



African Journal of Biological Sciences



“Examining The Influence of Digital Marketing On Consumer Purchasing Behavior Within Chengalpattu”

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Abstract:

Purpose: The present study's goal is to examine how respondents influenced by digital marketing and its effect on consumer purchasing behaviour.

Design 'methodology approach: The study uses descriptive research. In descriptive research, multiple parameters are chosen and the variation between these parameters is analysed.

Findings: Monthly income effects customers' purchasing selections in the digital market. Purchase decisions for online products are favourably connected with respondents' internet usage patterns.

Practical implications: Chengalpattu businesses should focus on digital marketing to connect with customers. Advanced data analytics enables personalized strategies, while social media boosts brand visibility. Educating consumers about digital marketing builds trust. Embracing innovative approaches drives growth and competitiveness.

Keywords: Digital marketing, Consumer behaviour, purchasing decisions

Article History

Volume 6, Issue 13, 2024

Received: 18June 2024

Accepted: 02July 2024

doi:10.48047/AFJBS.6.13.2024.3473-3481

I. Introduction

Digital marketing is thought of as a new kind of advertising that has given businesses more chances to operate. Digital marketing allows advertisers to quickly and geographically reach out to potential clients directly, regardless of geographical location. One of the greatest ways to get through the clutter and communicate with customers directly is through digital marketing, according to recent reports. Therefore, with the trend towards direct, one-to-one marketing, using digital media to successfully advertise to customers is receiving more attention. When thinking about digital channels, mobile marketing is a recent innovation... Due to the rise in middle-class consumers, the Indian mobile market is one of the fastest expanding and is expected to reach millions of users in the next ten years. Therefore, studying digital channel advertising would have a big influence on how businesses operate. The emergence and broad adoption of internet technologies have revolutionized every day and professional communication in society. One of the most significant signs of this change is the introduction of new communication technologies. "Digital marketing" is the term used to describe new communication tools that are developed along with technologies.

Objective of The Study

- To study about consumers' awareness about digital marketing in Chengalpattu.
- To examine the relationship between digital marketing and purchasing decisions.
- To examine the digital marketing influences consumers' decisions to buy.

Trigger for The Study

In the developing digital landscape, recognizing the profound impact of digital marketing on customer behaviour is critical, particularly in local markets like Chengalpattu. Thus, this study aims to delve deeply into the subtle dynamics of digital marketing strategies and customer purchase decisions, revealing the varied effects that shape the current retail experience in Chengalpattu.

Scope of The Study

Analysing the impact of digital channels and local market dynamics is necessary to understand how firms may effectively interact with and influence customer decisions in Chengalpattu. This is the process of studying the effects of digital marketing on consumer purchasing behaviour in the area. It seeks to understand how customer behaviour, brand perception, and purchase patterns are influenced by digital marketing methods in this geographic area.

II. Literature Review

Ten papers were removed from consideration because they did not have enough material for the concern study out of the thirty papers that were considered for the literature review to learn about digital marketing. (1) The study found a substantial and favourable association between digital marketing and consumer buying behaviours. **MS Arshad, T Ahmad, M Qasim, NF Ajmal-2020.** (2) influence of modern digital innovations on consumer behaviour,

including social media, the internet, and developing technology. For companies that operate online, these shifts bring with them both opportunities and challenges. Businesses must comprehend modern consumer behaviour in the digital era if they hope to interact with clients and increase revenue. - **JR Saura, A Reyes-Menendez, N Matos-2020.** (3) With SEO, social media marketing, and recommender engine techniques standing out as important elements influencing purchasing decisions, the study emphasizes the significance of digital marketing strategies in determining customer behaviour in online shopping contexts. - **E Forghani, R Sheikh, SMH Hosseini-2022.** (4) Businesses need to use digital marketing techniques, such as email and social media campaigns, to increase customer engagement and buy intent. It provides worldwide reach and cost-effective promotion, changing market dynamics and customer behaviour in the contemporary day. -**Harikumar Pallathadka, Laxmi Kirana Pallathadka-2022.** (5) consumers engage with digital marketing channels, make purchasing decisions online, and how brand loyalty affects these processes. The research emphasizes the need for more academic exploration of digital marketing from an organizational perspective and provides recommendations for businesses based on the findings -**Pervaiz Iqbal, Syed Siddiqua Begum, Amna Mirza, Prabha Rani, Akshita Nagpal, Rahul Sharma.** (6) Even with differences in income and educational attainment, people still favour digital platforms when making purchases. It's interesting to note that consumer views on product purchases don't vary much in response to digital platforms. **P. Ranjith-2016** (7) The study emphasises the value of pre-market research, consumer education regarding digital marketing, and managing any possible hazards related to it. In general, it highlights how customers should be aware of digital marketing platforms and use caution when using them. **Divya Kalra et.al-2023.** (8) this study looks at how digital marketing affects consumer engagement and purchase intention. The study reveals that diverse digital advertising components have a noteworthy impact on purchase intention, underscoring the significance of trustworthiness in advertising communication. The study emphasises how important it is for marketers to build algorithms for more focused, less invasive advertising and to give credibility top priority. **Ahmad Zuhairi Zainuddin, et. Al.** (9) The impact of digital marketing and digital payments on consumer purchasing behaviour. It identifies elements like product variety, availability of information, satisfaction levels, and education as critical determinants of digital marketing **Monica Tiewul-2020.** (10) This study looks at how young people's purchasing decisions are influenced by digital marketing. It concludes that because of their ease of use and time-saving qualities, social media and websites are the favoured modern marketing techniques **Goplani Mala, et.al-2020.** (11) his study investigates the ways in which digital marketing tactics affect consumers' purchasing decisions in Tehran's online retailers. The most crucial digital marketing tactic, according to the findings, is search engine optimisation, which is followed by recommender engines and social media marketing. Expert views and comparisons with rapid Miner software are used to validate these results **Ebrahim Forghani,et.al.** (12) The study indicated that digital marketing greatly influences tourist purchase decisions and identified key digital media platforms influencing tourist behaviour in India **Dinesh Dhankhar et.al-2023.** (13) This study investigates how various facets of digital marketing impact how consumers behave while buying electronics. the study discovered that five of the six digital marketing components had a substantial impact on customer purchasing behaviour. **Rajiv Kaushik** (14) This study examines consumer behaviour during internet shopping. It examines several

internet marketing tools and their effects. It offers insights for small and medium-sized enterprises, particularly during the epidemic, to enhance them plans through a variety of tests. **Komalpreet Kaur.** (15). This study looks at the relationship between consumer behaviour and brand popularity in Saudi Arabia as it relates to digital marketing, namely through social media platforms like Twitter, TikTok, and Snapchat. it validates a noteworthy affirmative influence of digital marketing on these facets, underscoring its significance for commercial enterprises. **Maram Alanmi et.al**

III. Research Methodology

Research Methodology

- The type of research chosen for the study is **Descriptive research.**
- In descriptive research various parameters will be chosen and analysing the variations between these parameters.

Sample Size

This includes the list of 100 respondents.

Sampling Method

Sampling method utilized was convenience sampling was adopted. Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

Primary Data

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. In this study primary data was collected through questionnaire in Google Forms from the consumers living in Chengalpattu district.

Tools & Techniques:

- Percentage analysis
- Chi – square
- Correlation

IV. Data Analysis and Interpretation

Percentage Analysis

Table 4.1 Table Showing Occupation of the Respondents

OCCUPATION	NO. OF. RESPONDENTS	PERCENTAGE
Student	38	38%
Employed full - time	38	38%
Employed part - time	8	8%
Self - employed	10	10%
Unemployed	6	6%

Retired	0	0%
TOTAL	100	100%

Source: Primary data (Questionnaire)

Inference: In the above table 4.1 shows that majority of 38% of the respondents were employed full – time and student, 10% of the respondents are self-employed, 8% of the respondents are employed part – time, 6% of the respondents are unemployed.

Table 4.2 Table Showing Primary Access of the Internet:

ACCESS OF THE INTERNET	NO. OF RESPONDENTS	PERCENTAGE
Smart phone	87	87%
Laptop	11	11%
Desktop computer	0	0%
Tablet	1	1%
Others	1	1%
TOTAL	100	100%

Source: Primary data (Questionnaire)

Inference: In the above table 4.2 shows that majority of 87% of the respondents were access of internet in smartphone, 11% of the respondents were access of internet in laptop, 1% of the respondent was access of internet in tablet and 1% of the respondent was access of internet in others.

Table 4.3 Table Showing Digital Marketing Strategies Like Retargeting Ads Positively or Negatively Influence Your Purchasing Decisions:

INFLUENCE ON PURCHASING DECISIONS	NO. OF RESPONDENTS	PERCENTAGE
Positively	26	26%
Negatively	15	15%
Neutral	53	53%
Not sure	6	6%
I haven't noticed such ad	0	0%
TOTAL	100	100%

Source: Primary data (Questionnaire)

Inference: In the above table 4.3 shows that majority of 53% of the respondents were neutral influenced in purchasing decision, 26% of the respondents were positively influenced on purchasing decision, 15% of the respondents were negatively influenced on purchasing decision and 6% of the respondents were not sure influenced on purchasing decision.

Table4.4

Null hypothesis: H0: There is no relationship between monthly income and influence consumers decision to buy.

Alternate hypothesis: H1: There is a relationship between monthly income and influence consumers decision to buy.

Chi – Square**Monthly income * Influence consumer's decision to buy Cross Tabulation Count**

		Influence consumers decision to buy					Total
		Frequently	Occasionally	Rarely	No, never	Not sure/ I don't remember	
Monthly income	Less than Rs. 20,000	30	0	0	0	0	30
	Rs. 20,000 - Rs. 40,000	5	32	4	0	0	41
	Rs. 40,000 - Rs. 60,000	0	0	17	0	0	17
	Rs. 60,000 - Rs. 80,000	0	0	0	6	0	6
	Rs. 80,000 - Rs. 1,00,000	0	0	0	4	0	4
	More than Rs. 1,00,000	0	0	0	0	2	2
Total		35	32	21	10	2	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	348.316(a)	20	.000
Likelihood Ratio	218.137	20	.000
Linear-by-Linear Association	88.502	1	.000
N of Valid Cases	100		

22 cells (73.3%) have expected count less than 5. The minimum expected count is .04.

Inference: In the above table 4.4 shows that there is a relationship between monthly income and influence consumer's decision to buy.

Table 4.5 Hypothesis Testing:**Correlations**

		Usage of internet	Online Products Purchasing decision
Usage of internet	Pearson Correlation	1	.641(**)
	Sig. (2-tailed)		.000
	N	100	100
Purchasing decision	Pearson Correlation	.641(**)	1
	Sig. (2-tailed)	.000	
	N	100	100

Correlation is significant at the 0.01 level (2-tailed).

Interpretation

It is interpreted that the usage of the internet and the online products purchasing decision are positively correlated and the significance value is less than 0.05. It means there is a relationship between online products purchasing decision and usage of the internet.

Findings:

- 38% of the respondents were employed full – time and student.
- 87% of the respondents were access of internet in the smartphone.
- 53% of the respondents were neutral influenced in purchasing decision.
- The monthly income influences the consumers buying decisions in digital market.
- The purchasing decisions for online products are positively correlated with the internet usage patterns of the respondents.

Suggestions:

Based on the findings, it is imperative for businesses in Chengalpattu to prioritize their digital marketing endeavours to establish meaningful connections with consumers. Employing advanced data analytics tools can enable personalized marketing approaches, ensuring relevance and resonance with target audiences. Additionally, leveraging the vast reach and engagement potential of social media platforms for targeted advertising can amplify brand visibility and customer engagement. Furthermore, investing in consumer education initiatives to enhance awareness of digital marketing practices and their benefits can foster trust and loyalty among consumers. By embracing innovative digital marketing strategies, Chengalpattu businesses can unlock new avenues for growth and competitiveness in today's dynamic market landscape.

Conclusion:

In conclusion, this research underscores the profound impact of digital marketing on consumer purchasing behaviour within Chengalpattu. By elucidating consumers' awareness and the effectiveness of digital marketing channels, the study underscores the pivotal role of digital strategies in shaping modern consumer decision-making processes. Through personalized approaches and targeted campaigns, businesses can forge stronger connections with their target audience, fostering brand loyalty and driving sustainable growth. Thus, by embracing the transformative power of digital marketing, Chengalpattu businesses can not only adapt to evolving market dynamics but also thrive in an increasingly competitive business environment.

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