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Consumer Behavior Towards Electronic Gadgets in India: Influence of Digital Discounts and Social Media Influencers

Tushar Srivastav ^{1*}, Dr. Mridulesh Singh ²

¹ School of Business Management, Chhatrapati Shahu Ji Maharaj University, Kanpur, Uttar Pradesh, India

² Associate Professor, School of business management, Csjm University Kanpur, Uttar Pradesh, India

Corresponding Author; Tushar Srivastav

Abstract

The rapid growth of digitalization and e-commerce platforms has had a significant impact on consumer behavior in India, particularly with regard to the purchase of electronic goods. This review article aims to investigate the ways in which digital discounts and social media influencers influence consumer decision-making. Secondary data sources like industry reports, government publications, and journals that have been looked at by other researchers form the basis of the study. Digital discounts like flash sales, cashback incentives, and holiday deals have been shown to have a significant impact on price-conscious Indian customers. Social media influencers simultaneously increase product visibility, trust, and desire to buy through reviews and endorsements. On the other hand, the effect is different for different demographic subgroups, with younger customers being more open to it than older customers. This study focuses on how economic incentives and social validation work together to influence purchasing decisions and suggests ways for marketers to use both effectively to achieve promotional objectives.

Keyword: Consumer Behaviour, Electronic Gadgets, Digital Discounts, Social Media Influencers, E-commerce, India, Purchase Intention

1. Introduction

The rapid shift to digital technology has had a profound impact on consumer behavior worldwide. In this day and age, customers largely depend on digital platforms for product knowledge, assessment, and purchase choices. This is due to the widespread availability of online apps, cell phones, and internet connections. Social media and online shopping have emerged as the most potent drivers of contemporary purchasing behavior out of all the digital channels. Instagram, Facebook, YouTube, and Snapchat are just a few of the social media platforms that have evolved

into environments that are conducive to interactive marketing. They use influencer marketing, product reviews, targeted advertisements, live videos, and user-generated content to provide constant exposure to brand content. People are more likely to accept items and preferences that are influenced by reliable online figures and recommendations from their peers, according to the Social Influence Theory. This exemplifies the significant effect that influencers have on the attitudes and choices of consumers about their purchases.

E-commerce platforms like Amazon, Flipkart, Myntra, and Ajio have changed the way people buy things by giving them a lot of benefits like faster shipping, more convenience, a wide range of products, safe payment options, and flexible return policies. According to the Technology Acceptance Model (TAM), customers prefer to purchase online because they believe it to be more valuable and easier to use than traditional shopping methods. Additionally, customer-created rating and review systems contribute to increased openness and trust. The entire process of making an online purchase is affected by each of these platforms, which work together as an integrated system. Social media platforms are accountable for the generation of awareness, interest, and desire, in accordance with the AIDA Model (Awareness, Interest, Desire, and Action), whereas online shopping facilitates the act of purchasing. The fact that a lot of people find things on social media and then use e-commerce apps to buy them shows that there is a strong correlation between digital engagement and the desire to buy. As a result of emerging trends such as influencer marketing, AI-based recommendations, and mobile commerce, consumers have become more knowledgeable and brand-conscious. To remain competitive, businesses must therefore comprehend this digital behavior. As a result, research into the combined effects of social media and online shopping is now crucially important.

A. Digital discounts

Through online platforms like flash sales, cashback, coupons, and seasonal offers, digital discounts are price-based incentives. These digital discounts play a significant role in influencing customer behavior in the electronic device sector in India. These reductions have two effects: they make products appear less expensive and make them more appealing to customers who are price-conscious. Because of this, customers frequently have a different idea of what value is and are more likely to make hasty or impulsive purchases, especially when special deals are only available for a limited time. In order to take advantage of the greatest discounts, customers typically postpone making purchases until major sales events. Since this is the case, digital discounts mainly serve as economic motivators that immediately stimulate the desire to make a purchase and raise the volume of sales.

B. Social media influencers

In the context of the digital economy, social media influencers illustrate the concept of trust-based persuasion. Influencers on social media platforms like YouTube and Instagram use a variety of strategies to influence consumers' attitudes, including product reviews, unboxing videos, and personal recommendations. Customers are more likely to trust content from influencers than from traditional marketers because they believe it to be more authentic and pertinent. Because of this trust, customers are able to evaluate product attributes more effectively before making a purchase, which in turn minimizes uncertainty. Furthermore, influencers are responsible for the creation of social proof, which is the phenomenon in which consumers are affected by the preferences and actions of other people, especially those whom they watch or respect. Consequently, social media influencers alter attitudes, preferences, and ultimately purchasing decisions by acting as psychological drivers.

2. Literature Review

- Kotler and Keller (2016) a number of characteristics, including those that are psychological (such as

motivation, perception, and learning), personal (such as age, profession, and lifestyle), social (such as family and reference groups), and cultural, are explored as having an impact on consumer behavior. Specifically, they brought attention to the fact that in the market for electronic goods, perceived value and brand recognition are sometimes more influential factors than price alone [1].

- Schiffman and Kanuk (2010) investigated the ways in which social recommendations, internet platforms, and digital reviews influence the purchasing behavior of contemporary consumers. Their research demonstrated that social media and online reviews now have a greater impact than traditional word-of-mouth, particularly when it comes to electronics and other technologically complex purchases [2].
- Nagarajan (2020) It was discovered through research on young people living in Chennai's metropolitan areas that young customers frequently place a higher value on lifestyle value, innovation, and social validation when choosing electronic devices. Smart accessories and wearable technology have been highlighted as two growing industries among millennials [3].
- Ahmed, Saif & Khan, Ayesha (2019) The goal of this study was to find out how social media marketing affects young people in Pakistan's intentions to buy cellphones. The findings of the survey revealed that 68 percent of respondents placed a higher level of confidence in online reviews than they did in conventional marketing, with YouTube and Facebook being the most influential platforms [4].
- Singh, Rohit & Mehta, Varun (2019) investigated the ways in which consumers in India's electronics industry were influenced by marketing on social media. They concluded from their research that advertisements on Facebook and Instagram had an impact on sixty percent of customers, particularly when discounts and promotional offers were emphasized [5].
- Chen, Li & Wang, Yu (2020) We looked into how influencer marketing influences Chinese consumers' decisions to buy electrical goods. 75% of customers prefer to follow tech influencers on WeChat and Douyin (TikTok China) before making a purchase decision, according to the statistics [6].
- Hassan, Omar & Farid, Naveed (2020) examined the impact that marketing on social media platforms like Twitter and LinkedIn had on high-end electrical products such as gaming consoles and laptops. The survey found that 55% of LinkedIn users first read reviews written by professionals before spending money on professional devices [7].
- Nguyen, Thanh & Tran, Minh (2020) investigated the connection between social media activity and electrical device brand loyalty, specifically in Vietnam. According to the findings of the study, 72 percent of respondents visited official brand sites and relied on user conversations prior to making their final purchases [8].
- Kumar, Ravi & Rao, Manisha (2021) We looked into how food choices in India's urban centers are influenced by internet marketing. According to the findings of the survey, urban millennials place a significant amount of importance on YouTube and Instagram as sources of restaurant suggestions. In fact, 65% of respondents base their dining decisions on food-related content [9].
- Rajan, Meera & Menon, Satish (2022) According to the findings of the study, 68% of respondents preferred

restaurants that they found via social media videos, particularly YouTube Shorts and Instagram Reels. The study was conducted in Tamil Nadu to investigate the impact that social media has on the choice of restaurants. Digital visibility is a significant factor in determining customer preferences, according to the study's findings [10].

A. Research Gap

- The system only partially incorporates social influence and price incentives.
- The absence of comparative research that is particular to India
- Insufficient attention paid to differences in demographics
- Minimal investigation of the relationship between long-term loyalty and short-term purchasing

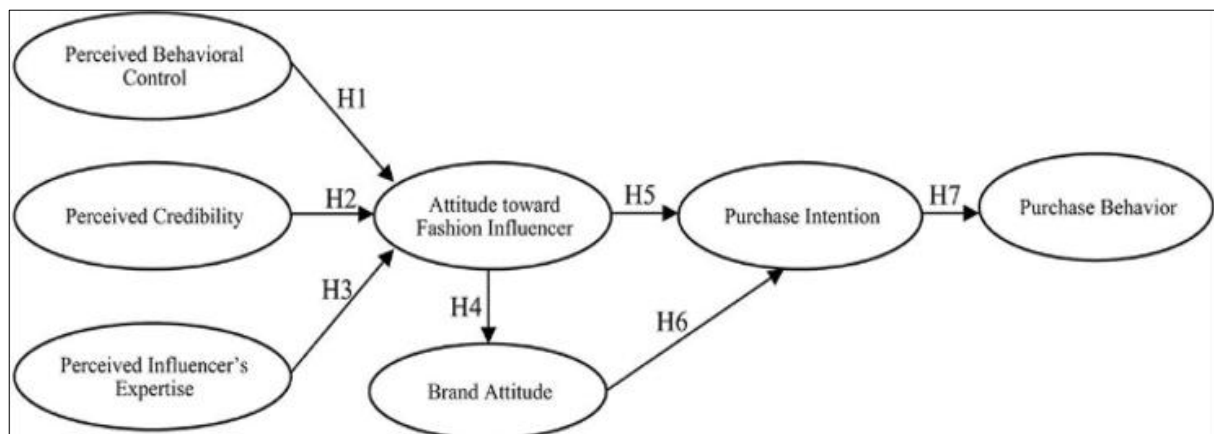
B. Objectives of the Study

- To find out how Indian consumers feel about electronic and electronic product attitudes
- To investigate the impact that digital discounts have on consumer purchasing decisions
- To examine the function played by social media influencers

- To find out how all of this affects consumers' purchasing decisions

3. Research Methodology

The purpose of this study, which is to investigate consumer behavior in India in relation to electronic devices, is to use a combination of descriptive and analytical research methods. The investigation is mostly based on secondary data sources, which guarantees an exhaustive and evidence-based inspection of the situation. Accurate academic databases like Scopus and Web of Science, in addition to sector-specific publications from firms like Statista and Deloitte, served as sources for the data. Additionally, data from e-commerce platforms has been taken into consideration in order to have a better understanding of actual market trends and the purchase behaviors of consumers. In order to effectively analyze the collected data, a variety of analytical tools have been utilized. Comparative analysis, which evaluates differences across time and segments, trend analysis, which examines changes in consumer behavior from 2015 to 2025, and thematic review, which interprets key patterns and insights from existing literature, are among these tools. The reliability and validity of the results of the investigation are improved by the use of this methodological technique.



4. Results and Discussion

A. Impact of Digital Discounts

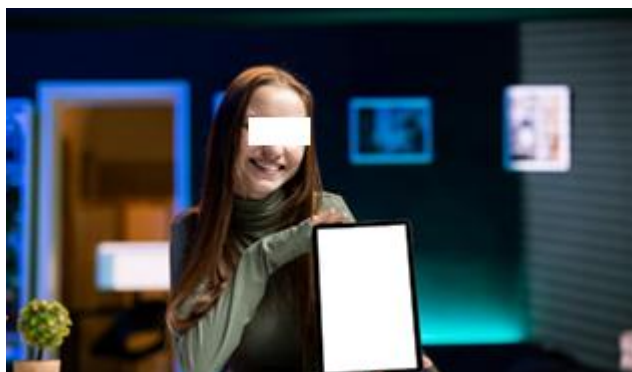
Digital discounts have a particularly negative impact on price-sensitive customers, especially in countries like India where cost plays a significant role in purchasing decisions. When electronic devices are offered at reduced prices, customers are more likely to make a purchase and have a higher perception of value. This may be accomplished via online discounts, cashback incentives, or limited-time bargains. Additionally, because limited-time offers like flash sales create a sense of urgency and a fear of missing out (FOMO), these discounts encourage customers to make impulsive purchases without giving their options much thought. Additionally, during significant e-commerce events like Big Billion Days and significant holidays like Diwali, digital discounts contribute to peak sales. This is due to the fact that customers deliberately delay making purchases in order to take advantage of the greatest price reductions available during these times. As a result, digital discounts not only attract customers but also dramatically influence the time and character of their purchasing behavior.



B. Influence of Social Media Influencers

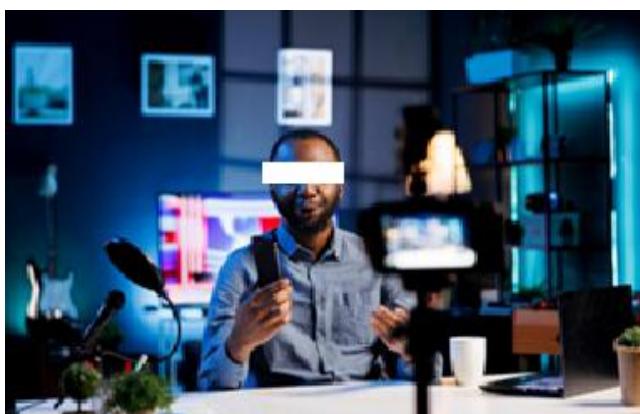
Social media influencers play a crucial role in the process of altering consumer behavior by fostering trust and increasing product knowledge among potential customers. Customers can better understand electrical devices before making a purchase with authentic and relatable information provided by influencers. This information may be provided in the form of extensive reviews, unboxing videos, and real-life use demos. Customers frequently rely on the opinions of influencers when evaluating products because of this trust,

which in turn influences their preference for a particular brand and encourages them to select that brand over others. Additionally, influencers have a particularly powerful impact on younger generations, particularly Generation Z and Millennials, who are highly engaged on digital platforms and are more likely to interact with influencer-produced content. Influencer marketing has become a useful tool for influencing consumer choices and increasing the likelihood that consumers will make a purchase in the electronic device market.



C. Combined Effect

Digital discounts and social media influencers complement one another when it comes to influencing consumer choices. By attracting customers' attention through reduced prices, special deals, and limited-time offers, discounts are the primary draw. As a result, the product appears to be more affordable and appealing to consumers. As a result, customers are encouraged to conduct additional research on the product. However, prior to making the final purchase, customers frequently seek assurances regarding the product's operational capabilities and quality. Influencers on social media play a significant part in this stage of the process by offering evaluations, suggestions, and demonstrations of the product in real life. The absence of ambiguity and the growth of trust are both facilitated by these aspects. Therefore, discounts function as the catalyst that stimulates curiosity, while influencers serve as the ultimate confirmation that validates the choice to make a buy.



Example: Before making a purchase, the customer might learn about a cheaper smartphone and read reviews from influential people.

Demographic Differences

Factor	Young Consumers	Older Consumers
Discounts	High impact	Moderate
Influencers	Very high impact	Low
Brand Loyalty	Low	High

5. Conclusion

According to the study's findings, digital discounts and social media influencers have a significant impact on consumer behavior in India's electronics industry. When it comes to making decisions, influencers establish trust and influence decision-making, while discounts drive fast sales. By bringing together all of these different aspects, an organization can develop a marketing strategy that works. Businesses ought to implement a comprehensive strategy that incorporates pricing strategies and influencer marketing in order to achieve the highest levels of customer engagement and revenue that are possible.

A. Suggestions

- Implement strategies for specific discounts
- Collaborate with influential and reputable individuals.
- Concentrate on legitimate content
- Customize offerings by using artificial intelligence and data analytics
- Build lasting relationships with your customers that go beyond simply providing discounts.

B. Limitations

- relying solely on information from secondary sources
- A deficiency in primary empirical authentication
- Only relevant to the Indian context

C. Scope for Future Research

- Studies that use primary data as their foundation
- Research that compares nations to one another
- The role that virtual marketing and influencers using artificial intelligence play
- Effects on customer loyalty over the long run

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