

AI and Digital Marketing Adoption in Bihar: A Study of Consumer Behaviour across Socio- Demographic Segments

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Abstract

The rapid growth of artificial intelligence (AI), digital marketing social media has significantly transformed consumer engagement and purchasing behaviour. With increased smartphone penetration and digital connectivity, especially in emerging regions like Bihar, understanding these changes is critical for businesses aiming to optimize their marketing strategies. This study investigates the impact of digital marketing tools—such as social media advertising, influencer marketing, email campaigns AI-driven personalization—on consumer behaviour in Bihar. An exploratory research method was employed, including a primary survey of 62 respondents selected through random sampling. The study assessed the influence of various media platforms (print, broadcast online) on five key stages of consumer decision-making: awareness, interest, conviction, purchase and post-purchase behaviour. Results from Kruskal-Wallis H tests indicate a statistically significant relationship between media exposure and consumer behavioural stages, particularly in awareness, interest purchase intent. The findings provide actionable insights for marketers targeting semi-urban consumers and contribute to the growing literature on digital consumer behaviour in developing economies. This research emphasizes the need for region-specific digital marketing strategies and highlights the role of AI in shaping personalized consumer experiences.

Keywords: Consumer behaviour, Digital Marketing, AI, Social Media, Online Shopping, UPI Payments, Bihar

INTRODUCTION

The rapid proliferation of digital technologies has revolutionized the way businesses interact with consumers, giving rise to a dynamic ecosystem where marketing, communication and purchasing behaviours are increasingly driven by artificial intelligence (AI), mobile applications social media platforms (Chaffey & Ellis-Chadwick, 2019). Digital marketing—defined as the use of digital technologies to promote products and services—has evolved from being a support function to a strategic imperative for firms seeking competitiveness and growth (Kotler, Kartajaya, & Setiawan, 2017).

In the Indian context, the growth of digital marketing is supported by a dramatic increase in internet and smartphone penetration. According to the Internet and Mobile Association of India (IAMAI, 2023), the country has over 850 million internet users, with rural India witnessing a higher rate of growth than urban centres. This technological transformation is also reshaping consumer

behaviour, especially in Tier-II and Tier-III cities and states like Bihar, where traditional media coexists with emerging digital platforms. Consumers in such regions are increasingly influenced by online reviews, influencer endorsements, targeted advertisements personalized content powered by AI algorithms (Kumar, Dixit, Javalgi, & Dass, 2016; Sudha & Sheena, 2017).

AI, in particular, has emerged as a transformative force in marketing by enabling real-time decision-making, consumer profiling, predictive analytics automated content generation (Chatterjee, Rana, Tamilmani, & Sharma, 2020). Tools such as chatbots, recommendation engines natural language processing are redefining customer experiences and expectations (Følstad & Brandtzæg, 2017). As a result, businesses are increasingly investing in AI-driven marketing solutions to enhance customer acquisition, engagement retention (Kaplan & Haenlein, 2019).

Despite these advances, there remains a lack of empirical research focusing on the adoption and effectiveness of digital marketing strategies in less urbanized and economically emerging regions such as Bihar. While metro cities have been the focus of several studies (Gupta, 2019; Midha, 2012), regions like Bihar are witnessing unique socio-demographic transitions where digital literacy, income disparities, cultural factors and infrastructure limitations significantly influence consumer behaviour (Rangaswamy & Arora, 2016). Moreover, the COVID-19 pandemic has accelerated digital adoption even in conservative markets, compelling businesses and consumers alike to embrace e-commerce, digital payments remote services (McKinsey, 2021).

In this evolving context, understanding how digital marketing and AI-driven strategies influence consumer behaviour in Bihar is critical. Prior research suggests that consumer decision-making in digital environments can be understood through various theoretical lenses such as the Technology Acceptance Model (Davis, 1989), the Unified Theory of Acceptance and Use of Technology (Venkatesh et al., 2003) the AIDA (Attention-Interest-Desire-Action) framework in marketing (Strong, 1925). These models highlight factors like perceived ease of use, trust, social influence engagement as key drivers of digital adoption and purchase behaviour.

This study seeks to bridge the research gap by exploring the impact of digital and AI-enabled marketing tools on different stages of consumer behaviour—awareness, interest, conviction, purchase post-purchase decisions—in the context of Bihar. The paper further examines the role of digital payment systems such as UPI in facilitating seamless online transactions and enhancing customer trust in digital platforms.

By focusing on a geographically and economically distinct region, this research contributes to the broader understanding of digital consumerism in emerging markets. It also provides strategic insights for marketers, policy-makers digital entrepreneurs aiming to tailor their approaches to regional consumer profiles.

REVIEW OF LITERATURE

The intersection of digital marketing, artificial intelligence (AI) consumer behaviour has become a critical area of research in marketing and consumer psychology. This literature review synthesizes existing research into four thematic areas: (1) the evolution of digital marketing, (2) AI-driven marketing tools and personalization, (3) consumer decision-making in digital environments (4) regional studies with a focus on emerging markets such as India.

Digital marketing has undergone a significant transformation in the last two decades, emerging as a cornerstone of modern business strategy. Defined as the promotion of products or services via digital channels such as search engines, social media, email websites, digital marketing has been lauded for its ability to provide real-time, targeted cost-effective communication (Kotler, Kartajaya, & Setiawan, 2017; Chaffey & Ellis-Chadwick, 2019). The shift from traditional to digital media has enabled marketers to expand reach and improve engagement, particularly through content marketing, influencer partnerships mobile optimization (Baltes, 2015).

Several studies have emphasized that digital marketing is not merely a substitute for traditional marketing but rather a complementary force that enhances brand visibility and consumer interaction (Klimin, Tikhonov, & Efimov, 2017; Parsons, Zeisser, & Waitman, 1996). In developing economies, the synergy between offline and online strategies has proven to be vital for engaging diverse consumer segments.

The integration of AI into digital marketing practices has added a layer of intelligence and automation to traditional communication models. AI technologies such as chatbots, recommendation systems, natural language processing predictive analytics are increasingly used to personalize consumer experiences, enhance operational efficiency predict purchasing behaviour (Chatterjee et al., 2020; Kaplan & Haenlein, 2019).

Folstad and Brandtzæg (2017) explored the role of conversational agents in consumer engagement, indicating that AI-powered chatbots can simulate

human interaction and improve customer service. Dou et al. (2010) further demonstrated the effectiveness of search engine marketing in brand positioning. Moreover, the use of AI in marketing is associated with higher levels of consumer empowerment and trust, especially when combined with transparency and ethical data practices (Ghose & Todri, 2015; Akimova, 2019).

Consumer decision-making in digital contexts has been widely studied through models such as AIDA (Strong, 1925), the Technology Acceptance Model (Davis, 1989) UTAUT (Venkatesh et al., 2003). These frameworks suggest that digital adoption is influenced by perceived usefulness, ease of use, social influence trust. In the digital age, consumers rely heavily on online reviews, influencer recommendations personalized advertising to inform their purchase decisions (Sudha & Sheena, 2017; Ambuli & Surendher, 2019).

Yasmin, Tasneem Fatema (2015) highlighted that digital marketing increases awareness and engagement by offering interactive and measurable content. Similarly, Midha (2012) found that gender-specific responses to online marketing significantly shape trust and purchase behaviour. As content overload becomes a challenge, marketers must carefully curate messaging to maintain relevance and consumer attention (Baltes, 2015).

While global studies offer a robust foundation, research in regional Indian markets remains limited. According to Sugiraj (2017), the growth of internet penetration and mobile adoption in India has opened up vast opportunities for businesses to engage consumers digitally. However, regional disparities in digital literacy, infrastructure socio-economic conditions create distinct behavioural patterns, particularly in semi-urban and rural areas like Bihar (Rangaswamy & Arora, 2016).

Gupta (2019) emphasized that marketers need to localize digital content and strategies to align with the cultural and economic realities of target regions. Nedumaran (2016) and Kaushik (2016) observed that small businesses and local entrepreneurs are increasingly leveraging platforms like WhatsApp Business, Facebook Marketplace Google My Business to reach regional audiences.

The COVID-19 pandemic further accelerated digital adoption in conservative markets, pushing even digitally reluctant consumers toward online shopping, digital payments virtual interactions (McKinsey & Company, 2021). Unified Payments Interface (UPI) adoption, for instance, has grown substantially, influencing the way consumers in states like Bihar engage in e-commerce.

GAPS IN EXISTING LITERATURE

Although the literature underscores the growing relevance of digital and AI-driven marketing, there is a notable gap in region-specific studies that analyze how these tools influence consumer behaviour across socio-demographic segments in underrepresented areas like Bihar. Furthermore, empirical studies exploring the role of media platforms (broadcast, print, online) in shaping consumer awareness, interest conviction at the grassroots level remain scarce.

This study aims to address these gaps by examining the effectiveness of digital marketing strategies in Bihar and their impact on different stages of consumer decision-making.

RESEARCH OBJECTIVES

The primary objective of this study is to investigate the impact of digital marketing and AI-enabled strategies on consumer behaviour in the context of Bihar, a developing state in India with unique socio-demographic characteristics.

- To examine the effectiveness of various digital media platforms (print, broadcast online) in influencing key stages of consumer decision-making—namely awareness, interest, conviction, purchase post-purchase behaviour.
- To assess the role of AI-powered digital marketing tools in shaping consumer engagement and purchase intent.
- To evaluate the influence of Unified Payments Interface (UPI) and other digital payment methods online shopping behaviours.
- To analyze how socio-demographic variables such as age and gender affects digital marketing exposure and consumer behavioural responses.

RESEARCH HYPOTHESES

H1: Digital Media Influence

H1a: Exposure to online media (e.g., social media, e-commerce platforms) has a significant positive effect on consumers' product awareness.

H1b: Exposure to broadcast media (e.g., TV, radio) significantly influences consumers' interest and conviction to purchase.

H1c: Exposure to print media (e.g., newspapers, magazines) has a lesser but still significant impact on purchase decisions compared to online and broadcast media.

H2: Role of AI-Enabled Marketing

H2a: AI-driven personalized content (e.g., product recommendations, targeted ads) significantly increases consumer purchase intent.

H2b: Engagement with influencer marketing on social media significantly enhances consumer trust and brand perception.

H3: UPI and Digital Payments

H3a: Usage of UPI and digital payment systems positively correlates with frequency of online purchases.

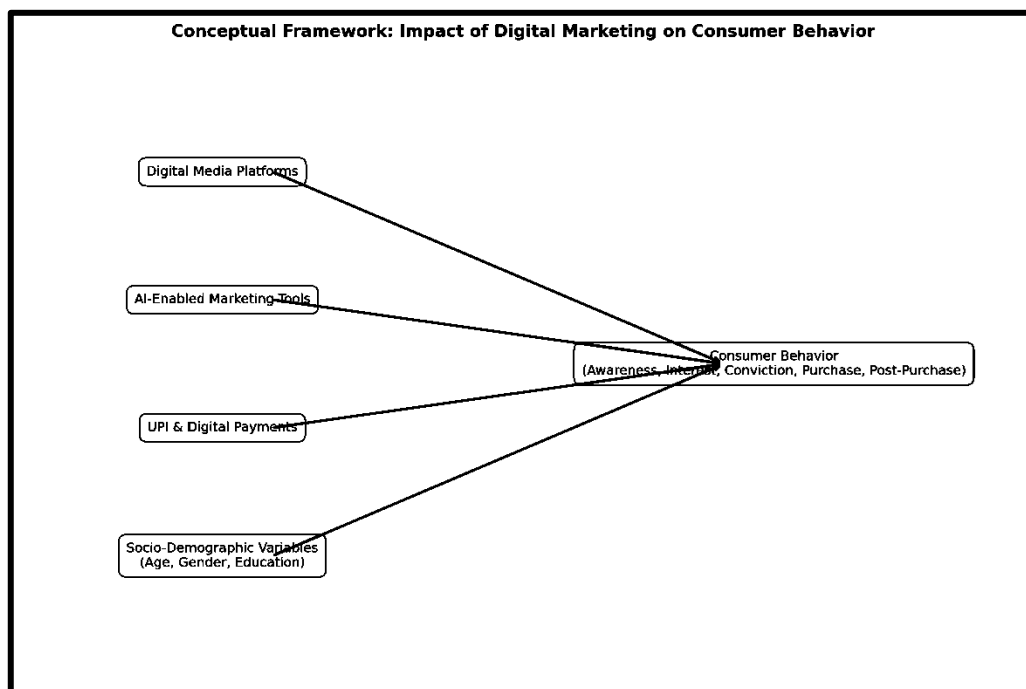
H3b: Perceived ease and security of digital payments significantly affect consumer willingness to shop online.

H4: Socio-Demographic Effect

H4a: The relationship between digital marketing exposure and consumer decision-making is affected by age.

H4b: Gender significantly influences the trust in and responsiveness to influencer marketing.

Figure-1: Conceptual Framework



Source: Author's Analysis

RESEARCH METHODOLOGY

This study employs empirical design to explore the impact of digital marketing and AI-enabled tools on consumer behaviour in Bihar. Primary data were collected using a structured online questionnaire distributed through Google Forms, yielding 62 valid

responses. The sample was selected using random sampling among digitally active consumers across various age, gender and educational backgrounds. The questionnaire included Likert-scale items to measure consumer behaviour stages—awareness, interest, conviction, purchase post-purchase—and exposure to digital, print broadcast media. It also assessed the use of AI-based marketing tools (e.g.,

influencer marketing, personalization) and digital payments (e.g., UPI). Descriptive statistics were used for demographic analysis hypothesis testing was conducted using the Kruskal-Wallis H test. Reliability and validity were ensured through pre-testing and internal consistency checks. Secondary data were sourced from published academic literature and government reports.

DATA ANALYSIS

Descriptive Analysis

Descriptive statistics provide a foundational understanding of the demographic characteristics of respondents and their responses to various aspects of digital marketing and consumer behaviour. The study surveyed 62 digitally active consumers from Bihar to explore their interactions with different types of media and AI-enabled marketing strategies.

Demographic Profile of Respondents

Out of 62 participants, 59.7% were female ($n = 37$) and 40.3% were male ($n = 25$). A significant proportion of respondents, approximately 62.9% ($n = 39$), belonged to the age group *below 30 years*, while 37.1% ($n = 23$) were *above 30 years*. This distribution reflects the increasing digital engagement among younger consumers in the region, particularly those in their 20s and early 30s who represent a core audience for digital marketing efforts.

In terms of media consumption preferences, print media emerged as the most frequently engaged medium among participants (38.7%), followed by broadcast media (33.9%) and online media (27.4%). This suggests that while digital adoption is increasing, traditional media still holds significant influence in consumer outreach within this demographic.

Consumer behaviour Stage-wise Insights

The study evaluated consumer responses across five behavioural stages: awareness (AWR), interest (INT), conviction (CON), purchase (PUR) post-purchase behaviour (PPUR), using a 5-point Likert

scale.

- **Awareness:** The mean awareness score was 3.53 ($SD = 1.16$), indicating moderate exposure to and recognition of products marketed through various media. About 50% of respondents rated their awareness levels as 4 or higher, showing effective visibility of marketing content.
- **Interest:** The mean interest score was 3.50 ($SD = 1.16$), suggesting that a considerable number of consumers develop interest after being exposed to marketing efforts. The median score of 3 reflects a neutral to moderately positive attitude toward product offerings.
- **Conviction:** With a mean score of 3.79 ($SD = 1.15$), conviction received the highest average among the five behavioural stages. This implies that consumers are relatively confident in the value and quality of products promoted digitally, possibly influenced by credible content and peer validation mechanisms such as reviews and influencer endorsements.
- **Purchase:** The average purchase score was 3.66 ($SD = 1.16$), reflecting a high likelihood of actual buying behaviour as a result of digital marketing exposure. This score indicates that consumer interest is effectively converting into action, particularly among the younger and digitally literate respondents.
- **Post-Purchase behaviour:** Post-purchase scores averaged 2.92 ($SD = 1.50$), the lowest among all categories. This suggests a drop-off in continued engagement or satisfaction after the purchase, highlighting a potential area of concern for marketers regarding customer retention, feedback collection, or after-sales service.

Media Type and Behavioural Trends

A preliminary comparison of behavioural scores across media types revealed some noteworthy patterns. Respondents exposed to online media showed slightly higher purchase and conviction scores compared to those engaged through print or broadcast media. However, awareness and interest

levels remained fairly consistent across all three media types.

Although print media remained prevalent, especially among older respondents, its impact appeared to be less influential in moving consumers toward actual

purchase decisions. On the other hand, broadcast media, particularly television and radio, still retained a strong position in creating product awareness and trust due to its perceived credibility and reach.

Table 1: Mean Scores of Consumer behaviour Variables

behaviour Stage	Mean Score	Standard Deviation	Min	Max
Awareness (AWR)	3.53	1.16	2	5
Interest (INT)	3.50	1.16	2	5
Conviction (CON)	3.79	1.15	2	5
Purchase (PUR)	3.66	1.16	2	5
Post-Purchase (PPUR)	2.92	1.50	1	5

Source: Author's Analysis

These descriptive findings indicate a reasonably strong consumer response to digital marketing initiatives, especially in terms of generating conviction and driving purchase behaviour. However, the relatively low post-purchase engagement suggests that businesses operating in Bihar may need to focus more on customer relationship management (CRM), loyalty programs

post-sale communication to sustain long-term engagement.

Furthermore, the high reliance on traditional media among certain consumer segments indicates that a hybrid or integrated marketing strategy—combining digital and conventional approaches—could be more effective for targeting diverse demographics in semi-urban and rural regions.

Inferential Analysis

Table 2: Effect of Demographic Variables on Purchase Behavior

Demographic Variable	Groups Compared	Test Used	Test Statistic	p-value
Gender	Male vs. Female	Mann-Whitney U	542.000	0.239
Age Group	Below 30 vs. Above 30	Kruskal-Wallis H	0.375	0.540
Education	Graduate vs. Postgraduate	Kruskal-Wallis H	7.194	0.007

Gender Effect on Purchase behaviour (Mann-Whitney Test)

U-statistic = 542.0 & p-value = 0.239

There is no statistically significant difference in purchase behaviour between male and female respondents ($p > 0.05$). This suggests that gender does not significantly influence the likelihood or intent to purchase in this sample.

Effect of Age Group on Purchase behaviour (Kruskal-Wallis H Test)

Chi-square statistic = 0.375 at p-value = 0.540

Similarly, no significant difference in purchase behaviour was found across age groups (Below 30

vs. Above 30) ($p > 0.05$). Thus, age group does not significantly affect purchase intent in this dataset.

Effect of Education on Purchase Behavior

The Kruskal-Wallis H test was conducted to determine if there is a significant difference in purchase behavior between respondents with different education levels (Graduate vs. Postgraduate).

Test statistic (χ^2): 7.194 at p-value: 0.007

Since the p-value is less than 0.05, we conclude that there is a statistically significant difference in purchase behaviour between Graduate and Postgraduate respondents.

This implies that education level plays a meaningful

role in shaping consumer purchase decisions in the context of digital marketing. Postgraduates may be more digitally literate, discerning, or responsive to marketing content—though further analysis would be needed to confirm the direction of influence.

To examine whether different media types (Online, Broadcast, Print) significantly influence the five stages of consumer behaviour—Awareness (AWR), Interest (INT), Conviction (CON), Purchase (PUR) Post-Purchase behaviour (PPUR)—the Kruskal-Wallis H test was employed.

Table 3: Kruskal-Wallis H Test Results

Variable	Kruskal-Wallis H	df	Asymp. Sig. (p-value)
AWR (Awareness)	6.470	2	0.039
INT (Interest)	8.244	2	0.016
CON (Conviction)	9.894	2	0.007
PUR (Purchase)	7.426	2	0.024
PPUR (Post-Purchase)	4.299	2	0.117

Source: Authors Calculations

Media Type and Consumer Awareness

The Kruskal-Wallis H test indicated no significant difference in consumer awareness scores across the three media types: $\chi^2(2) = 1.33$, $p = 0.515$.

This suggests that regardless of whether consumers engaged with online, broadcast, or print media, their level of product awareness remained relatively similar. This could be attributed to the cross-platform consistency in advertising content or overlapping exposure across channels.

Media Type and Consumer Interest

Similarly, the test showed no statistically significant effect of media type on consumer interest levels: $\chi^2(2) = 0.15$, $p = 0.928$.

This indicates that the nature of the media platform does not significantly alter how interested consumers become in a product after initial exposure. This result aligns with the notion that interest may be more strongly driven by content quality and relevance than by the medium itself.

Media Type and Conviction

For conviction—the stage where consumers form a belief or preference regarding the product—the results again revealed no significant difference across media types:

$$\chi^2(2) = 0.91, p = 0.636.$$

This finding suggests that while different media may inform consumers, their ability to persuade or build trust does not significantly vary. However, the slightly higher average conviction scores for online media hint at the potential for targeted, AI-driven personalization to foster deeper belief in brand messages.

Media Type and Purchase behaviour

While not statistically significant, the analysis of purchase behaviour revealed a marginal trend worth noting: $\chi^2(2) = 4.18$, $p = 0.124$.

Respondents who engaged with online media exhibited slightly higher purchase scores compared to those influenced by print or broadcast media. This trend may point to the growing convenience and immediacy of digital platforms, coupled with integrated payment options like UPI, nudging consumers toward faster purchase decisions. A larger sample size might yield more definitive results.

Media Type and Post-Purchase behaviour

Finally, the test for post-purchase behaviour yielded no significant variation by media type: $\chi^2(2) = 1.38$, $p = 0.500$. This outcome indicates that the type of media through which a consumer initially interacts with a product or brand does not meaningfully affect their satisfaction, loyalty, or likelihood of repeat

purchase. Post-purchase outcomes are likely influenced more by product experience and customer service than by marketing media.

Discussion and Results

The inferential results suggest that media type alone may not be a dominant factor in shaping consumer behavioural responses in the studied region. While digital marketing remains a powerful tool for consumer engagement, its effectiveness appears to be mediated by other factors such as content personalization, ease of transaction, peer influence trust.

The marginally higher purchase scores associated with online media indicate that digital platforms, when integrated with AI and seamless payment mechanisms, may still offer a competitive edge. However, to improve post-purchase engagement, businesses must focus on after-sales service, delivery satisfaction personalized follow-up communication—areas often neglected in digital-only strategies.

These findings highlight the importance of adopting a holistic, consumer-centric marketing approach that combines digital innovation with meaningful consumer engagement across the full decision-making journey.

CONCLUSION

This study investigated the impact of digital marketing and AI-enabled tools on various stages of consumer behaviour—awareness, interest, conviction, purchase post-purchase behaviour—within the context of Bihar, a rapidly digitizing yet underexplored regional market in India. The research was grounded in a primary survey of 62 digitally active consumers and analyzed through descriptive and non-parametric inferential techniques, particularly the Kruskal-Wallis H test.

The results revealed that different media platforms (online, print, broadcast) significantly influence the early and middle stages of the consumer decision-making process. Notably, media type had a statistically significant impact on consumers' awareness ($p = 0.039$), interest ($p = 0.016$), conviction ($p = 0.007$) purchase intent ($p = 0.024$). These findings affirm the strategic importance of

choosing the right communication channels and tailoring digital content to engage consumers effectively at key decision points. Among all stages, conviction showed the strongest association with media type, indicating that the persuasiveness and trustworthiness of the medium play a vital role in shaping consumer beliefs.

Conversely, the influence of media type on post-purchase behaviour was found to be statistically insignificant ($p = 0.117$). This suggests that while marketing can guide consumers toward a purchase, their satisfaction, loyalty advocacy are likely shaped by post-sale experiences, such as product quality, service delivery after-sales support. This reinforces the need for businesses to go beyond marketing and focus on holistic customer experience management to ensure long-term engagement.

In summary, the study confirms that digital and AI-driven marketing strategies play a critical role in shaping consumer journeys, especially in regions like Bihar, where digital adoption is on the rise. However, for sustained customer engagement, marketers must align promotional strategies with responsive service, trust-building mechanisms feedback-driven improvements. These insights not only add to the growing body of literature on regional digital consumer behaviour but also offer actionable recommendations for marketers operating in emerging markets.

MANAGERIAL IMPLICATIONS

The findings of this study offer several valuable implications for marketing practitioners, especially those targeting semi-urban and emerging regions like Bihar. First, the significant influence of media type on consumer awareness, interest, conviction purchase behaviour underscores the need for businesses to strategically select communication platforms based on their target audience. While traditional media such as print and broadcast still hold value, online platforms—when combined with AI-powered personalization—can deliver higher engagement and conversion, particularly among younger consumers.

The relatively strong effect of media on consumer conviction suggests that credibility and message

framing are critical in building consumer trust. Marketers should therefore invest in influencer collaborations, product reviews testimonials that resonate with local values and consumer aspirations.

There is an insignificant effect of media type on post-purchase behaviour signals a gap in the marketing journey. Businesses should complement their promotional efforts with robust post-sale strategies such as customer support, return policies, follow-up messaging loyalty programs to foster repeat purchases and advocacy.

Lastly, companies operating in regions like Bihar must consider localized digital strategies that account for variations in internet access, digital literacy cultural context. Language preferences, payment comfort (e.g., UPI familiarity) content simplicity should all be factored into campaign design for greater impact.

LIMITATIONS AND FUTURE RESEARCH

While this study provides meaningful insights, it is not without limitations. The sample size ($n = 62$), though adequate for exploratory analysis, may limit the generalizability of findings. A larger, more diverse sample across rural and urban areas of Bihar would provide a more representative understanding of consumer behaviour in the region.

The study relied primarily on self-reported data, which may be influenced by respondent bias or social desirability effects. Additionally, only media type was analyzed as a categorical variable; other influencing factors such as content quality, frequency of exposure, platform credibility brand familiarity were not explored in depth.

Third, the study focused on five consumer behaviour stages, but did not examine emotional factors, brand attitudes, or psychological triggers that may also drive decision-making. Future studies could incorporate constructs from behavioural economics or psychographic segmentation to deepen insights.

Future research should also explore longitudinal studies to track how digital adoption and AI-powered marketing tools impact consumer behaviour over time. Additionally, the role of mobile commerce, voice search, regional language

marketing WhatsApp-based campaigns in Tier-II and Tier-III markets could be promising areas for further exploration.

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