



IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO COIMBATORE CITY

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Abstract: Digital marketing has emerged as one of the most influential tools in shaping consumer buying behaviour in the modern business environment. With the rapid advancement of internet technology and increased smartphone penetration, consumers are increasingly relying on digital platforms for information, comparison, and purchase decisions. This study focuses on analyzing the impact of digital marketing on consumer buying behaviour with special reference to coimbatore city. The research is based on primary data collected from 150 respondents through a structured questionnaire. The study examines key factors such as social media influence, online advertisements, product reviews, and ease of access. The findings reveal that digital marketing significantly affects consumer awareness, interest, and final purchase decisions. However, concerns regarding data privacy, trustworthiness of online information, and misleading advertisements remain challenges. The study concludes that digital marketing is a powerful tool for influencing consumer behaviour and suggests that businesses must adopt transparent and ethical practices to gain consumer trust.

I. INTRODUCTION

In today's digital era, marketing has undergone a significant transformation from traditional methods to modern digital platforms. Digital marketing refers to the promotion of products and services using digital channels such as social media, websites, search engines, email, and mobile applications. It allows businesses to connect with customers in a more personalized and interactive manner.

The growing usage of smartphones and affordable internet services has made digital platforms accessible to a large population. In cities like coimbatore, consumers are increasingly adopting online shopping due to convenience, timesaving benefits, wider product selection, and competitive pricing. Platforms such as social media and e-commerce websites play a crucial role in influencing consumer perceptions and preferences.

Digital marketing enables businesses to target specific audiences, track consumer behaviour, and measure campaign effectiveness. It also helps in building brand awareness and customer loyalty. However, the rise of digital marketing also brings challenges such as information overload, fake reviews, and concerns about data privacy.

II. STATEMENT OF PROBLEM

Although digital marketing offers numerous advantages to both businesses and consumers, it also creates certain issues that need to be addressed. Consumers are often exposed to a large volume of advertisements, which may lead to confusion and difficulty in decision-making. Additionally, the authenticity of online reviews and advertisements is sometimes questionable, leading to trust issues among consumers.

Many consumers hesitate to make online purchases due to concerns about product quality, data security, and privacy. On the other hand, businesses face challenges in identifying the most effective digital marketing strategies to influence consumer behaviour.

Therefore, there is a need to study and analyze the actual impact of digital marketing on consumer buying behaviour, especially in a growing urban area like coimbatore.



III. OBJECTIVES

1. To examine the level of awareness of digital marketing among consumers in coimbatore city.
2. To analyze the influence of digital marketing tools such as social media, online advertisements, and email marketing on buying decisions.
3. To identify the key factors that motivate consumers to make online purchases
4. To evaluate the advantages and challenges faced by consumers in digital marketing
5. To provide suggestions for improving the effectiveness of digital marketing strategies

IV. SCOPE OF STUDY

The scope of the study is limited to coimbatore city and focuses on consumers who actively use digital platforms. The study covers various aspects of digital marketing, including social media marketing, search engine marketing, and ecommerce platforms.

It aims to understand how digital marketing influences consumer awareness, interest, and purchasing decisions. The study also provides insights that can be useful for businesses, marketers, and researchers in improving their digital marketing strategies

V. RESEARCH METHODOLOGY

The research methodology adopted for this study is descriptive in nature, as it aims to describe and analyze consumer behaviour in relation to digital marketing.

VI. LIMITATIONS

1. The study is restricted to coimbatore city, so the findings may not be applicable to other regions
2. The responses are based on individual opinions, which may be biased..

VII. REVIEW OF LITERATURE

Several researchers have studied the impact of digital marketing on consumer behaviour. Studies indicate that digital marketing significantly influences consumer awareness and purchase intentions. Social media platforms such as Facebook, Instagram, and YouTube play a major role in shaping consumer perceptions.

Research also shows that online reviews and ratings are important factors affecting purchase decisions. Consumers tend to trust peer reviews more than traditional advertisements. However, some studies highlight concerns regarding fake reviews and misleading information.

Overall, the literature suggests that digital marketing is a powerful tool, but its effectiveness depends on trust, transparency, and proper implementation.

VIII. OVERVIEW OF THE STUDY

Digital marketing includes various techniques such as search engine optimization (SEO), social media marketing (SMM), content marketing, email marketing, and online advertising. These tools help businesses reach a larger audience and engage with customers effectively.

Consumers benefit from digital marketing as it provides easy access to product information, comparison of prices, and convenience of online shopping. It also allows them to make informed decisions based on reviews and ratings.

IX. ANALYSIS AND INTERPRETATION

Which of the following digital tools or platforms do you currently use for your business

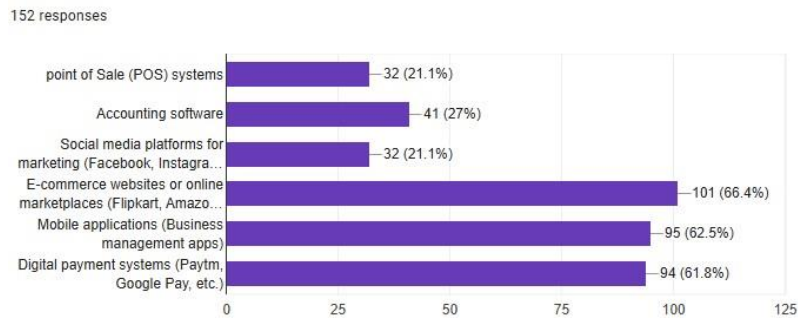


Fig. 1 Graph showing the Currently Using Myntra Digital Marketing Tools Used by the Respondents

TABLE 1 CURRENTLY USING MYNTRA DIGITAL MARKETING USED BY THE RESPONDENTS

Particulars	No. of Respondents	Percentage
Point of sale (POS) system	32	21.1%
Accounting software	41	27%
Social media platforms for marketing (Facebook, Instagram, etc.)	32	21.1%
E - commerce websites or online marketplaces (Flipkart, Amazon, etc.)	101	66.4%
Mobile applications (Business management apps)	95	62.5%
Digital payment systems (Paytm, Google Pay, etc.)	94	61.8%
TOTAL	395	259.9%

INTERPRETATION:

The above table (21.1%) of respondents using point of sale (POS) system, (27%) using accounting software, (21.1%) using social media platforms for marketing (Facebook, Instagram, etc.), (66.4%) using E - commerce websites or online marketplaces (Flipkart, Amazon, etc.), (62.5%) using mobile applications (Business management apps) and (61.8%) using digital payment systems (Paytm, Google Pay, etc.).

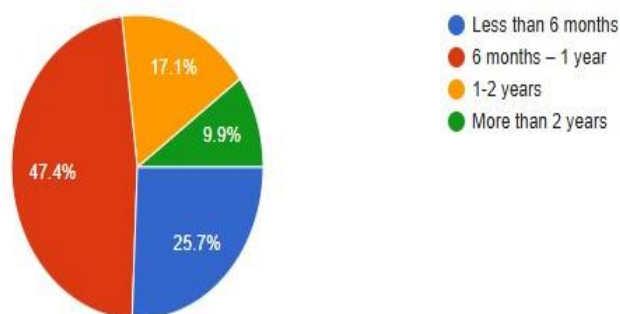


Fig. 2 Chart showing the Duration Of Using the digital marketing tools in business operations

TABLE II DURATION OF USING THE DIGITAL MARKETING TOOLS IN BUSINESS OPERATIONS

Particulars	No. of Respondents	Percentage
Less than 6 months	39	25.7%
6 months – 1 year	72	47.4%
1 year – 2 years	26	17.1%
More than 2 years	15	9.9%
TOTAL	152	100%

INTERPRETATION:

In the above table (25.7%) of respondents were using the digital tools less than 6 months, (47.4%) of respondents for 6 months to 1 year, (17.1%) were using 1 year – 2 years and (9.9%) were using More than 2 years. Majority of (47.4%) respondents using digital tools 6 months to 1 year

Majority of respondents using digital tools for 6 months to 1 year

X. CHI SQUARE ANALYSIS

Observed Value	Expected value	(O-E)	(O-E) ²	(O-E) ² /E
80	74.21	5.79	33.53	0.45
14	19.79	-5.79	33.53	1.69
10	19.74	-9.74	94.86	4.81
15	5.26	9.74	94.86	18.03
30	26.05	3.95	15.60	0.60
3	6.95	-3.95	15.60	2.24
		X² = Σ(O-E)² / E	Total Calculated Value	27.82

Degree of Freedom $df=(r-1)(c-1)$

= (3-1)(3-1)

= (2)(2)

df=4

Significance Level =0.05

Table Value =9.488

Chi-Square Test Result

The calculated Chi-square value (χ^2) is 27.82, and the table value at 5% level of significance with 4 degrees of freedom is 9.488.

Decision

Since the calculated value (27.82) is greater than the table value (9.488), the null hypothesis (H_0) is rejected.

Conclusion

There is a significant association between the duration of using digital tools and improvement in sales and revenue. Businesses using digital tools for a longer period experience better growth compared to those using them for a shorter time.

**XI. FINDINGS**

1. A large number of consumers are aware of digital marketing tools
2. Social media has a strong influence on buying decisions
3. Online reviews and ratings significantly affect consumer choices
4. Consumers prefer online shopping due to convenience and variety
5. Trust and security remain major concerns among consumers

XII. SUGGESTIONS

- Businesses should focus on providing accurate and reliable information
- Strong data security measures should be implemented to protect consumer information
- Digital marketing strategies should be transparent and ethical
- Companies should encourage genuine customer reviews
- Awareness programs should be conducted to educate consumers about safe online practices

XIII. CONCLUSION

The study concludes that digital marketing has a significant impact on consumer buying behaviour. It influences consumer awareness, interest, and decision-making process. With the increasing use of digital platforms, businesses must adopt effective marketing strategies to stay competitive.

At the same time, addressing issues related to trust, privacy, and authenticity is essential for long-term success. Digital marketing will continue to play a vital role in shaping the future of business and consumer behaviour.

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