

Determinants of Digital Marketing Effectiveness among Women It Employees in Online Shopping

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Abstract

This study examined the effectiveness of digital marketing on consumer buying behaviour towards online shopping among women employees working in the Information Technology (IT) sector in Chennai. With the rapid growth of digital technologies and the increasing adoption of online shopping platforms, it has become essential to understand the effectiveness of digital marketing strategies in influencing consumers' buying behaviour. The study examines the determinants of digital marketing effectiveness among women IT employees towards online shopping in Chennai. A sample of 259 women IT employees in Chennai was selected for the study, which is classified as descriptive in nature. The questionnaire serves as the study tool for data collection. The convenience sampling approach is employed to pick respondents for the study. Exploratory Factor Analysis and One-Way ANOVA are the statistical procedures employed. Cronbach's alpha is employed to assess the reliability of the study. SPSS Version 25 is utilized for data analysis. The reliability of this study is determined to be 0.862 (86.2%). The factors influencing digital marketing effectiveness towards online shopping include social media marketing, online advertising, influencer marketing, content marketing, and email marketing. The key aspects of digital marketing effectiveness towards online shopping include product promotions on social media platforms, informative online advertisements, influencer recommendations, informative digital content, and promotional email communications. Notable effects of age, work experience, monthly income, online shopping frequency, and online shopping experience on digital marketing effectiveness have been documented.

Keywords: Digital Marketing Effectiveness, Online Shopping, Women It Employees, Consumer Buying Behaviour.

1. INTRODUCTION

Digital marketing has become one of the most influential tools for promoting products and services in the modern business environment. The rapid advancement of internet technologies, widespread smartphone usage, and increasing access to digital platforms have transformed the way consumers search for information and purchase products. Digital marketing enables businesses to reach consumers through various online channels such as social media, search engines, websites, email, mobile applications, and online advertisements. These platforms provide organizations with opportunities to engage customers more effectively, personalize marketing communications, and improve the overall shopping experience. The growth of e-commerce has further accelerated the adoption of digital marketing strategies across industries. India has witnessed a remarkable increase in internet penetration, digital payment systems, and online retailing, making online shopping an integral part of consumers' daily lives. Women

employed in the Information Technology (IT) sector represent one of the most active segments of online shoppers due to their higher digital literacy, busy work schedules, purchasing power, and familiarity with technology. Consequently, understanding the effectiveness of digital marketing among women IT employees has become increasingly important for marketers and online retailers seeking to improve customer engagement and purchasing decisions.

Digital Marketing Effectiveness

Consumers occupy a central position in every marketing activity because their preferences and purchasing decisions determine the success of business organizations. The rapid expansion of online shopping has provided consumers with numerous alternatives for purchasing products through digital platforms. Before making a purchase, consumers are exposed to different forms of digital marketing including social media promotions, online advertisements, influencer recommendations, informative digital content, and promotional emails. These marketing activities create awareness, provide product information, influence consumer perceptions, and assist customers in evaluating available alternatives. The effectiveness of digital marketing depends on the extent to which these promotional strategies successfully attract consumer attention, build trust, encourage product evaluation, and motivate purchase decisions. Consumer buying behaviour is influenced by several factors including demographic characteristics, previous shopping experiences, trust in online platforms, perceived product information, promotional offers, and digital interactions. The evaluation of digital marketing activities ultimately determines consumers' purchase intentions, purchasing frequency, product evaluation behaviour, price sensitivity, and post-purchase behaviour. Therefore, understanding the determinants of digital marketing effectiveness among women IT employees is essential for marketers to develop effective online marketing strategies, strengthen customer relationships, and enhance consumer buying behaviour in the rapidly growing online shopping environment.

2. LITERATURE REVIEW

Hasan and Mayr (2026) examined consumer trust in digital marketing through a systematic literature review and conceptual framework. The study synthesized existing research to identify the major determinants and outcomes of consumer trust in digital marketing environments. The findings revealed that platform characteristics, information quality, social influence, vendor reputation, and technological factors are the major dimensions influencing consumer trust. The study further emphasized that consumer trust significantly enhances purchase intention, customer engagement, and brand loyalty in digital environments. The authors proposed an integrated conceptual framework and recommended that organizations strengthen transparency, security, personalization, and trust-building strategies to improve digital marketing effectiveness and foster long-term consumer relationships.

Figueiredo et al. (2025) conducted a systematic literature review to examine the role of digital marketing in influencing online shopping behaviour. The study reviewed research indexed in the Web of Science database and identified the major themes associated with digital marketing and consumer behaviour. The findings revealed that digital marketing strategies, including social media marketing, online advertising, personalized communication, and digital content, significantly influence consumers' purchase decisions by improving brand awareness, customer engagement, and purchase intention. The study further emphasized that trust, digital interaction, and consumer experience are important mechanisms through which digital marketing affects online shopping behaviour. The authors also identified several research gaps

and suggested the need for empirical studies focusing on specific consumer segments and digital marketing dimensions.

Hipólito et al. (2025) examined the relationship between consumer trust, perceived risk, return policies, and customer satisfaction in business-to-consumer electronic commerce. The study employed Partial Least Squares Structural Equation Modelling (PLS-SEM) to analyse the relationships among these variables. The findings revealed that consumer trust reduces perceived risk and enhances customer satisfaction in online shopping environments. The study further concluded that transparent return policies and effective trust-building mechanisms strengthen consumers' confidence and encourage continued online purchasing behaviour.

Antczak (2024) examined the influence of digital marketing and social media marketing on consumer buying behaviour. The study explored how various digital marketing activities, including social media advertising, product reviews, influencer marketing, and email marketing, affect consumers' online purchasing decisions. The findings indicated that digital platforms provide consumers with easy access to product information, price comparisons, and customer reviews, thereby improving purchase confidence and decision-making. The study concluded that effective digital marketing strategies strengthen customer engagement, increase brand awareness, and positively influence online buying behaviour.

Migkos et al. (2025) investigated the impact of influencer marketing on consumer behaviour and online shopping preferences. The study examined how influencer credibility, engagement, and communication effectiveness shape consumers' purchasing decisions in digital environments. The findings demonstrated that influencer marketing significantly enhances consumers' trust, brand perception, and purchase intention. The research further highlighted that authentic influencer recommendations and interactive social media engagement positively influence consumers' willingness to explore and purchase products through online shopping platforms.

Rahmani and Sarma (2023) investigated the impact of digital marketing on consumer buying behaviour by reviewing the influence of social media marketing, email marketing, and website user interface on consumers' purchase decisions. The study synthesized evidence from previous empirical studies to examine the relationship between digital marketing and consumer buying behaviour. The findings revealed that digital marketing activities significantly influence consumers' purchasing decisions, with social media marketing demonstrating the strongest positive effect on product awareness and purchase behaviour. The study also reported mixed evidence regarding the influence of email marketing and website user interface on purchase decisions. The authors concluded that organizations should strengthen their digital marketing strategies, particularly social media marketing initiatives, to improve customer engagement and purchasing outcomes.

Objectives of the Study

1. To identify the factors that influence the digital marketing effectiveness among women IT employees towards online shopping.
2. To study the influence of demographic and online shopping-related variables on digital marketing effectiveness.

Hypotheses of the Study

H₀ (a): There is no significant difference in demographic variables with regard to digital marketing effectiveness.

H₀ (b): There is no significant difference in online shopping-related variables with regard to digital marketing effectiveness.

3. RESEARCH METHODOLOGY

This study examines the factors that influence the digital marketing effectiveness among women IT employees towards online shopping in Chennai. A sample of 259 women IT employees in Chennai was selected for the study, which is classified as descriptive in nature. The questionnaire serves as the study tool for data collection. The convenience sampling approach is employed to select respondents for the study. The questionnaire consists of two segments: the first part addresses the demographic characteristics and online shopping-related details, while the second section includes the measures of digital marketing effectiveness, trust in online platforms, and consumer buying behaviour. Exploratory Factor Analysis is employed to identify the factors determining digital marketing effectiveness among women IT employees towards online shopping. One-way ANOVA is employed to ascertain the impact of demographic and online shopping-related variables on digital marketing effectiveness. Cronbach's alpha is employed to assess the reliability of the study. SPSS Version 25 is utilized for data analysis.

4. RESULTS AND DISCUSSION

The reliability of this study is determined to be 0.862 (86.2%). A total of 259 women IT employees participated in this survey. 38.6% of the respondents are aged 26–30 years, 57.1% are married, and 61.8% hold a postgraduate or professional degree. 42.9% of the respondents have 3–5 years of work experience, while 39.4% earn a monthly income between Rs. 50,001 and Rs. 75,000. This section identifies the factors influencing digital marketing effectiveness among women IT employees towards online shopping.

Factors determining Digital Marketing Effectiveness

This section identifies the factors determining digital marketing effectiveness among women IT employees towards online shopping in Chennai. Digital marketing effectiveness is assessed using twenty-three characteristics. Factor analysis using the Principal Component Analysis (PCA) method with Varimax rotation was employed to classify the variables into factors based on the responses provided by the selected respondents. The KMO value of 0.901 indicates that the sample size is adequate, and the Chi-square value of 1864.527 ($p = .000$) obtained from Bartlett's Test of Sphericity is statistically significant. Table I presents the Eigenvalues and the percentage of variance explained.

Table I: Eigenvalues for Digital Marketing Effectiveness

Factors	Initial Eigen Values		
	Eigen Value	Percentage Of Variance	Cumulative Percentage
1	8.964	25.118	25.118
2	3.914	13.084	38.202
3	2.584	9.421	47.623
4	1.846	7.314	54.937
5	1.327	6.083	61.020

Twenty-three variables are reduced into five factors by analysing the correlation among the variables. Since the Eigenvalues 8.964, 3.914, 2.584, 1.846, and 1.327 are greater than one (1), the twenty-three variables are reduced into five factors representing the respondents' perception of digital marketing effectiveness. The cumulative percentage of variance explained by these

five factors is 61.020%. The extracted factors along with their components and factor loadings are presented in Table II.

Table II: Factor Loadings for Digital Marketing Effectiveness

Factor	Components	Factor Loading
Factor 1: Social Media Marketing	I Frequently See Product Promotions On Social Media Platforms.	.821
	Social Media Advertisements Provide Useful Information About Products.	.793
	I Follow Brands On Social Media To Stay Updated About New Products.	.764
	Social Media Marketing Increases My Interest In Online Shopping.	.721
	Promotions On Social Media Encourage Me To Explore Products Online.	.684
	Social Media Campaigns Influence My Perception Of Brands.	.651
Factor 2: Online Advertising	Online Advertisements Help Me Learn About New Products.	.807
	I Find Online Advertisements Informative While Making Purchase Decisions.	.781
	Online Advertisements Attract My Attention While Browsing The Internet.	.734
	Digital Advertisements Influence My Interest In Purchasing Products Online.	.689
	I Sometimes Click On Online Advertisements To Get More Product Information.	.624
Factor 3: Influencer Marketing	I Often See Influencers Promoting Products On Social Media Platforms.	.824
	Influencers Provide Useful Information About Products And Services.	.791
	I Trust Product Recommendations Given By Influencers.	.756
	Influencer Promotions Encourage Me To Explore Products Online.	.714
	Influencer Marketing Affects My Interest In Purchasing Products.	.673
Factor 4: Content Marketing	Online Content Such As Blogs And Videos Helps Me Understand Product Features.	.803
	Digital Content Influences My Evaluation Of Products Before Purchasing.	.772
	Informative Product Content Increases My Confidence In Online Shopping.	.731
	I Rely On Online Product Information While Making Purchase Decisions.	.691
Factor 5: Email Marketing	Promotional Emails Keep Me Informed About Discounts And Offers.	.764
	I Read Promotional Emails From Online Retailers.	.721

	Email Promotions Sometimes Encourage Me To Visit Online Shopping Websites.	.684
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From Table II, it is inferred that Factor 1 is a combination of six variables, namely "I frequently see product promotions on social media platforms," "Social media advertisements provide useful information about products," "I follow brands on social media to stay updated about new products," "Social media marketing increases my interest in online shopping," "Promotions on social media encourage me to explore products online," and "Social media campaigns influence my perception of brands," which is named as the Social Media Marketing factor.

Factor 2 is a combination of five variables, namely "Online advertisements help me learn about new products," "I find online advertisements informative while making purchase decisions," "Online advertisements attract my attention while browsing the internet," "Digital advertisements influence my interest in purchasing products online," and "I sometimes click on online advertisements to get more product information," which is named as the Online Advertising factor.

Factor 3 is a combination of five variables, namely "I often see influencers promoting products on social media platforms," "Influencers provide useful information about products and services," "I trust product recommendations given by influencers," "Influencer promotions encourage me to explore products online," and "Influencer marketing affects my interest in purchasing products," which is named as the Influencer Marketing factor.

Factor 4 is a combination of four variables, namely "Online content such as blogs and videos helps me understand product features," "Digital content influences my evaluation of products before purchasing," "Informative product content increases my confidence in online shopping," and "I rely on online product information while making purchase decisions," which is named as the Content Marketing factor.

Factor 5 is a combination of three variables, namely "Promotional emails keep me informed about discounts and offers," "I read promotional emails from online retailers," and "Email promotions sometimes encourage me to visit online shopping websites," which is named as the Email Marketing factor.

Social Media Marketing, Online Advertising, Influencer Marketing, Content Marketing, and Email Marketing are the factors that influence Digital Marketing Effectiveness among women IT employees towards online shopping.

It is observed that social media product promotions, informative online advertisements, influencer recommendations, informative digital content, and promotional email communications are the key aspects influencing Digital Marketing Effectiveness towards online shopping.

Difference in Demographic Variables with regard to Digital Marketing Effectiveness

This section presents the difference in demographic variables with regard to digital marketing effectiveness among women IT employees in online shopping. To identify the significant difference in demographic variables with regard to digital marketing effectiveness, One-Way ANOVA is applied.

H₀ (a): There is no significant difference in demographic variables with regard to digital marketing effectiveness.

Table III: Demographic Variables with Digital Marketing Effectiveness

Variable	Classification	Mean	SD	F-Value
Age	Up To 25 Years	3.58	0.741	

	26–30 Years	3.72	0.682	6.284** (P=.000)
	31–35 Years	3.46	0.803	
	36–40 Years	3.18	0.791	
	Above 40 Years	2.96	0.835	
Marital Status	Single	3.54	0.754	1.428 (P=.242)
	Married	3.47	0.796	
	Divorced / Widowed	3.36	0.728	
Education	Diploma	3.29	0.812	1.763 (P=.139)
	Graduation	3.46	0.764	
	Postgraduation	3.58	0.742	
	Professional Degree	3.61	0.721	
	Others	3.37	0.788	
Work Experience In The IT Sector	Up To 2 Years	3.39	0.792	4.836** (P=.001)
	3–5 Years	3.64	0.694	
	6–10 Years	3.71	0.683	
	11–15 Years	3.42	0.751	
	Above 15 Years	3.18	0.802	
Monthly Income (Rs.)	Up To 30,000	3.29	0.804	5.194** (P=.001)
	30,001–50,000	3.41	0.783	
	50,001–75,000	3.55	0.721	
	75,001–1,00,000	3.69	0.684	
	Above 1,00,000	3.83	0.651	

** Significant at 1% level

Significant effects of age ($F = 6.284$, $p = .000$), work experience in the IT sector ($F = 4.836$, $p = .001$), and monthly income ($F = 5.194$, $p = .001$) on digital marketing effectiveness are noted, leading to the rejection of H_0 (a) at the 1% significance level. Conversely, no significant effects of marital status ($F = 1.428$, $p = .242$) and educational qualification ($F = 1.763$, $p = .139$) on digital marketing effectiveness among women IT employees in online shopping are observed, resulting in the acceptance of H_0 (a) at the 5% significance level.

Respondents in the 26–30 years age group attained the highest mean score of 3.72, while respondents above 40 years recorded the lowest mean score of 2.96. It is inferred that women IT employees aged 26–30 years perceive digital marketing to be more effective, whereas respondents above 40 years exhibit comparatively lower perceptions of digital marketing effectiveness.

Respondents with 6–10 years of work experience attained the highest mean score of 3.71, while respondents with above 15 years of work experience recorded the lowest mean score of 3.18. It is inferred that women IT employees with 6–10 years of work experience exhibit higher perceptions of digital marketing effectiveness, whereas respondents with more than 15 years of work experience show comparatively lower perceptions.

Respondents with a monthly income above ₹1, 00,000 attained the highest mean score of 3.83, while respondents earning up to ₹30,000 recorded the lowest mean score of 3.29. It is inferred that respondents with higher monthly income perceive digital marketing to be more effective, whereas respondents in the lower income group exhibit comparatively lower perceptions of digital marketing effectiveness.

Difference in online shopping related variables with regard to Digital Marketing Effectiveness

This section presents the difference in online shopping related variables with regard to digital marketing effectiveness among women IT employees in online shopping. To identify the significant difference in online shopping related variables with regard to digital marketing effectiveness, One-Way ANOVA is applied.

H₀ (b): There is no significant difference in online shopping related variables with regard to digital marketing effectiveness.

Table IV: Online Shopping Related Variables with Digital Marketing Effectiveness

Variable	Classification	Mean	SD	F-Value
Frequency Of Online Shopping	Rarely	3.24	0.812	2.148 (P=.078)
	Occasionally	3.38	0.764	
	Once A Month	3.45	0.733	
	Once A Week	3.58	0.706	
	More Than Once A Week	3.61	0.694	
Preferred Online Shopping Platform	Amazon	3.56	0.718	1.326 (P=.261)
	Flipkart	3.47	0.742	
	Myntra	3.50	0.701	
	Ajio	3.41	0.753	
	Others	3.38	0.779	
Average Monthly Spending (Rs.)	Up To 2,000	3.29	0.784	4.386** (P=.002)
	2,001–5,000	3.44	0.751	
	5,001–10,000	3.63	0.701	
	10,001–15,000	3.71	0.684	
	Above 15,000	3.79	0.652	
Device Mostly Used For Online Shopping	Smartphone	3.55	0.721	0.894 (P=.446)
	Laptop	3.49	0.756	
	Tablet	3.37	0.812	
	Desktop	3.31	0.828	
Online Shopping Experience	Less Than 1 Year	3.12	0.794	6.912** (P=.000)
	1–3 Years	3.41	0.756	
	4–6 Years	3.66	0.694	
	7–10 Years	3.74	0.681	
	More Than 10 Years	3.69	0.704	
Average Time Spent Per Week	Less Than 1 Hour	3.28	0.801	3.285* (P=.013)
	1–3 Hours	3.46	0.749	
	4–6 Hours	3.63	0.706	
	7–10 Hours	3.71	0.687	
	More Than 10 Hours	3.68	0.695	

*Significant at 5% level

** Significant at 1% level

A significant impact of average monthly spending on online shopping ($F = 4.386$, $p = .002$), online shopping experience ($F = 6.912$, $p = .000$), and average time spent on online shopping platforms ($F = 3.285$, $p = .013$) on digital marketing effectiveness is observed, leading to the rejection of H₀ (b) at the 1% and 5% significance levels, respectively. However, no significant impact of frequency of online shopping ($F = 2.148$, $p = .078$), preferred online shopping platform ($F = 1.326$, $p = .261$), and device mostly used for online shopping ($F = 0.894$, $p =$

.446) on digital marketing effectiveness is observed. Hence, H_0 (b) is accepted for these variables at the 5% significance level.

Respondents with 7–10 years of online shopping experience attained the highest mean score of 3.74, whereas respondents with less than one year of online shopping experience recorded the lowest mean score of 3.12. It is inferred that women IT employees with greater online shopping experience perceive digital marketing to be more effective than those with limited online shopping experience.

Respondents spending above ₹15,000 per month on online shopping achieved the highest mean score of 3.79, while respondents spending up to ₹2,000 per month recorded the lowest mean score of 3.29. This indicates that respondents with higher online shopping expenditure exhibit higher perceptions of digital marketing effectiveness.

Similarly, respondents spending 7–10 hours per week on online shopping platforms recorded the highest mean score of 3.71, whereas respondents spending less than one hour per week obtained the lowest mean score of 3.28. This suggests that respondents who spend more time engaging with online shopping platforms perceive digital marketing activities to be more effective than those with lower levels of online engagement.

5. CONCLUSION

The findings indicated that Social Media Marketing, Online Advertising, Influencer Marketing, Content Marketing, and Email Marketing are the major determinants affecting digital marketing effectiveness among women IT employees towards online shopping. The key aspects determining digital marketing effectiveness include frequent product promotions on social media platforms, informative online advertisements, credible influencer recommendations, informative digital content, and promotional email communications that encourage online shopping and improve consumers' purchase decisions. It is deduced that respondents aged 26–30 years exhibit higher perceptions of digital marketing effectiveness, whereas respondents above 40 years demonstrate comparatively lower perceptions. Women IT employees with 6–10 years of work experience exhibit higher perceptions of digital marketing effectiveness, while respondents with more than 15 years of work experience report comparatively lower perceptions. Similarly, respondents earning above ₹1,00,000 per month exhibit higher perceptions of digital marketing effectiveness, whereas respondents earning up to ₹30,000 per month demonstrate comparatively lower perceptions. Significant effects of age, work experience, monthly income, average monthly online shopping expenditure, online shopping experience, and average time spent on online shopping platforms on digital marketing effectiveness have been documented. Respondents with 7–10 years of online shopping experience exhibit higher perceptions of digital marketing effectiveness compared to respondents with less than one year of online shopping experience. Likewise, respondents spending above ₹15,000 per month on online shopping and those spending 7–10 hours per week on online shopping platforms demonstrate higher perceptions of digital marketing effectiveness than the other respondent groups. Overall, the study concludes that effective digital marketing strategies, particularly social media marketing, online advertising, influencer marketing, content marketing, and email marketing, together with greater online shopping engagement, enhance digital marketing effectiveness among women IT employees and encourage favourable online shopping behaviour.

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