



Impact of Digital Marketing on Consumer Buying Behaviour

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In the rapidly evolving landscape of Digital marketing, understanding consumer buying behaviours is crucial for businesses aiming to enhance their market presence and drive sales. The study explores the intricate relationship between digital marketing strategies and consumer purchasing decisions, highlighting key factors the influence behaviour in the online marketplace. The research identifies critical elements such as personalization, social proof, and user experience that significantly impact consumer engagement and conversion rates. The types of research to specify whether the study is exploratory, distributed via college. This survey is used to measure consumer buying behaviour on consumer buying behaviour. Sample is selected on the basis of consumer buying behaviour. A total of 25 respondents at college students for the study. Furthermore, we analyse demographic variables, such as age, gender, and socio-economic status, to understand interact with digital marketing efforts. The findings campaigns that resonate with specific consumer segments can enhance brand loyalty and increase sales.

Keywords: *Digital Marketing, Consumer Buying Behaviour, Social Media, Personalization.*



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1. INTRODUCTION

Digital marketing also known as online marketing is the promotion of products, such as search engines, social media platforms, email, and websites. It involves using digital tools and techniques, build brand awareness, and drive sales. As consumers increasingly turn to online platforms for their dynamics of digital marketing

becomes essential for businesses seeking to thrive in a competitive marketplace. Digital marketing encompasses a wide array of strategies and channels, including social media, search engine optimization (SEO), Email marketing, content marketing and online advertising. These tools enable marketers to engage with consumers in real-time, offering personalized experiences that

cater to individual preferences and needs. As a result, the relationship between digital marketing and consumer behaviour has become more intricate, with various factors influencing how consumers discover, evaluate, and ultimately decide to purchase products or services. By gaining insights into these dynamics, businesses can develop more effective digital marketing strategies that not only attract potential customers but also foster loyalty and repeat purchases. This research aims to provide a comprehensive understanding of how digital marketing influence consumer behaviour, ultimately equipping marketers with the knowledge needed to navigate the complexities of the modern marketplace.

2. OBJECTIVES OF THE STUDY

- Understand the impact of social media on the consumer Decision-Making process.
- Investigate the Influence of social media on cross- platform shopping Behaviour.
- Examine the Effectiveness of social media Retargeting are on consumer purchases.
- Analyse the Role of social media in Enhancing consumer Experience and Satisfaction.
- Investigate the Relationship Between social media frequency and consumer purchase.

3. REVIEW OF LITREATURE

Shruthi Gulf et al. (2021) state that consumer buying behavior fluctuates significantly due to variations in price, quality, brand, value, and features of products and services offered by different companies. As a result, advertisers spend a considerable amount of time and money conducting surveys every year to gather information regarding these fluctuations in consumer buying behavior. Digital marketing has a significant influence on consumer buying behavior. The major findings of the study reveal that monthly income is not associated with the frequency of online shopping. According to the study, 76% of respondents prefer online shopping over traditional shopping, and digital channels such as social media and advertisements have influenced 25% of respondents' online purchase decisions.

Bharti Shukla et al. (2020) explain that buyer purchasing behavior is changing rapidly in

the consumer-oriented market environment. Purchasing behavior is influenced by various factors, including product, price, place, promotion, features, quality, packaging, and demographic aspects such as status and age. However, youth represent the most unpredictable group when it comes to shifting consumer trends. The ever-changing preferences of the younger generation are driven by evolving trends, fashion, and tastes. Consequently, advertisers invest crores of rupees and dedicate substantial time to market research each year to identify and predict these changing consumer behaviors among youth.

Nazarov A.D. (2020) highlights that companies invest substantial amounts of money to build digital relationships with potential customers. The article explores the role of digital marketing and the holistic marketing system globally and within the Russian Federation. It identifies key trends in digital marketing development, examines marketing tools, and discusses solutions at different stages of management using information and communication technologies. The author analyzes the impact of digital marketing on the transformation of consumer behavior under the influence of digital technologies and the current digital landscape.

Rafatu Suleiman, Ngozi Ikenze, and Nasamu Gambo Cross Daniel (2024) conducted research to examine the impact of digital marketing on consumer buying behavior at Nile University. A survey research design was adopted, and the population of the study comprised students and staff of Nile University. Data collection was carried out using an online survey instrument to achieve the study's objectives. Questionnaires were distributed using a convenience sampling technique through online platforms such as email, WhatsApp, and Facebook via Google Forms. A total of 120 responses were collected.

4. RESEARCH METHODOLOGY

Data collection: The research is based on primary data. This data was collected through Questionnaire distributed via college. This survey is used to measure consumer buying behaviour on consumer buying behaviour. **Sample size:** Sample is selected on the basis of consumer buying behaviour .A total of 25 respondents at college

students for the study. Samples are collected from the consumers in college students. These samples are picked out through convenience sampling method. Tool of analysis: Simple percentage analysis using descriptive statistics.

5. PERSONAL DETAILS OF THE RESPONDENTS

The personal details of the respondents include factors such as Age, Gender, Marital Status, Education and Occupation. The following Table.1 presents the personal details of the respondents.

Table-1: Personal Details of the Respondents

Particulars		Total Users	
		No. of Respondents	Percentage
Age	Below 20 years	6	24.0
	21-30 years	11	44.0
	31-40 years	8	32.0
	Total	25	100.0
Gender	Males	12	48.0
	Females	13	52.0
	Total	25	100.0
Marital Status	Married	6	24.0
	Unmarried	19	76.0
	Total	25	100.0
Education	Under graduate	9	36.0
	Post graduate	16	64.0
	Total	25	100.0
Occupation	House wife	10	40.0
	Business	15	60.0
	Total	25	100.0

Source: Primary Data

Interpretation: From the above Table.1 it is clear that out of 25 respondents, 11 (44.0 percent) respondents come under the middle age group of below 21-30years, 13 respondents (52.0 percent) are females, 19 respondents (76.0 percent) are unmarried, 16 respondents (64.0 percent) have PG qualification and Occupation 15 respondents (60.0 percent) business.

6. FAMILY DETAILS OF THE RESPONDENTS

Family details of the respondents include the factors such as Family Monthly Income, Family Expenditure, Size of the Family, Nature of the Family and Number of Dependents in the family. These are presented in Table.2.

Table-2: Family Details of the Respondents

Particulars		Total Users	
		No. of Respondents	Percentage
Family Income (₹)	Below 20000	6	24.0
	20001-30000	11	44.0
	30001-40000	8	32.0
	Total	25	100.0
Family Expenditure	Below 10000	7	28.0
	10000-20000	10	40.0
	20001-30000	2	8.0
	Above 30001	6	24.0
	Total	25	100.0

Family Size	Upto 3	8	32.0
	4-6	13	52.0
	Above 6	4	16.0
	Total	25	100.0
Family Nature	Nuclear family	13	52.0
	Joint family	12	48.0
	Total	25	100.0
No. of Dependents	UP to 3	13	52.0
	4-6	4	16.0
	Above 6	8	32.0
	Total	25	100.0

Source: Primary data

It can be divulged from the above Table.2 that 25 respondents. 11(44.0 percent) respondents Family income(monthly) is between Below20000, 13(52.0 percent) respondents family Expenditure is between 10000-20000.13(52.0 percent) respondents family size up to 4-6 members,13(52.0 percent) respondents family Nature is nuclear family.13(52.0 percent) up to 3 members as their dependent.

7. CONSUMER BUYING BEHEIOUR DIDITAL MARKETING

Table-3: Consumer Buying Behaviour Digital Marketing

Particulars	No. of Respondents	Percentage	
Main factor influencing consumer buying behavior	Price	14	56.0
	Trend	4	16.0
	Quality	7	28.0
	Total	25	100.0
Digital marketing most affects consumer buying behavior	Price	4	16.0
	Reviews	15	60.0
	Personalization	6	24.0
	Total	25	100.0
Drives consumer buying behavior in digital marketing	Trust	7	28.0
	Convenience	3	12.0
	Offers	10	40.0
	Trends	5	20.0
	Total	25	100.0
Influencing consumer buying the most in digital marketing	Personalization	6	24.0
	Advertisements	9	36.0
	Reviews	2	8.0
	Price	8	32.0
	Total	25	100.0
Factor shapes	Trust	7	28.0

consumer buying behavior in digital marketing	Discounts	17	68.0
	Content	1	4.0
	Total	25	100.0

Source: Primary Data

It can be divulged from the above Table.3 that 25 respondents. 14 (56.0 percent) respondents are Main factor influencing consumer buying behavior, 15(60.0 percent) respondents Digital marketing most affects consumer buying behavior, 10(40.0 percent) respondents Drives consumer buying behavior in digital marketing 9(36.0 percent) respondents Influencing consumer buying the most in digital marketing, 17(68.0 percent) Factor shapes consumer buying behavior in digital marketing.

8. LEVEL OF SATISFICATION DIGITAL MARKETING CONSUMER BUYING BEHEVIOUR

Table-4: Level of Satisfaction Digital Marketing Consumer Buying Behaviour

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.498
Bartlett's Test of Sphericity	Approx. Chi-Square	3.566
	Df	10
	Sig.	.965

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1.	1.453	29.054	29.054	1.453	29.054	29.054
2.	1.160	23.203	52.257	1.160	23.203	52.257
3.	.965	19.296	71.553			
4.	.813	16.256	87.809			
5.	.610	12.191	100.000			

9. PROBLEMS FACED BY SOCIAL MEDIA MARKETING ON CONSUMER BUYING

Table-5: Problems Faced By Social Media Marketing On Consumer Buying

Particulars		No. of Respondent	Percentage
Major challenge faced in digital marketing	Very satisfied	9	36.0
	Satisfied	10	40.0
	Neutral	2	8.0
	Very dis satisfied	4	16.0
	Total	25	100.0
Reduced cost and high transparency is a	Very satisfied	3	12.0
	Satisfied	9	36.0

problem caused dig in digital marketing	Neutral	7	28.0
	Very dis satisfied	6	24.0
	Total	25	100.0
Cheaper advertising cost caused in digital marketing	Very satisfied	7	28.0
	Satisfied	9	36.0
	Neutral	3	12.0
	Very dis satisfied	6	24.0
	Total	25	100.0
Digital marketing companies to misaligned audience targeting and strong competition.	Satisfied	19	76.0
	Neutral	6	24.0
	Total	25	100.0
Inability to rack matrix is considered as a major drawback.	Very satisfied	8	32.0
	Satisfied	6	24.0
	Neutral	7	28.0
	Very dis satisfied	4	16.0
	Total	25	100.0

Source: Primary Data

From the above Table.5, it is clear that out of 25 respondents, 10(40.0 percent) respondents Major challenge faced in digital marketing, 9.(36.0 percent) respondents Reduced cost and high transparency is a problem caused in digital marketing, 9.(36.0 percent) respondents Cheaper advertising cost caused in digital marketing,19(76.0 percent) respondents Digital marketing companies to misaligned audience targeting and strong competition, 7(28.0 percent) respondents Inability to rack matrix is considered as a major drawback.

10. RANK ANALYSIS

It is observed that analysis of the overall opinion of the respondent regarding problems of using Digital marketing on consumer buying behavior, "Campines fail to convert leads dur to misaligned audience targeting and strong competition" has a score of 19 (76%) holds a first rank, the next problem is "Lacking of customer data is considered as a major challenge faced" has a score of 10(40%) holds a second risk, the problems "Reduced cost and high transparency is a problem caused by high" with a total score of 9 (36%) holds a third rank, as far a "Campines fail to

convert leads dur to misaligned audience targeting and strong competition" has a score of 9 (36%) holds a fourth rank, "Inability to rack matrix is considered as a major drawback" has a score of 8 (32%) holds a fifth rank with total score of respondents.

11. SUGGESTIONS

- Engage customers directly through post-purchase surveys or satisfaction. Use tools like google Analytics to track visitor behavior on your websites.
- Introduce value- added services, such as personalized support, extended warranties, or customizations.
- Invest in broader campaigns across multiple platforms to increase visibility. Target new audiences or geographic locations that were previously too costly.
- Ensure your campaign Reacher the right audience based on demographics, behaviors, and interests.
- Inability to rack matrix is considered: Connect marketing tools. Analytics platforms, and CRM systems for seamless data flow.

12. CONCLUSION

The research identifies critical elements such as personalization, social proof, and user experience that significantly impact consumer engagement and conversion rates. Furthermore, we analyse demographic variables, such as age, gender, and socio-economic status, to understand how they interact with digital marketing efforts. The findings campaigns that resonate with specific consumer segments can enhance brand loyalty and increase sales. The proliferation of the internet and the rapid advancement of technology have not only expanded the reach of marketing efforts but have also significantly influenced consumer buying behaviours. By gaining insights into these dynamics, businesses can develop more effective digital marketing strategies that not only attract potential customers but also foster loyalty and repeat purchases, This research aims to provide a comprehensive understanding of how digital marketing influence consumer behaviour, ultimately equipping marketers with the knowledge needed to navigate the complexities of the modern marketplace.

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