



[www.ijarr.org](http://www.ijarr.org)

## CONSUMER BUYING BEHAVIOUR TOWARDS DIGITAL MARKETING

By Pavithra B <sup>1</sup>, Raksshana A <sup>2</sup>, Lakshana Ss <sup>3</sup>, Vaishnavi Devi M <sup>4</sup>

\*1 - Assistant Professor of the Department of Bcom (e-com) & Bcom (SF)

\*2, 3,4– Students of III Bcom (SF), the Department of Bcom (e-com) & Bcom (SF)  
PSGR Krishnammal College for Women, Peelamedu, Coimbatore.

### ABSTRACT

*This study looks at how digital marketing influences consumer buying behaviour, focusing on online ads, social media promotions, and personalized campaigns. Digital platforms have changed the way people shop by giving quick access to product details, reviews, and interactive content. While digital marketing helps businesses reach more people at lower costs, it also faces problems like too much advertising, lack of trust, and high competition. The research, based on 150 respondents in Coimbatore, Tamil Nadu, using Chi-square test, mean ranking, and simple percentage analysis examines how effective digital marketing is in consumer decisions and how satisfied consumers are with it. The results show that digital marketing strongly influences younger consumers and encourages purchases, but businesses must build trust to maintain loyalty.*

### KEY WORDS

Digital Marketing, Consumer Buying Behaviour, Online Advertising, Consumer Expectations, Consumer Satisfaction.

### INTRODUCTION

Digital marketing is a modern form of promotion that uses platforms like social media, websites, search engines, and mobile apps to connect businesses with consumers. Unlike traditional marketing, it allows direct interaction, instant communication, and measurable results. Consumers today depend on digital channels for product details, reviews, and discounts, which strongly influence their purchase decisions. Because of its wide reach and

cost-effectiveness, digital marketing has become an important tool for businesses. At the same time, consumers expect transparency, trust, and value from these campaigns.

## **STATEMENT OF THE PROBLEM**

In today's competitive market, consumers are regularly influenced by digital advertisements through social media, websites, and mobile apps. While these campaigns are effective in reaching a large audience, not all consumers respond in the same way. Their choices are shaped by age, income, lifestyle, and use of technology. At the same time, problems like too much advertising, lack of trust in online content, and confusion about product quality reduce the effectiveness of digital marketing. Therefore, it is important to study how digital marketing affects consumer buying behaviour and to understand their expectations and satisfaction levels.

## **OBJECTIVES**

1. To find out the consumer preference towards online marketing and traditional marketing
2. To study the factors influencing the consumer purchasing behaviour based on traditional and digital marketing

## **NEED OF THE STUDY**

With the rapid growth of internet usage and digital platforms, consumer buying behaviour is increasingly shaped by online advertisements, social media promotions, and e-commerce. Digital marketing has become a preferred strategy for businesses because of its wide reach, cost-effectiveness, and interactive nature, but consumer responses are not the same for everyone. Factors such as age, income, lifestyle, and technological awareness influence how people react to digital campaigns, with younger consumers showing more engagement while issues like information overload, lack of trust, and high competition create challenges. Therefore, it is important to study how digital marketing affects consumer decisions and to understand their expectations and satisfaction levels. This study aims to provide useful insights for businesses, marketers, and policymakers to design strategies that are both persuasive and trustworthy, helping to improve consumer engagement, satisfaction, and loyalty.

## **RESEARCH METHODOLOGY**

|                    |  |
|--------------------|--|
| 1. Area of study   | Coimbatore, Tamilnadu                                |
| 2. Sample size     | 150 respondents                                      |
| 3. Sampling method | Simple random sampling                               |
| 4. Data collection | Primary data   |
| 5. Period of study | June 2025 – September 2025                           |
| 6. Analysis Tools  | Simple percentage analysis, Chi-square, Mean Ranking |

### **LIMITATIONS OF THE STUDY**

The sample of this study has been restricted to 200 respondents. This study is purely based on the information supplied by the respondents in Coimbatore district. The findings of the study are not applicable to any other area.

### **REVIEW OF LITERATURE**

#### **1. Nartea, M. A., & Barrera, R. T. (2025). Impact of digital marketing in purchase decision and buying behavior of Gen Z. ResearchGate.**

This study investigates the impact of digital marketing on the online purchase decisions and buying behavior of Filipino Gen Z consumers. Utilizing a survey method with 378 participants, the research found significant relationships between digital marketing and consumer purchase decisions. Factors such as social, personal, and psychological influences were identified as key determinants. The study also revealed that time spent on social media sites did not significantly influence buying behavior during the pre-purchase, purchase, and post-purchase stages. The findings suggest that while digital marketing plays a crucial role, its effectiveness is moderated by individual consumer characteristics.

#### **2. Wilson, G., Johnson, O., & Brown, W. (2024).The influence of digital marketing on consumer purchasing decisions.Preprints.**

This study investigates the influence of digital marketing on consumer purchasing decisions, focusing on how various strategies impact consumer behavior. By analyzing data collected from in-depth interviews and thematic analysis, the research highlights several key factors driving consumer engagement and purchases. Personalized content emerged as a significant factor, with tailored recommendations and customized email campaigns creating a sense of individual attention and enhancing consumer involvement. The study also discusses the role of social media marketing, influencer endorsements, and online reviews in shaping consumer perceptions and influencing purchasing decisions and satisfaction.

**ANALYSIS AND INTERPRETATION****PERCENTAGE ANALYSIS****Table showing the demographic profile of the respondents**

| <b>DEMOGRAPHIC PROFILE</b> | <b>GROUPS</b>      | <b>FREQUENCY</b> | <b>PERCENTAGE (%)</b> |
|----------------------------|--------------------|------------------|-----------------------|
| Age                        | Below 18           | 34               | 22.7                  |
|                            | 18 – 25            | 102              | 68                    |
|                            | 25 – 50            | 12               | 8                     |
|                            | Above 50           | 2                | 1.3                   |
| Gender                     | Male               | 29               | 19.3                  |
|                            | Female             | 117              | 78                    |
|                            | Prefer not to say  | 4                | 2.7                   |
| Educational Qualification  | School level       | 19               | 12.7                  |
|                            | Undergraduate      | 116              | 77.3                  |
|                            | Postgraduate       | 10               | 6.7                   |
|                            | Others             | 5                | 3.3                   |
| Occupation                 | Student            | 124              | 82.7                  |
|                            | Working Profession | 21               | 14                    |
|                            | Retired            | 5                | 3.3                   |
|                            | Other              | 0                | 0                     |
| Monthly Income             | 0 – 20000          | 103              | 68.7                  |
|                            | 20000 – 50000      | 29               | 19.3                  |
|                            | 50000- 100000      | 17               | 11.3                  |
|                            | More than 100000   | 1                | 0.7                   |

**(Source: Primary data)**

- 68 per cent of the respondents belong to the age group 18-25 years.
- 78 per cent of the respondents are female.
- 77.3 per cent of the respondents are the part of undergraduate.
- 82.7 per cent of the respondents are students.
- 68.7 per cent of the respondents belong to the income range 0 – 20000.

## MEAN RANKING

**Table showing the factors of digital marketing tools which engage audience**

| Particulars         | Mean   | Rank |
|---------------------|--------|------|
| Interactive Quizzes | 8.1467 | I    |
| Testimonials        | 7.6600 | II   |
| Webinars            | 7.0400 | III  |
| Memes               | 6.5400 | IV   |
| E-Books             | 5.8733 | V    |
| Case studies        | 5.2533 | VI   |
| Podcast             | 4.6067 | VII  |
| Blog posts          | 3.8400 | VIII |
| Info graphics       | 3.3067 | IX   |
| Videos              | 2.7333 | X    |

**(Source: Primary data)**

From the table 2, it has been evident from the mean ranking that Interactive Quizzes has been ranked I (mean 8.14), followed by Testimonials has been ranked II (mean 7.66) and Webinars has been ranked III (mean 7.04). These results highlight that consumers are more engaged with interactive and trust-building content formats. On the other hand, Memes has been ranked IV (mean 6.54), E-books has been ranked V (mean 5.87), Case Studies has been ranked VI (mean 5.25), and Podcasts has been ranked VII (mean 4.60) hold moderate importance, showing that while they contribute to consumer engagement, they are not as impact as interactive formats. In contrast, Blog posts has been ranked VIII (mean 3.84), Info graphics has been ranked IX (mean 3.30), and Videos has been ranked X (mean 2.73) received the lowest mean rankings.

## CHI SQUARE

**Table showing the online channels of digital marketing**

| Demographic Factor      | Group              | Social media and online platforms which influencing consumers |      |               |      |          |     |          |      |       |     | Chi square | sig   |
|-------------------------|--------------------|---|------|---------------|------|----------|-----|----------|------|-------|-----|------------|-------|
|                         |                    | Instagram   |      | Google search |      | Facebook |     | WhatsApp |      | Total |     |            |       |
|                         |                    | No  | %    | No            | %    | No       | %   | No       | %    | No    | %   |            |       |
| Age                     | Below 18           | 25  | 73.5 | 9             | 26.5 | 0        | 0   | 0        | 0    | 34    | 100 | 19.501     | 0.021 |
|                         | 18-25              | 59  | 57.8 | 36            | 35.3 | 2        | 2   | 5        | 4.9  | 102   | 100 |            |       |
|                         | 25-50              | 2   | 16.7 | 9             | 75   | 1        | 8.3 | 0        | 0    | 12    | 100 |            |       |
|                         | Above50            | 0   | 0    | 2             | 100  | 0        | 0   | 0        | 0    | 2     | 100 |            |       |
| Gender                  | Male               | 21  | 72.4 | 4             | 13.8 | 1        | 3.5 | 3        | 10.3 | 29    | 100 | 12.596     | 0.050 |
|                         | Female             | 63  | 53.9 | 50            | 42.7 | 2        | 1.7 | 2        | 1.7  | 117   | 100 |            |       |
|                         | Prefer not to say  | 2   | 50   | 2             | 50   | 0        | 0   | 0        | 0    | 4     | 100 |            |       |
| Education qualification | School level       | 14  | 73.7 | 4             | 21   | 0        | 0   | 1        | 5.3  | 19    | 100 | 19.398     | 0.022 |
|                         | Undergraduate      | 67  | 57.8 | 43            | 37.1 | 2        | 1.7 | 4        | 3.4  | 116   | 100 |            |       |
|                         | Postgraduate       | 2   | 20   | 8             | 80   | 0        | 0   | 0        | 0    | 10    | 100 |            |       |
|                         | others             | 3   | 60   | 1             | 20   | 1        | 20  | 0        | 0    | 5     | 100 |            |       |
| occupation              | Student            | 77  | 62.1 | 41            | 33.1 | 2        | 1.6 | 4        | 3.2  | 124   | 100 | 11.878     | 0.065 |
|                         | Working profession | 9   | 42.8 | 10            | 47.6 | 1        | 4.8 | 1        | 4.8  | 21    | 100 |            |       |
|                         | retired            | 0   | 0    | 5             | 100  | 0        | 0   | 0        | 0    | 5     | 100 |            |       |
| Monthly income          | 0-20000            | 66  | 64.1 | 33            | 32.1 | 2        | 1.9 | 2        | 1.9  | 103   | 100 | 16.527     | 0.057 |
|                         | 20000-50000        | 13  | 50   | 11            | 42.3 | 0        | 0   | 2        | 7.7  | 26    | 100 |            |       |
|                         | 50000-100000       | 3   | 20   | 11            | 73.3 | 1        | 6.7 | 0        | 0    | 15    | 100 |            |       |
|                         | More than 100000   | 1   | 100  | 0             | 0    | 0        | 0   | 0        | 0    | 1     | 100 |            |       |

**(Source: Primary data)**

The analysis of demographic factors and their association with preferred online channels indicates that certain characteristics significantly influence channel choice, while others do not. Age, gender, and educational qualification show a significant association with online channel usage at the 5% level of significance. The majority of respondents are aged 18–25, with those below 18 primarily using Instagram and individuals above 50 relying exclusively on Google Search. Male respondents predominantly use Instagram, whereas a significant portion of female respondents prefer Google Search. Similarly, respondents with school-level education mainly use Instagram, while undergraduate and postgraduate respondents favor Google Search.

In contrast, occupation and monthly income do not exhibit a significant association with online channel preference. Although students mostly use Instagram and working

professionals lean towards Google Search, this difference is not statistically significant. Likewise, respondents earning below ₹20,000 tend to use Instagram more, whereas those with higher incomes (₹50,000–₹1,00,000) prefer Google Search, but the variation is not significant at the 5% level.

## **SUGGESTIONS**

1. Since most of the audience is aged 18–25, mainly students with limited income, and many of them buy products after seeing digital ads, it makes sense to invest more in digital advertising. Platforms like social media, search engines, and video apps are key. Using short videos, influencer collaborations, and interactive content will better capture their attention and drive them to take action.

2. Young people primarily access the internet via smartphones, so all digital content—ads, videos, landing pages—should be mobile-friendly. This includes fast-loading visuals, vertical video formats, and easy-to-navigate designs. A mobile-first approach ensures better user experience, longer engagement time, and higher chances of conversion on small screens.

## **CONCLUSION**

The study shows that digital marketing plays an important role in influencing consumer buying behaviour, especially among young people. Social media, videos, and influencer promotions are effective in attracting attention and encouraging purchases. Making content mobile-friendly is also important since most users access the internet via smartphones.

Compared to traditional marketing, digital marketing offers convenience, wider reach, and personalized experiences. However, challenges like too much information and trust issues still exist. Overall, digital marketing is more effective in reaching and satisfying modern consumers when used thoughtfully and strategically.

## **REFERENCES**

1. Nartea, M. A., & Barrera, R. T. (2025). Impact of digital marketing in purchase decision and buying behavior of Gen Z. ResearchGate.
2. Wilson, G., Johnson, O., & Brown, W. (2024). The influence of digital marketing on consumer purchasing decisions. Preprints.

3. Chatterjee, P. (2019). The role of digital marketing in enhancing consumer buying behavior. *Management Research Review*, 42(5), 657-674.
4. Das, S., & Mukherjee, P. (2018). Social media marketing's role in shaping consumer preferences. *Marketing Intelligence & Planning*, 36(7), 866-880.
5. Joshi, M., & Bhattacharjee, D. (2019). Digital marketing strategies influencing consumer buying behavior in the apparel industry. *International Journal of Fashion Marketing*, 7(2), 120-135.

#### **WEBSITES**

- [scholar.google.co.in/](https://scholar.google.co.in/)
- <https://www.researchgate.net/search>
- <https://neilpatel.com/what-is-digital-marketing/>
- <https://workspace.digital/9-popular-digital-marketing-techniques/>