

Determining how digital marketing strategies affect lifestyle product performance in Chennai

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Abstract---This study examines the influence of digital marketing strategies on the performance of lifestyle products in Chennai. It highlights the growing importance of the internet in modern business practices. The digital environment has significantly changed the way companies design, promote, and market their products. It allows consumers to access extensive information and a wide variety of choices. Lifestyle products, which cater to individual preferences and personal tastes, are strongly influenced by digital marketing strategies developed to align with consumers' values, interests, and lifestyle requirements. As highlighted by Ilyas et al. (2021), digital marketing plays a key role in increasing customer satisfaction, engagement, and loyalty. These factors are crucial for the market success of lifestyle products. Well-planned digital strategies help meet customer expectations and make products more attractive and accessible. This study emphasises that aligning digital marketing practices with consumer preferences and evolving market trends is essential for enhancing the performance of lifestyle products. To assess the effectiveness of these strategies, data were collected from 120 respondents in Chennai. The study employed statistical tools, including percentage analysis, chi-square tests, and cluster analysis, to evaluate the impact of digital marketing methods on product performance. By analysing the relationship between digital marketing strategies and consumer behaviour, the study provides useful insights to improve digital marketing efforts and enhance the market success of lifestyle products.

Keywords---Digital Markets, Lifestyle Marketing, Product Performance, Marketing Strategies, Internet Marketing.

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Introduction

Digital marketing strategies refer to the systematic use of online platforms and digital tools to reach specific consumer segments and achieve defined marketing objectives. In the case of lifestyle products, market success is strongly linked to how effectively digital strategies are planned and executed. Lifestyle-oriented brands depend on digital channels to communicate values, aspirations, and identity that resonate with consumers' everyday lives.

The concept of lifestyle reflects the patterns through which individuals express their beliefs, attitudes, habits, and social behaviour. Products designed to align with these patterns are classified as lifestyle products. To meet consumer expectations, marketers must design offerings that mirror these lifestyle characteristics. Effective digital marketing enables firms to understand consumer preferences and position products in a manner that aligns with changing lifestyles and consumption trends.

Adopting suitable digital marketing practices helps organisations connect products with consumer values related to demographics, occupation, social background, health orientation, location, and cultural influences. A clear understanding of these factors allows marketers to develop targeted strategies that improve the visibility, acceptance, and overall performance of lifestyle products in competitive markets.

Inbound Marketing: Inbound marketing focuses on attracting consumers by offering meaningful and relevant content rather than relying on direct promotional pressure. Strategies such as search engine optimisation, content creation, email campaigns, and website optimisation work together to guide consumers through the decision-making process. This approach helps lifestyle brands build trust and long-term relationships by delivering value at every stage of consumer interaction.

Account-Based Marketing (ABM): Account-based marketing is a highly customised approach that concentrates on engaging specific high-value customers or organisations. By tailoring messages and digital experiences to the needs of selected accounts, marketers can improve engagement and conversion rates. ABM is particularly effective in business-to-business environments where personalised communication plays a critical role in influencing purchasing decisions.

Social Media Marketing: Social media platforms provide brands with direct access to consumers and enable continuous interaction. Through platforms such as Instagram, Facebook, YouTube, and Twitter, marketers can share visual content, conduct live interactions, and run targeted advertisements. These activities help strengthen brand presence, encourage customer engagement, and foster loyalty toward lifestyle products.

Pay-Per-Click (PPC) Advertising: Pay-per-click advertising involves placing digital ads where marketers pay only when users click them. Tools such as Google Ads allow businesses to reach consumers who are actively searching for specific products or services. This method improves efficiency by directing promotional efforts toward audiences with a higher probability of purchase.

Video Marketing: Video marketing is an effective medium for presenting product features, usage demonstrations, and brand narratives. Short promotional videos, advertisements, and informational content help capture audience attention and convey messages quickly. For lifestyle products, visual storytelling enhances emotional connection and improves consumer engagement.

Objectives of the Study

- To determine and evaluate the impact of digital marketing strategies on lifestyle product performance.
- To analyse which types of digital marketing strategies most effectively enhance the performance of lifestyle products.

- To examine the factors that influence the success of lifestyle products in the market.
- To provide recommendations based on the research findings.

Scope of the Study

- This study was conducted to examine how digital marketing strategies influence the performance of lifestyle products in Chennai City. The analysis is based on the perspectives and opinions of consumers selected through purposive sampling.
- The study aims to gain a deeper understanding of the factors that motivate customers to purchase lifestyle products online.

Limitations of the Study

- The research was carried out in Chennai City with a sample of 120 participants. Therefore, the findings are constrained by the sample size and the specific geographic area covered. While the study provides valuable insights into consumer behaviour, the relatively small sample may not fully represent the broader population. This limitation affects the generalisability of the results to other regions or larger demographic groups.
- The primary data was collected from internet shoppers. While this approach offers targeted insights into online consumer behaviour and preferences, it may introduce biases. The opinions of internet shoppers can differ significantly from those of those who prefer traditional shopping methods or have limited access to online platforms. Consequently, the findings may be less applicable to non-digital consumer segments.
- To improve reliability and applicability in future research, studies could include a larger sample size and participants from diverse geographic and demographic backgrounds. Additionally, using multiple data sources, such as surveys, interviews, and observational studies, would reduce bias and provide a more comprehensive understanding of consumer behaviour.

Review of Literature

- **Yachou Aityassine, F. L., et al. (2022):** The study concluded that effective digital marketing strategies significantly influence consumer engagement and satisfaction. The authors developed a research structural model and, using results from AMOS, confirmed findings consistent with previous studies.
- **Indumathi R. (2018):** This study identified two categories for brand development: brand recognition and brand loyalty. It also included elements of digital marketing, divided into three categories: regular updates, brand attachment, and online purchasing. The study indicated that digital marketing plays a key role in brand development. In comparison to traditional media, including print and television, consumers are more drawn to digital channels. The shift in consumer behaviour enables marketers to adopt digital marketing strategies that better target existing and new customers.
- **Christian H. and Lisa W. (2015):** This study analysed how a brand's identity develops into a positive reputation. It focused on how online communication channels influence consumer perception and affect decision-making between competing businesses.
- **Liu, C., & Wang, T. Y. (2017):** The research found that brand distinctiveness, trustworthiness, dependability, recognisability, and consumers' willingness to promote the brand are key factors in brand reputation. In the digital era, multiple factors influencing brand perception are interconnected.

Methodology of Research

- The study adopts a **descriptive research design**.
- **Purposive sampling** was used to select participants.
- Both **primary and secondary data** were collected:

- ❖ **Primary data:** Structured questionnaire administered to respondents
- ❖ **Secondary data:** Relevant journals and publications
- The **sample size** is 120, and the **sample area** is Chennai City.

Tools Used for the Study

- Reliability analysis
- Percentage analysis (for demographic data)
- Chi-square test
- K-means cluster analysis

Data Analysis and Finding

Table 1. Showing reliability analysis

	N	%
Cases Valid	20	100
Exclude	0	0
d(a)		
Total	20	100

Table 2. Showing reliability statistics

Cronbach's Alpha	N of items
0.807	22

Interpretation

The reliability analysis of this study indicates that Cronbach's Alpha falls within the acceptable range, exceeding 0.5. The items demonstrate a dependability coefficient of 0.807. Therefore, the researcher employed a structured questionnaire for data collection.

Percentage Analysis

The percentage analysis for the demographic data revealed the following:

- A majority of respondents (55.5%) are above 30 years of age.
- Most respondents (66.17%) are female.
- Approximately 59.93% of respondents are graduates.
- A significant proportion of respondents (89.8%) are salaried individuals.
- About 42.3% of respondents reported an income level between Rs. 40,000 and Rs. 50,000.

Chi-Square Analysis

H0₁: There is no relationship between the product category purchased and the digital marketing strategy employed by online consumers.

Table 3. Showing Relationship between digital marketing strategy and product category purchased by the online consumers – crosstab results

Product Category Purchased	Digital Marketing Strategy							Total
	Email Marketing	Affiliation Marketing	Social media Marketing	Content marketing	PPC Ads	Video marketing	Website optimization	
Fashion, Beauty and Personal care Items	6	6	1	0	0	0	2	15
	11.10%	13.10%	38.50%	0.00%	0.00%	0.00%	16.10%	13.00%
Home appliances	5	9	0	0	1	0	2	17
	8.90%	19.90%	0.00%	0.00%	60.00%	0.00%	12.90%	13.80%
Furniture and Fittings	2	5	1	0	1	0	0	9
	3.10%	9.90%	15.40%	0.00%	40.00%	0.00%	0.00%	6.00%
Apparel Items	8	5	0	0	0	1	1	15
	15.10%	11.00%	0.00%	0.00%	0.00%	100.00%	3.20%	11.80%
Electronics/Software Items	7	7	0	0	0	0	3	17
	14.70%	15.20%	0.00%	0.00%	0.00%	0.00%	19.40%	14.80%
Books/DVDs/CDs	4	2	0	0	0	0	1	7
	7.60%	4.70%	0.00%	0.00%	0.00%	0.00%	3.20%	5.60%
Food and Beverages	2	1	0	0	0	0	2	5
	2.70%	2.10%	0.00%	0.00%	0.00%	0.00%	8.10%	3.00%
Foot wears	12	4	1	0	0	0	3	20
	27.60%	9.40%	15.40%	0.00%	0.00%	0.00%	17.70%	18.60%
Healthcare Items	2	1	0	0	0	0	0	3
	3.10%	1.60%	0.00%	0.00%	0.00%	0.00%	0.00%	2.00%
Electrical Items	3	4	1	1	0	0	3	12
	6.20%	13.10%	30.80%	100.00%	0.00%	0.00%	19.40%	11.40%
Total	51	44	4	1	2	1	17	120
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Interpretation

- Consumers of electronics and software products are influenced by **affiliation marketing**, accounting for 15.20%.
- **Social media marketing** impacts consumers of fashion and beauty products, with 38.5% influenced.
- **Content marketing** significantly influences consumers of electrical items, with 100% effectiveness.
- Consumers of **home appliances** are influenced by **PPC advertisements**, with an impact of 60%.
- **Video marketing** strongly affects consumers of apparel products, with 100% effectiveness.
- **Website optimisation** helps marketers influence consumers of electronic and electrical products, accounting for 19.40%.

Table 4. Relationship between digital marketing strategy and product category purchased by the online consumers – results of Chi-square test

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.921	12	.000
Likelihood Ratio	28.465	12	.000
Linear-by-Linear Association	.032	1	.716
N of Valid Cases	120		

Interpretation

Based on Table 4, the chi-square results show that the p-value (.000) is less than 0.05. This indicates a significant relationship between the digital marketing strategy and the product category chosen by consumers. Therefore, the null hypothesis is rejected.

K-Means Cluster

Table 5. Showing classification based on digital marketing strategy in which performance of life style product is depending on.

	Cluster			
	1	2	3	4
1. Affiliation Marketing	.22881	-.71887	-.05835	.87631
2. Pay per click advertisement	-.38994	.43106	-.40522	1.16338
3. Social media marketing	.98367	.18736	-.36111	-.25391
4. Email Marketing	-.44170	.24931	.09857	-.12922
5. Content Marketing	-.65155	-.78515	.51395	.17949
6. Video Marketing	.57033	-.30198	.10230	-.58669
7. Paid search ads	-.55913	.52391	.28417	-.94610

Interpretation

The table presents the classification of digital marketing strategies based on various factors that influence the performance of lifestyle products.

Table 6. Showing nature of digital marketing strategy in which performance of life style product is depending on

	Cluster			
	1	2	3	4
1. Affiliation Marketing	Rank 2	Rank 4	Rank 3	Rank 1
2. Paid search ads	Rank 3	Rank 2	Rank 4	Rank 1
3. Social media marketing	Rank 1	Rank 2	Rank 4	Rank 3
4. Email Marketing	Rank 4	Rank 1	Rank 2	Rank 3
5. Content Marketing	Rank 3	Rank 4	Rank 1	Rank 2
6. Video Marketing	Rank 1	Rank 3	Rank 2	Rank 4
7. Pay per click advertisement	Rank 3	Rank 1	Rank 2	Rank 4

Interpretation

The ranking analysis indicates that:

- **Group I** respondents show strong engagement with **social media marketing** and **video marketing**. This cluster can be designated as **“Media Hyper.”**
- **Group II** respondents are highly responsive to **email marketing** and **pay-per-click (PPC) advertisements**, and can be labelled as **“Direct Surfers.”**
- **Group III** respondents demonstrate strength in **content marketing**, and therefore, they are identified as **“Brand Publishers.”**
- **Group IV** respondents show strong influence from **affiliation marketing** and **paid search ads**, and can be referred to as **“Performers.”**

Table 7. Showing frequency loading of clusters

Cluster	1. Media Hyper	22.000
	2. Direct Surfer	23.000
	3. Brand publishers	59.000
	4. Performers	16.000
Valid		120.000
Missing		.000

Interpretation

The analysis shows that **Group I** accounts for **18.3%** of respondents and is classified as **“Media Hypes.”** **Group II** represents **19.1%** and is identified as **“Direct Surfers.”** **Group III** forms the largest segment, comprising **49.1%**, and is labelled **“Brand Publishers.”** **Group IV** constitutes **13.3%** of the respondents and is referred to as **“Performers.”**

Discussion and Conclusion

The present study examines how digital media marketing strategies influence the market performance of lifestyle products. These products are closely connected to consumers' values, preferences, and aspirations, and therefore require a well-planned and targeted marketing approach to succeed in competitive markets. Marketers play a vital role in understanding customer needs and applying suitable

digital media strategies that match the expectations of their target audience. By using such strategies effectively, marketers can increase sales and improve the overall performance of lifestyle products.

Consumer satisfaction is a key factor behind the success of lifestyle products, and it is strongly influenced by digital media marketing. These strategies improve product visibility, customer engagement, and brand appeal, which in turn contribute to higher sales. Varadarajan (2015) stated that successful market differentiation is often achieved through well-designed digital media strategies. When marketing activities reflect consumer preferences, customer satisfaction increases, leading not only to better sales but also to long-term brand loyalty.

To succeed in the market, lifestyle product marketers must follow a customer-centred approach. This involves using digital tools to analyse consumer behaviour, preferences, and buying patterns. Social media platforms provide valuable data that can help marketers design targeted campaigns and personalised content. Tools such as search engine optimisation (SEO), content marketing, and web analytics also help brands to stay visible and actively engage with customers. These digital techniques allow companies to align their products more closely with the lifestyle and expectations of their target consumers.

One of the major strengths of digital media is the ability to maintain continuous interaction with customers. Through real-time feedback, personalised communication, and interactive content, marketers can quickly respond to changing consumer needs. This ongoing engagement helps brands remain relevant and build a stronger connection with customers. Such connections improve customer satisfaction and encourage loyalty, both of which are essential for long-term business success.

Consumer satisfaction plays a major role in improving the performance of lifestyle products. When marketers focus on meeting customer needs, they gain a competitive advantage in the market. Satisfied consumers are more likely to make repeat purchases and recommend the brand to others. This positive word-of-mouth promotion further strengthens the brand's reputation and supports steady market growth.

In the present digital environment, customer satisfaction has become more important than ever. Marketers must design digital content and communication that match consumer preferences. By offering relevant, useful, and personalised messages, brands can build lasting relationships with their customers. Such relationships lead not only to immediate sales but also to long-term trust and loyalty.

In conclusion, digital media marketing strategies have a significant impact on the success of lifestyle products. Marketers who carefully study consumer behaviour and apply suitable digital strategies can improve product performance and increase market share. As highlighted by Varadarajan (2015), digital marketing is essential for market differentiation and sustained customer satisfaction. Organisations that continuously adapt their strategies to changing consumer expectations will be better positioned to succeed in the competitive lifestyle product market.

Therefore, marketers should regularly review and improve their digital media strategies to maintain high levels of customer satisfaction. By doing so, they can strengthen their brand image, increase sales, and ensure long-term growth. The effective use of digital media combined with a strong focus on customer needs is the foundation for lasting success in today's market.

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