

# IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASING BEHAVIOR

Ms. Sangeetha K<sup>1</sup>, Dr C B Senthil Kumar<sup>2</sup>, Dr E Kandeepan<sup>3</sup>

1. Ph.D Research Scholar, Department of Commerce, Dr M.G.R Educational and Research Institute, Deemed to be University, Chennai 95.
2. Professor & Head, Department of Commerce, Dr M.G.R Educational and Research Institute, Deemed to be University, Chennai 95
3. Assistant Professor in Economics, Government Arts and Science College, Edappadi, Salem, Tamil Nadu, 637102.

Email Id: <sup>1</sup> [sangeetha.comm@drmgrdu.ac.in](mailto:sangeetha.comm@drmgrdu.ac.in) <sup>2</sup> [senthilkumar.comm@drmgrdu.ac.in](mailto:senthilkumar.comm@drmgrdu.ac.in) <sup>3</sup> [prof.kandeepan@gmail.com](mailto:prof.kandeepan@gmail.com)

DOI: 10.31838/ecb/2023.12.si3.410

<b>Article History:</b> Received: 02.05.2023 Revised :12.05.2023 Accepted: 19.05.202
--

## Abstract

**Introduction:** In today's economic growth and development, digital marketing trends are significantly high, with a thriving job. The impact of digital marketing in business caused a digital revolution in consumer behaviour patterns. It represents a total shift by seamlessly connecting people all over the world.

**Objective:** The study's main goal is to investigate the impact of digital marketing on customer behaviour in Chennai city and Examine the elements that influence customers' attitudes towards digital purchasing in Chennai city

**Methods:** The sample is chosen using a basic random sampling procedure by the researcher and 150 respondents were collected, ANNOVA Methods were used.

**Conclusion:** Customers are pleased with the merchandise; thus, digital channels are expanding. In a dynamic world, understanding consumer psychology is critical. The ever-changing purchasing habits of consumers in the digitalized environment must be well recognized in order for the firm to remain sustainable.

**Keywords:** Economic Growth, Digital Marketing, Consumer.

## 1. Introduction

Digital marketing has been regarded as a new sort of marketing, opening up new avenues for organizations to conduct business. Marketing efforts undertaken through digital media enable advertisers to engage directly with potential customers at a rapid pace and regardless of geographical location. Recently, digital marketing has been referred to as one of the finest ways to cut through the clutter and communicate directly with the consumer. The buying and selling of information, products, and services using computer networks or the internet is referred to as digital marketing. The Internet and electronic commerce technologies are revolutionizing corporate structures, revenue streams, client bases, and supply networks throughout the economy. In every industry in the New Economy, new business models are emerging.

The fulfilment of consumers with quick delivery and perfect payment methods fosters consumer trust in online commerce. Even online classifieds have successfully transitioned, with marriage and employment listings taking the lead. More categories, including white goods and electronics, are being promoted by online retailers these days. In these new models, intangible assets like connections, expertise, knowledge, people, brands, and systems are given priority. The internet is a disruptive technical advancement, yet customers worldwide are starting to accept the concept of online buying. Internet technologies' creation and widespread adoption have revolutionized how people connect in both their personal and professional lives. One of the most important indicators of this transformation is the emergence of new communication tools. New communication tools emerging with the development of technologies are called "digital marketing".

The third-largest internet user population is found in India. With the growth of the Internet, marketing tactics for interacting with the public

have changed drastically. No other method can equal the incredible growth that digital marketing has demonstrated. Looking at the Indian population today, it is clear that they are not only familiar with the Internet but also use it for a variety of daily activities. As a result, India's online marketing sector is flourishing. Social media in India is promoting the use of digital marketing.

## 2. Review of Literature

**Kulathunga (2018)** digital selling has grown in relevance for increasing goods and service sales, and marketers are utilizing this new type of selling approach. The evolution of digital selling has altered how firms and organizations use digital technologies and channels in their marketing operations.

**Shun and Yunjie (2006)** ranked the top Internet products as software, literature, electronics, and music. The client does not need to personally examine them to purchase them, and the major attributes can be observed in product descriptions and photographs.

**Larry Weber (2009)** networks to which they choose to belong and where the interaction with and between them can be resolved. Social networks such as MySpace, Facebook, and Flickr are perfect places for this type of communication. As a result, Facebook will offer new ways for organizations to be efficient and impact social campaigns for consumers, as well as reveal that marketing aimed at the mobile social environment will be effectively practiced in the near future.

**Schiffman & Kanuk (2009)** Personality also has a big influence on online customer behaviour. In the online environment, consumers may have different personalities than in their daily lives; they may use their alter egos to communicate in the different personalities or identities, similar to going to the mall and trying on different outfits in a department or specialty store.

**Girish Punj** studied "Consumer Decision Making on the Web: A Theoretical Analysis and Research Guidelines" in **2012** to understand how certain aspects of electronic circumstances influence the limits of purchasers to make better decisions. A cross-disciplinary theoretical evaluation is aimed at detecting aspects that may influence decision quality in electronic conditions.

**Kalpna Mathur, Arti Sharma 2014** conducted a study to analyse the habits of online shoppers in India. Results showed that access to market, availability of Internet, low prices, 24/7 services, free delivery, and cash on delivery were key factors.

**Shanthi and DestiKannaiah (2015)** conducted a study on consumers' attitudes towards online shopping. The primary goal of this study was to determine the types of products purchased by customers online. The survey was conducted on a sample of 100 people. The majority of respondents are members of the student community. The survey discovered that product knowledge, flexibility, pricing, product range, convenience, and delivery speed were a few of the characteristics that prompted buyers to shop online.

**Gowda & Ayush (2020)** The authors of "A Study on the Impact of COVID-19 on Digital Marketing" examined the marketing impact of the pandemic. The advent of the COVID-19 pandemic provided an unexpected boost to digital marketing and advertising, which had been increasing steadily. Because people were at home and had less work, there was a rapid shift in behaviour towards digital platforms, digital media, and digital content. The paper then investigates the potential role of digital marketing in the aftermath of the epidemic.

**Anshu Chauhan & Rakesh Pandit (2020).** The research "Impact of Digital Marketing and Current Scenario in India" by six writers investigated the impact of digital marketing on the rural population. The paper discusses the

problems and limitations of digital marketing in rural areas, as well as some of its benefits. The report indicates that there is still much to be found in rural digital marketing. Developing rural digital marketing had a significant impact on increasing disposable income in rural India.

### 3. Need of the Study

Digital platforms have brought about remarkable changes in the way marketers sell their products and buyers purchase them. Many aspects influence a private's purchasing behaviour, and these factors invariably affect the marketer's ability to fit the requirements of customers in general, and adolescents in particular. As a result, it has been determined that there is a need to examine Digital Marketing and its impact on teenage purchasing behaviour.

### 4. Objective of the study

1. The study's main goal is to investigate the impact of digital marketing on customer behaviour in Chennai city
2. To Examine the elements that influence customers' attitudes towards digital purchasing in Chennai city

### 5. Statement of the problem

Digital marketing has grown in popularity in recent years. However, Digital promotion, like all kinds of promotion, does not guarantee clients. With the introduction of Covid-19, the majority of stores and businesses are adopting digital marketing to sell their products. As a result, marketing for each should be original and innovative. Consumers now have a wider range of options to pick from. The advertisement exhibited has captured the attention of the consumers and should persuade them to purchase the product. As a result, the previously existing impact of digital marketing has been diminished in the current context.

### 6. Research Methodology

The current study is a research study. For this study, researchers used both primary and

secondary data. The sample is chosen using a basic random sampling procedure by the researcher. To achieve the study's objectives, researchers chose 150 at random. A questionnaire was used to collect the dates on which various modules such as convenience, time saving, website design features, and security were used. In this data-gathering procedure, a Likert scale was employed. A survey study was chosen by the researcher to investigate consumer perception and behaviour towards internet shopping. The study begins with the identification of many variables that are responsible for shaping consumer perception. The study used both primary and secondary data.

### 7. Hypothesis

1. There is no positive significance relationship between digital marketing on consumer behavior
2. There is no type of digital marketing no impact on consumer behavior.

### 8. Limitation of the study

- Although the research approach was properly outlined, the study had drawbacks.
- For starters, respondents' replies may not be entirely accurate.
- Second, some of the queries may go unanswered.
- There was little knowledge and study available on digital marketing.
- Third, there may be discrepancies in comprehension and interpretation.

### 9. Finding and Results

**Table 1: Age of the Respondents**

S.No	Age	No of Respondents	Percentage
1	Less than 25	18	12
2	26-30 Years	32	21
3	31 to	47	32

	35 Years		
4	Above 35 Years	53	35
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Primary Data

According to the above table, 21 percent of respondents are between the ages of 26 and 30 years old, while 35 % are between the ages of above 35 year.

**Table 2: Source of Information about the product**

S.No	Source	No of Respondents	Percentage
1	Social Media	92	62
2	Website	35	23
3	Advertisement	23	15
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Primary Data

According to the data in the table above, 62percent of respondents get their information from social media, 15percent from advertisements, and 26percent from websites.

**Table 3 : Digital Marketing types which impact the most**

S.No	Digital Marketing	No of Respondents	Percentage
1	Social Marketing	102	68
2	E mail Marketing	20	13
3	Content Marketing	5	3
4	Affiliate Marketing	16	11
5	Influencer Marketing	7	5
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Primary Data

Table 3 shows that the 68 percent of the respondents are most impact on social

marketing, 3 percent of the respondents are most impact on content marketing.

### Hypothesis

1. There is no positive significance relationship between digital marketing on consumer behavior

**Table 4: Multiple linear regression**

Model	R	R Square	Adjusted R Square	SE	Observation
1	.773	.600	.596	.318	5

**Table 5 : ANNOVA Model**

Model	SS	Df	MS	F	Sig
Regression	20.645	1	20.645	203.861	.000
Residual	13.805	13	.102		
Total	34.500	13			

SS sum squares MS Mean squares

Table 4 depicts the multiple regression analysis, whereas Table 5 depicts the ANOVA model. The level of significance in this investigation is 0.000. The value of  $r^2$  is .774 (almost 77.4%). The findings are justified (i.e., the null hypothesis is rejected and the alternate hypothesis is accepted), indicating that digital marketing has a beneficial influence on consumer behaviour. The figure demonstrates that the points spread and spread round the diagonal line in the direction of regression diagonal lines.

### Hypothesis

2. There is no type of digital marketing no impact on consumer behavior

**Table 6: Multiple linear regression**

Model	R	R Square	Adjusted R Square	SE	Observation
1	.12	.0182	.472	8.6	4

	5			9	
--	---	--	--	---	--

**Table 7 : ANNOVA Model**

Model	SS	Df	MS	F	Sig
Regression	2.816	1	2.816	0.037	.864
Residual	151.18	2	75.59		
Total	154				

SS sum squares MS Mean squares

According to the preceding data, the p value is 0.63, which is greater than 0.05. As a result, the alternate hypothesis (H1) is rejected, whereas the null hypothesis (H0) is accepted. As a result, no substantial association exists between the Impact of Consumer Decisions and the Types of Digital Marketing.

### 10. Finding of the Study

1. According to the findings of the current study, digital marketing has a promising future.
2. Respondents are more influenced by social media platforms when purchasing things online.
3. Customer satisfaction with internet purchases is also excessively high.
4. Businesses are benefiting from digital marketing.
5. The vast majority of replies are female.

### 11. Conclusion

Customers are pleased with the merchandise; thus, digital channels are expanding. In a dynamic world, understanding consumer psychology is critical. The ever-changing purchasing habits of consumers in the digitalized environment must be well recognized in order for the firm to remain sustainable. Marketers face numerous dangers and challenges in today's revolutionized economy. Consumer behavior has benefited from digitalization. Because of a shortage of time, it is more convenient for working couples to buy and pay at any time and from any location. Additionally, digitization provides rewards to consumers in the form of coupons, gift vouchers,

discounts, cash back, and cash discounts, which encourages people to adopt digital transactions. In today's world, it is critical to combine all activities via a digital platform.

## 12. Reference

1. Athapaththu, J. C., & Kulathunga, K. M. S. D. (2018). Factors affecting online purchase intention: A study of Sri Lankan online customers. *International Journal of Scientific and Technology Research*, 7(9), 120–128.
2. G.K. Ayush & R. Gowda (June, 2020) - A Study on the Impact of COVID-19 on Digital Marketing. Available at Vidyabharati International Interdisciplinary Research Journal
7. ns 5(4), 272-281
- (Special Issue June 2020), ISSN 2319-4979
3. Giedd, J. N., & Chief, M. (2012), "The Digital Revolution and Adolescent Brain Evolution:", Elsevier Inc.
4. Rakesh Pandit and Anshu Chauhan (2020) - Impact of Digital Marketing and Current Scenario in India. Available at *Journal of Management Research and Analysis*, January-March, 2020;7(1):3-5
5. Schiffman, L.G. & Kanuk, L.L. (2009). *Consumer behavior*. New Jersey: Pearson Prentice Hall, (Chapter 5, 10).
6. Shun, C., Yunjie, X. (2006). Effects of outcome, process and shopping enjoyment on online consumer behavior. *Electronic Commerce Research and Application*