaluation and purchasing through digital platforms.
6. Online reviews, ratings and user-generated content have become important sources of information for consumers while comparing products and evaluating alternatives.
7. The findings also indicate that digital marketing effectiveness depends on consumer trust, content quality, credibility and relevance rather than simply on the volume of online advertising.
8. Privacy concerns, information overload, misleading content and excessive advertising remain important challenges that may reduce consumer trust in digital marketing.

Recommendations

1. Businesses should develop an integrated digital marketing strategy combining social media, search marketing, influencer marketing, video content and mobile platforms according to consumer needs.
2. Companies should use artificial intelligence and personalization responsibly to provide relevant recommendations while maintaining transparency and protecting consumer privacy.
3. Businesses should select credible and trustworthy influencers whose audience and values are relevant to the brand rather than focusing only on follower numbers.
4. Greater emphasis should be placed on informative, authentic and engaging content, including short-form videos, customer reviews and user-generated content.
5. Companies should regularly monitor consumer feedback, online reviews and digital engagement to understand changing consumer preferences and improve their marketing strategies.
6. Strong data-protection practices and transparent communication should be adopted to improve consumer confidence and maintain long-term digital relationships.
7. Businesses should avoid excessive advertising, misleading claims and manipulative digital practices, as these may negatively affect consumer trust and brand reputation.
8. Digital marketing strategies should be continuously evaluated using measurable indicators such as engagement, website visits, conversion rates, customer responses and online sales.

Conclusion

Digital marketing has significantly transformed the way businesses communicate with consumers and influence their purchase decisions. The study shows that social media, influencer marketing, artificial intelligence, personalization, short-form videos, mobile marketing and social commerce are becoming important elements of the consumer decision-making process. Consumers increasingly use digital platforms to search for information, compare alternatives, read reviews and interact with brands before purchasing. At the same time, privacy concerns, information overload and lack of trust remain important challenges. Therefore, businesses should adopt customer-oriented, transparent and technology-driven digital marketing strategies. Overall, the effective and responsible use of emerging digital marketing trends can help

businesses improve consumer engagement, build trust and strengthen their competitive position in the Indian market.

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