

A STUDY ON EFFECT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR AT CHENGALPATTU DISTRICT TAMILNADU

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ABSTRACT

The method of showcasing orientations to advertising through modern channels such as social media, email announcement, and mobile applications is referred to as digital marketing. This approach allows consumers to explore and evaluate the products offered by various businesses. Thanks to online marketing, shoppers can now access items from around the globe, not just from their own nations. In recent years, companies have embraced eco-friendly merchandising techniques as a means of achieving their corporate goals while conserving environmental resources. This research aims to understand consumer purchasing patterns in relation to digital marketing. Both qualitative and quantitative research methods were utilized in this investigation. Fundamental data was gathered from organized retail stores in Faisalabad. A survey was sent to 150 individuals through Google forms, resulting in 150 qualified responses. The research samples were collected using the Simple Random Sampling Technique. Descriptive statistics, reliability assessment, correlation analysis, and regression analysis were employed to interpret and evaluate the findings for conclusions.

Introduction

Grasping consumer behavior is essential in the realm of digital marketing, as individuals have adopted the internet and online social platforms, with expertise and a focus on brands impacting their buying choices. Additionally, when brand recognition merges with a favorable brand reputation and customer loyalty, it creates a more potent brand image in consumers' perceptions, which positively affects their behavior and integrates into their purchasing processes. Buying behavior among consumers encompasses how persons, entities, and collectives select, buy, and utilize products, services, experiences, or concepts to fulfill their needs and wishes. Digital marketing serves as a crucial avenue for revenue enhancement. It is employed to alter the buying choices of consumers and boost their awareness. This approach is viewed as a means for businesses to connect with their specific target audience. Social media is extensively utilized as an efficient approach to further the marketing objectives and strategies of organizations, especially in sectors like consumer engagement, customer relationship management, and communication.

Literature Review

The business application of the Internet and the World Wide Web began roughly twenty-five years ago. Throughout this timeframe, the commercial environment has transformed at an astonishing speed. Two decades ago, it was unimaginable, but today, major global companies like Google, Facebook, Amazon, Alibaba, eBay, and Uber have become key players in our current economy. In 2015, online sales made up 7.4% of all retail expenditures in the United States, marking the highest figure recorded since 1999 (Phillips, 2015). Sales from mobile devices have surged rapidly, representing approximately 22% to 27% of overall internet transactions (Rao, 2015; Malcolm, 2015). Businesses increasingly recognize the importance of cultivating a "digital relationship" with their clientele (Phillips, 2015). Additionally, advancements in technology and gadgets like smartphones, smart appliances, the Internet of Things (IoT), artificial intelligence, and deep learning are set to bring about profound shifts in consumer experiences in the near future. This research aims to clarify how progress in digital technology is transforming marketing practices and strategies, along with the implications of this shift for studies within the expansive realm of "digital marketing."

Communication has become significantly simpler compared to earlier decades because of the introduction of social media and improvements in online and mobile application technology (Khomenko et al., 2020). As contemporary consumers devote considerable time to digital platforms, marketers have created methods and strategies to engage them through these mediums. Consequently, a wealth of academic research has been conducted on various aspects, including search engine optimization, social media promotion, affiliate marketing, content creation, video advertising, and numerous other areas (Jimenez, 2020). This research offers a comprehensive analysis of academic studies produced and released by researchers across different countries on this emerging marketing field from the years 2000 to 2019. Digital marketing opens up fresh opportunities for connecting with, informing, and engaging clients, along with providing and selling products and services. Marketing through social and mobile channels has transformed the daily lives of millions, fostering widespread social media practices and often resulting in the formation of customer relationships (Fujita et al., 2017; Han et al., 2016; Kim, 2018; Woodside, 2018). The globe is experiencing substantial shifts in communications because of the rapid dissemination of technology and information via the Internet through various channels like smartphones, social media sites, and electronic word-of-mouth (Al-Marroof & Al-Emran, 2018; Al-Qaysi & Aleran, 2017; Al-Qaysi, Mohamad-Nordin, & Al-Emran, 2018; Alshurideh, Salloum, Al Kurdi, & Al-Emran, 2019). Since different communication channels facilitate access and interaction with customers, the world feels like a small community (Alghizzawi, Salloum, & Habes, 2018; Malik & Al-Emran, 2018; S. A. Salloum, Al-Emran, Shaalan, & Tarhini, 2019). Consumers seek information regarding products and services through digital communication methods. This has become a fundamental part of people's everyday routines (Stephen, 2016). A majority of individuals actively utilize digital marketing and social media as consumers of products and services, looking for information about the items they purchase and engaging with others about their experiences (S. A. S. Salloum & Shaalan, 2018).

Lee (2005) carried out a study to understand the five phases of the consumer decision-making process, using China as a reference point. The study emphasizes the elements that affect consumer choices regarding imported health food items, with a particular focus on demographic traits such as sex, education level, income, and marital situation. To fulfill the research objectives, the author employed a questionnaire method. The analysis revealed that family members significantly influence the decision-making process for purchasing imported health food items through the five stages of consumer decision-making. Several other researchers have examined the Five Stages Model of the Consumer Decision-Making Process. One of the most commonly referenced frameworks

was introduced by Blackwell et al. (2006), who identified the following five steps in this process: recognizing a problem or need, conducting an information search, evaluating alternatives, making a purchase decision, and assessing the post-purchase experience.

Despite six decades of investigations into concepts like self-concept, identity, and attitude functions yielding solid proof that identity often drives behavior, the fundamental processes that underlie identity's impact on actions are frequently muddled by varying terminology across different research domains. Oyserman (2009) took a significant step toward integrating these diverse research avenues in a recent review by asserting that identities can be activated without conscious thought, that they are influenced by environmental factors, and that they motivate numerous behaviors. Similarly, the primary aim of this article is to suggest a comprehensive definition of identity, where it is described as any category label that a consumer connects with themselves, providing a clear representation of how individuals within that category look, think, feel, and act. This notion, we propose, will include various discipline-driven methodologies regarding identity-related behaviors that originated in social psychology (Oyserman, 2007; Tajfel & Turner, 1986), Consumer Culture Theory (Arsel & Thompson, 2011), and sociology (Callero, 2003; Howard, 2000). In a study by Kislev, K.T and Muruganandam, D (2013) focusing on Consumer Attitude towards Promotional Schemes and the Influence of Brands on Buying Home Appliances, they highlight that grasping consumer attitudes is essential for marketers to navigate the challenges of understanding consumers' perspectives. Marketers need to comprehend the reasons behind a buyer's purchasing decisions and the thought processes that sway their choices regarding various products and services. The main aim of this research is to assess how promotional schemes affect consumer attitudes and to identify brand-loyal consumers as well as those who are influenced by brands in the home appliance sector mainly due to promotional offers.

Chaffey (2011) characterizes social media marketing as the act of fostering customer interactions either on the company's own platform or through its online presence. This marketing approach plays a crucial role in digital marketing as it allows businesses to communicate their messages to their intended audience without incurring costs typically associated with traditional publishing or distribution. Gurau (2008) points out that the online marketing landscape offers a variety of both opportunities and challenges for social media marketers. In their study on consumer and purchasing behaviors,

Sathish and A. Rajamohan (2012) adopt a broad perspective on consumers. A buyer's purchasing behavior is interpreted as the culmination of interactions with their environment. Grasping customer behavior holds significant importance in digital marketing due to the widespread acceptance of the internet and social networking tools by consumers

Vine rean, Cetina, Dumitrescu, and Tichindelean, 2013). Consumer purchasing habits are influenced by knowledge and brand focus. Moreover, merging brand recognition with a favorable brand image and loyalty leads to a more robust brand perception among consumers, positively impacting their purchasing behaviors (Malik et al., 2013). Purchasing behavior pertains to how individuals, businesses, and groups select, acquire, and utilize products, services, experiences, or ideas to fulfill their wants and needs (Rasool Madni, 2014). Digital marketing serves as a vital channel for enhancing revenue growth. It is utilized to influence the buying choices of consumers and boost brand awareness. This approach is recognized as a means for companies to connect with their target audience. Social media has become a prominent method for achieving marketing objectives and strategies, especially in areas like customer engagement, relationship management, and communication. The internet is often viewed as a transformative technology, and global consumers are increasingly accepting online shopping (P, Sunanth, and Chandran, 2022). The effect on commerce has been profound, prompting many companies to adapt their distribution channels. Consequently, digital marketing is key in shifting consumer attitudes and behaviors regarding various products or services.

Methodology

Grasping customer behavior is essential in the realm of digital marketing, as consumers have adapted to the internet and online interaction platforms. Having knowledge and being focused on brands influences how consumers make their buying decisions. In addition, when brand recognition pairs with a favorable brand image and consumer loyalty, it strengthens the brand's presence in consumers' minds, which positively impacts their purchasing habits and becomes ingrained in them. Consumer purchasing behavior

encompasses the choices and actions of individuals, groups, and organizations regarding the selection, acquisition, and utilization of products, services, experiences, or concepts to satisfy their needs and aspirations. Digital marketing plays a vital role in generating revenue growth. It is employed to alter consumer purchase choices and enhance brand awareness. Businesses regard it as a way to connect with their desired audience effectively. Social media has become a popular and efficient method for advancing companies' marketing objectives and tactics, especially in aspects like engaging consumers, managing customer relationships, and facilitating communication.

Objective of the Study

1. To study the concept of Consumer buying behaviour
2. To know the importance of Digital Marketing
3. To know the Impact of Digital Marketing on consumer buying behaviour.

Hypothesis of the study

1. There is no between demographic factor and Digital Marketing on consumer buying behaviour.
2. There is between demographic factor and Digital Marketing on consumer buying behaviour.

Limitations of the Study

A total of 150 was determined as the required sample size, but only complete responses from 150 participants were gathered through Google Forms. Utilizing a simple random sampling method, this was made possible due to the availability of a list obtained from the university administration via the IBMS and Computer Sciences departments. Subsequently, the individuals chosen at random were inquired about their opinions regarding digital marketing and artificial intelligence. Faisalabad was selected as the area for sampling, with participants being students in computer and business studies programs. The survey included both questions that allowed for open responses and those that required specific answers. To measure the influence of independent variables on dependent variables, various analyses such as descriptive statistics, reliability assessment, correlation analysis, and regression analysis were conducted. The researcher dedicated twenty days to data collection and faced numerous challenges while conducting interviews. In Pakistan, where awareness of social research and its significance is limited, the primary difficulty for the researcher was clarifying the purpose of the study and assuring respondents about the confidentiality of their responses. An additional challenge was gathering information on income, as many respondents were reluctant to disclose this information. Some participants even confused the researcher with someone from the tax collection agency. Nevertheless, this misunderstanding was resolved through clear explanations.

CONCEPTUAL FRAMEWORK

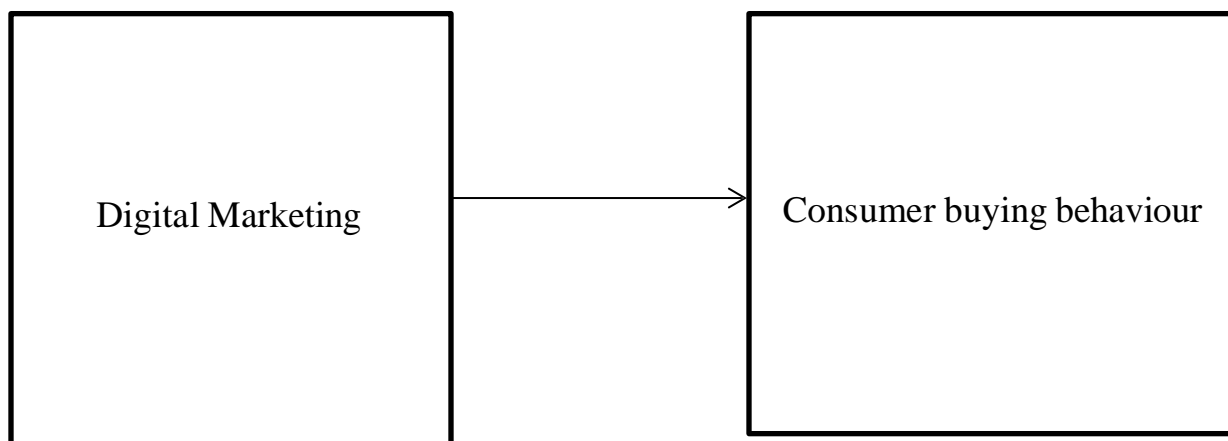


Table 1
Demographic Profile of the Respondents

	Profile	Frequency	Percentage
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Gender	Male	99	66.0
	Female	51	34.0
Occupation	Student	61	40.7
	Professional	29	19.3
	Business	19	12.7
	Employed	41	27.3
Age	Below30 years	112	74.7
	Above30 years	38	25.3
Education	Graduation	40	26.7
	Post Graduation	85	56.7
	Diploma	7	4.7
	Others	18	12.0
Family	Nuclear family	113	75.3
	Joint family	37	24.7
Total		150	100.0

The demographic analysis of the respondents reveals that out of the total 150 participants, 66.0% were male and 34.0% were female, indicating a higher representation of male respondents in the study. With regard to occupation, a majority of the respondents were students (40.7%), followed by employed individuals (27.3%). Professionals accounted for 19.3%, while business respondents constituted 12.7%, showing a diverse occupational background among the participants. In terms of age, the study was largely dominated by younger respondents, as 74.7% were below 30 years, whereas 25.3% were above 30 years. This indicates that the study primarily reflects the perceptions of a younger population. Considering the educational qualification, more than half of the respondents (56.7%) were postgraduates, followed by graduates (26.7%). A smaller proportion held other qualifications (12.0%), while diploma holders formed 4.7%, highlighting a generally well-educated sample. Regarding family type, a substantial majority of the respondents (75.3%) belonged to nuclear families, while 24.7% were from joint families, suggesting the predominance of nuclear family structures among the respondents. The age of the sample respondents is definitely stated in the aforementioned table 4.1. Because the data was gathered from the departments of management sciences and food and nutrition, the majority of respondents were students who used digital marketing. 63.1% of the total respondent's range in age from 21 to 30. From the total amount of data obtained, 31.0% belongs to group 15-21 and so on.

Table -2
Impact of digital marketing on consumer buying behaviour

Particulars		Frequency	Percentage
Buying habits,	Yes	135	90.0
	No	15	10.0
Using user-friendly technology	Web Sites	38	25.3
	Social network	83	55.3
	Email	10	6.7
	Video platform	10	6.7
	By someone	9	6.0
Sharing Viral Campaigns with others	Family	6	4.0
	Friends	99	66.0
	Colleagues	9	6.0
	Community	14	9.3
	Bloggers	7	4.7
Using user-friendly technology	Daily	97	64.7
	Weekly	36	24.0
	Monthly	4	2.7
	Occasionally	13	8.7
Total		150	100.0

Consumer Engagement with Viral Campaigns and Digital Platforms

The analysis of consumer responses indicates a high level of participation in viral marketing campaigns. A significant majority of respondents (90.0%) reported that they share viral campaigns, while only 10.0% stated that they do not engage in such sharing behaviour. This highlights the strong acceptance and reach of viral marketing among consumers. Regarding the use of user-friendly technology for accessing viral campaigns, social networking platforms emerged as the most preferred medium, accounting for 55.3% of responses. This was followed by websites (25.3%), while email and video platforms were used by 6.7% each. A smaller proportion (6.0%) accessed viral campaigns through recommendations by others, indicating the dominance of digital platforms—especially social networks—in viral campaign dissemination. In terms of sharing viral campaigns with others, respondents predominantly shared content with friends (66.0%), reflecting the importance of peer influence in viral marketing. Sharing within the community (9.3%) and with colleagues (6.0%) was relatively limited, while sharing with family members (4.0%) and bloggers (4.7%) was minimal with respect to the frequency of access to social networking sites, a majority of respondents (64.7%)

Table - 3:
impact of digital marketing on consumer buying behaviour ranking

impact of digital marketing	Weighted Average mean	Rank
Information Gathering & Comparison	3.73	2
Influence of Social Proof:	3.28	7
Rise of the "Always-On" Consumer	3.75	1
impulse and spontaneous purchases	3.71	3
Personalization Expectations	3.47	5
Social media	3.55	4
Search Engines (SEO/PPC)	3.21	8
Need Recognition	3.34	6
Information Search	2.71	11
Evaluation of Alternatives	2.75	10
Purchase Decision	2.93	9

However, the data you provided outlines how different aspects of digital marketing impact consumer buying behavior, ranked by their Weighted Average Mean (WAM) score of influence. Based on the provided data: The most significant impact (highest WAM, rank 1) is the "Rise of the 'Always-On' Consumer" (WAM 3.75). The least significant impact (lowest WAM, rank 11) is "Information Search" (WAM 2.71).

The provided table uses

Table -4
Discriminant Analysis Validation of Cluster Results

Dimensions	N-63	N-87	N-150	Wilks' Lambda	F value	P value
Rise of the "Always-On" Consumer	17.11 (1.833)	15.64 (2.199)	16.26 (2.172)	.888	18.657	.000
Social media	25.22 (2.524)	19.78 (2.838)	22.07 (3.816)	.501	147.164	.000
Search Engines (SEO/PPC)	12.37 (1.903)	10.79 (1.862)	11.45 (2.029)	.853	25.558	.000
Need Recognition	12.48 (3.482)	11.49 (3.827)	11.91 (3.706)	.983	2.592	.110
Information Search	15.94 (2.055)	11.79 (2.602)	13.53 (3.142)	.574	110.000	.000
Evaluation of Alternatives	16.38 (1.689)	14.07 (2.662)	15.04 (2.567)	.801	36.756	.000

Analysis of Variance (ANOVA) and Wilks' Lambda to measure how different groups (N=63, N=87, and a combined N=150) vary in their response to digital marketing dimensions. **Statistical Breakdown Highly Significant Impacts ($P < .05$ P is less than .05 $P < .05$):** Most dimensions show a **P-value of .000**, indicating that the differences between the groups are statistically significant and not due to chance. **Social media** has the highest **F-value (147.164)** and lowest **Wilks' Lambda (.501)**, making it the most powerful differentiator among the groups. **Information Search** also shows a very high **F-value (110.000)**, suggesting group perceptions of how they search for info vary drastically. **Non-Significant Impact: Need Recognition** has a **P-value of .110**, which is greater than the standard .05 threshold. This means there is **no significant difference** between the groups in how digital marketing triggers their initial "need" to buy. **Wilks' Lambda Interpretation:** Lower values (closer to 0) indicate that a dimension is better at "discriminating" or separating the groups. **Social media (.501)** and **Information Search (.574)** are the most influential in this regard.

Group Comparison (Means)

- **Group N=63** consistently shows **higher mean scores** across almost all categories (e.g., social media = 25.22) compared to **Group N=87** (social media = 19.78). This suggests that the first group is significantly more influenced by these digital marketing dimensions.
- **Rise of the "Always-On" Consumer:** Both groups score highly here (17.11 and 15.64), confirming it as a dominant trend across the entire sample of 150.

Summary of Dimensions by Influence

1. **Social media:** The strongest driver of group differences; carries the most weight in the model.
2. **Information Search:** Shows high variance, indicating different groups use digital tools differently to research.
3. **Evaluation of Alternatives:** A significant factor ($F=36.756$ cap F equals 36.756 $F=36.756$) in how consumers compare products online.
4. **Need Recognition:** The only dimension where groups behaved similarly (statistically insignificant difference). I can further assist if you'd like me to:
 - Explain the **definitions of Wilks' Lambda or F-values** in simpler terms
 - Help **identify what Groups N=63 and N=87 might represent** (e.g., age or gender) based on typical study structures
 - Compare these findings to **global digital marketing benchmarks** for 2025/2026

CONCLUSION

The aim of this research was to investigate how digital marketing affects the purchasing decisions of consumers. Understanding their relationship contributed to the development of more effective marketing strategies for online retailers. It also enhances profit margins by enabling a business to acquire and maintain a competitive advantage. Nevertheless, since the typical participant buys an item three times, there is no effect on customer satisfaction regarding service quality. Research indicates that aspects like website aesthetics, ease of navigation, security, and delivery speed significantly enhance customer satisfaction. Consequently, it is recommended that e-commerce businesses allocate resources towards both the

quantitative and qualitative enhancement of their networks to provide sufficient hardware and software communication systems and frameworks. Entrepreneurs who embrace adaptability and can shift their approach to marketing products, services, and sales are more inclined to achieve success. It is essential to recognize that advancements in digital marketing, along with service and product quality, are interconnected and facilitate consumers' ability to make purchases conveniently, as this improves overall service quality and fosters a positive image among consumers, ensuring that every shopper enjoys a pleasant buying experience. Additionally, this research highlights that customer satisfaction plays a crucial role in influencing consumer purchasing behavior. Digital marketing, the caliber of products, and purchasing choices all contribute to consumer satisfaction, which is a vital and advantageous factor. Lastly, a primary focus for businesses should be on stimulating consumers' impulsive buying behavior, as creating a sense of involvement can effectively encourage impulse purchases.

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QUESTIONNAIRE

Dear Participant,

We are student researchers at the University Of Agriculture, Faisalabad. We are conducting a marketing research entitled “Exploring the impact of digital marketing on consumer buying behavior”. Your perspectives and experiences will help us gain valuable insights into the changing dynamics of consumer decision-making in the digital age. All the information you provide will be kept strictly confidential. Your responses will only be used for research purposes and will not be disclosed or shared with any third party. Please answer the following questions honestly and to the best of your knowledge. Your cooperation is highly appreciated.

Demographics

Age:	Gender: Male <input type="checkbox"/> Female <input type="checkbox"/>	Marital Status:
Qualification:	Occupation:	Income Level: 20k-40k <input type="checkbox"/> 40k-60k <input type="checkbox"/> 60k+ <input type="checkbox"/>
Family Type: Joint <input type="checkbox"/> Nuclear <input type="checkbox"/>	Family Size: 1-5 <input type="checkbox"/> 5-10 <input type="checkbox"/>	Religion:

Please indicate your responses by selecting the most appropriate answer. Your careful consideration and accurate marking are essential to the success of this research.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Digital Marketing:

Questions:	1	2	3	4	5
1-I believe through digital marketing, customers are attracted to the website / social media channels.					
2-Through digital marketing, customers are attracted to website / social media to buy products/services.					
3-I believe that digital marketing is best assessed by marketing research.					
4-Through digital marketing, an internet presence is created.					

Consumer Buying Behaviour:

Questions:	1	2	3	4	5
1 -Online shopping offers a convenient and efficient way for me to make purchases compared to traditional brick-and-mortar stores."					
2 -Social Media Ads have directly influenced my purchasing decisions.					
3 -I would shop online without any fear if there are strict cyber-laws to punish frauds and hackers.					
4 -I tend to compare prices and products on multiple websites before making an online purchase.					

WHAT DO YOU THINK WILL BE THE FUTURE OF CONSUMER BUYING BEHAVIOUR IN PAKISTAN?

WHAT ARE YOUR SUGGESTIONS ABOUT IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR IN PAKISTAN?
