



Impact Of Digital Marketing On Buying Behaviour Of Consumers In Chennai

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ABSTRACT

This study aims to examine the impact of digital marketing on the buying behavior of consumers in Chennai, India. With the rapid growth of the digital landscape and the increasing availability of internet access, digital marketing has emerged as a prominent strategy for businesses to reach and engage with their target audience. Understanding how digital marketing influences consumer behavior is crucial for businesses to effectively design and implement their marketing strategies. The research methodology involves a combination of quantitative and qualitative approaches. A structured questionnaire survey will be administered to a sample of consumers in Chennai, selected using a random sampling technique. The questionnaire will capture information about consumers' exposure to digital marketing channels, their engagement with digital marketing content, and the subsequent impact on their buying behavior. Additionally, in-depth interviews will be conducted with a subset of participants to gain deeper insights into their perceptions, attitudes, and motivations related to digital marketing. The data collected will be analyzed using statistical techniques, such as regression analysis, to determine the relationships between digital marketing and buying behavior. The expected outcomes of this study will contribute to the existing body of knowledge on digital marketing and consumer behavior in the context of Chennai. The findings will provide valuable insights for businesses operating in Chennai and help them tailor their digital marketing strategies to effectively influence consumer buying behavior. Furthermore, the study will shed light on the preferences and tendencies of consumers in Chennai regarding digital marketing channels and content. It is anticipated that this research will highlight the significance of digital marketing as a powerful tool in shaping consumer behavior in Chennai. The study's findings will have implications for businesses across various industries, guiding them in making informed decisions and optimizing their marketing efforts to target and engage consumers effectively.

Keywords: digital marketing, consumer behavior, buying behavior, Chennai, internet marketing, online advertising, consumer engagement.

INTRODUCTION

Digital marketing has revolutionized the way businesses interact with consumers, allowing for more targeted and personalized marketing strategies. This research aims to explore the impact of digital marketing on consumer behavior, focusing on how various digital marketing techniques influence consumer decision-making, brand perception, and purchasing patterns. In recent years, digital marketing has emerged as a powerful tool for businesses to reach and engage with their target audience. The rapid advancement of technology and the widespread use of the internet have transformed the way consumers gather information and make purchasing decisions. This study aims to investigate the impact of digital marketing on the buying behavior of consumers in Chennai, a bustling metropolitan city in India.

Chennai, being a major economic and commercial hub, has witnessed significant growth in digital marketing activities. From social media advertising to email campaigns and search engine optimization, businesses in

Chennai are utilizing various digital marketing strategies to promote their products and services. This study seeks to explore how these digital marketing efforts influence the buying behavior of consumers in the city. Understanding consumer behavior is crucial for businesses to design effective marketing strategies and stay competitive in the digital era. By examining the impact of digital marketing on consumers' purchasing decisions, this study aims to provide valuable insights to businesses operating in Chennai and help them make informed decisions regarding their marketing efforts. The study will employ a combination of quantitative and qualitative research methods to gather data. A survey questionnaire will be distributed among a sample of consumers in Chennai to collect quantitative data. Additionally, in-depth interviews and focus group discussions will be conducted to gain deeper insights into consumers' perceptions and experiences with digital marketing. The research findings are expected to shed light on the influence of various digital marketing channels, such as social media, search engines, and email marketing, on consumers' decision-making processes. It will also explore factors such as trust, credibility, personalization, and convenience that play a role in shaping consumers' buying behavior in response to digital marketing campaigns. The implications of this study can benefit businesses operating in Chennai by providing them with actionable recommendations for enhancing their digital marketing strategies. It will also contribute to the existing body of knowledge on consumer behavior and digital marketing by adding insights specific to the context of Chennai.

OBJECTIVES OF THE STUDY

1. To analyze the effects of digital marketing on consumer trust, credibility, and loyalty towards brands.
2. To investigate the role of consumer-generated content and social media influencers in digital marketing and its impact on consumer behavior.
3. To identify the factors those moderate the relationship between digital marketing and consumer behavior (e.g., demographic variables, cultural differences, product type).

STATEMENT OF THE PROBLEM

The impact of digital marketing on the buying behavior of consumers in Chennai is the focus of this study. With the rapid growth of the internet and the increasing prevalence of digital platforms, companies have shifted their marketing strategies towards online channels to reach their target audience. Chennai, as a major metropolitan city in India, has witnessed significant adoption of digital marketing techniques by businesses across various industries. However, there is a need to understand the specific impact of these digital marketing efforts on consumer behavior in Chennai. this study intends to provide valuable insights into the impact of digital marketing on consumer buying behavior in Chennai. Understanding the specific influence of digital marketing strategies in this particular context can help businesses tailor their marketing approaches and optimize their digital campaigns to effectively engage consumers and drive favorable purchase decisions.

METHODOLOGY

This comprehensive analysis will employ a mixed-methods approach, combining qualitative and quantitative research methods. The qualitative phase will involve conducting in-depth interviews and focus group discussions with consumers to gain insights into their perceptions and experiences related to digital marketing. The quantitative phase will include a large-scale survey to collect data on consumer behavior, attitudes, and preferences, as well as their exposure to different digital marketing strategies. Statistical analysis techniques, such as regression analysis, correlation analysis, and factor analysis, will be employed to analyze the collected data.

DATA ANALYSIS

Convenience

The study also analyses the limit up to the participants accepted with the following comfort criteria for online shopping. The interviewees were expected to state the status of the predictor on a 5-point Likert scale varying from; Very low extent (1), Low extent (2), Average extent (3), Great extent (4), Very great extent (5).The findings from the study were as shown in the table below.

Table 1 Convenience while shopping online

Statement	Mean	Std Dev.
I get on-time delivery by shopping on-line	4.17	0.83
Detail information is available while shopping online	4.1	0.8
I can buy the products anytime 24 hours a day while shopping online	4.14	0.83
It is easy to choose and make comparison with other products while shopping online.	4.06	0.81

The respondents showed in large part that internet shopping is realistic because it is provided on time by buying electronically, as shown by a mean score of 4.17. Most of the respondents have accepted that online shopping is easy to buy their goods 24 hours a day at any time, as seen in a mean score of 4.14. Another majority of respondents said to a considerable degree that while shopping online comprehensive information is available, as shown by a mean value of 4.10. Responded also indicated to a great extent that it is convenient to select and compare with certain items while online shopping is simple and comparable to many items while online shopping as shown by a mean score of 4.06.

Website Design/Features

The study also sought to investigate the extent to which the respondents agreed with the following factors relating to Website Design/Features while shopping online. The respondents were required to indicate the status of the variable on study on a 5-point Likert scale ranging from; Very low extent (1), Low extent (2), Average extent (3), Great extent (4), Very great extent (5). The findings from the study were as shown in the table below.

Table – 2 Graphical representations of means of Convenience while shopping online

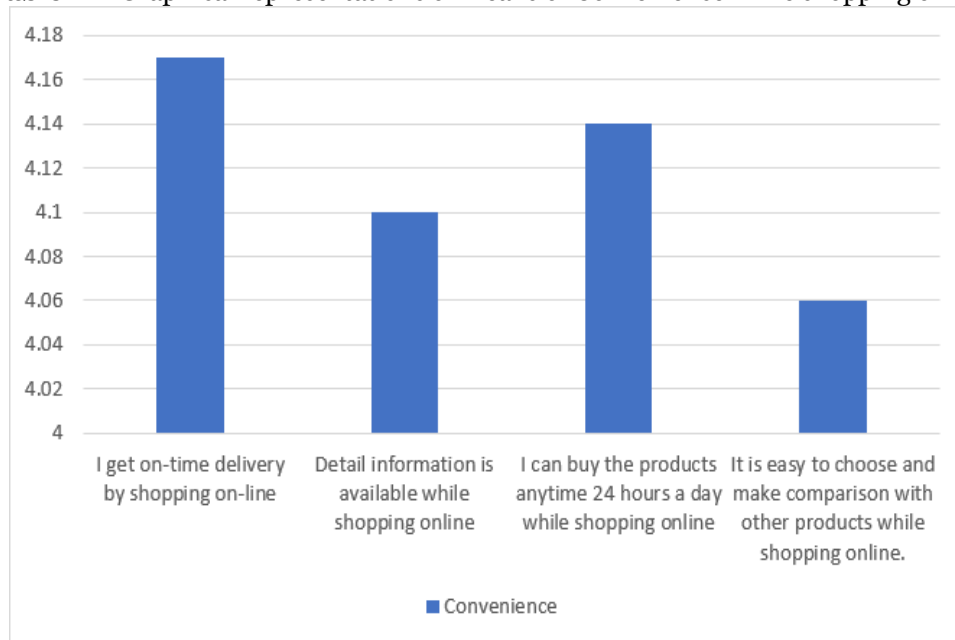


Table 3 Website Design/Features

Statement	Mean	Std Dev.
The website design helps me in searching the products easily	4.46	.85
While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	4.30	.84
The website layout helps me in searching and selecting the right product while shopping online	4.15	.82
I believe that familiarity with the website before making actual purchase reduce the risk of shopping online	4.12	.81
I prefer to buy from website that provides me with quality of information	4.27	.83

On the basis of the results of the survey, most of the respondents revealed to a large degree that the architecture of the website made the search for items simpler when online shopping as shown by a mean score of 4.46, The majority of respondents also clearly believe that they choose to purchase from a website that offers navigation protection and fast ordering as seen by an average score of 4.30, when shopping online. Majority of the participants have said they would rather buy from a website which gives them information quality as shown by a median score of 4.27, respondents have strongly suggested that, when shopping online, the correct commodity receives as shown by a mean score of 4.12, Although these results have showed that they agree that comprehension of the Website before actively making transactions decreases the likelihood of online shopping, as shown by an average score of 4.12.

Time Saving

The study also sought to investigate the extent to which the respondents agreed with the following factors relating to saving time while shopping online. The respondents were required to indicate the status of the variable on study on a 5-point Likert scale ranging from; Very low extent (1), Low extent (2), Average extent (3), Great extent (4), Very great extent (5). The findings from the study were as shown in the table below.

Table 4: Time Saving

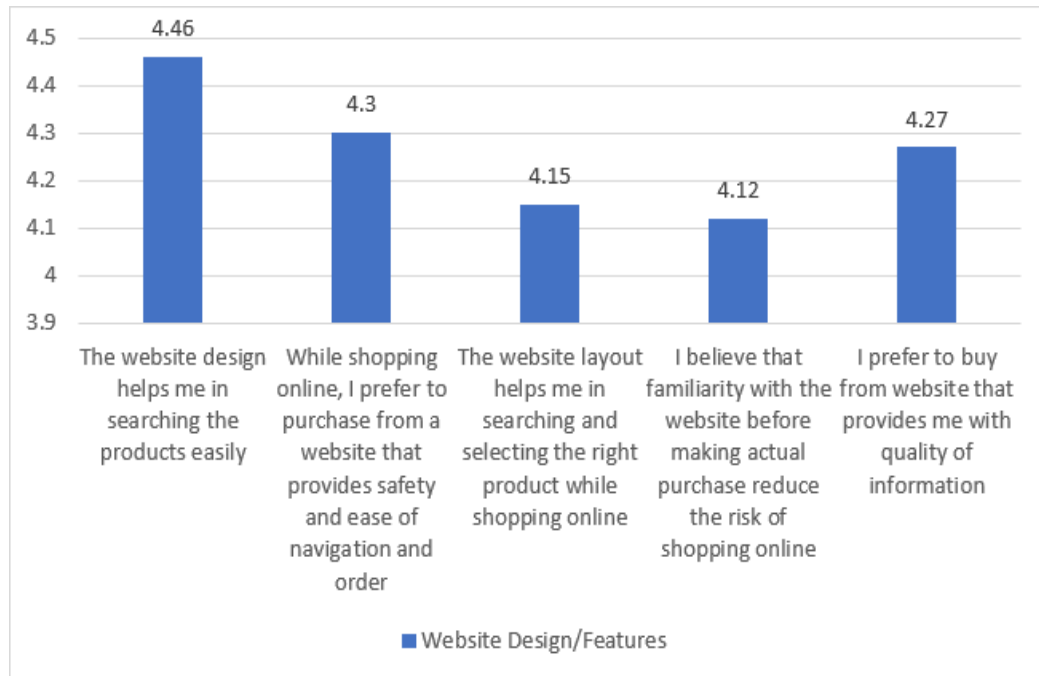


Table 5: Time Saving

Statement	Mean	Std Dev.
Online shopping takes less time to purchase	4.26	.82
Online shopping doesn't waste time	4.14	.81
I feel that it takes less time in evaluating and selecting a product while shopping online	4.35	.85

Table 6 Graphical representation of means of time saving statement

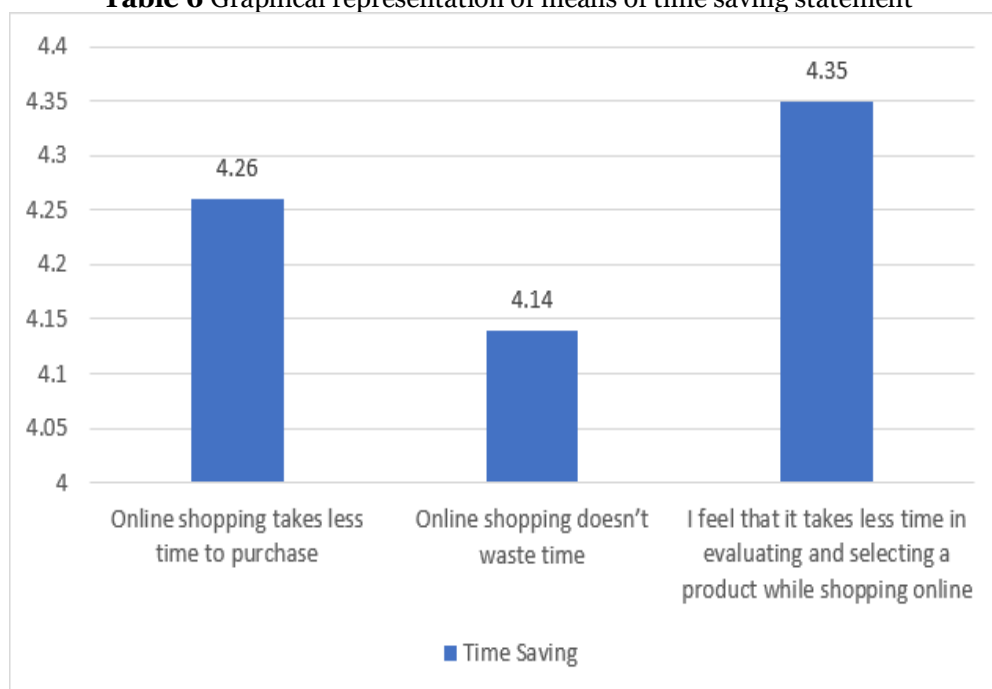


Table 6: Security

Statement	Mean	Std Dev.
I feel safe and secure while shopping online	4.17	.82
Online Shopping protects my security	4.06	.79
I like to shop online from a trustworthy website	4.14	.81

Coefficient of Determination, R²**Table 7 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig.F Change
1	.888(a)	.789	.757	.250	.789	24.301	4	26	.000

F Test for the Full Model**Table 8: Anova Table**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.057	4	1.514	24.301	.000(a)
	Residual	1.620	26	.062		
	Total	7.677	30			

CONCLUSION

The impact of digital marketing on consumer behaviour by gaining insights into consumer attitudes, preferences, and decision-making processes, marketers can enhance their digital marketing efforts, leading to more effective engagement, higher conversion rates, and stronger brand-consumer relationships. Understanding the dynamics between digital marketing and consumer behavior is crucial for businesses to thrive in the digital age and remain competitive in the marketplace. Digital marketing has significantly influenced the buying behavior of consumers in Chennai. The increasing accessibility and usage of digital platforms have transformed the way consumers interact with brands and make purchasing decisions. Here are some key points that emerge from studies and observations. With the proliferation of internet access and smartphone usage, consumers in Chennai are increasingly engaging with digital platforms such as social media, search engines, and e-commerce websites. This increased online presence has allowed marketers to reach and target consumers more effectively. Digital marketing has empowered consumers in Chennai to gather information, compare products/services, read reviews, and conduct thorough research before making purchasing decisions. Consumers can easily access product information, pricing details, and user reviews, which influence their buying choices. Digital marketing techniques enable marketers to tailor their messages and advertisements to specific consumer segments based on their demographics, preferences, and browsing behavior. Personalized ads and content resonate better with consumers, leading to increased engagement and potentially influencing their purchasing decisions. The rise of social media platforms has given rise to

influencer marketing, where individuals with large online followings promote products or services. Consumers in Chennai may be influenced by the recommendations and endorsements of influencers they follow, leading to increased brand awareness and potential purchases. Digital marketing has facilitated the growth of e-commerce platforms, making it convenient for consumers in Chennai to make purchases online. The ability to browse products, compare prices, and make transactions from the comfort of their homes has led to a shift in consumer behavior towards online shopping. Feedback and reviews: Digital marketing has amplified the significance of customer feedback and online reviews. Consumers in Chennai often rely on online reviews and ratings to assess the quality and credibility of products or services before making a purchase. Positive reviews and ratings can influence consumer decisions, while negative feedback can deter potential buyers. The impact of digital marketing on consumer buying behavior is continually evolving as technology advances and consumer preferences change. Recent studies and research beyond my knowledge cutoff date would provide more accurate and up-to-date insights into the specific impact of digital marketing on consumer behavior in Chennai.

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