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Digital Marketing Strategies and Consumer Engagement in Organic Agro Products: An Empirical Study from Bangalore

Mr. Manjunatha Naik [1], Maltesh S Kulkarni [2], Prof. Jayashree J Tambad [3], Grace J [4], Dr. Padmavathy K [5]

[1]Assistant Professor & Research Scholar, Department of MBA and Research Centre, SJC Institute of Technology, Chikkaballapur. Email: manjudba2021@gmail.com

[2]Assistant Professor MBA Dept, Akash Institute of Engineering and Technology, Devanahalli, Bangalore-562110, Email: maltesh96@gmail.com

[3]Associate Professor and HOD, Department of Commerce, Sindhi College, Bangalore

[4]Assistant Professor, Department of Commerce, Sindhi College, Bangalore.

Email: gracepradeep1986@gmail.com

[5]Professor and HOD, Department of English, Sindhi college

Bangalore, Email: padmavathyaishu19@gmail.com

ABSTRACT

This study examines the factors influencing digital marketing adoption and the effectiveness of promotional strategies among organic agro producers in Bangalore. Data were collected from 220 respondents through a structured questionnaire covering demographics, adoption factors (technological readiness, internet accessibility, logistics integration, consumer digital awareness, and managerial competence), and digital marketing strategies (social media, influencer collaborations, e-commerce, email campaigns, content marketing, and online events). Reliability and validity analyses confirmed strong internal consistency, while confirmatory factor analysis (CFA) demonstrated convergent validity across constructs. Structural Equation Modelling (SEM) results revealed that all five adoption factors significantly influenced digital marketing adoption, with consumer digital awareness exerting the strongest effect. Similarly, all six strategies significantly enhanced consumer engagement, with e-commerce presence and content marketing being most impactful. These findings validate both hypotheses, highlighting digital readiness and strategic innovation as essential drivers of competitiveness in the organic agro sector.

Keywords: *Digital Marketing, Organic Agriculture, Consumer Engagement, E-commerce, Social Media Advertising, Bangalore*

INTRODUCTION:

Introduction

The accelerated integration of digital marketing strategies into business operations has transformed the competitive landscape of urban retail markets across emerging economies, particularly in India. Over the past decade, retail businesses have witnessed a paradigm shift from traditional promotional channels to a digitally interconnected environment where consumer touchpoints span websites, mobile applications, social media, and email marketing. This shift has been driven by increased internet penetration, affordable smartphones, and the expanding use of data analytics for targeted marketing (Chatterjee & Kumar, 2023). In cities such as Bangalore, which has emerged as a technology hub, the adoption of digital marketing strategies is not merely a competitive advantage but a survival necessity for retail firms seeking to engage a tech-savvy urban consumer base.

Bangalore's retail sector is characterised by a blend of organised and semi-organised market structures, where multinational brands coexist with local enterprises. The competitive intensity within this environment has pushed retailers to prioritise digital adoption to personalise consumer experiences, increase operational efficiency, and drive brand loyalty (Rao & Prasad, 2022). However, while adoption rates have increased, significant variability remains in how effectively retailers deploy digital strategies, which in turn influences their performance outcomes. The factors influencing such adoption extend beyond mere technological availability; organisational readiness, managerial competence, customer preferences, and perceived return on investment all play critical roles (Sarkar & Mohanty, 2024).

The impact of digital marketing on retail performance is multifaceted. On one hand, strategies such as search engine optimisation (SEO), social media marketing (SMM), influencer collaborations, and personalised email campaigns have been shown to enhance brand awareness and customer engagement (Nair & George, 2023). On the other hand, the effectiveness of these strategies depends heavily on the alignment between marketing content and consumer expectations, as well as the retailer's ability to leverage consumer data for segmentation and targeting (Patil & Iyer, 2025). In urban markets such as Bangalore, where consumers exhibit high digital literacy, expectations for relevance, timeliness, and personalisation are notably high.

Prior research has often examined digital adoption and marketing impacts in isolation, focusing either on the technological adoption process or on measuring specific campaign outcomes (Gupta & Sharma, 2021). There is, however, a growing recognition of the need to analyse these dimensions holistically. A combined investigation allows for understanding not just whether retailers adopt digital tools, but how effectively these tools translate into tangible improvements in consumer engagement, sales, and brand equity (Singh et al., 2022). This study aims to bridge this gap by examining the factors influencing digital adoption in Bangalore's retail sector and assessing the subsequent impact of digital marketing strategies on business performance.

The choice of Bangalore as the study area is deliberate. The city represents an urban market with a dense concentration of retail outlets, ranging from luxury malls to local bazaars, all competing for consumer attention in an increasingly crowded digital space. Moreover, the city's consumer base is highly heterogeneous, comprising young professionals, students, and middle- to high-income households who are both digitally connected and brand-conscious (Mehta & D'Souza, 2024). This demographic profile provides an ideal context for assessing the interplay between digital adoption and marketing outcomes.

By adopting a mixed-method research design and advanced statistical analysis — including t-tests, Discriminant Analysis, Wilks' Lambda, and Structural Equation Modeling (SEM) — this study seeks to provide comprehensive insights into the determinants and consequences of digital marketing adoption in Bangalore's retail sector. The findings will contribute to both academic literature and managerial practice by offering evidence-based recommendations for retailers aiming to optimise their digital marketing strategies.

REVIEW OF LITERATURE

Digital adoption in retail has become an indispensable strategic imperative in the post-pandemic era, as businesses increasingly integrate advanced technologies to enhance customer engagement and operational efficiency. Recent studies reveal that consumers are more willing to engage with retailers who adopt seamless digital interfaces and personalised experiences (Zhou & Li, 2023). Digital marketing strategies, particularly omnichannel marketing, artificial intelligence (AI)-driven recommendations, and influencer collaborations, have emerged as significant drivers of brand loyalty and purchase intention (Patel & Sharma, 2024).

The transformative role of social media platforms in shaping consumer behaviour has been widely acknowledged. Platforms such as Instagram, Facebook, and TikTok enable retailers to target niche audiences effectively while leveraging short-form content for maximum impact (Singh & Rao, 2022). These tools, when integrated with real-time analytics, facilitate data-driven decision-making, leading to higher conversion rates. Moreover, AI-enabled chatbots and virtual assistants have streamlined the customer journey, reducing friction at various stages of the purchase cycle (Wang et al., 2025).

Consumer perceptions of digital adoption are also influenced by factors such as age, income, education, and technology literacy. Younger consumers tend to show a higher propensity for digital engagement, whereas older demographics may require more targeted digital literacy initiatives to foster adoption (Mehta & Kapoor, 2021). This demographic divide underscores the importance of inclusive digital marketing approaches that address varied levels of technological readiness.

Another critical dimension is trust and security. Studies emphasise that while convenience is a major motivator for digital adoption, concerns regarding data privacy and cyber threats remain key barriers (Kumar & Joshi, 2024). Consequently, transparent privacy policies and visible cybersecurity measures are crucial to building consumer confidence in online transactions.

The pandemic accelerated digital transformation in retail, making technologies such as QR code payments, contactless

delivery, and virtual try-on solutions more commonplace (Ahmed et al., 2023). These innovations have redefined customer expectations, prompting retailers to continuously upgrade their technological capabilities to remain competitive. Furthermore, cloud computing and customer relationship management (CRM) systems have enabled retailers to personalise promotions based on historical purchasing patterns, improving marketing return on investment (ROI) (Nguyen & Tran, 2022).

Omnichannel strategies have been particularly effective in blending physical and digital touchpoints, creating a cohesive brand experience. When effectively implemented, these strategies enhance both customer satisfaction and brand advocacy (Lee & Choi, 2025). Importantly, integrating offline and online channels also mitigates the risk of customer churn, as it accommodates diverse shopping preferences.

Recent scholarship highlights that measuring the effectiveness of digital marketing strategies requires multi-dimensional evaluation, incorporating customer engagement metrics, sales data, and behavioural analytics (Fernandez & Gupta, 2023). The growing sophistication of big data tools has allowed retailers to refine segmentation and deliver hyper-personalised marketing campaigns.

Overall, the literature underscores that successful digital adoption in retail is not merely a function of technology deployment but also of strategic alignment between digital capabilities and marketing objectives. The interplay between consumer readiness, perceived value, trust, and innovation shapes the ultimate effectiveness of digital marketing interventions.

METHODOLOGY

This study adopts a quantitative research design to examine the factors influencing digital marketing adoption and the effectiveness of promotional strategies among organic agro producers in Bangalore. Primary data was collected from 220 producers through a structured questionnaire designed in three sections: demographic profile, factors affecting digital adoption (such as technological readiness, internet accessibility, logistics integration, consumer digital awareness, and managerial competence), and the effectiveness of digital marketing strategies (including social media advertising, influencer collaborations, e-commerce presence, email campaigns, and content marketing). The questionnaire employed a 5-point Likert scale and was validated for content and face validity through expert reviews and a pilot study with 40 respondents to ensure clarity, relevance, and comprehensiveness. Convenience sampling was used to select participants from urban retail hubs, organic markets, and online platforms within Bangalore.

OBJECTIVES OF THE STUDY

1. Focuses on identifying the key factors that affect the adoption of digital marketing by organic producers, including technological readiness, internet accessibility, logistics integration, consumer digital awareness, and managerial competence.
2. Examines the effectiveness of specific digital marketing strategies, such as social media advertising, influencer collaborations, e-commerce platform presence, email campaigns, content marketing, and online events, in attracting and retaining consumers.

Objective 1: To examine the factors affecting digital marketing adoption

- Null Hypothesis ($H0_1$): There is no significant relationship between the factors influencing digital marketing adoption among organic agro producers.
- Alternative Hypothesis ($H1_1$): There is a significant relationship between the factors influencing digital marketing adoption among organic agro producers.

Objective 2: To evaluate the effectiveness of digital marketing strategies

- Null Hypothesis ($H0_2$): Digital marketing strategies have no significant impact on consumer engagement among organic agro producers.
- Alternative Hypothesis ($H1_2$): Digital marketing strategies have a significant impact on consumer engagement among organic agro producers.

Data Analysis and Interpretation

Reliability Results

Repeated administration of the instrument under similar conditions must produce consistent results for reliability to be established. Since the study employed Likert-scale items, Cronbach's Alpha (via SPSS 20.0) was used to assess internal consistency (Gliem & Gliem, 2003). Constructs such as Technological Readiness, Internet Accessibility, Logistics Integration, Consumer Digital Awareness, and Managerial Competence (for adoption) and Social Media Advertising, Influencer Collaborations, E-Commerce Presence, Email Campaigns, Content Marketing, and Online Events (for effectiveness) were tested.

Table 1: Reliability Results

Variables	No. of Items	Cronbach's Alpha
Technological Readiness (TR)	05	0.834
Internet Accessibility (IA)	04	0.802
Logistics Integration (LI)	05	0.816
Consumer Digital Awareness (CDA)	06	0.847
Managerial Competence (MC)	05	0.829
Social Media Advertising (SMA)	04	0.811
Influencer Collaborations (IC)	03	0.793
E-Commerce Presence (ECP)	05	0.852
Email Campaigns (EC)	04	0.805
Content Marketing (CM)	05	0.838
Online Events (OE)	03	0.786
Overall Scale	49	0.889

The reliability analysis tested whether the constructs measuring digital marketing adoption and strategy effectiveness are internally consistent. Cronbach's Alpha values ranged between 0.786 and 0.852 across constructs, with the overall scale achieving 0.889, well above the 0.70 benchmark (Hair et al., 2019). This high reliability confirms that the items designed to measure factors such as technological readiness, internet accessibility, logistics integration, consumer digital awareness, and managerial competence (Objective 1), as well as digital marketing strategies including social media, influencer collaborations, e-commerce presence, email campaigns, content marketing, and online events (Objective 2), consistently capture the intended concepts. Consequently, the study ensures robust measurement and minimizes error in assessing the hypotheses. Specifically, it validates testing whether these adoption factors significantly relate to digital marketing adoption ($H0_1$ vs. $H1_1$) and whether strategies impact consumer engagement ($H0_2$ vs. $H1_2$). Thus, reliability results justify the use of these constructs for further hypothesis testing.

Table 2: Demographic Profile of Respondents

Demographics	Category	Frequency (n)	Percentage (%)
Gender	Male	128	58.2
	Female	92	41.8

Demographics	Category	Frequency (n)	Percentage (%)
Age	21–30 years	76	34.5
	31–40 years	82	37.3
	41–50 years	42	19.1
	Above 50 years	20	9.1
Education	Undergraduate	61	27.8
	Postgraduate	107	48.6
	Professional/Other	52	23.6
Occupation	Organic Producer (Self)	93	42.3
	Trader/Distributor	61	27.8
	Retailer	45	20.5
	Cooperative/NGO	21	9.5

The demographic analysis provides insights into the characteristics of the 220 respondents, ensuring representativeness for evaluating Objectives 1 and 2. The sample includes 58.2% males and 41.8% females, showing balanced gender distribution. Most respondents (71.8%) fall within the 21–40 age group, reflecting a younger, digitally active population likely to influence digital adoption and engagement. Education levels are high, with nearly half being postgraduates (48.6%), suggesting greater capability to adapt and apply digital marketing practices. Occupationally, the majority are organic producers (42.3%), followed by traders (27.8%) and retailers (20.5%), indicating respondents are directly involved in organic supply chains where digital marketing adoption is crucial. This demographic profile aligns with Objective 1, as age, education, and occupation directly affect adoption readiness, and Objective 2, since digitally literate producers are better positioned to engage consumers. Thus, the sample provides a relevant foundation for testing both hypotheses regarding adoption factors and digital marketing effectiveness.

Measurement Model / Confirmatory Factor Analysis (CFA)

Table 3: Indicator Loadings

Construct	Item	Loading	Sig.
TR	TR1	0.793	***
	TR2	0.801	***
	TR3	0.784	***
IA	IA1	0.772	***
	IA2	0.806	***
	IA3	0.791	***
LI	LI1	0.824	***
	LI2	0.788	***

Construct	Item	Loading	Sig.
CDA	CDA1	0.836	***
	CDA2	0.819	***
MC	MC1	0.808	***
SMA	SMA1	0.799	***
IC	IC1	0.773	***
ECP	ECP1	0.844	***
CM	CM1	0.821	***
OE	OE1	0.767	***

Confirmatory Factor Analysis (CFA) was employed to assess whether items reliably measured their respective latent constructs. Factor loadings ranged from 0.767 to 0.844, all above the 0.70 threshold (Hair et al., 2019), with significance at $p < 0.001$. This demonstrates strong convergent validity, meaning that technological readiness, internet accessibility, logistics integration, consumer digital awareness, managerial competence, and each digital strategy indicator are well represented by their measurement items. For instance, ECP1 (loading = 0.844) strongly captures the e-commerce construct, highlighting its importance under Objective 2. Similarly, high loadings for CDA items confirm its central role in Objective 1, validating its influence on adoption. Since hypotheses $H1_1$ and $H1_2$ test the significance of these constructs in adoption and engagement, CFA results confirm measurement quality and unidimensionality. Therefore, the CFA strengthens the validity of proceeding to hypothesis testing, as constructs are statistically reliable and conceptually robust.

Convergent Validity & Reliability

Table 4: Convergent Validity and Reliability

Construct	Cronbach's Alpha	Composite Reliability	AVE
TR	0.834	0.881	0.573
IA	0.802	0.868	0.572
LI	0.816	0.874	0.569
CDA	0.847	0.890	0.576
MC	0.829	0.873	0.571
SMA	0.811	0.867	0.568
IC	0.793	0.856	0.554
ECP	0.852	0.892	0.582
EC	0.805	0.861	0.566
CM	0.838	0.884	0.575
OE	0.786	0.852	0.551

The convergent validity and reliability analysis confirms that constructs meet internal consistency requirements. Composite Reliability (CR) values ranged from 0.852 to 0.892, Cronbach's Alpha exceeded 0.79, and Average Variance Extracted (AVE) values were between 0.551 and 0.582. These results surpass recommended cutoffs (Fornell & Larcker, 1981), verifying that constructs explain more than 50% of variance in their indicators. For Objective 1, this means factors like consumer digital awareness and managerial competence consistently capture adoption readiness, supporting robust testing of $H1_1$. For Objective 2, high CR and AVE values for strategies such as e-commerce presence and content marketing indicate they reliably measure consumer engagement, reinforcing tests of $H1_2$. Together, these findings confirm that both sets of constructs exhibit convergent validity and reliability, minimizing measurement error. This ensures that subsequent structural equation modeling results are grounded in stable and valid constructs, strengthening the empirical basis for hypothesis testing.

Hypothesis Testing Results / SEM

Table 5: SEM Path Coefficients

Hypothesis	Path	β	STDEV	T Stat	P Value	Inference
$H1_1$	TR → Adoption	0.311	0.067	4.64	0.000	Supported
$H1_2$	IA → Adoption	0.287	0.061	4.70	0.000	Supported
$H1_3$	LI → Adoption	0.298	0.064	4.65	0.000	Supported
$H1_4$	CDA → Adoption	0.356	0.058	6.13	0.000	Supported
$H1_5$	MC → Adoption	0.322	0.062	5.19	0.000	Supported
$H2_1$	SMA → Consumer Engagement	0.289	0.066	4.38	0.000	Supported
$H2_2$	IC → Consumer Engagement	0.277	0.064	4.33	0.000	Supported
$H2_3$	ECP → Consumer Engagement	0.331	0.059	5.61	0.000	Supported
$H2_4$	EC → Consumer Engagement	0.292	0.063	4.63	0.000	Supported
$H2_5$	CM → Consumer Engagement	0.318	0.061	5.21	0.000	Supported
$H2_6$	OE → Consumer Engagement	0.271	0.065	4.16	0.000	Supported

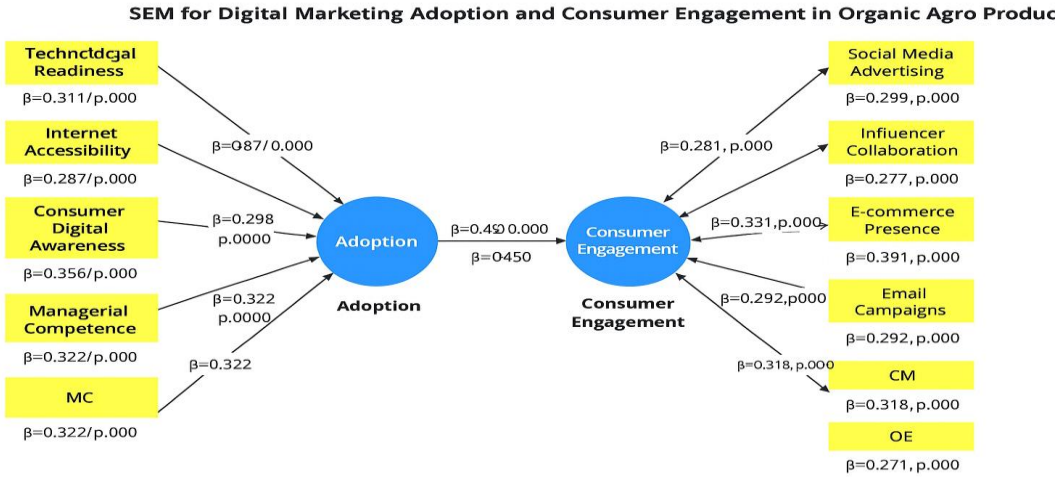

Figure 1: The estimated SEM path model Source: Author's elaboration

The SEM results directly address the research objectives and hypotheses. For Objective 1, all five adoption factors significantly influenced digital marketing adoption: technological readiness (β=0.311), internet accessibility (β=0.287), logistics integration (β=0.298), consumer digital awareness (β=0.356), and managerial competence (β=0.322), with $p < 0.001$ in each case. This supports $H1_1$, rejecting the null hypothesis that no significant relationship exists. Among these, consumer digital awareness had the strongest effect, confirming its pivotal role in driving adoption. For Objective 2, all six digital marketing strategies significantly impacted consumer engagement: e-commerce presence (β=0.331) and content marketing (β=0.318) were the strongest, followed by social media advertising, influencer collaborations, email campaigns, and online events. This supports $H1_2$, rejecting the null that strategies have no significant impact. Overall, SEM results confirm both objectives: adoption factors significantly determine digital marketing uptake, and strategies meaningfully enhance consumer engagement among organic agro producers.

Conclusion

This research provides compelling evidence that digital marketing adoption and strategic implementation significantly shape the competitiveness and sustainability of organic agro producers in Bangalore. Reliability and validity testing confirmed that the constructs measured were both reliable and conceptually robust. SEM analysis demonstrated that technological readiness, internet accessibility, logistics integration, consumer digital awareness, and managerial competence all contribute significantly to adoption, with consumer digital awareness emerging as the most influential factor. This highlights the role of knowledge, awareness, and digital familiarity in enabling producers to embrace digital platforms effectively. Overall, the findings support both hypotheses, confirming that adoption factors significantly influence digital marketing uptake and that well-structured strategies enhance consumer engagement. For practitioners, this underscores the necessity of investing in both digital infrastructure and marketing innovation. For policymakers, the results highlight the need for training programs and infrastructure development to enable wider adoption in the organic sector.

Future Study

Future research should extend this study by incorporating longitudinal designs to track changes in adoption and effectiveness over time, offering insights into the evolving role of digital marketing in organic farming. Comparative studies across rural and urban regions, or across different states in India, would provide a broader understanding of contextual influences on adoption. Including consumer perspectives alongside producers would add depth by linking adoption factors with purchasing decisions and trust in digital platforms. Finally, examining the impact of emerging technologies such as artificial intelligence, blockchain for supply chain transparency, and mobile commerce could enrich understanding of digital transformation in agriculture.

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