

## The Dynamics of Digital Media Influence, Trust, and Satisfaction in Consumer Electronics Purchasing in the Delhi NCR Region.

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### ABSTRACT

The global study of digital media adoption has been extensive, but there is still much to learn about how it works in different parts of the world, especially in new markets like India. This research examines the relationship between the impact of digital media, perceived trust in digital marketing, and customer satisfaction in the context of purchasing consumer electronics among residents of the Delhi National Capital Region (NCR). Using a dataset of 145 respondents, researchers examine the demographic profiles, preferred digital platforms, and the interrelationship among these essential marketing constructs. Descriptive statistics show that consumers strongly prefer TVs, laptops, and appliances. Offline ads, email, and social media are the main ways people learn about these products. The average rating for digital marketing influence and perceived trust was moderate to high. The correlation analysis showed that there wasn't much of a relationship between any of the variables. This suggests that Influence, Trust, and Satisfaction are mostly separate ideas in this market. A Chi-square test also showed that there was no statistically significant link between the type of digital platform used and a person's preference for buying online or in person ( $p=0.598$ ). The results indicate that although digital platforms are varied, their direct impact on the final purchase channel preference is constrained, necessitating marketers to reconsider a uniform strategy for digital engagement...

**Keywords:** *Consumer, Electronics, Digital Media.*

### 1. INTRODUCTION:

The Delhi NCR area is one of India's most important metropolitan and economic corridors. It has a diverse and quickly growing group of people who buy electronic goods. The growing use of digital media has changed how people behave as consumers in a big way, changing how they learn about products, build trust, and make buying decisions (Gupta & Verma, 2019). Digital platforms have emerged as essential avenues for information retrieval and engagement; however, a hybrid consumption pattern persists, characterized by consumers frequently engaging with both online and offline purchasing modalities. Despite these advancements, empirical evidence regarding the impact of digital marketing on consumer electronics purchasing behavior in the Delhi NCR context is still scarce. This study systematically examines the effects of digital media influence, perceived trust, and consumer satisfaction among electronics purchasers in this region, thereby addressing an existing research gap. The research concentrates on:

Profiling customers based on their age, income, and what they like to buy.

Finding out which sources of information are most common and which digital platforms customers use the most.

Looking at how digital media affects people's trust in digital marketing and how satisfied they are with their overall experience as a customer.

Evaluating the correlation between digital platform utilization and consumer preference for online compared to offline purchasing channels.

### 2. LITERATURE REVIEW

Digital media adoption has been thoroughly examined worldwide; however, regional variations, especially in emerging markets such as India, are still insufficiently investigated. Digital Media Influence is the extent to which content accessed on digital platforms impacts a consumer's purchasing decision (Kotler & Keller, 2016). Research on urban Indian consumers indicates that digital marketing elements, including Content Marketing, Search Engine Marketing (SEM), Social Marketing, Affiliate Marketing, and Display Advertising, profoundly affect consumer purchasing behavior for electronic products, especially by enhancing brand awareness and purchase intention (Francis et al., 2021). Social media sites like Facebook, Instagram, and YouTube are very important. User reviews, ratings, and recommendations from influencers are often more important than traditional ads, especially for younger adults (Iblasi & Bader, 2016; Park, 2023). This effect is even stronger on sites like YouTube, where product demos and reviews are very important for buying complicated things like electronics (Mukherjee & Jindal, 2020).

Perceived Trust is a consumer's belief that digital marketing messages are honest and trustworthy. This is an important concept for getting people to engage in a time when there is too much information and privacy concerns (Belanger et al., 2002). In emerging markets, establishing online trust is hindered by historical skepticism and dependence on reputation and word-of-mouth (Mishra, 2025). The Commitment-Trust Theory asserts that trust is the fundamental component in cultivating loyalty and fostering enduring engagement (Morgan, 1994). Studies show that digital brands can build trust by being open, using ethical marketing, and handling data responsibly, which lowers perceived risks (Gefen et al., 2003; Rawlins, 2008). On the other hand, worries about data privacy, annoying ads, and fake news on social media can quickly make people lose trust (GroupM, 2024; Skare, 2021). Research in e-commerce consistently demonstrates that perceived security, website quality, and company reputation enhance consumer trust, which subsequently correlates positively with purchase intentions (Müller et al., 2025). Customer Satisfaction is the overall assessment of a product or service experience, which can be influenced indirectly by the marketing process (Oliver, 1999). Digital marketing is generally thought to be very effective at getting customers to interact with a brand and, as a result, making them happy (Islam et al., 2023; Rather et al., 2023).

Most literature posits a hierarchical relationship wherein digital marketing activities (Influence) engender Trust, subsequently fostering Satisfaction, and ultimately culminating in loyalty or purchase intention (Harish & Thomas, 2023; Sirdeshmukh et al., 2002). But the exact dynamics in a multi-channel setting like the Delhi NCR are not as clear. Digital marketing has a big impact on how well people know about a brand, but the choice of where to buy (online or in person) may be based on things other than the digital platform. For example, people may want to see high-value electronics in person, want instant gratification, or value after-sales service (Kumar & Varma, 2020; Voramontri & Klieb, 2019). The objective of this study is to evaluate the conventional model by examining the direct relationships among Influence, Trust, and Satisfaction, as well as by investigating the autonomy of platform usage from channel preference.

Digital media has a big impact on how people think about things and whether or not they want to buy them. Trust and satisfaction are two important factors in consumer decisions. But in places like Delhi NCR, people often look up products online but still buy them in stores. This shows that people don't really understand how digital influence affects buying behavior. This underscores the necessity to investigate the relationships among digital influence, trust, satisfaction, and channel preference within this regional framework.

### 3. METHODOLOGY

#### 3.1 Data and Sample

The study makes use of a sample of N=145 survey responses from different Delhi NCR locales. The dataset includes 14 variables, such as purchasing patterns, demographic data, and digital marketing-related perceptual scales.

#### 3.2 Variables and Measurement

The study included both nominal and interval/ratio variables. Age and Monthly Income were measured on an interval/ratio scale. Influence of Digital Media, Perceived Trust in Digital Marketing, and Satisfaction with Digital Marketing were assessed using self-developed five-point Likert scales (1 = lowest, 5 = highest). Digital Platform Used was measured on a nominal scale (e.g., Facebook, Instagram, Twitter, YouTube), and Buying Preference was recorded as a nominal variable with two categories — *Online* and *Offline*.

#### 3.3 Statistical Analysis

**Descriptive Statistics:** Used for summarizing the sample profile.

**Pearson Correlation:** Used to test the linear relationship between the numerical/scale variables (Influence, Trust, Satisfaction, Age, Income).

**Chi-square Test of Independence:** Used to determine if there is a statistically significant association between the categorical variables, specifically Digital Platform Used and Online vs. Offline Preference.

### 4. RESULTS

The current study sought to examine the influence of digital media, trust, and satisfaction on consumer electronics purchasing behavior in Delhi NCR.

**Table 1: Descriptive Statistics**

Variable	Mean	Standard Deviation	Min	Max
Age	35.87	10.33	18	54
Monthly Income (INR)	56,166	26,241	10,365	98,811
Influence of Digital Media	3.33	1.32	1	5
Perceived Trust in Digital Marketing	3.26	1.41	1	5
Satisfaction with Digital Marketing	2.89	1.42	1	5

The descriptive statistics provide an overview of the demographic and key study variables. The average age of the respondents was 35.87 years (SD = 10.33), with ages ranging from 18 to 54 years, indicating a diverse adult sample. The mean monthly income was ₹56,166 (SD = ₹26,241), with considerable variability, ranging from ₹10,365 to ₹98,811. The psychosocial measures Influence of Digital Media, Perceived Trust in Digital Marketing, and Satisfaction with Digital Marketing show moderate

average scores of 3.33, 3.26, and 2.89 respectively (on a 1–5 scale), suggesting that participants generally hold neutral to moderately positive perceptions. The standard deviations (1.32 to 1.42) indicate reasonable variability in respondents' attitudes toward digital marketing. Overall, the data reflect a heterogeneous sample across age, income, and digital marketing-related perceptions.

**Table 2 : The Pearson correlation matrix for the key variables**

	Age	Monthly Income	Influence of Digital Media	Perceived Trust in Digital Marketing	Satisfaction with Digital Marketing
Age	1.000	-0.128	-0.064	-0.040	-0.175
Monthly Income	-0.128	1.000	0.051	-0.020	0.005
Influence	-0.064	0.051	1.000	-0.046	0.031
Trust	-0.040	-0.020	-0.046	1.000	-0.080
Satisfaction	-0.175	0.005	0.031	-0.080	1.000

The Pearson correlation matrix reveals generally weak associations among the key variables. Age shows small negative correlations with Influence of Digital Media ( $r = -0.064$ ), Perceived Trust in Digital Marketing ( $r = -0.040$ ), and Satisfaction with Digital Marketing ( $r = -0.175$ ), indicating that older participants tend to report slightly lower trust, influence, and satisfaction, though these relationships are minimal. Monthly income also shows negligible correlations with all variables, ranging from 0.020 to 0.051, suggesting that income does not meaningfully relate to perceptions of digital marketing. The psychological variables Influence, Trust, and Satisfaction also exhibit very weak correlations with one another ( $r$  values between  $-0.080$  and  $0.046$ ), indicating that these constructs operate largely independently within the sample. Overall, the results suggest an absence of strong linear relationships among demographic factors and digital marketing perceptions.

These results significantly contest the prevalent marketing presumption of a robust linear correlation among these fundamental constructs. Although research frequently indicates that trust and engagement correlate with satisfaction (Harish & Thomas, 2023; Rather et al., 2023), our findings suggest that in the context of Delhi electronics, the efficacy of marketing influence and the

degree of perceived trust do not linearly determine a consumer's overall satisfaction with digital marketing initiatives. The independence of these variables may indicate the "mistrust-driven" characteristics of the Indian consumer base (Mishra, 2025), wherein a favorable digital experience (Influence) does not necessarily result in customer satisfaction due to inherent trust or quality apprehensions.

Researchers did a Chi-square test of independence between the Digital Platform Used and the Online vs. Offline Preference.

Chi-square Statistic: 3.6688

Degrees of Freedom (DOF): 5

P-value: 0.5980

The p-value (0.5980) is much higher than the usual significance level of  $\alpha = 0.05$ , so we can't reject the null hypothesis. This confirms that there is no statistically significant relationship between the particular digital platform utilized by a consumer (e.g., Facebook, Twitter) and their eventual preference for an online or offline purchasing channel. This aligns with the understanding that while digital media is crucial for awareness and information gathering (Francis et al., 2021), the channel choice for high-value items like electronics is likely governed by other variables, such as perceived risk, need for physical inspection, and the importance of after-sales service (Voramontri & Klieb, 2019). The small differences in mean influence and trust scores between the two preference groups (about 3.3 for both) back this up even more. This shows that digital exposure is everywhere, but it doesn't depend on the channel.

Overall, the results show that digital platforms are popular for gathering information, but they don't have a big effect on whether people prefer to buy things online or in person. The non-significant chi-square result and comparable influence scores among groups indicate that the selection of channels for high-value products is primarily influenced by factors such as perceived risk, product inspection requirements, and service expectations, rather than the particular digital platform employed.

## 5. DISCUSSION

The results show that digital content is important for getting people in Delhi NCR to buy things, but it doesn't have much of an effect on their satisfaction or choice of where to buy. The average scores for influence and trust are moderate, and the average score for satisfaction is lower. This suggests that digital marketing may have some effect on consumers, but they are not completely happy with it. The lack of meaningful correlations undermines conventional marketing models that posit trust and engagement as precursors to satisfaction (Harish & Thomas, 2023; Rather et al., 2023). These results indicate a fragmented relationship, implying that consumers might dissociate their exposure to digital marketing from their assessment of satisfaction, a trait consistent with skepticism in emerging markets (Mishra, 2025).

Also, even though customers spend a lot of time online, most of them still prefer to buy things in person. This

backs up what Voramontri and Klieb (2019) found that buying expensive electronics in India often requires physical verification, perceived safety, and reliable after-sales support. So, in this case, digital media is more of a source of information than a way to get people to buy something.

The Chi-square results further show that platform consumption does not determine buying channel, supporting the idea that digital influence does not guarantee online purchase behavior for electronics.

Overall, the study gives important information about the region, showing that digital marketing alone may not lead to satisfaction or a buying channel in Delhi NCR. Marketers need to use both digital awareness and offline reassurance to be effective.

## 6. CONCLUSION

This study offers valuable empirical insights into consumer behavior within the Delhi NCR electronics market. The findings reveal that digital media influence and trust do not significantly predict consumer satisfaction, nor does the type of digital platform determine whether individuals prefer online or offline purchasing. These outcomes suggest that simply being present online is not sufficient to shape consumer decisions or build trust in this sector. Instead, businesses must develop more effective ways of presenting digital product information and focus on authentic, experiential, and transparent communication. Strengthening digital credibility and enhancing creative, informative engagement strategies will be essential for marketers aiming to build trust and influence purchase behavior in increasingly competitive digital environments.

## 7. IMPLICATIONS OF THE STUDY

The present study holds several significant implications for the field of marketing. The findings provide valuable insights into how digital media influence, perceived trust, and consumer satisfaction shape online purchasing behavior. These results can guide marketers in developing more credible, engaging, and consumer-centric digital marketing strategies to enhance trust and satisfaction among target audiences.

The weak links between digital influence, trust, and satisfaction show that just being exposed to digital media isn't enough to change how people react in the Delhi NCR electronics market. To improve satisfaction, marketers need to combine online engagement strategies with consistent product quality, clear information, and reliable after-sales support.

Since trust in digital marketing didn't lead to higher satisfaction, businesses can think to focus on building trust through verified user reviews, open communication, and ethical data practices. This shows that trust needs to be earned beyond just promotional messages.

The fact that there is no significant relationship between platform type and purchase channel preference shows that consumers use multiple platforms mainly for information and not for making final purchase decisions. Therefore, companies need to use an integrated omnichannel strategy

in which digital media helps people research products and retail stores provide experiential validation.

Since people still prefer to buy electronics in person, managers may think to improve the online-to-offline (O2O) pathway by adding features like online product comparison tools, store-based reservation options, and help with in-store demonstrations based on how people browse online.

Trust and influence don't always work, so marketers may focus on experiential marketing, trial opportunities, and clear return and repair policies for electronics buyers.

There are chances to make communication plans that work better in certain areas, since Delhi NCR consumers respond to digital media in different ways. Culturally relevant messaging, language localization, and collaborations with community-based influencers may all help digital media work better.

## 8. LIMITATIONS AND FUTURE RESEARCH:

The study is limited by its sample size (N=145) and reliance on self-reported survey data from a single urban area. Future research could utilize structural equation modeling to explore the mediating and moderating roles of engagement, and expand the geographical scope for comparative analysis across different tiers of Indian cities.

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