

Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
Volume XVI, Issue 60, January - March 2025
Formally UGC Approved Journal (46622), © Author

A STUDY ON IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOUR OF CONSUMERS IN MADURAI CITY

Dr.K.SATHIYA,
Assistant Professor,
Department of Commerce,
Saiva Bhanu Kshatriya College, Aruppukottai

Abstract

With the advancement in technology the use of digital marketing is growing and spreading fastly. To promote a sale of goods and services marketers largely use digital marketing. Buyers most likely prefer social media and websites to view trendy products and services. As, India is one among the largest mobile users in the world, digital marketers have emerged like mushrooms. The purpose of the research is to study the impact of digital marketing on the consumer's buying behaviour.

Keywords: Digital marketing, Promotion, Buying behaviour, Customer satisfaction

1.Introduction

Digital marketing is spreading and growing rapidly with the increase of smart phone penetration, large internet user base, improvement in the standard of living of people and digitally- savvy population. It is largely driven by the prevalence of on line purchase by the consumers. Today, social media such as you tube, face book, instagram, and others namely search engine optimization (SEO), artificial intelligence based media facilitate easy marketing of product and services and emerged as the most cost effective modes of promotional components. Further, covid - 19 forces people to use on-line mode for purchase and this made them addicted to digital means.

In today's context, consumers aware about the digital marketing sources and able to evaluate the best suitable source for their purchase based on the website design, relevant content, fast loading times, trust worthy, brand image, personalised experiences, social media engagement, and other consumers' responses. Digital marketing allows any person to do markets easily and made it a best mode of purchase by the consumers. Moreover, it has made a great transformation of the way marketing and purchase done previously.

2. Review of Literature

1. Komal Nagrani and Sai Pavan Kumar (2021) had studied the impact of digital marketing on consumer behaviour. Discriptive statistical tools were used to study the impact . It has been witnessed that the government support, FDI investment, rapid internet penetration, and young age population all these factors favouring e-commerce have wider scope in the coming years
2. Godes & Silva(2012) The Study revealed that 90% of consumer read online reviews of other consumer before make purchase decision. Consumer read at least four reviews before make their final decision of purchase. Reviews play important role in purchase decision.
3. Fisch (2010) In world, there are approximately 1 billion monthly active users of facebook. After two years of facebook introduction, there were 50 million users. Everyday 31 billion queries on google. 1000 internet devices used in 1984 and 1,00,00,00,000 internet devices used in 2008. Basheer et al.(March,2010) The Study is on the impact of mobile advertising on

consumer purchase decision. Findings revealed that there is a positive relationship between perceived usefulness of advertisement and consumer purchase decision. Kucuk and

4. Krishnamurthy(2007) The study revealed that internet and virtual communities helps the consumers, societies and marketer to access and share information with others. It too helps in enhancing the communication skills also.

5. Teo(2005)The survey was conducted by firms in Singapore and findings revealed that digital marketing is effective marketing tool for gaining results. www.forum4researchers.com 1 International Journal of Innovative Research and Practices

3. Objectives of the Study

To Study the impact of Digital Marketing on Consumer buying behavior. 2. To study the awareness of Digital Marketing.

4. Hypotheses of the Study

Ho1: There is no significant relationship between monthly income and product preference to buy through Digital Channel. Ho2: There is no significant relationship between Customer Satisfaction and product purchase through Digital Marketing.

5. Research Methodology

To Study the impact of Digital Marketing on various parameters, A Structured questionnaire for collecting primary data. Primary data was collected from 150 online shopper respondents. Respondents are selected from Madurai city, Tamilnadu. Primary data in structured format was collected via direct questioning to respondents, which is direct through survey method. Convenient sampling technique is isused to study the 150 respondents. The data were analyzed and hypotheses were tested with the Statistical tool like chisquare test.

6. Result and Interpretation

After collecting the data from respondents with the help of structured questionnaire, the results are interpreted.

6.1 Opinion of Online Buyers

Several questions were asked to the respondents on their Age, Monthly Income, Occupation, etc. for understanding their profile and responses. The table below is interpreted on the basis of the responses. The Table below is interpreted on the basis of the responses.

**Table -1
Opinion of Online Buyers**

Variables	Category	No. of Respondents	Percentage of Respondents
Gender	Male	112	75
	Female	38	25
	Total	150	100
Age	Below 18 years	25	17
	18-30 years	58	39
	31-45 years	54	36
	Above 45 years	13	9
	Total	150	100
Profession	Employee	61	41
	Business	53	35
	Student	17	11
	House wife	11	7
	Any other	8	5
	Total	150	100
	Below 10,000	68	45
	10,000-25,000	32	21

Monthly Income	25,000-50,000	15	10
	Above 50,000	35	23
	Total	150	100
Frequency of Online Purchase	Once Annually	23	15
	2-5 Purchases Annually	59	39
	6-10 Purchases Annually	47	31
	Above 10 Annually	21	14
	Total	150	100
Reasons for online shopping	Easy Buying Options	53	25
	Wide variety of products	37	
	Various methods of payments	14	9
	Lower prices	39	26
	Others	7	5
	Total	150	100
Influence of digital channels to buy more	Social media	84	56
	Websites	31	21
	Emails	7	5
	Advertising	23	15
	Others	5	3
	Total	150	100
What kind of product you prefer to buy through digital channel	Convenience goods	31	21
	Shopping goods	93	62
	Speciality goods	26	17
	Total	150	100
Customer satisfaction in purchase through digital channel	Strongly agree	36	24
	Agree	87	58
	Neutral	13	9
	Disagree	7	5
	Strongly disagree	7	5
	Total	150	100
From which digital channel you bought products	Social media	31	21
	Websites	85	57
	Email	8	5
	Advertising	19	13
	Others	7	5
	Total	150	100

2 Chi Square Test: Relationship between monthly income and product preference to buy through Digital Channel. To Study the Relationship between monthly income and product preference to buy through Digital Channel, the clubbed table is as follow. Table 2: Relationship between monthly income and product preference to buy through digital channel.

Table 2
Relationship between monthly income and product preference to buy through digital channel.

Income	Convenience	Shopping goods	Speciality	Total
--------	-------------	----------------	------------	-------

	goods		goods	
Below 10,000	13	50	5	68
10,000-25,000	8	18	6	32
25,000-50,000	5	7	3	15
Above 50,000	3	20	12	35
Total	31	93	26	150

Ho1: There is no significant relationship between monthly income and product preference to buy through digital channel.

According to the calculation, calculated chi-square statistic is 18.9212 The p-value is 12.59. The result is significant at $p < .05$, with 0.05 level of Significance.

Hence the null hypothesis is rejected and there is a significant relationship between monthly income and product preference to buy through digital channel.

6.3 Chi Square Test: Relationship between Customer Satisfaction and product purchase through Digital Marketing

To study the relationship between Customer Satisfaction and product buy through Digital Marketing, the clubbed table is as follow.

Table 3
Relationship Between Customer Satisfaction and Product Purchase Through Digital Marketing

Media	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Social media	10	18	1	1	1	31
Company Websites	17	56	6	3	3	85
Email	3	3	1	1	0	8
Advertising	6	8	3	1	1	19
Others	1	3	2	0	1	7
Total	36	87	13	7	7	150

Ho2: There is no significant relationship between Customer Satisfaction and product purchase through Digital Marketing. According to the calculation, calculated chi-square statistic is 26.296 . The pvalue is 15.7799. The result is significant at $p < .05$, with 0.05 level of Significance. According to above analysis, Null hypothesis is rejected. In other words, there is significant relation between customer satisfaction and buying the products through Digital channel. 7.

7. Conclusion

It is concluded that digital purchase is evaluated as the most preferred mode of purchase with the feature of easy purchase, wide variety of products, low price and various options of payment. The study also has found that purchase through company websites like Amazon, Zomato, and social media mode are highly preferred modes of purchase.

8. References

1. Basheer. A.M. Alalak. (2010). “Mobile marketing: examining the impact of trust, privacy concern and consumers' attitudes on intention to purchase”. International journal of business management.
2. Sadia Afzal, Javed Rabbani Khan. (2015). “Impact of online and conventional advertisement on consumer buying behaviour of branded garments”. Asian Journal of Management Sciences & Education, 4
3. Vishal Midha, Article- Impact of Consumer Empowerment on Online Trust: An Examination Across Genders, Elsevier International Journal, 12(3), 2012, 198-205.
4. https://www.researchgate.net/publication/377748651_The_Impact_of_Digital_Marketing_Management_on_Customers_Buying_Behavior_Case_Study_of_Soran_City

1. 5..extension://efaidnbmnnnibpcajpegclclefindmkaj/https://www.ijrpr.com/uploads/V2ISSUE6/IJRPR501.pdf. **Anandaraman R (2012)**, Micro Finance by Banks in India, Research Explorer, Vol I : Issue. 2 July - December 2012
2. **Ashish Mahajan. (2018)**. An analysis of performance and impact of MUDRA Yojna under PMMY in the year 2016. Research Journal of Management Sciences, 7(3), 1-5.
3. **Bhaskar Biswas. (2019)**. Comparative Performance of Pradhan Mantri Mudra Yojana (PMMY) in West Bengal and other select States in India. Parikalpana - KIIT Journal of Management, 15,153-165.
4. **Kaleeshwari.S., & et al. (2022)**. Performance of Pradhan Mantri Mudra Yojana – A Comparative Study in Southern States of India. DogoRangsang Research Journal, 12(10), 175-184.
5. **Kamaraj, R. (2015)**. Commercial Bank's Performance on Pradhan Mantri Jan Dhan Yojana. International Journal of Scientific Research and Education, 3(6).
6. **Mari Selvam P (2013)**. Progress and Performance of Micro, Small and Medium Enterprises in India. *International Journal of Management and Development Studies*, 2(4), 11-16.
7. **Narendra Kiran.P. B., & B. Mohan Venkata Ram. (2023)**. Operational performance of Mudra under PMMY: A critical analysis with reference to Southern States of India. 2821(1).
8. **Nishu. (2022)**. Pradhan Mantri MUDRA Yojana Concept and Performance Analysis. International Journal for Innovative Research in Multidisciplinary Field 8(1), 21-31.
9. **Paramasivan C & Azhagu Raja R (2014)**, Performance of Micro Enterprises In Thiruvarur District, ZENITH International Journal of Business Economics & Management Research, Vol.4 (2), February
10. **Paramasivan, C. (2011)**. Financial Inclusion through commercial Banks in India, Proceedings of Financial Inclusion for Inclusive Development, 1(2), 39-42.
11. **Paramasivan, C. (2013)**. Conceptual framework of women empowerment through SHG. *SELP Journal of Social Science*, 4(17).
12. **Paramasivan, C. (2013)**. Conceptual framework of women empowerment through SHG. *SELP Journal of Social Science*, 4(17), 28-35.
13. **Paramasivan. C (2019)**, Digitalized Finclusion Through PMJDY In India, Think India Journal, Vol-22- Issue-14-December-2019,
14. **Pawan Kumar Bhura., & Ashutosh Kumar Jha. (2019)**. Critical Analysis of over all Performance of Pradhan Mantri Mudra Yojna (PMMY). International Journal of Applied Research, 5(1), 193-198.
15. **Prakash.M., & Devaki.B. (2018)**. A study on the performance of mudra in Tamil Nadu. International Journal of Multidisciplinary Research and Development, 5(1), 200-201
16. **Rajagopal. D. (2022)**. Performance of Pradhan Mantri Mudra Yojana (PMMY) – A Comparative Study. International Research Journal of Humanities and Interdisciplinary Studies, 3(7), 104-113.
17. **Rajaram, S. (2016)**. Micro insurance—a conceptual analysis. International Journal of Recent Scientific Research, 7.
18. **Ram Prakash Pandey., & Mano Shrijit Tripathi. (2023)**. Performance Analysis of Pradhan Mantri Mudra Yojana (PMMY) and its Impact on NPA of the Banking Sector in India. International Journal for Multidisciplinary Research, 5(2), 1-21.
19. **Ravichandran G (2024)**, Payment banks — A new milestone for banking penetration in India, International Journal of Financial Engineering, 2014 Vol. 1 Issue 1 - 2015 Vol. 2 Issue 1
20. **Subathra S (2016)**, Institutional Assistance For Women Entrepreneurship In Tamilnadu, Research Explorer, Vol. IV : Issue.13 ; July - December 2016

21. **Subathra S (2017)**, Women Empowerment And Entrepreneurship Through TAHDCO In Tiruchirappalli District, Research Explorer, Vol. V : Issue.14, January - June 2017,pp .67-72
22. **Vipul Bansal., & et al. (2019)**. An Analysis of Performance and Impact of ‘Mudra Yojana’ On Small Enterprises. HEB, 3(1), 32-40.