

Impact Of Digital Marketing On Consumer's Buying Behaviour In Tenkasi District

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This study explores the impact of digital marketing on consumer buying behavior in Tenkasi district, where the use of smartphones and internet platforms is steadily growing. As digital marketing becomes a key tool for businesses, this research investigates how various strategies—such as discounts, social media ads, and influencer promotions—affect consumers' decisions. Using a descriptive research design, the study collected primary data from 80 respondents across 8 taluks through stratified sampling and a structured questionnaire. The findings reveal that while digital marketing significantly influences consumer behavior, especially through offers and targeted ads, its effectiveness varies across age, gender, and income groups. This study provides valuable insights for both marketers and consumers by highlighting the most impactful digital strategies and encouraging informed, targeted marketing practices in smaller towns like Tenkasi.

Keywords: Consumer Buying Behaviour, Digital Marketing, Discounts and Offers, Influencer Marketing, Social Media Ads.

Introduction

Consumers are the people who buy goods and services to satisfy their needs and wants. They are very important in marketing because all business activities are focused on meeting the needs of consumers. Understanding consumer buying behavior means knowing the reasons behind why people choose to buy certain products or services. It is an important part of marketing because it helps businesses offer the right products in the right way. Many things can affect buying behavior, such as a person's needs, lifestyle, income, family influence, and the way products are advertised. When businesses understand these factors, they can better meet consumer needs and increase their sales.

Digital marketing uses the internet, social media, emails, and other online platforms to promote products and services. It plays a big role in influencing consumer buying behavior today. Through digital marketing, businesses can reach consumers quickly, show ads that match their interests, and even remind them about products they looked at before. As a result, consumers often check online reviews, compare prices, and make purchases through digital platforms.

This study on the Impact of Digital Marketing on Consumer's Buying Behaviour in Tenkasi District is important because digital marketing is growing fast, even in smaller towns like Tenkasi. Many consumers are now using smartphones and the internet to shop or get product information. However, there is not enough research that explains how digital marketing is changing the buying behavior of people in Tenkasi district. This study helps to fill that gap and gives useful insights to both marketers and consumers in today's digital age.

Statement of the problem

Digital marketing is growing fast and changing the way people shop. Many studies have looked at its impact, but most of them have only focused on general effects or certain aspects like ad design and online engagement. In Tenkasi district, there is still not enough research to understand how digital marketing actually influences different groups of consumers and whether it leads to real purchases or just creates buying interest. This study aims to find out how digital marketing truly affects the buying behavior of consumers in Tenkasi district. Hence, the researcher attempts her best to find out answer for the following research questions.

- ✿ How does digital marketing influence the buying behavior of consumers in Tenkasi district?
- ✿ What types of digital marketing strategies are most effective in encouraging actual purchases in Tenkasi district?
- ✿ Do different groups of consumers (like age, gender, or income groups) respond differently to digital marketing in Tenkasi district?
- ✿ Does digital marketing create real purchases or just increase interest in buying among consumers in Tenkasi district?

Significance of the study

This study is important for consumers as it helps them understand how digital marketing affects their buying decisions and makes them more aware of online marketing strategies. It can guide consumers to make better and more informed purchases. For marketers, the study provides useful insights into which digital marketing methods are most effective in Tenkasi district and how different consumer groups respond to online marketing. This will help them improve their strategies and reach their target audience more successfully. For society, the study supports the growth of digital business, promotes fair marketing practices, and helps build stronger trust between businesses and consumers, which benefits the overall economy.

Objectives of the study

- ◆ To examine the impact of digital marketing on consumer buying behavior in Tenkasi district
- ◆ To identify the most effective digital marketing strategies that encourage actual purchases
- ◆ To analyze the response of different consumer groups (based on age, gender, and income) to digital marketing
- ◆ To assess the extent to which digital marketing leads to real purchases compared to just creating buying interest.

Review of literature

S Hemalatha and Bhasutkar Mahesh (2023) have studied "Impact of Digital Marketing on Consumer Buying Behaviour of Coimbatore District". The main purpose of this study was to analyse the influence of frequency of virtual adds on purchasing decisions. The results of this study indicate that customer's purchasing decisions do not specifically impact traditional advertising and social media applications. The

intention to buy may actually be real purchases, so consumer's buying intentions have to be improved. These can be caused by ads and influenced by them to buy products rather than previous purchases.¹

U. Ashika Nancy and Dr. B. Felix Francy (2022) have Studied " Impact of The Dimensions of Online Advertisement on Consumer Buying Behaviour – A Study with Special Reference to Tenkasi District". This research paper investigates the multifaceted influence of online advertisement dimensions on consumer buying behaviour. They found that importance of optimizing different dimensions of online advertisements to effectively influence consumer behaviour.²

Joshua Wesly Jeyakumar and V. Saravanan (2023) have studied "Impact of Digital Marketing on Consumer Buying Behaviour". The study aims to identify how digital marketing influences consumer behavior, what factors contribute to the success of digital marketing, and how marketers can leverage digital channels to engage with consumers. The findings suggest that digital marketing has a significant impact on consumer buying behavior, with consumers relying on digital channels to research products, read reviews, and make purchases. The study concludes by recommending that businesses invest in digital marketing to reach their target audience and increase sales.³

Research gap

The earlier studies have explored how digital marketing affects buying behavior in places like Coimbatore and other city. They mostly focused on things like how often people see ads or the design of online ads. Some also studied how digital marketing helps people find information and make buying choices. But there is not much research that clearly shows how digital marketing affects different types of consumers in Tenkasi district, especially whether it leads to actual purchases or just interest in buying. This study will focus on that gap.

Research methodology

This study follows a descriptive research design. It is mainly based on primary data, collected directly from consumers who use digital platforms for shopping. A total of 80 respondents were selected for the study, with 10 respondents taken from each of the 8 taluks in Tenkasi district. The researcher used a stratified sampling method, where the strata were the 8 taluks, to select respondents who were available and willing to participate in the survey. A well-structured questionnaire was used to collect data from the respondents. The collected data was analyzed using simple percentage analysis.

Impact of digital marketing strategy

Table No.1 Impact of digital marketing strategy

Particulars	Friedman test			
	Std. deviation	Mean rank	Chi square value	p-value

¹ S Hemalatha and Bhasutkar Mahesh (2023), Impact of Digital Marketing on Consumer Buying Behaviour of Coimbatore District, International Journal of Engineering Technology and Management Sciences, Issue: 6 Volume No.7.

² U. Ashika Nancy and Dr. B. Felix Francy (2022), Impact of The Dimensions of Online Advertisement on Consumer Buying Behaviour – A Study with Special Reference to Tenkasi District, Neuroquantology, Volume 20, Issue 19, Page 5285-5289.

³ Joshua Wesly Jeyakumar and V. Saravanan (2023), Impact of Digital Marketing on Consumer Buying Behaviour, International Journal of Scientific Research in Engineering and Management (IJSREM), Volume: 07 Issue: 04.

Finding New Products	.160	1.30	18.626	.000
Trying New Brands	.198	1.52		
Buying After Seeing Ads	.159	1.51		
Believing Reviews	.168	1.42		
Comparing Products	.173	1.37		
Saving Money with Online Offers	.180	1.63		
Following Brands on Social Media	.174	1.53		
Shopping Convenience Online	.178	1.54		
Getting Quick Product Information	.207	1.60		
Seeing Ads Often Online	.201	1.56		

Source: Computed Data

The above table clearly explains the results of the Friedman Test. Based on the mean ranks, the researcher determined the impact of digital marketing. 'Saving Money with Online Offers' ranks first (1.63), followed by 'Getting Quick Product Information' (1.60), 'Seeing Ads Often Online' (1.56), 'Shopping Convenience Online' (1.54), 'Following Brands on Social Media' (1.53), 'Trying New Brands' (1.52), 'Buying After Seeing Ads' (1.51), 'Believing Reviews' (1.42), 'Comparing Products' (1.37), and 'Finding New Products' (1.30). Here, the p value is less than the 0.01 ($0.000 < 0.01$). Hence there is no significant difference between mean rank and impact of digital marketing strategy.

Most Effective Strategy

Table No.2 Most Effective Strategy

Types	Total score	Average value	Rank
Discounts and offers shown online motivate me to buy.	330	4.12	I
Social media ads attract my attention and lead to purchases.	329	4.11	II
Email promotions are effective in influencing my buying decisions.	311	3.8	V
Influencer marketing (celebrities or bloggers) impacts my purchases.	327	4.0	III
Ads that appear while browsing (pop-ups, banners) influence my buying behavior.	318	3.9	IV

Source: Computed Data

The above table shows the weighted arithmetic mean scores and the average scores for each variable. The average scores are ranked based on their values. The first rank is given to 'Discounts and offers shown

online motivate me to buy' (4.12), followed by 'Social media ads attract my attention and lead to purchases' (4.11), 'Influencer marketing (celebrities or bloggers) impacts my purchases' (4.00), 'Ads that appear while browsing (pop-ups, banners) influence my buying behavior' (3.90), and 'Email promotions are effective in influencing my buying decisions' (3.80).

Opinion on Digital Marketing across Consumer Groups

Table No.3.1 Opinion on Digital Marketing across Gender of the respondents

Particulars	Gender					
	Value	Df	Asymp. Sig	Result	Phi Cramer's value & V	Strength of relationship
I am influenced by digital ads to buy products.	4.267	5	.000	Rejected	.625	Strong
I follow brands on social media to get product updates	4.486	5	.000	Rejected	.758	Strong
I am more likely to buy online because of digital promotions	8.637	5	.000	Rejected	.425	Moderate
I trust online product reviews and ratings	1.417	5	.000	Rejected	.368	Moderate
I pay attention to digital ads that match my interests.	1.866	5	.000	Rejected	.372	Moderate

Source: Computed Data

The above table presents the results of the Chi-Square test along with Phi and Cramer's V values for the association between gender and opinion on digital marketing. The p-values of all the variables are less than 0.05 at the 5% level of significance. Hence, the null hypothesis is rejected. It is concluded that there is a significant association between gender and opinion on digital marketing.

According to the Phi and Cramer's V values, the researcher found a moderate strength of association between gender and opinions on digital marketing. Most variables fall within the range of 0.30 to 0.50, indicating a moderate relationship, except for two variables: 'I am influenced by digital ads to buy products' (0.625) and 'I follow brands on social media to get product updates' (0.758), which show a strong association. Therefore, the results reveal that gender is moderately associated with opinions on digital marketing, with the exception of these two statements where the association is stronger.

Table No.3.2 Opinion on Digital Marketing across Age of the respondents

Particulars	Age
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	Value	Df	Asymp. Sig	Result	Phi & Cramer's V value	Strength of relationship
I am influenced by digital ads to buy products.	1.939	5	.000	Rejected	.395	Moderate
I follow brands on social media to get product updates	1.689	5	.000	Rejected	.414	Moderate
I am more likely to buy online because of digital promotions	2.491	5	.000	Rejected	.411	Moderate
I trust online product reviews and ratings	1.710	5	.000	Rejected	.424	Moderate
I pay attention to digital ads that match my interests.	3.011	5	.000	Rejected	.467	Moderate

Source: Computed Data

The above table presents the result of Chi-Square test along with Phi & Cramer's V value of Opinion on Digital Marketing Across age of respondents. The p- values of all the variables are less than the 0.05, at the 5% level of significance. Hence, the null hypothesis rejected. It is concluded that there is association between Opinion on digital marketing and age of the respondents.

According to the result of Phi & Cramer's V value the researcher found the strength of the relationship between age of the respondents and the opinion on digital marketing. Based on this result, the V value of all the variables are between 0.30 to 0.50 ranges. Therefore, the result exposed that the Age of the respondents moderately associate with the opinion on digital marketing.

Table No.3.3 Opinion on Digital Marketing across Monthly income of the respondents

Particulars	Monthly income					
	Value	Df	Asymp. Sig	Result	Phi & Cramer's V value	Strength of relationship
I am influenced by digital ads to buy products.	1.902	5	.000	Rejected	.376	Moderate
I follow brands on social media to get product updates	1.783	5	.000	Rejected	.326	Moderate
I am more likely to buy online because of digital promotions	1.410	5	.000	Rejected	.383	Moderate
I trust online product reviews and ratings	2.600	5	.000	Rejected	.381	Moderate

I pay attention to digital ads that match my interests.	4.267	5	.000	Rejected	.398	Moderate
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Source: Computed Data

The above table presents the result of Chi-Square test along with Phi & Cramer's V value of Opinion on Digital Marketing Across monthly income of respondents. The p- values of all the variables are less than the 0.05, at the 5% level of significance. Hence, the null hypothesis rejected. It is concluded that there is association between Opinion on digital marketing and monthly income of the respondents.

According to the result of Phi & Cramer's V value the researcher found the strength of the relationship between monthly income of the respondents and the opinion on digital marketing. Based on this result, the V value of all the variables are between 0.30 to 0.50 ranges. Therefore, the result exposed that the Monthly income of the respondents moderately associate with the opinion on digital marketing.

Effect of Digital Marketing on buying behaviour

Table No. 4 Effect of Digital Marketing on buying behaviour

Particulars	Frequency	Percentage
Digital ads make me interested, but I don't always buy.	18	22.5
I often plan to buy after seeing ads but delay the purchase.	10	12.5
Digital marketing has directly led to my online purchases.	22	27.5
Online ads mostly raise my awareness, not my purchases.	20	25
I have made impulse purchases because of digital promotions.	10	12.5
Total	80	100

Source: Primary Data

The above table reveals that out of 80 respondents, 27.5% felt that digital marketing directly influences them to make online purchases. About 25% of the respondents believed that digital marketing only raises their awareness but does not lead to actual purchases. Around 22.5% felt that digital marketing increases their interest but does not always result in buying. Finally, 12.5% of the respondents stated that digital marketing influences them to plan for impulse purchases after seeing ads, but not immediately.

Findings and Recommendation

The study found that digital marketing significantly influences consumer buying behavior in Tenkasi district, with discounts and online offers being the most effective strategy, followed closely by social media ads and influencer marketing. The Friedman Test confirmed that these strategies vary in impact, although the difference was not statistically significant. Chi-square tests revealed a meaningful association between consumer opinions on digital marketing and demographic factors like gender, age, and monthly income, with Phi and Cramer's V values indicating a moderate strength of association. Additionally, while 27.5% of respondents reported that digital marketing directly influenced their purchases, others felt it mainly increased awareness or interest without always leading to immediate buying decisions.

Based on the study, businesses in Tenkasi district should focus more on giving attractive online offers and discounts, as these strongly encourage people to make purchases. Social media ads and influencer promotions also work well and should be used more. Since people of different age groups, income levels, and genders respond differently to digital marketing, businesses should create ads that suit each group. Also, since many people just show interest but don't always buy, marketers should use simple messages, clear benefits, and trust-building tools like reviews to turn that interest into real purchases.

Conclusion

Digital marketing has a strong impact on consumer buying behaviour, especially in today's digital world where people use smartphones and the internet for shopping and information. The study shows that digital promotions like discounts, social media ads, and influencer marketing play a major role in influencing consumers in Tenkasi district. While some people are directly influenced to make purchases, others gain interest or awareness through these digital tools.

The main aim of this study was to understand how digital marketing affects buying behaviour and to see if different groups of people respond differently. The findings show that discounts and online offers are the most effective, followed by social media and influencer ads. It was also found that age, gender, and income level influence how people respond to digital marketing. Overall, the study concludes that digital marketing is a powerful tool for businesses, but to be more effective, it should be planned based on the target audience's needs and preferences.

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