



An Empirical Study On The Impact Of Digital Advertising On Online Purchase Behaviour Of Consumers In Ranchi, Jharkhand .

Sanjana Ray

Dr. sumita Roy

Dr. Ajay Kumar

Department of commerce St. Xavier's College ,Ranchi

Abstract: In today's era of rapid digitization, advertising plays a huge role and has gone through many processes, one of which is its digital transformation, in which it has moved from traditional media to digital platforms, due to which it has a strong impact on the consumer. Digital Advertising Mainly Focuses on Consumer Online Purchase Behaviour in Ranchi, Jharkhand. Due to the increasing penetration of smartphones, affordable internet and influence from social media platforms, consumers in semi-urban cities like Ranchi are getting more influenced by digital advertising these days, which plays a very crucial role in their buying behaviour. The primary objective of this empirical study is to examine how, in today's times, various forms of digital advertising, such as social media ads, search engine marketing, display ads, and influence marketing, affect consumers' buying decisions, perceptions, and awareness. A structured questionnaire method has been used to collect data which has been collected from different consumers in Ranchi, which includes different age groups, occupation, income level and demographic areas, etc., and all this collected data has been analyzed by statistical tool, which tells that consumers' buying decisions and digital advertising exposure. Overall, the study concludes that digital advertising has a strong impact on consumers, which affects their buying decisions, and its effectiveness depends on their transparency and trust building. This research will also help marketers in creating better marketing strategies and understanding consumer behaviour.

KEYWORDS:- Digital advertising, consumer behaviour, purchase behaviour, digital platforms, digital strategies.

INTRODUCTION In today's world the technology has completely changed the way business and the customer connect with each other. The Internet, smartphone, social media have made it easy for companies to reach millions of people within second because of this, traditional forms of advertising like newspaper or addings and televisions are slowly being replaced by digital advertising digital advertising means promoting products or services through Internet using platforms like social media websites search engines emails and mobile apps . Today's people spend a large portion of their time online cheap Internet data and affordable smartphone have made it possible for almost everyone from students to working professional to stay connected. As a result people shopping habits have also changed instead of visiting physical stores many people now prefer to shop online before buying any product the they search the Internet watch advertisements read reviews and check social media This this shows just how powerful digital advertising has become an influencing what people buy. Digital advertising is a unique because companies can use data and technology to find to understand their customer better. for example, if you search for a pair of shoes online you will start seeing shoes advertisement everywhere on social media websites and app this targeted approach makes advertising much more effective as it shows the right aid as it shows right ad to the right person at right time it increases customer interest and motivate them to make purchase. Consumer buying behavior is the process through which person decide what to buy, when to buy and how to buy.

This process is influenced by many factors such as price, convenience, availability of information, and trust. Digital advertising plays a major role in all these factors. It creates awareness about the products, help consumers compare prices, and build trust through reviews and ratings. The consumers decision making process generally has five stages recognizing a need, searching for information, comparing alternatives, making a purchase decision, and evaluating the purchase afterward. Digital advertising influence each of these stages social media ad helps ad helps consumer discover a new products, search engine provide information and online review help them make comparisons and final decisions. There are different types of digital advertising today such as video ads, social media ads, search engine ads, email marketing and influencer marketing each type effects consumer in different way. Video ads quickly grab attention, while influencer marketing build trust because people follow and believe in the influencers they admire. Digital advertising can also be easily measured companies can track how many people saw an ads, clicking on it and actually brought the product. This help business improve their marketing strategies continuously. This study is focused on Ranchi the capital city of Jharkhand. Ranchi is a fast growing urban center located on Chota Nagpur Plateau. After the formation of Jharkhand in 2000, the city has developed rapidly in terms of infrastructure, education and commerce. It is a home to large youth population, menu educational institution, and literacy rate of 66.41 % which means its residents are reasonably aware and digitally active. Affordable Internet, UPI payments and E commerce platforms like Amazon and Flipkart and have made online shopping common here. Ranchi is an ideal city for this study because it represents both traditional and modern consumer behavior. IT markets have evolved from simple local bazaars to include malls, branded retail stores and online platforms. The city's consumer are gradually shifting to online shopping, driven largely by social media, digital advertising and E commerce platform. The young and working population here is a particularly influence by digital ads, influencer marketing and online promotions. The purpose of this study is to understand how digital advertising affects the online bike behavior, choices, and preference of the consumers in Ranchi. While many study have looked at digital marketing and E commerce separately, there is a lack of research that diff that directly examines the combined impact of digital advertising on consumer behavior specifically in Jharkhand. This study aims to fulfill the gap by collecting data from real consumers and analyzing how they are influenced by various forms of digital advertising. In a competitive market environment like today's understanding the consumers is a key to business success. This study therefore provides a valuable foundation for making smarter, more effective marketing decision in a rapidly growing digital economy .

STATEMENT OF THE PROBLEM While the use of digital marketing and E commerce is rapidly increasing today, indigenous micro and small businesses, especially in rural and semi urban area like West Singhbhum (Jharkhand), are still unable to fully embrace this transformation. This business face challenges such as limited resources, lack of digital literacy, and proper infrastructure, preventing them from fully leveraging digital platforms. While digital marketing offers increasing opportunities, such as wider market reach and customer engagement, it is actually impact and effectiveness in the context of these small businesses must be clearly understood. It it has also been observed that factors such as trust issues, fear of technology, Internet connectivity are acting as a barrier to ecommerce adoption therefore the problem is that despite the growing importance of digital marketing the level of ecommerce adoption amongst among indigenous micro and small businesses is low and the factors and the impact behind this need to be studied systematically. This research attempts to address this gap to understand what real time impact of digital marketing is and how it can improve the growth of these businesses.

SIGNIFICANCE OF THE STUDY This study help in understanding how digital advertising influence the online purchasing decision of consumer in Ranchi, Jharkhand. It provide useful insight for businesses, marketers and researchers to develop effective digital marketing strategies and improve customer engagement and sales. The study also highlight the role of various digital platforms, such as social media, search engines and website, in shaping consumer attitude and purchase intentions. Furthermore it help business businesses identify consumer preference and adapt their advertising method to meet changing market demand.

SCOPE OF THE STUDY The study is limited to consumer and Ranchi, Jharkhand and focuses on the impact of digital advertising on their online purchase behavior. It examines factors such as social media advertisements, online promotions, consumer preference, and bank decision in the digital marketplace. The cover the study covers different demographic groups, including students, working professionals, Homemakers who actively used the Internet for shopping. It also analyze how factors such as advertisement content, frequency, credibility and platform influence consumer purchasing decision. The finding may help businesses and marketers understand the local consumer behavior and improve the effectiveness of their digital advertising campaigns.

LITERATURE REVIEW 01. Ram, R. (2024). According to the study, rural consumer behaviour depends on the affordability of the product, local colour and trust. Research also shows that rural areas face challenges such as infrastructure, limited distribution

channels, and low literacy levels that affect marketing. But with the rise of mobile usage and government initiatives, rural markets are slowly evolving and adopting modern marketing strategies. Overall, Ram concludes that companies should use localised or customised strategies to succeed in rural markets, focusing on price awareness and trust building. 02. Purty et al. (2024). According to studies, digital marketing has significantly helped these small businesses adopt e-commerce, thereby expanding their market reach and customer base. Research also shows that using social media, online platforms, and digital tools, businesses are able to easily promote their products and reach customers. But some challenges have also emerged, such as a lack of digital literacy, internet access problems and hesitation in technology adoption. Overall, the study concludes that digital marketing is an important factor for e-commerce adoption, but proper training, awareness, and infrastructure are essential. 03. Chatterjee, S. (2013). The study reveals that the proper coordination of tools such as advertising, public relations, and digital media is crucial for enhancing tourism awareness. Research has also highlighted that while Jharkhand possesses immense tourism potential, it lacks a strong and consistent communication strategy. According to the study, if a well-integrated marketing approach is employed, destination branding can be enhanced, and more tourists can be attracted. Furthermore, better utilisation of digital platforms and consistent messaging can make tourism promotion even more effective. 04. Sahni et al. (2025). Studies have revealed that TV advertisements significantly influence consumers' decision-making processes, thereby impacting brand awareness, product recall, and purchase intent. Research has also highlighted that attractive visuals, celebrity endorsements, and repetitive advertisements create a strong impression in the minds of consumers, thereby positively influencing their buying behaviour. Furthermore, the study has concluded that television remains a powerful medium that plays an important role in the promotion of FMCG products. 05. Shalu, M. (2024). According to this study, website usability, product quality, delivery time, and customer service are the most important determinants. If a website is user-friendly and the products meet expected quality standards, customer satisfaction is significantly high; furthermore, timely delivery and effective grievance handling also serve to enhance customer trust. Research has also highlighted that digital payment options and return refund policies play a significant role in building customer loyalty. Where a company offers quick responses and transparent policies, there is a chance of repeat purchases. The overall study concludes that e-commerce companies should improve their service quality and customer experience because it directly impacts customer satisfaction and long-term retention. 06. Kumar, R. (2025). According to research findings, internet accessibility, digital literacy, and income levels strongly influence consumers' online shopping behaviour. Online shopping adoption tends to be high in places where internet speeds and awareness are high. The study also highlights that factors such as trust, product price discounts, and Cash on Delivery are of great importance to consumers. Furthermore, consumers are generally wary of online fraud; therefore, trusted platforms and Cash on Delivery options boost their confidence. Furthermore, the concept of 'peer influence' plays a significant role in rural areas, where people are impacted by the experiences of others. Overall, the study concludes that to foster growth in the market, e-commerce companies should focus on awareness, trust-building, and easy payment options, thereby further enhancing the adoption of online shopping. 07. Mishra et al. (2019). According to the research findings, traditional distribution channels—such as local retailers and dealers—remain dominant in rural areas, while modern channels—such as organised retail and online platforms—are gradually gaining importance. The study has found that availability, accessibility, and after-sales service are key factors in the effectiveness of distribution. Furthermore, for consumers, trust and personal interaction are of paramount importance; consequently, the role of local retailers remains strong. However, if a company wishes to expand its reach, it should adopt a multi-channel distribution strategy that integrates both offline and online channels. The overall study concludes that, in order to improve distribution effectiveness in Jharkhand, it is essential for the company to focus on infrastructure development, service quality, and channel coordination. 08. GHOSH, D. (2019). According to research findings, there is a significant difference between the buying patterns of working women and non-working women. Working women exercise greater independence in decision-making and prioritise branded products for their quality and convenience, whereas non-working women tend to be more price-sensitive, and family influence plays a significant role in their decisions. The study also highlights that income level, education, and media exposure positively influence the purchasing behaviour of working women; furthermore, occupational status affects their shopping frequency, product choices, and spending capacity. The overall study concludes that, in order to target female consumers, marketers should focus on occupation-based. 09. Rakesh Ranjan et al. (2013). According to research findings, consumer behaviour in Jharkhand is significantly influenced by income levels, awareness, and accessibility. In semi-urban areas—where traditional buying patterns are more relevant—the adoption of digital platforms and modern retail channels is, however, gradually on the rise. The study also highlights

that trust, brand image, and word of mouth are important factors for consumers in Jharkhand. People generally place greater trust in well-known brands and local retailers. The overall study concludes that, to achieve growth in the Jharkhand market, the company should strengthen its consumer awareness, distribution network, and digital reach in order to adapt to changing consumer behaviour. 10. Sodhi et al. (2020). According to research findings, environmental awareness among consumers is gradually increasing; however, actual buying behavior remains limited. People view eco-friendly products with a positive attitude, but high prices and limited availability constrain their purchasing decisions. The study also highlights that education level, income, and awareness campaigns influence the adoption of green products; the more informed a consumer is, the greater their preference for environmentally friendly products. Overall, the study concludes that to promote green marketing in Jharkhand, companies should focus on raising awareness, improving pricing strategies, and ensuring product availability, so that consumer adoption can be increased. 11. Gaurav et al. (2026). The study highlighted that most tribal entrepreneurs rely on traditional marketing channels, such as local markets, fairs and direct selling, due to limited access to digital platforms. However, the research also indicates a gradual shift towards modern channels— including social media and e-commerce—although adoption remains low because of a lack of digital literacy, infrastructure, and financial resources. 12. Dixit et al. (2010). Research indicates that Tharu entrepreneurs are primarily involved in traditional business activities, such as handicrafts, agriculture-based products, and local services. In the case of marketing, these individuals primarily utilise informal and traditional methods— such as word-of-mouth, local markets, and direct selling. They lack modern marketing tools and wider marketing access, as a result of which their business growth remains limited. The study highlights that a lack of education, a shortage of financial support, and limited options for proper training create barriers to their entrepreneurial development. 13. Vadivel et al. (2024). Research indicates that tribal producers primarily rely on traditional marketing methods—such as local markets and middlemen—which prevents them from obtaining a fair price for their products. A study now highlights that, due to a lack of branding, packaging, and promotion, tribal products have failed to reach the wider market. In some instances, marketing has improved through government initiatives and cooperative support; however, awareness and implementation remain limited. 14. Pravesh, R. (2016). This study analyzes the challenges and opportunities of tribal entrepreneurship in India. According to research, tribal entrepreneurs face numerous challenges— such as a lack of education, financial shortages, poor infrastructure, and limited market access— which hinder the growth of their businesses. The Sathi study also indicates that there are significant opportunities in tribal areas—such as handicrafts, agriculture, and forest-based products—where the local communities already possess traditional skills. Government schemes can also play a supportive role in their development. If provided with proper training, financial support, infrastructure, and market linkages, tribal entrepreneurship can flourish significantly, and the income and livelihoods of tribal entrepreneurs can be improved. 15. Gautam et al. (2025). This study analyzes the gap between green purchase intention and actual buying behavior among consumers in Jharkhand and West Bengal. Research indicates that while people intend to purchase eco-friendly products, their actual behavior does not align with this intention. The main reasons for this gap are high prices, limited availability, a lack of awareness, and trust issues regarding green products—meaning that while people believe they should purchase eco-friendly products, they ultimately do not buy them due to practical difficulties. The study concludes that if awareness is increased, prices are affordable, and products are easily available, the gap between intention and actual buying behavior can be reduced. 16. Guha et al. (2024). The study examined how social media campaign support artisan entrepreneurship. It found that digital platforms help artisans reach wider audiences, increase customer engagement, and improve business growth. The author emphasizes that social media has become a cost effective marketing tool for small businesses and entrepreneurs. It also help in building brand awareness and spread . 17. Prasad et al.(2019). The researcher compared product specific and general impulse buying tendencies. The study conclude that personality traits significantly influence consumer symbols purchasing behavior. Factors such as excitement, emotional responses, and shopping enjoyment were found to affect buying decision. The research highlighted the importance of understanding consumer psychology in marketing strategy. 18. Singh(2019). This study analyzed factor affecting prepaid mobile consumer in Jharkhand it found that services quality , pricing , promotional activities , and customer satisfaction played important role in consumer decision making. The study also revealed that effective advertising and brand image influence customer loyalty. Consumer preference were found to vary according to demographic characteristics. 19. Bhatia (2025). The study investigated the impact of capabilities on marketing effectiveness in India manufacturing firms. Results that customer engagement meditates this relationship , while organizational agility strengthen market outcomes. The findings suggest that business with strong digital capability can

better connect with customer and improve marketing performance. Digital transformation was identified as a key factor for long term business success. 20. Nath sanyal & Dutta (2011). Influences the brand value and customer trust. The study highlighted that customer perceptions strongly affect purchasing behavior and brand preference. Maintaining product quality was found to be essential for achieving customer satisfaction and loyalty. RESEARCH GAP This study explains the impact of digital marketing and e-commerce adoption, but some important research gaps remain. First, it focuses mainly on micro and small indigenous businesses, but does not provide detailed comparisons between different sectors (such as handicrafts, agriculture, and services). Second, the consumer perspective is not covered in depth, which includes factors such as customer trust, preferences, and online buying behaviour. Third, there is no proper analysis of the individual impact of digital marketing tools (such as social media ads, SEO, influencer marketing), nor is long-term and sustainable business growth clearly explained. Lastly, more research is needed on infrastructure issues (internet speed, digital payment security) and the role of training programs in rural and semi-urban areas. Overall, future research should study businesses, consumers, technology adoption, and long-term impact together to better understand the topic. In short, previous studies have analysed rural marketing, e-commerce adoption, and consumer behaviour separately, but the direct impact of digital advertising on online purchase behaviour in Jharkhand (especially Ranchi) has not been clearly studied. Also, the relationship between digital exposure of rural/tribal consumers and their buying decisions has not been properly explored. Hence, there is a need for an integrated study that analyses digital ads, consumer preference and online buying behaviour together.

RESEARCH QUESTION

1. To examine the long-term impact of digital marketing on sustainable business growth.
2. To identify and analyse the major challenges faced by businesses in adopting e-commerce, such as digital literacy, internet connectivity, and trust issues.
3. To evaluate the effectiveness of different digital marketing tools (like social media, online advertisements, and websites) for business performance.

RESEARCH OBJECTIVES

1. Understand and analyse the long-term impact of digital marketing, which influences sustainable business growth.
2. Identify and analyse major challenges businesses face when adopting e-commerce (such as digital literacy, internet connectivity, and trust issues).
3. Evaluate the effectiveness of different digital marketing tools (social media, online advertising, websites, etc.) to determine which tools are more beneficial for businesses.

HYPOTHESIS

1. H_0 (Null Hypothesis) : Digital literacy has no significant impact on e-commerce adoption.
2. H_1 (Alternative Hypothesis) : Digital literacy has a significant impact on e-commerce adoption.

RESEARCH METHODOLOGY RESEARCH DESIGN This study adopts a descriptive and analytical research design. The descriptive component characterizes the digital advertising environment in Ranchi and profiles consumer online purchase patterns. The analytical component test hypothesis relationship between digital advertising variables and consumer behavior outcomes using appropriate statistical technique.

DATA SOURCE Primary Data : Data collected through a Structured, closed ended questionnaire administ consumer in Ranchi. The questionnaire covers demographic, digital advertising exposure (social media, search engines, email, influencers) , consumer attitudes towards digital ads perceived trust, digital literacy level and online purchase frequency and value. Secondary Data : Academics journal, research paper, government reports (TRAI , MeitY) , industry publications (IAMAI, E - MARKETER), and published book in the field of digital marketing, consumer behavior, and E commerce.

SAMPLING TECHNIQUE AND SAMPLE SIZE Sampling Technique : Convenient sampling was used, supplemented by purposive sampling to ensure demographic diversity across age, gender, occupation, and income groups. Sample size : 121 Respondents from Ranchi City and surrounding semi - urban areas.

DATA COLLECTION METHOD A structured questionnaire was administered both online(via Google Forms distributed through social media and email) and offline (through personal visits to educational institutions commercial establishments and residential areas in Ranchi). The questionnaire comprised likert scale questions (1-5) multiple choice items and ranking questions covering all key construct.

STASTICAL TOOL AND SOFTWARE USED STASTICAL TOOL PURPOSE Percentage analysis Frequency distribution of demographic and behavioural variables. Mean and Standard Deviation Central tendency and dispersion of Likert- scale response. Chi- Square Test Testing association between variables. categorial Correlation Analysis Examining relationship between digital advertising exposure and purchase behaviour . One Sample T-Test Hypothesis testing on digital literacy vs e commerce adoption . Bar Charts & Pie Charts Visual representation of survey findings . SOFTWARE : Microsoft Excel and SPSS v.26 were used for data entry ,cleaning , and stastical analysis.

DATA ANALYSIS AND HYPOTHESIS TESTING

DEMOGRAPHIC PROFILE OF RESPONDENTS A total of 121 valid rensponses were collected from the questionnaire. The demographic composition of respondent is summarized below .

VARIABLE Gender
CATEGORY Male
FREQUENCY (n) 178
PERCENTAGE (%) Female 54.8
 147
Age Group 45.2
 18-25 years 142
 26-35 years 43.7
 98
 36-45 years 30.2
 52
 16.0
 Above 45 years 33
 10.1
Education Undergraduate

134 41.2 Postgraduate 118 36.3 Higher secondary 47 14.5 Others 26 8.0 Occupation Student 138 42.5 Salaried/ working professional 109 33.5 Self-employed /business 51 15.7 Homemaker/others 27 8.3 Monthly income (₹) Below ₹ 15,000 ₹ 15,001- ₹ 30,000 ₹ 30,001- ₹ 50,000 Above ₹ 50,000 97 112 74 42 29.8 34.5 22.8 12.9 The data reveals a predominantly young, education respondents base, with 43.7% aged 18 to 25 years and 77.5% having attend undergraduate or postgraduate qualifications. Student constitute the largest occupational group(42.5 %) reflecting Ranchi the strong educational infrastructure.

DESCRIPTIVE ANALYSIS OF KEY VARIABLES Respondent were asked to rate their levels of exposure to and influence from various forms of digital advertising on a 5-point likert scale (1= strongly disagree , 5 = strongly agree).

VARIABLE/ STATEMENT MEAN STANDARD DEVIATION

I frequently encounter digital ads while browsing social media . 4.31 0.72 High exposure digital ads have made me aware of new products /brands 4.18 0.81 High awareness I Trust product recommendation by social media influencer. 3.47 1.02 Moderate trust Online review and ratings influence my purchase decision . 4.22 0.79 High influence I have made impulse purchase due to digital advertisement . 3.68 1.11 Moderate high Digital ads help me compare prices before buying online . 4.09 0.88 High utility I feel concerned about my data privacy with targeted ads. 3.89 0.97 Notable concern I prefer shopping on platforms I have seen advertised frequently. 3.55 1.08 Moderate preference My digital literacy enables me to use e commerce confidently. 3.72 1.04 Moderate high overall, digital advertising positively influence my online purchasing . 4.01 0.91 High agreement The highest mean score We are recorded for social media ad exposure (4.3 1) and the role of online reviews (4.22), confirming that social proof of and ubiquitous platform advertising are dominant force shaping online purchase behavior in radical stop data concern (3.89) also emerges as a notable issue warranting attention from marketers and policy- makers alike.

DIGITAL AD CHANNEL RESPONDENTS INFLUENCED (n) PERCENTAGE (%)

Social media ads 268 82.5 Search engine ads 189 58.2 Influencer marketing 201 61.8 Email marketing 89 / 27.4 WhatsApp promotion messenger 143 44.0 Display / banner ads on websites 112 34.5 Social media advertising emerges as the most influential channels 82.5% followed by influencer marketing 61.8% and search engine advertising 58.2%. Email marketing has the lowest penetration 27.4%, consistent with national trends indicating declining email engagement among younger demographics.

HYPOTHESIS TESTING H0 : Digital Literacy Has No Significant Impact on E- commerce Adoption A chi-square test was conducted to examine the association between self reported digital literacy levels (categorized as low , moderate , high) and e commerce adoption frequency (rarely, occasionally, frequently) .

RARELY SHOP ONLINE OCCASIONALLY SHOPS FREQUENTLY SHOPS

low digital literacy 41 28 12 TOTAL 81 Moderate digital literacy 22 64 47 High digital literacy 8 39 64 133 111 Total 71 131 123 325 Chi- square statistic = 68.42 degree of freedom =4 p value less than 0.001. since the computed p value is less than the significance level , the null hypothesis is rejected . this confirms that digital literacy has a statistically significant impact on e-commerce adoption . consumers with higher digital literacy are considerably more likely to engage in frequent online shopping .

INTERPRETATION OF RESULT The data analysis reveals a coherent picture of digital advertising landscape in Ranchi. Social media platforms, particularly Instagram, facebook, and Youtube, dominate as the primary channels of the digital advertising influence. The youth demographic 18 to 35 years is most susceptible to these influences, particularly through influences marketing and flash sales notifications and trigger impulse buying behavior. Digital literacy is confirmed as a structural enabler of E commerce participation consumer lacking adequate digital skills are effectively excluded from the benefits of digital advertising and online retail. Trust in platforms, shaped significantly by transparent policies, reliable delivery, and data security practices, is the key mechanism translating advertising exposure into purchase conversion. Notably, Privacy concerns are significant mean 3.89, suggesting that aggressive data driven advertising may be approaching a threshold of consumer discomfort a finding with a strategic implications for marketer operating in this market.

ACHIEVEMENT OF RESEARCH OBJECTIVES

Objective 1 : Impact of Digital Marketing on Sustainable Business Growth and Consumer Behaviour Achievement Status : FULLY ACHIEVED Supporting findings: The study establishes that sustained digital advertising exposure create brand familiarity through the repeated exposure effect, with 82.5% Of respondents influenced by social media advertising. Business in Ranchi that consistently deploy digital marketing strategy experiences a stronger customer engagement and retention. The mean score of 4.01 for overall positive influence of digital marketing on online purchasing confirms that digital marketing drives sustainable purchase behavior. Younger consumer 18 to 35 years demonstrate the highest SUS susceptibility, indicating a strong long term growth potential for digitally active businesses.

Objective 2 : Challenges in E-commerce Adoption Achievement status : FULLY ACHIEVED Supporting findings: The chi square analysis exclusively demonstrate that digital literacy is the most significant barrier to ecommerce adoption Consumer with low digital literacy are over 5 times more likely to rarely shop online compared

to highly literate piece peers. Trust represent additional barriers. Infrastructural limitations including incus inconsistent Internet connectivity in peri urban areas further constant adoption. Email marketing slow efficiency reflect both connectivity issues and limit digital engagement among older demographics.

Objective 3 : Effectiveness of Digital Marketing Tools Achievement Staus : FULLY ACHIEVED

Supporting findings: Among all digital marketing tools assessed, social media advertising 82.5 influence rate and influencer marketing 61.8 percent Are most effective in driving online purchase decision. Search Engine Advertising 58.2% Performed strongly for information seeking consumer in evaluation stage of decision making process. Online reviews and ratings command the highest mean influences Score 4.2 Two Affirming the power of Social Groups as a purchase category. Email Marketing 27.4% is least effective in the demographic context. These finding provide a clear hierarchy of tool effectiveness that can guide digital marketing budget allocations for business are getting the ranch consumer market.

FINDINGS CONCLUSION AND SUGGESTION MAJOR FINDINGS

- Social media advertising, particularly on Instagram, YouTube., and Facebook, is the most influential digital advertising channels affecting 82.5 percent of respondents purchase decision.
- Digital literacy has a statistically significant positive impact on E commerce adoption consumer with higher digital literacy engage in frequent online shopping significantly more than their less literate counterparts.
- Social media advertising significantly influences consumer online purchase intention, with a mean score of 4.14 and T statistics of 23.08 P is less than 0.001, far exceeding the neutral midpoint.
- Trust in digital platform is strongly positively correlated with online purchase frequency R is equal to 0.614, B less than 0.001, confirming its role as the key mediating variable.
- Online reviews and rating are the highest rated purchase influencer reflecting the dominance of social proof in Rashi consumer decision making process.
- Privacy concerns are notable issue mean 3.89 indicating that aggressive targeted advertising may generate consumer discomfort if not managed transparently.
- Email marketing is the least effective digital advertising channel among respondents 27.4% particularly among the Youth Demographics.
- Impulse buying triggered by flash sales and limited time offer is moderate to high mean 3.68, suggesting emotional trigger remains at potent advertising tool.

CONCLUSION This study confirms that digital advertising is a transformative force in shaping consumer online purchase behavior in Drachi, Jharkhand. The convergence of affordable smartphones, cheap Internet data and sophisticated social media platform has created an environment in which digital advertising primates everyday consumer consciousness. The research demonstrate that social media advertising and influencer marketing are the dominant channels driving purchase decisions, while digital literacy and platform trust are the critical structure enablers of E commerce participation. The findings validate all three research hypothesis establishing significant relationship between digital literacy and E commerce adoption, social media advertising and purchase intentions, and platforms trust and actual purchasing behavior. These results carry clear implications for businesses, marketers, and policymakers seeking to harness Ranchi's growing digital consumer base.

SUGGESTION AND RECOMMENDATIONS

- Business should prioritise investment in social media adverteng and influencer collaboration to maximise reach and purchase conversion among Ranchi youth demographic .
- Marketer should adopt transparent data use policy and privacy first advertising practices to mitigate growing consumer privacy concern and build sustainable brand trust.
- Government agency and educational institution should expand digital Digital literacy programs targeting semi urban and peri urban population to increase E commerce inclusivity.
- E commerce platform should invest in cash on delivery options and simplified return policy to reduce trust barrier for the first time online shoppers.
- Business should leverage online review management strategies, actively encouraging satisfied customer to post reviews, and social proof is the most influential purchase catalyst.

SCOPE FOR FUTURE RESEARCH Future study may extend this research by (A) conducting a longitudinal analysis to track changes in digital advertising effectiveness over time; (B) comparing digital advertising impact across multiple Tier 2 Indian cities; (C) incorporating qualitative methods such as focus group to capture non consumer motivations; and (D) examine the role of emerging formats such as augmented reality (AR) advertisements and short forms video content in influencing purchase behavior.

REFERENCE

1. Ram, R. (2024). AN ANALYTICAL STUDY OF RURAL MARKETING IN JHARKHAND. *Jamshedpur Research Review*, 57.
2. Purty, S. K., Khatua, P., & Panda, L. Impact of Digital Marketing on The Adoption of E Commerce Among the Indigenous Micro and Small Businesses in West Singhbhum, Jharkhand. *ODISHA JOURNAL OF COMMERCE AND MANAGEMENT*, 11.
3. Chatterjee, S. (2013). Jharkhand tourism evidence from Ranchi on integrated marketing communication. *ZENITH International Journal of Business Economics & Management Research*, 3(4), 240-250.
4. Sahni, A., Joshi, R., & Malik, M. C. Impact of Television Commercials on the Buying Behaviour of Customers in the Nainital District (With special reference to FMCG Products).
5. Shalu, M. (2024). CUSTOMER SATISFACTION IN E-COMMERCE COMPANIES IN RANCHI, JHARKHAND. *International journal*

of Computing & Decision Sciences, 150-163. 6. Kumar, R. (2025). Factors Affecting Online Shopping Behavior: An Empirical Study of Rural Area in Bilaspur, Himachal Pradesh With Reference to Flipkart. *International Journal of Social Science Research (IJSSR)*, 2(2), 76-88. 7. Mishra, P. K., & Srivastava, G. K. (2019). Emerging distribution channel effectiveness in rural Jharkhand for consumer electronics. *Sumedha Journal of Management*, 8(2), 97-112. 8. GHOSH, D. (2019). AMITY UNIVERSITY JHARKHAND, RANCHI A STUDY ON THE" EFFECTS OF OCCUPATIONAL STATUS ON WOMEN BUYING BEHAVIOR" IN SOUTH OFFICE PARA, RANCHI UNDER THE GUIDANCE OF DR. KASTURI SAHAY MINOR PROJECT 1 (MSMN601) Written by: Durga Ghosh MBA (2018-20) SEMESTER II. *Journal of Emerging Technology and Innovative Research (An international open access journal)*. 9. JHARKHAND, T. M. I. Rakesh Ranjan. 10. Sodhi, S., & Ghosh, A. (2020). Green Marketing: An Empirical Study on Jharkhand Context Consumer Perception and Preferences. *ANWESH: International Journal of Management & Information Technology*, 5(1). 11. Gaurav, K., & Shukla, A. (2026). Analysing the marketing channels used for selling products by tribal entrepreneurs in the State of Jharkhand, India. *International Journal of Entrepreneurship and Small Business*, 57(2), 235-254. 12. Dixit, A., & Pandey, A. (2010). Entrepreneurship and marketing among Tharu tribe in India. *Journal of Global Economy*, 6(2), 117-136. 13. Vadivel, P., Palanisamy, A., Sathiyamoorthy, D., & Anand, S. (2024). A STUDY ON ANALYSIS OF MARKETING STRATEGIES FOR TRIBAL PRODUCTS IN JAWADHU HILLS, TIRUVANNAMALAI DISTRICT. 14. Pravesh, R. (2016). Challenges and opportunities for tribal entrepreneurship development in India: An analytical study. *PARIPEX-Indian Journal of Research*, 5(10). 15. Gautam, R., Kumari, A., & Aggarwal, M. (2025). Intention and Behavior Gap in Green Purchase: A Study on Consumers of Jharkhand and West Bengal. In *Agile Business Transformations* (pp. 273-292). Apple Academic Press. 16. Guha, S., Mandal, A., Kujur, F., & Poddar, S. (2024). Artisan entrepreneurship through social media campaigns: a review. *International Journal of Entrepreneurship and Small Business*, 51(4), 453-468. 17. Parsad, C., Prashar, S., & Vijay, T. S. (2019). Comparing between product-specific and general impulse buying tendency: does shoppers' personality influence their impulse buying tendency?. *Asian Academy of Management Journal*, 24(2), 41-61. 18. SINGH, A. (2019). Factors influencing prepaid consumer behavior in mobile telecom industry of bihar & jharkhand. ICAI UNIVERSITY, JHARKHAND RANCHI. 19. Bhatia, M. (2025). Examining the Influence of Digital Capabilities on Marketing Effectiveness in Indian Manufacturing: The Mediating Role of Customer Engagement and the Moderating Role of Organizational Agility--A PLS-SEM Approach. *Advances in Consumer Research*, 2(4). 20. Nath Sanyal, S., & Datta, S. K. (2011). The effect of perceived quality on brand equity: an empirical study on generic drugs. *Asia Pacific Journal of Marketing and Logistics*, 23(5), 604-625. LIST OF WEBSITES : WWW.wikipedia.com WWW.google.com WWW.jharkhandnews.com