

# Digital Marketing and Consumer Buying Behavior: How Mobile Marketing, Social Proof, And Consumer Feedback Drive Online Purchases

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## Abstract

In recent years, the digital landscape has experienced a profound transformation, significantly altering how consumers make purchasing decisions. As more consumers turn to online platforms for shopping, businesses are increasingly leveraging innovative marketing strategies to influence buying behavior. Among these strategies, mobile marketing, social proof, and consumer feedback have emerged as pivotal elements in shaping consumer attitudes and driving online purchases.

The major objective of this research was to identify the role of mobile marketing, social proof and consumer feedback in influencing consumer buying behavior. A sample of 712 smart phone users was selected from Mumbai and Delhi. Questionnaire was used to collect the data and it was analyzed in SPSS 21.0. The results indicated that In-app advertising, social media ads and push notifications are the most persuasive marketing tactics for smart phone users and there is a significant role of mobile marketing in influencing consumer buying behavior. Consumers said that they consider product testimonials, influencer endorsements and customer reviews most important while making online purchase decision which highlights significant impact of social proof on consumer decision making. Majority of customers said that most of the time they look for feedback or reviews before making a purchase decision online, and positive as well as negative reviews are equally important for them.

**Key Words:** Mobile marketing, Social Proof, Consumer Feedback, Consumer buying behavior

## Introduction:

The rapid evolution of digital marketing strategies has significantly impacted consumer behavior, especially with the growth of online shopping. The increasing reliance on mobile devices and social media platforms has reshaped the way consumers engage with brands, make purchasing decisions, and interact with products before making a purchase. As the global population becomes more digitally connected,

businesses are increasingly shifting their marketing efforts toward online channels, where they can reach customers more effectively and efficiently.

Digital marketing is the umbrella term for a variety of methods and strategies used to advertise goods and services online, including social media, email, mobile platforms, and search engines. Given the widespread usage of smartphones and the rise in the use of mobile websites and applications for shopping, mobile marketing has become one of the most effective of these channels. By connecting with customers while they're on the road, mobile marketing enables brands to provide timely, personalized experiences that affect consumer decisions to buy.

Social proof, the psychological phenomena where people base their decisions on the beliefs and actions of others, is another essential component of digital marketing. User-generated content, influencer endorsements, consumer evaluations, and testimonials are just a few examples of the various ways social proof can appear. Businesses have started using social proof as a crucial strategy in influencing perceptions, building trust, and promoting purchases since customers frequently look to their peers or fellow shoppers for confirmation.

Consumer feedback is just as important in influencing online purchases. Customers now have greater control over their decision-making process thanks to the ease with which they can share their experiences on social media, reviews, and ratings. While negative feedback frequently causes other potential customers to rethink their decisions, positive feedback—whether in the form of written reviews or star ratings—can contribute to the development of brand credibility and trust. Companies may build stronger bonds with their clients, encourage brand loyalty, and boost the possibility of repeat business by actively listening to and interacting with customer feedback.

The interplay of social proof, mobile marketing, and user feedback has transformed online purchasing. Understanding how these elements combine and influence consumer purchasing decisions is now the duty of marketers. Therefore, the aim of this research is to examine the ways in which mobile marketing strategies, social proof mechanisms, and consumer feedback loops interact to

impact online consumer behavior and, ultimately, purchase decisions in the digital marketplace.

This study will provide useful information about how businesses may employ digital marketing strategies to increase online sales and foster client loyalty in the increasingly competitive e-commerce industry.

### **Review of Literature:**

As companies increasingly rely on online channels to interact with customers, a great deal of study has been done on the relationship between digital marketing and consumer purchasing behavior. Marketers must comprehend how various digital marketing tactics affect consumer behavior and purchase decisions as digital technology develops. This overview of the literature looks at important research on digital marketing strategies and technologies and how they affect customer purchasing decisions.

Traditional advertising techniques (TV, print media) have given way to more interactive, customer-driven strategies as a result of the emergence of digital marketing. Ghufraan & Ahmad (2025) state that digital marketing includes a number of tactics, including affiliate marketing, email marketing, social media marketing, content marketing, and search engine marketing (SEM). By using these tactics, brands may engage with customers directly and personally, building a more responsive and dynamic connection.

Figueiredo et al. (2025) contends that the growing dependence on the internet for social connections, entertainment, and information collecting has contributed to the transition toward digital marketing. Consumer behavior has changed significantly as a result of the shift to digital platforms; consumers are now looking for companies that communicate in a way that is convenient, transparent, and relevant.

Focusing on how consumers access, absorb, and react to marketing stimuli in online environments is essential to understanding consumer behavior in the digital context. According to Otopah et al. (2024), the digital age has fundamentally changed how people make decisions because they now primarily rely on internet resources for information prior to making purchases. Reviews,

comparisons, and recommendations are readily available to consumers, empowering them and sometimes complicating the purchasing process.

Theodorakopoulos & Theodoropoulou (2024) further highlight that online shoppers have distinct buying habits, including comparing costs, conducting in-depth research on websites and social media, and looking for suggestions through online reviews. Digital marketing now plays a bigger role in influencing decisions at every point of the consumer experience, from awareness to post-purchase evaluation, thanks to the abundance of information available.

Social media marketing is one of the most important facets of digital marketing. Social media sites like YouTube, Facebook, Instagram, and Twitter have completely changed how companies interact with their customers. Among the first to emphasize the value of social media as a vehicle for customer contact and word-of-mouth marketing were Antczak (2024). Brands can create brand communities, interact with user-generated content, and promote direct engagement with their audience through social media platforms.

Social media can affect consumer attitudes by exposing users to brand messages in a casual context, according to research by Astoriano, Gerona & Marzan (2022). Furthermore, Liu et al. (2020) discovered that social proof plays a big role in customers' decisions to buy since they are more willing to believe peer-recommended products and advertisements on social media. Additionally, social media gives firms access to real-time feedback, which enables them to modify their tactics and better satisfy customer demands.

Consumer feedback is an essential part of digital marketing that has a big impact on the purchasing decisions of consumers. It mostly takes the form of online reviews. The perceived quality and legitimacy of a product or service can be affected by online product reviews, which are a type of social evidence, according to Dastane (2020). Al Kurdi et al. (2022) discovered that while bad reviews can discourage customers and harm a brand's reputation, positive evaluations can raise consumer trust and the chance of a purchase.

Moreno et al. (2017) pointed out that when it comes to high-involvement goods or services, where customers look for comprehensive information to lower perceived risk, the influence of online reviews is especially substantial. This was further supported by the research of Patruti-Baltes (2016), which proposed that star ratings and the number of reviews also significantly influence consumers' decisions to buy, with products with a higher volume of reviews being seen as more dependable and trustworthy.

Another important component of digital marketing that affects customer purchasing decisions is search engine optimization, or SEO. According to a study by Yasmin, Tasneem & Fatema (2015) that looked at the connection between search engine results and consumer choices, people are more inclined to click on organic search listings than sponsored ones and have a tendency to trust websites that rank well in search engine results.

Ali (2020) looked more closely at how SEO affects customer behavior and discovered that improved search engine presence increases website traffic and conversion rates. By influencing the search results that customers view when looking for goods or services, SEO not only helps firms become more visible online but also influences their decision-making.

Email marketing is still a crucial part of digital marketing plans. Diez-Martin, Blanco-Gonzalez & Prado-Roman (2019) asserts that email marketing offers a direct line of communication with customers, enabling companies to send tailored promotions and messages according to user choices and actions. Personalized email marketing yield higher engagement and conversion rates than generic email messages, according to research by Stephen (2016).

By fostering relationships over time, email marketing can affect the purchasing decisions of customers. Customers who participate in email promotions are more likely to make additional purchases, according to Bala & Verma (2018). This is especially true when emails include tailored discounts or recommendations based on past purchase patterns.

A key component of digital marketing, mobile marketing has emerged as a result of the quick expansion of mobile devices. According to Desai & Vidyapeeth (2019), the

proliferation of smartphones has altered how customers engage with brands, resulting in more impulsive and location-based purchases. Businesses can increase the possibility of impulsive purchases by using mobile marketing to provide customized messages and promotions via push notifications, SMS, or apps.

When dealing with brands on mobile devices, customers anticipate a smooth, quick, and easy experience, according to research by Al-Azzam & Al-Mizeed (2021). Because of this change in customer expectations, mobile optimization is now essential for companies looking to affect customer behavior and increase conversions.

Another important trend in digital marketing that has a big impact on customer behavior is personalization. Personalization, according to Moreno et al. (2017), is the act of adjusting product offerings and marketing messaging to suit the tastes of specific customers. Businesses can influence purchase decisions by delivering highly relevant information, offers, and suggestions through the use of data analytics and consumer segmentation.

Personalized marketing messages boost customer engagement and trust, which raises conversion rates, according to Astoriano, Gerona & Marzan (2022). Additionally, by making the customer experience more relevant and fulfilling, personalization can assist organizations in increasing customer retention, according to Stephen (2016).

According to research, digital marketing is crucial in influencing consumer purchasing decisions. Personalized content, online reviews, social media interaction, and mobile marketing are some of the most important elements. Businesses must remain aware of the shifting dynamics of consumer behavior as the digital marketing landscape develops and modify their tactics to satisfy the needs of a customer base that is increasingly connected, knowledgeable, and empowered. Future studies could examine the precise processes via which digital marketing affects different phases of the customer decision-making process, assisting companies in improving their strategies for increased success.

## Research Gap

Although studies have examined mobile marketing, social proof, and consumer feedback separately, there is a need to explore how mobile marketing campaigns leverage social proof and consumer feedback to create a more effective, integrated approach to influencing consumer decisions in the online shopping context. The role of consumer feedback in post-purchase behavior has not been explored in-depth. Understanding how consumer feedback influences long-term buying behavior will provide valuable insights for brands seeking to build lasting customer relationships.

By addressing these gaps, this study can contribute valuable insights into the complexities of digital marketing strategies, providing businesses with a deeper understanding of how to effectively leverage these tools to influence consumer decisions at every stage of the buying process.

## Objectives

1. To analyze the role of mobile marketing in influencing consumer buying behavior
2. To examine the impact of social proof on consumer decision making
3. To investigate the influence of consumer feedback on online purchasing decision

## Hypotheses

1. There is no significant role of mobile marketing in influencing consumer buying behavior.
2. There is no significant impact of social proof on consumer decision making.

## Research Methodology

- **Research Design:** The research has narrated the role of mobile marketing, social proof and consumer feedback in influencing consumer buying behavior so causal research design was used.
- **Sampling:** The research has considered two major cities of India i.e. Mumbai and Deli so all the smart phone users were included in the population frame. By using the purposive sampling method a sample of 712 smart phone users was selected.

- **Data Collection Tool:** To get the data from sample units a structured questionnaire was circulated by using Google docs. The questionnaire was divided into following sub-sections:-
  - o Demographic profile
  - o Mobile Marketing Influence
  - o Social Proof Influence
  - o Consumer Feedback Impact
- **Data Analysis Tool:** The data has been analyzed in SPSS 21.0. For interpretation percentage analysis, mean, one sample and two samples t-test has been used.

### Analysis of Data

- **Demographic Profile of Smart Phone Users**

In the beginning of questionnaire Smart Phone Users were asked to indicate their demographic profile as shown in table 1

- ❖ **Gender of Smart Phone Users:** It can be seen from table 1 that 63.30% were male smart phone users and rest 36.70% were female smart phone users.

- ❖ **Age of Smart Phone Users:** In the sample 19.50% users were aged below 30 years, 34.80% users were from the age category of 30 to 45 years, 37.10% respondents were aged between 45 to 60 years and 8.60% respondents were of above 60 years age
- ❖ **City of Smart Phone Users:** already explained in research methodology that sample has been taken from two major cities of India, so 45.40% users were taken from Mumbai and 54.60% users were picked from Delhi.
- ❖ **Monthly Income of Smart Phone Users:** It was found that majority of smart phone users (42.40%) were earning monthly between Rs. 25001 to 50000, followed by Rs. 50001 to Rs. 75000 and up to Rs. 25000 (16.60%). Around 1/10th of the respondents (11.10%) indicated the monthly income of more than Rs. 75000.

**Table 1: Demographic Profile of Smart Phone Users**

<b>Gender</b>	<b>N</b>	<b>Percentage</b>	<b>City</b>	<b>N</b>	<b>Percentage</b>
Male	451	63.3	Mumbai	323	45.4
Female	261	36.7	Delhi	389	54.6
<b>Total</b>	<b>712</b>	<b>100</b>	<b>Total</b>	<b>712</b>	<b>100</b>
<b>Age (In Years)</b>	<b>N</b>	<b>Percentage</b>	<b>Monthly Income</b>	<b>N</b>	<b>Percentage</b>
Below 30 Years	139	19.5	Up to Rs. 25000	118	16.6
30 to 45 Years	248	34.8	Rs. 25001 to 50000	302	42.4
45 to 60 Years	264	37.1	Rs. 50001 to 75000	213	29.9
Above 60 Years	61	8.6	More than Rs. 75000	79	11.1
<b>Total</b>	<b>712</b>	<b>100</b>	<b>Total</b>	<b>712</b>	<b>100</b>

### Role of mobile marketing in influencing consumer buying behavior

Respondents were asked that which platform they prefer on mobile for shopping and results are shown in table 2. According to majority of smart phone users of Mumbai (56.30%) and Delhi (50.60%), they prefer mobile apps for shopping and overall 20.90% respondents said that they equally prefer mobile apps and mobile websites for shopping.

**Table 2: Preferred platform of shopping on Mobile**

Response	Mumbai		Delhi		Total	
	N	Percentage	N	Percentage	N	Percentage
Mobile Apps	182	56.3	197	50.6	379	53.2
Mobile Websites	40	12.4	80	20.6	120	16.9
Both	101	31.3	112	28.8	213	29.9
<b>Total</b>	<b>323</b>	<b>100</b>	<b>389</b>	<b>100</b>	<b>712</b>	<b>100</b>

As per data shown in table 3 maximum number of smart phone users (52.57%) occasionally (once or twice a week) shop using mobile device. More than 1/4th of Mumbai (26.30%) and Delhi (28.40%) smart phone users use to shop frequently (more than 3 times a week) by using mobile device.

**Table 3: Frequency of shopping using mobile**

Frequency	Mumbai		Delhi		Total	
	N	Percentage	N	Percentage	N	Percentage
Frequently (more than 3 times a week)	85	26.3	117	30.1	202	28.4
Occasionally (once or twice a week)	174	53.9	201	51.7	375	52.7
Rarely (once a month or less)	64	19.8	71	18.3	135	19.0
<b>Total</b>	<b>323</b>	<b>100</b>	<b>389</b>	<b>100</b>	<b>712</b>	<b>100</b>

Marketers use so many tactics to attract mobile shoppers so smart phone users were asked that which of the marketing tactics they found persuasive. As per results for smart phone users of Mumbai social media ads (86.38%) are most persuasive followed by in-app advertising (81.11%) and

push notifications (64.71%). For users of Delhi in-app advertising is most persuasive (77.38%) followed by push notifications (67.35%) and social media ads (64.52%). Overall email marketing (25%) and mobile banners (43.26%) were found to be least persuasive.

**Table 4: Persuasive marketing tactics for mobile users**

Marketing Tactics	Mumbai		Delhi		Total	
	N	Percentage	N	Percentage	N	Percentage
Push notifications	209	64.71	262	67.35	471	66.15
SMS marketing	151	46.75	166	42.67	317	44.52
In-app advertising	262	81.11	301	77.38	563	79.07
Mobile banners	179	55.42	129	33.16	308	43.26
Email marketing	87	26.93	91	23.39	178	25.00
Social media ads	279	86.38	251	64.52	530	74.44

Mobile users were given a list of statements related to the role of mobile marketing in influencing consumer buying behavior and they were asked to indicate their agreement level with the statements. As per the results shown in table 5, mobile phone users are more likely to purchase products from brands that advertise via mobile marketing (Mean=4.01) as mobile advertisements use to influence

their purchase decision (Mean=3.94) by offering discounts and special offers (Mean=3.82). Respondents indicated that they frequently click on mobile ads (Mean=3.65) because they offer them personalized recommendations (Mean=3.51) and make them easy to purchase product (Mean=3.45).

**Table 5: Role of mobile marketing in influencing consumer buying behavior**

Statements	Mean	S.D.	C.V.	Level of Agreement
Mobile advertisements influence my decision to purchase products.	3.94	0.98	0.25	Agree
I feel more likely to buy a product after seeing a mobile ad.	3.45	0.74	0.21	Agree
Mobile marketing offers me personalized recommendations that influence my buying choices.	3.51	0.62	0.18	Agree
I frequently click on mobile ads while browsing online.	3.65	1.01	0.28	Agree
Mobile apps make it easier for me to purchase products compared to traditional websites.	3.41	0.95	0.28	Agree
I am more likely to purchase products from brands that advertise via mobile marketing.	4.01	0.84	0.21	Agree
Discounts and special offers received through mobile marketing encourage me to make a purchase.	3.82	0.71	0.19	Agree

Table 6 is highlighting the overall role of mobile marketing in influencing consumer buying behavior. Majority of respondents (64.75%) said that there is a high role of mobile marketing in influencing consumer buying behavior while 23.74% respondents said that it plays moderate role.

**Table 6: Overall role of mobile marketing in influencing consumer buying behavior**

Overall Role	N	Percentage
Low	82	11.52
Moderate	169	23.74
High	461	64.75
<b>Total</b>	<b>712</b>	<b>100</b>

To check the role of mobile marketing in influencing consumer buying behavior following hypothesis has been taken:-

**H<sub>0</sub>1:** There is no significant role of mobile marketing in influencing consumer buying behavior

**H<sub>a</sub>1:** There is a significant role of mobile marketing in influencing consumer buying behavior

To test this hypothesis one sample t-test was applied and results are shown in table 7. The value of t-statistic is significant at 5% level of significance which gives enough evidence to reject the null hypothesis. There is a positive difference in calculated mean (26.06) and hypothetical mean (21), so it can be concluded that there is a significant role of mobile marketing in influencing consumer buying behavior.

**Table 7: One sample t-test result to measure role of mobile marketing in influencing consumer buying behavior**

Variable	Test Value = 21		t- value	p-Value	Result
	Mean	S.D.			
<b>Overall Influence</b>	26.06	21.19	6.37	0.000	Significant

*Level of Significance=5%*

Table 8 is showing the role of mobile marketing in influencing consumer buying behavior of two selected sample cities. Majority of respondents of Mumbai (65.94%) and Delhi (63.75%) indicated the high role of mobile marketing in influencing consumer buying behavior.

**Table 8: Role of mobile marketing in influencing consumer buying behavior in Mumbai and Delhi**

Overall Role	Mumbai		Delhi		Total	
	N	Percentage	N	Percentage	N	Percentage
Low	36	11.15	46	11.83	82	11.52
Moderate	74	22.91	95	24.42	169	23.74
High	213	65.94	248	63.75	461	64.75
<b>Total</b>	<b>323</b>	<b>100.0</b>	<b>389</b>	<b>100.0</b>	<b>712</b>	<b>100.0</b>

**Impact of social proof on consumer decision making**

As per results shown in table 9 around 1/3rd of the smart phone users of Mumbai (31.27%) and Delhi (30.08%) said that seeing reviews and ratings on a product affect their decision very much to buy products online. Overall 38.20% respondents said that reviews and ratings somewhat affect the purchase decision whereas 12.92% users highlighted that seeing reviews and ratings not affected their purchase decision much.

**Table 9: Impact of reviews and ratings on purchase decision**

Response	Mumbai		Delhi		Total	
	N	Percentage	N	Percentage	N	Percentage
Very Much	101	31.27	117	30.08	218	30.62
Somewhat	124	38.39	148	38.05	272	38.20
Neutral	59	18.27	64	16.45	123	17.28
Not Much	39	12.07	53	13.62	92	12.92
Not at all	0	0.00	7	1.80	7	0.98
<b>Total</b>	<b>323</b>	<b>100</b>	<b>389</b>	<b>100</b>	<b>712</b>	<b>100</b>

Respondents were given a list of factors and they were asked to rank the factors as per their importance in making purchase decision. Consumers of Mumbai said that product testimonials (Mean=4.12, Rank=1) are most important for them in making purchase decision followed by user generated content (Mean=3.91, Rank=2) and customer reviews (Mean=3.87, Rank=3). On the other side for Delhi

consumers user generated content (Mean=4.01, Rank=1) is most important followed by product testimonials (Mean=3.84, Rank=2) and customer reviews (Mean=3.65, Rank=3). Overall star ratings (Mean=3.44, Rank=4) and user generated contents (Mean=2.19, Rank=5) were found to be least important in making purchase decision.

**Table 10: Importance of factors in making online purchase decision**

Factor	Mumbai		Delhi		Overall	
	Mean	Rank	Mean	Rank	Mean	Rank
Customer reviews	3.87	3	3.65	3	3.51	3
Star ratings	3.33	5	3.41	5	3.44	4
Influencer endorsements	3.47	4	3.55	4	3.81	2
Product testimonials	4.12	1	3.84	2	3.87	1
User-generated content	3.91	2	4.01	1	2.19	5

Mobile users were given a list of statements related to the impact of social proof on consumer decision making and they were asked to indicate their agreement level with the statements. As per the results shown in table 11, the consumers often check online ratings and reviews before making a purchase decision (Mean=4.28) because the opinions of other customers impact their choice of brand or

product (Mean=4.02). Consumers consider the experiences of others to be an important factor when choosing products (Mean=3.94), they are more likely to trust a product if others have recommended it (Mean=3.87) and they are more inclined to try a new product if it has been recommended by people known to them (Mean=3.74).

**Table 11: Impact of social proof on consumer decision making**

Statements	Mean	S.D.	C.V.	Level of Agreement
I am more likely to trust a product if others have recommended it.	3.87	1.08	0.28	Agree
Seeing positive reviews from other consumers influences my decision to buy a product.	3.69	0.98	0.27	Agree
I feel more confident purchasing a product when I see that many other people have bought it.	3.58	1.12	0.31	Agree
I often check online ratings and reviews before making a purchase decision.	4.28	0.87	0.20	Strongly Agree
The opinions of other customers impact my choice of brand or product.	4.02	0.71	0.18	Agree
When I see others endorsing a product on social media, I am more likely to purchase it.	3.42	1.07	0.31	Agree
I consider the experiences of others to be an important factor when choosing products.	3.94	1.05	0.27	Agree
I am more inclined to try a new product if it has been recommended by people I know.	3.74	0.99	0.26	Agree

More than 70% of the consumers (71.21%) said that there is a high impact of social proof on consumer decision making while 19.80% consumers indicated the moderate impact of social proof on consumer decision making.

**Table 12: Overall Impact of social proof on consumer decision making**

Overall Impact	N	Percentage
Low	64	8.99
Moderate	141	19.80
High	507	71.21
<b>Total</b>	<b>712</b>	<b>100</b>

To check the impact of social proof on consumer decision making following hypothesis has been taken:-

H02: There is no significant impact of social proof on consumer decision making

Ha2: There is a significant impact of social proof on consumer decision making

To test this hypothesis one sample t-test was applied and results are shown in table 13. The value of t-statistic is significant at 5% level of significance which gives enough evidence to reject the null hypothesis. There is a positive difference in calculated mean (30.84) and hypothetical mean (24), so it can be concluded that there is a significant impact of social proof on consumer decision making.

**Table 13: One sample t-test result to measure impact of social proof on consumer decision making**

Variable	Test Value = 24		t- value	p-Value	Result
	Mean	S.D.			
<b>Overall Impact of Social Proof</b>	30.84	22.97	7.945	0.000	Significant

*Level of Significance=5%*

Table 14 is showing the impact of social proof on consumer decision making of two selected sample cities. Majority of respondents of Mumbai (63.47%) and Delhi (77.63%) indicated the high impact of social proof on consumer decision making.

**Table 14: Impact of social proof on consumer decision making in Mumbai and Delhi**

Overall Impact	Mumbai		Delhi		Total	
	N	Percentage	N	Percentage	N	Percentage
Low	31	9.60	33	8.48	64	8.99
Moderate	87	26.93	54	13.88	141	19.80
High	205	63.47	302	77.63	507	71.21
<b>Total</b>	<b>323</b>	<b>100.0</b>	<b>389</b>	<b>100.00</b>	<b>712</b>	<b>100.0</b>

**Influence of consumer feedback on online purchasing decision**

Consumers were asked that how often they look for feedback or reviews before making a purchase decision online and as a result majority of consumers of Mumbai (43.96%) and Delhi (40.36%) said that most of the time they look for feedback or reviews before making a purchase decision online. Overall it was observed that 27.95% customers always look for reviews and 16.01% consumers sometimes look for feedback or reviews before making a purchase decision online.

**Table 15: Importance of Feedback and Reviews in purchase decision**

Response	Mumbai		Delhi		Total	
	N	Percentage	N	Percentage	N	Percentage
Always	97	30.03	102	26.22	199	27.95
Most of the time	142	43.96	157	40.36	299	41.99
Sometimes	55	17.03	59	15.17	114	16.01
Rarely	25	7.74	48	12.34	73	10.25
Never	4	1.24	23	5.91	27	3.79
<b>Total</b>	<b>323</b>	<b>100</b>	<b>389</b>	<b>100</b>	<b>712</b>	<b>100</b>

Consumers were asked that do they consider consumer feedback (ratings, reviews, etc.) more important than product descriptions or images when making a purchase and as a response majority of consumers of Mumbai (84.83%) and Delhi (77.38%) admitted that they consider

consumer feedback more important than product descriptions or images when making a purchase. Overall 19.24% respondents said that for them product description and images are more important than consumer feedback.

**Table 16: Importance of Feedback and Reviews over product description**

Response	Mumbai		Delhi		Total	
	N	Percentage	N	Percentage	N	Percentage
Yes	274	84.83	301	77.38	575	80.76
No	49	15.17	88	22.62	137	19.24
<b>Total</b>	<b>323</b>	<b>100</b>	<b>389</b>	<b>100</b>	<b>712</b>	<b>100</b>

At last Consumers what type of feedback they trust more while making a purchase decision and as a result majority of respondents (65.45%) said that both positive and negative feedbacks are equally important for them in purchase decision. In Delhi 17.96% consumers said that negative

feedbacks are more important for them while 27.25% consumers of Mumbai consider positive feedback more important while making purchase decision.

**Table 17: Importance of Positive and Negative Feedback in purchase decision**

Response	Mumbai		Delhi		Total	
	N	Percentage	N	Percentage	N	Percentage
Positive Feedback	13	4.02	106	27.25	119	16.71
Negative Feedback	58	17.96	69	17.74	127	17.84
Both are equally important	252	78.02	214	55.01	466	65.45
<b>Total</b>	<b>323</b>	<b>100</b>	<b>389</b>	<b>100</b>	<b>712</b>	<b>100</b>

**Findings:**

1. The results indicated that majority of consumers prefer mobile apps for online shopping and they use to shop online once or twice in a week.

2. In-app advertising, social media ads and push notifications are the most persuasive marketing tactics for smart phone users.

3. Respondents highlighted that they are more likely to purchase products from brands that advertise via mobile marketing as mobile advertisements use to influence their purchase decision by offering discounts and special offers. Overall it can be concluded that there is a significant role of mobile marketing in influencing consumer buying behavior.
4. Consumers said that they consider product testimonials, influencer endorsements and customer reviews most important while making online purchase decision.
5. Consumers highlighted that they often check online ratings and reviews before making a purchase decision because the opinions of other customers impact their choice of brand or product. In nutshell it was observed that there is a significant impact of social proof on consumer decision making.
6. Majority of customers said that most of the time they look for feedback or reviews before making a purchase decision online, and positive as well as negative reviews are equally important for them.

#### **Discussion of Findings:**

The findings of the study reveal key insights into the influence of mobile marketing, social proof, and consumer feedback on online consumer buying behavior. These results align with existing research while also contributing new perspectives that help deepen the understanding of the impact of digital marketing on purchasing decisions.

#### **1. Majority of Consumers Prefer Mobile Apps for Online Shopping and Shop Once or Twice a Week**

The finding that mobile apps are preferred for online shopping, and that consumers engage in shopping on mobile apps once or twice a week, aligns with research by Astoriano, Gerona & Marzan (2022). This study emphasized that mobile apps have become the preferred platform for online shopping due to their convenience, user-friendly interface, and the ability to receive personalized notifications. Consumers tend to shop more frequently via mobile apps compared to websites because of the ease of navigation, faster checkouts, and tailored shopping experiences.

#### **2. In-App Advertising, Social Media Ads, and Push Notifications as Persuasive Marketing Tactics**

The result indicating that in-app advertising, social media ads, and push notifications are the most persuasive marketing tactics reflects findings from Figueiredo et al. (2025) and Antczak (2024), who pointed out that personalized push notifications and social media ads significantly enhance consumer engagement. Push notifications provide real-time updates, creating a sense of urgency and encouraging immediate purchases, which resonates with the finding of Otopah et al. (2024). Social media ads, particularly when personalized based on consumer behavior, are a powerful tool for influencing purchasing decisions.

The effectiveness of in-app advertising, where consumers are shown ads directly within apps they use, capitalizes on the proximity to purchase. These advertisements tend to be more engaging and directly related to the consumer's current preferences, improving conversion rates, as noted by Otopah et al. (2024).

#### **3. Mobile Advertisements Influence Purchases by Offering Discounts and Special Offers**

The finding that consumers are more likely to purchase products from brands that advertise via mobile marketing, particularly when discounts and special offers are involved, is consistent with research by Moreno et al. (2017), who identified that price promotions through mobile ads are a strong driver of consumer behavior. Liu et al. (2020) found that offering personalized discounts through mobile marketing increases consumer satisfaction and loyalty, which directly influences buying decisions.

#### **4. Product Testimonials, Influencer Endorsements, and Customer Reviews Are Crucial in Online Decision-Making**

The finding that product testimonials, influencer endorsements, and customer reviews are considered important by consumers when making online purchase decisions supports the significant body of research on

social proof. Dastane (2020) emphasize the impact of consumer testimonials and social media influencers on consumer trust and buying behavior. Astoriano, Gerona & Marzan (2022) also found that influencer marketing increases consumer engagement, especially when influencers are seen as credible and authentic.

#### **5. Consumers Often Check Online Ratings and Reviews before Purchasing**

The observation that consumers regularly check online ratings and reviews before making a purchase decision aligns with study by Stephen (2016), which emphasize the importance of online reviews in reducing uncertainty and perceived risk when making purchases. Bala & Verma (2018) confirmed that positive reviews significantly boost consumer confidence in products, while Desai & Vidyapeeth (2019) found that negative reviews also help to manage consumer expectations and reduce post-purchase regret.

Moreover, Al-Azzam & Al-Mizeed (2021) found that the volume and credibility of reviews play a significant role in influencing consumers' trust and decision-making, indicating that not only the content but the quantity of reviews can impact purchasing behavior.

#### **6. Consumers Value Both Positive and Negative Reviews**

The finding that both positive and negative reviews are considered equally important by consumers for online decision-making reflects Theodorakopoulos & Theodoropoulou (2024), who found that consumers consider negative reviews as a form of risk mitigation and positive reviews as a source of assurance. Antczak (2024) further explained that consumers often look for balanced reviews, where both pros and cons are highlighted, as they provide a more realistic perspective on a product. This is important in helping manage consumer expectations and reducing cognitive dissonance after purchase.

### **Conclusion**

The study's findings offer valuable insights that align with and extend existing research on mobile marketing, social

proof, and consumer feedback in influencing online consumer buying behavior. The strong influence of mobile marketing tactics like in-app advertising and push notifications, the impact of social proof via product reviews and influencer endorsements, and the importance of consumer feedback in guiding purchase decisions all reinforce the complex, interactive role that digital marketing plays in the decision-making process. The findings emphasize the importance of personalization, transparency, and consumer trust in designing successful digital marketing strategies that effectively influence purchasing behavior in the digital age.

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