



Impact Of Digital Marketing On Buying Behavior Of Consumers In Tirupur City

Dr. P. Dhanya¹, Nikitha K²

¹Associate Professor, Department of Commerce with Professional Accounting, Dr. N. G. P. Arts and Science College, Coimbatore 641048, India.

²III B. Com. P. A., Department of Commerce with Professional Accounting, Dr. N. G. P. Arts and Science College, Coimbatore 641048, India.

Abstract

The research examines how digital marketing affects consumer buying behavior in Tirupur City. Businesses are using more and more online platforms like social media, search engines, and email campaigns to connect with consumers in the fast growth of digital technology. The study seeks to clarify how consumer knowledge, option, confidence, and buying behavior are impacted by digital marketing methods. Structured questionnaires gathered fresh data from 125 respondents using a convenience sampling technique. The research used simple percentage analysis, Likert scale, and chi-square analysis to appraise consumer behavior and attitudes. Driven by personalized content, product reviews, and social media engagement, the results show a strong link between consumers' tendency toward online buying and digital marketing initiatives. The study highlights the need of companies to change their digital marketing approach to match changing consumer expectations and hence to improve online interaction, trust and purchase conversion.

Keywords: Digital marketing, consumer buying behavior, consumer awareness, online shopping, marketing strategies.

1. Introduction

Digital marketing, often referred to as online marketing, involves promoting brands to engage with prospective clients through the internet and various forms of digital communication. Digital marketing encompasses the promotion of products or services via digital channels and electronic technologies. These channels consist of the internet, mobile devices, social media platforms, search engines, and various other digital platform. The phrase "Digital Marketing" was introduced in the 1990s. Digital marketing was previously identified as and labeled as 'online marketing', 'internet marketing', or 'web marketing'. Globally, digital marketing has emerged as the most widely used term and has significantly grown in the business sector, particularly after 2013. Nevertheless, in some countries such as Italy, digital marketing is still recognized as web marketing.

Digital marketing strategies assist marketers in setting objectives, identifying a target audience, and creating a digital marketing plan that effectively engages that audience. These strategies offer guidance for a specific campaign or program and establish a framework for assessing results. In today's world, everything is digital, and digital marketing has become a part of nearly every element of business, drastically transforming how firms interact with and provide value to their customers. Digital marketing employs the same concepts as conventional offline marketing but within a digital environment. It depends on consumer data to identify a business's target market and provide the most pertinent messaging available.

2. Statement of the Problem

Companies in the digital age depend more and more on digital marketing approaches to affect consumer buying behavior. The surge of social media, search engine marketing, email promotions, and influencer endorsements is driving new consumer behavior. Many companies find it difficult to assess the impact of different digital channels and plans on consumer decisions, even with the prevalent use of digital marketing. Though their particular influence is not completely clear, factors like targeted advertisements, personalized content, online reviews, and social media interactions play a vital part in defining consumer tastes. Furthermore complicating the link between digital marketing and buying behavior are information overload, consumer trust in digital marketing activities, and data privacy issues. This research seeks to provide insights by examining how different digital marketing strategies affect consumer trust, brand perception, and buying intention to help companies improve their digital marketing techniques for increased customer engagement and higher revenues.

3. Objectives

- To extend the awareness about digital marketing among consumers.
- To identify the factors that determine the relationship between digital marketing and buying behavior of consumers.
- To assess the effectiveness of digital marketing in buying behavior of consumers.
- To investigating the impact of digital marketing on buying behavior of consumers.

4. Scope

Digital marketing allows businesses to analyze consumer behavior, preferences, and demographics to deliver personalized ads, recommendations, and offers, improving engagement and conversions. Consumer buying behavior is heavily influenced by social media platforms, reviews, influencer endorsements, and user-generated content. Businesses can leverage this to build brand trust and engagement. Consumers have access to products and services from across the globe, breaking down geographical barriers and enabling businesses to tap into international markets. Digital marketing provides tools to track and analyze consumer behavior, such as browsing history, purchase patterns, and feedback. These insights help businesses refine their strategies. Innovations such as virtual reality (VR), augmented reality (AR), and voice search are expanding the scope of consumer engagement in digital marketing.

5. Research Methodology

5.1 Sampling Technique

The sampling technique used in this study is convenient sampling method.

5.2 Sources of Data

The primary data is collected through the questionnaires from the respondents and the secondary data is collected through articles, journals and books.

5.3 Tools for Analysis

In order to achieve the objectives of this study, following statistical tools are used as simple percentage analysis, likert scale analysis, chi-square analysis.

5.4 Sample Size

The sample size of this study is 125 respondents.

6. Review of Literature

Priya Pandey, Muskan Kumari and Jahangeer Ahmad Ganie (April 2024) examined the research with the purpose of exploring and comprehending the difficulties encountered by customers regarding digital marketing. This research aims to analyze and assess the role of gender in consumer behavior and the influences of digital marketing on purchasing habits in Ludhiana. This research clarified that digital marketing represents a modern technology that has integrated the internet into the social sphere by presenting social media platforms like social network sites, user-review websites, discussion forums, and mobile applications, which are collectively termed as online data and through which users can access and generate information. The sample size for this research is 375. This research concluded that a significant number of respondents concurred that digital marketing channels had a considerable effect on consumer behavior and buying choices.

Raghul M and Prof M Vadivel (April 2024) explored the research with the objective of evaluating the efficacy of digital marketing campaigns that influence consumer behavior. This research focuses on scrutinizing specific digital marketing channels, such as social media, search engines, and email, along with

their impacts on the decision-making processes of modern consumers. This study employs a Descriptive Research Design to investigate and illustrate the effects of digital marketing on consumer purchasing behavior. The sample size for this research consists of 120 samples. This research concluded that examining the intricacies of social media advertising, understanding the factors that influence purchasing decisions, and conducting a comparative analysis of different digital marketing channels can provide marketers with targeted strategies.

Pavithran V and Dr. S Raja (May 2024) analyzed the study with the objective to learn more about the kinds of products that are purchased through digital channels. Two hundred eight respondents to the survey are used in this study. The chi-square test is used to analyze the survey results. A descriptive research methodology is used in this study. This study describes the technological advancement in digital marketing and the reason for adopting technologies in digital marketing. This study concluded that most individuals choose shopping and electronic items to purchase through digital channels.

T Abirami and Dr. P Jagadeesan (2024) analyzed the study with the objective to analyze the effects of digital marketing on consumer trust, credibility, and loyalty towards brands. This study explained about how digital marketing influences consumer behavior is crucial for businesses to effectively design and implement their marketing strategies. The research methodology in this study involves a combination of quantitative and qualitative approaches. This study concluded that digital marketing techniques enable marketers to tailor their messages and advertisements to specific consumer segments based on their demographics, preferences, and browsing behavior.

Joshua Wesly Jeyakumar and P. V. Saravanan (April 2023) the study aims to identify how digital marketing impacts consumer behavior, which factors contribute to the success of digital marketing, and how marketers can engage with consumers via digital platforms. This study employed a mixed-method strategy, incorporating both qualitative and quantitative data to explore the research objectives. This study indicated that digital marketing notably affects consumer buying behavior, with consumers relying on digital platforms to research products, read reviews, and complete purchases. This study concluded that businesses should allocate resources to digital marketing to connect with their target audience and increase sales.

Dr. S Hemalatha (December 2023) analyzed the study with the objective to analyse the influence of frequency of virtual adds on purchasing decisions of consumers. An exploratory analysis methodology using a questionnaire for primary research used in this study. This study explained about Digital Marketing versus Traditional Marketing. This study concluded that the intention to purchase can actually become actual purchases, hence the purchase intention of consumers need to be improved which can be caused by advertising and influenced by them to purchase products rather than their previous purchases.

Dr. Raghavendra, Dr. Varsha Agarwal and Dr. Priyanka Rawal (March 2022) analyzed the study with the objective to find the Digital media platforms that influence consumer behaviour. This study investigated that a new generation of consumers has emerged as a result of developments in technology, increased levels of competition, and the current trends in digital marketing. It is a descriptive study conducted in Coimbatore city. 200 sample respondents were selected based on convenient sampling method. The study concluded that Consumers may benefit from digitization by receiving benefits such as coupons, gift certificates, discounts, cash back, and cash discounts, which encourages and inspires them to utilize digital transactions.

Dr. Bhuvaneswari M and Vineesh R (July 2022) examined the research with the aim of assessing customers' satisfaction levels regarding SEO for selecting appropriate brands. The study's sample consists of 150 participants. A descriptive research design alongside a convenience sampling method was employed. Statistical tools such as percentage analysis, chi-square analysis, and correlation were utilized. The study revealed that the respondents strongly agreed on the importance of repeatedly reminding brands to encourage product purchases. It was suggested by this study that social media advertisements should allow viewers to see others' reviews and comments to drive their purchasing decisions. The conclusion of this study was that digital media represents the most effective platform for transforming a product into a brand.

Sri Hari V, et.al., (September 2022) analyzed the study with the objective to determine the Digital broadcasting platforms that influence consumer behaviour in online shopping. This study explored that business models that make use of digital technology to save costs and grow operations internationally. The descriptive research was carried out in the cities of Chennai and Coimbatore. A total of 200 sample participants were selected using a random sampling method. This study concluded that customers are offered incentives to embrace digital transactions in the form of coupons, gift cards, discounts, cash back, and cash discounts as a result of digitization.

Dr. P Rama Krishna, et.al., (November 2022) analyzed the study with the objective to assess the impact of Search engine optimization on Consumer perception and buying behaviour. This study aims to analyse the effects of digital marketing on consumer purchasing behaviour and determine whether consumers should be

aware of digital marketing and how it affects their purchasing decisions. The sample of respondents used in this study was a convenience sample. The sample size of this study is 295. This study concluded that the digital marketing dimensions and consumer perception and buying behaviour are positively associated.

7. Analysis and Interpretation

7.1 Simple Percentage Analysis

Simple percentage analysis is a statistical tool used to analyze and interpret data in terms of percentages. It aids in comprehending the allocation and ratio of various categories within a dataset.

Table 1: Simple Percentage Analysis

| FACTORS | CATEGORIES | FREQUENCY | PERCENTAGE |
|--|--------------------------|------------|------------|
| Age | Below 18 years | 7 | 5.6 |
| | 18 - 25 years | 60 | 48 |
| | 25-40 years | 46 | 36.8 |
| | Above 40 years | 12 | 9.6 |
| | Total | 125 | 100 |
| Gender | Male | 62 | 49.6 |
| | Female | 63 | 50.4 |
| | Total | 125 | 100 |
| Occupation | Student | 52 | 41.6 |
| | Government Employee | 12 | 9.6 |
| | Private Employee | 36 | 28.8 |
| | Business | 22 | 17.6 |
| | Other | 3 | 2.4 |
| | Total | 125 | 100 |
| Aware of the Digital Marketing | Yes | 110 | 88 |
| | No | 15 | 12 |
| | Total | 125 | 100 |
| Purchase through online | Yes | 117 | 93.6 |
| | No | 8 | 6.4 |
| | Total | 125 | 100 |
| Hours spend on Internet | Less than 1 Hour | 24 | 19.2 |
| | 1 – 2 Hours | 46 | 36.8 |
| | 2 – 5 Hours | 43 | 34.4 |
| | More than 5 Hours | 12 | 9.6 |
| | Total | 125 | 100 |
| Digital marketing that attracts the consumers about online shopping | Easy Payment | 32 | 25.6 |
| | No Hidden Cost | 18 | 14.4 |
| | No travel to shop | 41 | 32.8 |
| | Discount and Offer | 34 | 27.2 |
| | Total | 125 | 100 |
| Platform that consumers frequently engage with for digital marketing | Amazon | 44 | 35.2 |
| | Flipkart | 36 | 28.8 |
| | Meesho | 32 | 25.6 |
| | Mynta | 12 | 9.6 |
| | Other | 1 | 0.8 |
| | Total | 125 | 100 |
| Consumers make payment on online shopping | Debit card / Credit Card | 17 | 13.6 |
| | Internet Banking | 23 | 18.4 |
| | GPay / PhonePe / Paytm | 47 | 37.6 |

| | | | |
|--|--------------------------------------|------------|------------|
| | Cash on Delivery | 38 | 30.4 |
| | Total | 125 | 100 |
| How often digital marketing influence consumers to shop online | Once in a Week | 4 | 3.2 |
| | Once in a Month | 40 | 32 |
| | More than once in a Week | 20 | 16 |
| | More than once in a Month | 26 | 20.8 |
| | Only during sales or festive seasons | 35 | 28 |
| | Total | 125 | 100 |
| Consumers recommend online shopping through digital marketing to others | Yes | 113 | 90.4 |
| | No | 12 | 9.6 |
| | Total | 125 | 100 |

(Source: Primary data)

Table 1 shows that the majority [48% (60)] of the respondents comes under the age of 18 – 25 years, majority [50.4% (63)] of the respondents are female, majority [41.6% (52)] of the respondents are student, majority [88% (110)] of the respondents are aware of the digital marketing, majority [93.6% (117)] of the respondents are purchase through online, majority [36.8% (46)] of the respondents are spend 1 – 2 hours on internet, majority [32.8% (41)] of the respondents are get attracts of no travel to shop about online shopping through digital marketing, majority [35.2% (44)] of the respondents are frequently engage with for digital platform like amazon, majority [37.6% (47)] of the respondents are Gpay / phonepe / paytm on online shopping, majority [32% (40)] of the respondents are influenced by digital marketing to shops online once in a month and majority [90.4% (113)] of the respondents are recommend online shopping through digital marketing to others.

7.2 Likert Scale Analysis

A Likert Scale is a widely used rating scale that measures people's attitudes, opinions, or perceptions toward a specific topic. It consists of a set of statements where respondents indicate their level of agreement or disagreement on a scale of 5 or more points.

Table 2.1: Respondents regarding Price Varies in Different Website

| Factors | No. of Respondents | Likert Scale Value | Rank |
|-------------------|--------------------|--------------------|------------|
| Strongly agree | 45 | 5 | 225 |
| Agree | 51 | 4 | 204 |
| Neutral | 25 | 3 | 75 |
| Disagree | 4 | 2 | 8 |
| Strongly disagree | 0 | 1 | 0 |
| Total | 125 | | 512 |

(Source: Primary data)

$$\begin{aligned}
 \text{Likert scale} &= \sum fx / \text{total number of respondents} \\
 &= 512 / 125 \\
 &= 4.1
 \end{aligned}$$

Table 2.1 shows that 225 (45) of the respondents are strongly agreed that price varies in different website, 204 (51) of the respondents are agreed that price varies in different website, 75 (25) of the respondents are neutral that price varies in different website, 8 (4) of the respondents are disagreed that price varies in different website. Likert scale value is 4.1 is greater than the mid value (3), thus the price varies in different website.

Table 2.2: Respondents regarding Availability of the Information provided through Digital Marketing

| Factors | No. of Respondents | Likert Scale Value | Rank |
|---------------------|--------------------|--------------------|------------|
| Strongly Satisfy | 24 | 5 | 120 |
| Satisfy | 62 | 4 | 248 |
| Neutral | 38 | 3 | 114 |
| Dissatisfy | 1 | 2 | 2 |
| Strongly Dissatisfy | 0 | 1 | 0 |
| Total | 125 | | 484 |

(Source: Primary data)

$$\begin{aligned}\text{Likert scale} &= \sum fx / \text{total number of respondents} \\ &= 484 / 125 \\ &= 3.9\end{aligned}$$

Table 2.2 shows that 120 (24) of the respondents are strongly satisfied about the availability of the information provided through digital marketing, 248 (62) of the respondents are satisfied about the availability of the information provided through digital marketing, 114 (38) of the respondents are neutral about the availability of the information provided through digital marketing, 2 (1) of the respondents are dissatisfied about the availability of the information provided through digital marketing. Likert scale value is 3.9 is greater than the mid value (3), thus the respondents have a positive perception on availability of the information provided through digital marketing.

7.3 Chi-Square Analysis

Chi-Square Analysis is a statistical method used to test the relationship between categorical variables by comparing observed and expected frequencies. It helps determine whether differences between groups are due to chance or a significant association.

Table 3: Relationship between gender and consumers trust in the information provided through digital marketing channels

| | |
|-----------------------|-------|
| DEGREE OF FREEDOM | 1 |
| LEVEL OF SIGNIFICANCE | 0.05 |
| p-value | 0.009 |
| CALCULATED VALUE | 6.759 |
| TABLE VALUE | 3.841 |

(Source: Primary data)

Table 3 shows that the calculated value (6.759) is greater than the table value (3.841). The p-value (0.009) is less than 0.05, we reject the null hypothesis. There is significant relationship between gender and consumers trust in the information provided through digital marketing channels, so it is alternate hypothesis (H1).

8. Findings

- Majority [37.6% (47)] of the respondents are Gpay / phonepe / paytm on online shopping.
- Majority [32% (40)] of the respondents are influenced by digital marketing to shops online once in a month.
- Majority [90.4% (113)] of the respondents are recommend online shopping through digital marketing to others.
- Likert scale value is 4.1 is greater than the mid value (3), thus the price varies in different website.
- Likert scale value is 3.9 is greater than the mid value (3), thus the respondents have a positive perception on availability of the information provided through digital marketing.
- The p-value is $0.009 < 0.05$, there is significant relationship between gender and consumers trust in the information provided through digital marketing channels, so it is alternate hypothesis (H1).

9. Suggestions

- The study suggests the significant impact of digital marketing on consumer behavior, especially among young adults, who demonstrate considerable awareness of online marketing strategies and their influence on buying choices.
- Factors such as product quality, social media influence, and ease of payment play a significant role in buying behavior.
- The effectiveness of digital marketing is evident as it impacts consumer trust, purchase frequency, and decision-making.
- Most respondents gather information before buying, highlighting the role of digital marketing in shaping informed choices.
- Digital platforms enhance the shopping experience, influencing recommendations and repeated purchases.
- Enhancing the consumer experience with continuous engagement and informed decision-making can strengthen the impact of digital marketing by increasing awareness and influencing buying behavior more effectively.

10. Conclusion

In conclusion, digital marketing has significantly influenced consumer behavior. A majority of respondents are aware of digital marketing, trust the information provided, and feel safe shopping online. Social media plays a crucial role in motivating online purchases, and digital marketing influences buying decisions, particularly through product quality, features, and benefits. The effectiveness of digital marketing is highlighted by its role in providing information before purchasing, encouraging interaction with platforms like Amazon, and influencing frequent online shopping habits. The findings support the idea that digital marketing's impact on consumer awareness, buying behavior, and overall shopping preferences.

References

- Priya Pandey, Muskan Kumari, Jahangeer Ahmad Ganie (April 2024), Impact of Digital Marketing on Consumer Purchasing Behaviour, International Journal for Multidimensional Research Perspectives, ISSN: 2584-0029, Volume 2, Issue 4.
- Raghul M and Prof M Vadivel (April 2024), A Study on Impact of Digital Marketing on Customers Buying Behaviour, IPE Journal of Management, ISSN 2249-9040, Volume 14, No 4.
- Pavithran V and Dr. S Raja (May 2024), A Study on The Impact of Digital Marketing on Customer Purchase Decisions in Chennai, International Journal of All Research Education and Scientific Methods (IJARESM), ISSN: 2455-6211, Volume 12, Issue 5, May-2024.
- T Abirami and Dr. P Jagadeesan (2024), Impact of Digital Marketing on Buying Behaviour of Consumers in Chennai, Educational Administration: Theory and Practice, ISSN: 2148-2403.
- Joshua Wesly Jeyakumar and P. V. Saravanan (April 2023), Impact of Digital Marketing on Consumer Buying Behaviour, International Journal of Scientific Research in Engineering and Management, ISSN: 2582-3930, Volume 7, Issue 4.
- Dr. S Hemalatha (December 2023), Impact of Digital Marketing on Consumer Buying Behavior of Coimbatore District, International Journal of Engineering Technology and Management Sciences, ISSN: 2581-4621, Volume 7, Issue 6.

- Dr. Raghavendra, Dr. Varsha Agarwal and Dr. Priyanka Rawal (March 2022), Digital Marketing and its Impact on The Consumer Behaviour a Study with Special Reference to Select Cities, Multidisciplinary Studies: Prospects and Problems in Modern Era, ISBN: 978-920-5-20223-5.
- Dr. Bhuvaneswari M and Vineesh R (July 2022), A Study on Impact of Digital Marketing Components of Purchasing Behaviour of Automobiles in Indian Market with Special Reference to Selected Brands, *International Research Journal of Education and Technology*, ISSN: 2581-7795, Volume: 04, Issue: 07.
- Sri Hari V, Sahana, Dr. Pratap Desai, Mohammad Turaab Suhail, Shanthini S and M. Mohamed Ilyas (September 2022), Digital Marketing and its Impact on the Consumer Behaviour a Study with Special Reference to Select Cities, *Korea Review of International Studies*, ISSN - 1226-4741.
- Dr. P Rama Krishna, Mr. N Krishna, Mr. Neelapala Venkat, Mr. M Sameer Kumar, Mr. M Srinivasa Rao, Mrs. B Kusuma (November 2022), Impact of Digital Marketing on Consumer Perception and Buying Behaviour, *NeuroQuantology*, eISSN: 1303-5150, Volume 20, Issue 15.
- Shruti Gulve (November 2021), Impact of Digital Marketing on Consumer Buying Behaviour, *International Journal of Multidisciplinary Educational Research*, ISSN: 2277-7881, Volume 10, Issue 11(3).
- Dr. Komal Nagrani and B.V.D.S Sai Pavan Kumar (2021), A Study on Impact of Digital Marketing on Consumer Behaviour, *International Journal of Research Publication and Reviews*, ISSN 2582-7421, Volume 2, Issue 6.
- Alok Kumar Pal and Dr. Bharti Shukla (May 2020), Impact of Digital Marketing on Consumer Buying Behaviour, *IRE Journals*, ISSN: 2456-8880, Volume 3 Issue 11.
- Mannu Garg, Ashima Bansal and Kirti Singla (2020), Impact of Digital Marketing on Consumer Decision Making, *International Journal for Scientific Research & Development*, ISSN (online): 2321-0613, ISSN: 2321-0613, Volume 8, Issue 3.
- Mr. Sabir Sayed (March 2019), Impact of Digital Marketing on Consumer Purchase Behaviour, *International Journal of Technology and Management*, Volume 4, Issue 1.
- K Ravindran and V Satyamoorthi (December 2019), Impact of Digital Marketing on Consumer Purchase Decision, *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, ISSN: 2278-3075, Volume 9, Issue 2S2.
- Ujjwal Bokde and Dr. Subramaniam Seshan (2019), To study the impact of digital marketing on purchase decision of youth in Nagpur City, *International Journal of Advance Research, Ideas and Innovations in Technology*, ISSN: 2454-132X, Volume 5, Issue 3.
- D. M. Arvind Mallik and Shanker Narayan Rao (January 2017), Impact of Digital Marketing on Youth Buying Behavior at Big Bazaar in Udupi, *International Journal for Innovative Research in Science & Technology*, ISSN: 2349-6010, Volume 3, Issue 08.
- Dr. S. Sivasankaran (2017), Digital Marketing and Its Impact on Buying Behaviour of Youth, *International Journal of Research in Management & Business Studies*, ISSN: 2348-6503, Volume 4, Issue 3.
- Mrs. K. R. Mahalaxmi and P. Ranjith (March 2016), A Study on Impact of Digital Marketing in Customer Purchase Decision in Trichy, *IJIRST –International Journal for Innovative Research in Science & Technology*, ISSN: 2349-6010, Volume 2, Issue 10.