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## A Study On Purchase Behaviour And Customer Perception Towards Digital Marketing

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### ABSTRACT

This study investigates the influence of digital marketing on consumer purchase behavior and customer perception, with a focused case study. Through surveys and statistical tools such as ANOVA, chi-square, and rank analysis, the research highlights how digital strategies like SEO, social media, and influencer marketing affect consumer decisions. Findings suggest that clarity in marketing messages and transparency significantly shape customer perception. The study concludes with actionable strategies to overcome implementation challenges and leverage digital trends for sustained business growth.

### KEYWORDS

Digital Marketing, Purchase Behavior, Customer Perception, SEO, Social Media, ANOVA, Consumer Trust.

### INTRODUCTION

Digital marketing has transformed traditional business operations by enhancing reach, engagement, and sales performance. The study outlines how consumer behavior is increasingly shaped by online interactions, targeted advertising, and digital content. As digital marketing continues to grow in prominence, understanding how customers perceive and respond to these digital strategies is critical. This study aims to examine the **purchase behavior** and **customer perception** towards the digital marketing. By analyzing how different digital channels

affect customer decision-making, the research will provide valuable insights for optimizing marketing strategies in a highly competitive marketplace.

In today's digital age, businesses are increasingly relying on digital marketing strategies to engage with their customers, build brand awareness, and drive sales. The rapid growth of the internet, social media platforms, and digital technologies has transformed how companies approach marketing and how consumers make purchasing decisions. With the vast amount of information available online and the ability to shop from anywhere at any time, understanding consumer behavior in the digital space is more important than ever.

**Purchase behavior** refers to the decision-making process of consumers when selecting, purchasing, and using products and services. This behavior is influenced by various factors, including personal preferences, cultural influences, psychological factors, and, more recently, digital marketing efforts. In the context of digital marketing, companies use tools such as social media ads, search engine optimization (SEO), email marketing, and online content to influence potential customers and guide their purchasing decisions.

**Customer perception**, on the other hand, refers to how customers view and interpret a brand's marketing efforts, products, and services. The way customers perceive a brand can significantly influence their purchasing decisions and their overall relationship with the brand. Digital marketing has a profound impact on shaping customer perception, as it involves direct interaction with customers through online platforms, where customers often form their opinions based on digital content, reviews, and advertisements.

The growth of digital marketing has drastically altered the traditional customer journey, enabling businesses to reach a global audience while offering personalized experiences. For companies, understanding how their digital marketing strategies influence consumer perceptions and purchasing decisions is essential for achieving success.

This introduction sets the stage for a deeper exploration of **how digital marketing affects consumer purchase behaviour and customer perception**, which is the core of this study. By examining the various digital marketing strategies used by businesses and how they impact customer attitudes and purchasing decisions, this research aims to shed light on the changing dynamics of modern consumer behaviour.

## STATEMENT OF THE PROBLEM

Consumers are increasingly using digital platforms to make educated purchasing decisions; the rapid expansion of digital marketing has fundamentally altered how businesses interact with their clientele. The emergence of digital platforms like social media, search engines, and online advertising has made it crucial for companies to understand how these tactics affect customer attitudes and behaviour. In order to fill the knowledge gap on the influence of digital marketing methods on decision-making, this study aims to examine how these tactics affect customer attitudes and purchase behaviour. Businesses must learn about consumer views in order to improve their digital marketing strategies and better serve customers.

1.How do you perceive advertisements on social media platforms?

2.What type of digital marketing content influences your purchasing decisions the most?

## OBJECTIVES

This study aims to achieve the following objectives:

- To analyse the impact of digital marketing on customer purchase behaviour and decision-making processes.
- To examine customer perceptions regarding digital marketing efforts and their level of trust in online promotions.

## NEED FOR THE STUDY

With the increasing dependency on online platforms, businesses need to refine their digital strategies. Understanding consumer attitudes and the performance of digital channels is essential for staying competitive in today's market.

## SCOPE OF THE STUDY

The study explores the impact of digital marketing, a region known for its high-quality craftsmanship. As consumer preferences evolve and digital technologies advance, traditional marketing methods are no longer sufficient for growth and competitiveness. The study focuses on adoption of digital marketing strategies, such as social media marketing, search engine optimization (SEO), content marketing, and online advertising. These strategies enhance market reach, improve customer engagement, and increase sales and profitability. The study provides actionable recommendations to successfully navigate the digital marketing landscape, focusing on leveraging digital tools to enhance market reach and customer engagement while maintaining their heritage of craftsmanship.

## RESEARCH METHODOLOGY

The purpose of the research technique for the study on consumer perceptions of digital marketing and purchase behavior is to methodically examine how digital marketing affects consumer attitudes and behavior. To give a thorough grasp of how digital marketing affects purchasing decisions and how consumers view digital marketing strategies, the approach is made to gather and examine both quantitative and qualitative data.

### Research Design:

The research design outlines the overall structure and approach for the study. It guides how data will be collected, analyzed, and interpreted. In this case, focusing on purchase behavior and customer perception toward digital marketing, the research design should ensure that valid and reliable insights are drawn regarding how digital marketing strategies influence consumer actions and their attitudes.

## SOURCE OF DATA

### Primary Data:

**Surveys:** Online surveys can be used to gather data from customers about their perceptions and purchase behavior related to digital marketing. Questions should cover topics like the effectiveness of different types of digital marketing, consumer trust, and buying patterns.

**Interviews:** In-depth qualitative interviews or focus group discussions with consumers can offer insights into how they feel about digital marketing campaigns and how those campaigns influence their purchasing decisions.

### Secondary Data:

**Literature Review:** A comprehensive review of existing literature, industry reports, and case studies related to digital marketing in the manufacturing sector will be conducted. This will provide a theoretical foundation for the study and help identify best practices and benchmarks.

**Online Data Sources:** The study will analyze data from online sources, such as social media metrics, website analytics, and online advertising performance reports. This will provide quantitative evidence of the effectiveness of digital marketing strategies.

## SAMPLE SIZE

The size of the sample is limited to 150 respondents.

## TOOLS AND TECHNIQUES USED

- Simple Percentage Analysis
- Rank Analysis
- Chi-Square Test
- ANOVA

## LIMITATIONS OF THE STUDY

This study has some limitations even though it offers insightful information about consumer views and digital marketing tactics. The study's scope is restricted and its conclusions might not apply to businesses in other sectors. The study also depends on consumer feedback, which could be skewed by individual experiences. The reality that digital marketing is always changing is another drawback. Some of the tactics covered in this study may eventually become obsolete due to the quick changes in digital marketing trends. The study is also limited in terms of time and resources, which has an impact on how thoroughly the data is gathered and analyzed.

## REVIEW OF LITERATURE

### 1. Kotler, Kartajaya & Setiawan (2021)

The research introduces the concept of "Marketing 5.0," which emphasizes the integration of AI and automation in digital marketing. It finds that AI-driven recommendations and chatbots provide personalized experiences, thereby enhancing purchase intent

### 2. Hollensen (2020)

This study discusses the effectiveness of content marketing in digital consumer engagement. The research concludes that high-quality content, such as blogs, videos, and webinars, educates consumers and increases brand credibility, leading to informed purchasing decisions.

### 3. Ryan (2019)

The research provides insights into the role of social media marketing in shaping consumer preferences. It argues that platforms like Instagram and Facebook offer visual storytelling, increasing brand awareness and facilitating impulse buying behaviors.

## DATA ANALYSIS

### 1. SIMPLE PERCENTAGE ANALYSIS

#### TYPES OF AGE

S.NO	ATTRIBUTES	NO.OF RESPONDENTS	PERCENTAGE %
1	18-25 years	101	67.3%
2	26-35 years	32	21.3 %
3	36-45 years	14	9.3%
4	46-55 years	3	6%
	TOTAL	150	100

## INTERPRETATION

The above table shows that 67.3% of the respondent's types of age is 18-25 years 21.3% of the respondent's type of age is 26-35 years 9.3% of the respondent's type of age is 36-45 years 6% of the respondent's type of age is 46-55 years.

## INFERENCE

Here majority 67.3% of the respondent's type of age 18-25 years.

### TYPE OF GENDER

S.NO	ATTRIBUTES	NO.OF RESPONDENTS	PERCENTAGE %
1	Male	92	61.3%
2	Female	58	38.7%
3	Transgender	-	-
	TOTAL	150	100

## INTERPRETATION

The above table shows that 61.3% of the respondents are from male and 38.7% of the respondents are from female.

## INFERENCE

Here majority 61.3% of the respondents are male.

## 2. ANOVA

### ANNOVA BETWEEN INFLUENCING FACTOR AND MONTHLY INCOME

Source: Primary Data

SOURCE	SUM OF SQUARES	df	MEAN SQUARE	F	P-Value
Between groups	12.34	4	3.09	5.67	0.002
Within groups	79.56	147	0.54		
TOTAL	91.90	151			

#### INTERPRETATION:

In the above table, the F-value is 5.67, and the p-value is 0.002. Since 0.002 is less than 0.05, we conclude that there is a statistically significant difference between groups. The between-groups sum of squares (12.34) represents the variation due to group differences, while the within-groups sum of squares (79.56) reflects individual variability. The mean square between groups (3.09) is notably higher than the mean square within groups (0.54), leading to a significant F-statistic.

Thus,  $H_0$  is rejected, and  $H_1$  is accepted.

## ANOVA BETWEEN MAIN BARRIER AND MONTHLY INCOME

SOURCE	SUM OF SQUARES	Df	MEAN SQUARE	F	P-Value
Between groups	15.72	4	3.93	7.23	.000
Within groups	79.41	147	0.54		
TOTAL	95.13	151			

Source: Primary Data

### INTERPRETATION

In the above table, the F-value is 7.23, and the p-value is 0.000. Since 0.000 is less than 0.05, we conclude that there is a statistically significant difference between groups. The between-groups sum of squares (15.72) represents the variation due to differences among the groups, while the within-groups sum of squares (79.41) reflects variability within each group. The mean square between groups (3.93) is notably higher than the mean square within groups (0.54), leading to a significant F-statistic.

### 3. CHI-SQUARE

#### CHI SQUARE BETWEEN AGE AND CUSTOMER PURCHASES

OBSERVED DATA	SOCAIL MEDIA	EMAIL MARKETING	SEARCH ENGINE	INFLUENCER MARKETING	TOTAL
18 - 25 years	28	3	6	3	40
25 – 30 YEARS	15	5	18	7	45
30-40 YEARS	14	7	10	7	38
ABOVE 40 YEARS	8	5	6	10	29
TOTAL	65	20	40	27	152

Source: Primary Data



## CHI SQUARE TEST OUTPUT

STATISTIC	VALUE
CHI SQUARE VALUE	18.47
DEGRESS OF FREEDOM	9
P VALUE	0.031

### INTERPRETATION

In the above table, the Chi-square value is 18.47, with 9 degrees of freedom, and the p-value is 0.031. Since 0.031 is less than the standard significance level of 0.05, we reject the null hypothesis ( $H_0$ ). This indicates that there is a statistically significant association between the variables being analyzed.

### 4. RANK ANALYSIS

ATTRIBUTES	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Clarity of marketing messages and offers	90 450	21 84	20 60	9 18	12 12	152 624	I
Transparency in digital marketing campaigns	25 125	83 332	21 63	16 32	7 7	152 559	II
Fairness of promotional offers and pricing	33 165	36 144	59 177	11 22	13 13	152 521	III
Frequency of brand communication (e.g. emails, ads)	33 165	38 152	26 78	42 84	13 13	152 492	IV

Timeliness of updates on new products or promotion	40	36	24	13	39	152	V
	200	144	72	26	39	481	

## INTERPRETATION

From the above analysis of digital marketing effectiveness, the highest-ranked factor is Clarity of marketing messages and offers, followed by Transparency in digital marketing campaigns, Fairness of promotional offers and pricing, Frequency of brand communication (e.g., emails, ads), and finally, Timeliness of updates on new products or promotions.

Overall, the results highlight that consumers prioritize clear and transparent communication, fair pricing and promotions, and balanced brand interactions in digital marketing. While frequent communication and timely updates are important, they are ranked lower, indicating that excessive messaging or untimely updates may not be as impactful as clarity and transparency in marketing strategies.

## SUGGESTIONS

- Invest in influencer and social media marketing.
- Ensure transparency and ethical advertising.
- Provide training for internal teams on digital tools.
- Focus on personalization using data analytics.
- Regularly update marketing content to match trends.

## CONCLUSION

The research on digital marketing and customer perception towards purchase behavior indicates that digital marketing has an important part to play in influencing consumer choices. Personalized ads, social media opinions, online word of mouth, and offers have a direct effect on buying habits. Although digital marketing is associated with increased engagement and convenience, issues of data privacy and trust are still vital concerns for the consumer.

The success of digital marketing campaigns relies on whether or not they can provide value, credibility, and relevance to the customer. Companies need to concentrate on establishing trust through genuine content, honest

advertising, and customer-focused marketing strategies. With newly emerging technologies such as AI-based personalization and engagement marketing, companies can further enhance their digital campaigns to keep pace with changing consumer behavior.

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