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CONSUMER BUYING BEHAVIOUR TOWARDS THE DIGITAL MARKETING: WITH SPECIAL REFERENCE TO SALEM DISTRICT

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Abstract: *India is the world's second biggest web user base. Online trading has given rise to e-tailing and revolutionized the conventional way of purchasing and selling goods and services. Online business is the fastest growing e-commerce industry. This study mainly focuses on the impact of digital marketing on consumer perception towards digital marketing. Though, in this study two other important dimensions have been studied - factors influencing consumer buying behaviour, factors influencing online shopping. The study concludes that digital marketing is an influential tool in shaping consumer behavior, but its success is contingent on trust, transparency, and strategic personalization. While digital marketing strategies such as social media advertising, SEO, and re-targeting enhance brand visibility and engagement, their effectiveness in driving purchases depends on factors such as perceived authenticity, clear communication, and regulatory support. Younger consumers are highly responsive to social media-based strategies, while older consumers rely more on search engine results and email marketing.*

Key Words: *Digital Marketing, Consumer, Purchase, Internet.*

1. INTRODUCTION

Over the years, the concept of Digital Marketing has undergone a transformation. Initially focused on promoting products through digital channels, today's Digital Marketing is centred on utilizing digital technology for customer acquisition, retention, brand promotion, and sales growth. The internet has become a pivotal force, reshaping the entire digital economy and influencing revenue streams, business models, supply chains, and customer bases. Notably, industries like fashion and travel have experienced significant changes due to the widespread availability of the internet.

Digital marketing refers to the use of digital technology to generate awareness among consumers, which will ultimately to a decision to purchase the items and services supplied, rather than traditional marketing tactics. After the internet rose to prominence in the twenty-first century, it spawned a slew of different platforms with unique uses. As the globalisation movement took hold, businesses around the world decided to transform itself into businesses that are concentrated on selling and promoting their products on a worldwide scale, rather than simply locally (Rezvani, et. al., 2012). If we take into account the marketing portfolio, it gave rise to the digital marketing technology, which could develop and visualize integrally new experiences for both the sellers and the consumers regarding variation in dataset and the clusters of information, available over the internet (Kumar, N., et al., 2017). Moving on to the definition of digital marketing, it may be defined as the movement of various elements of marketing strategies and activities to a computerized, networked environment such as the Internet (Kaur, P., et al, 2015). E-marketing has a wider scope whereas if we talk about internet marketing then it just refers to the internet applications, like world wide web and the electronic mail, e marketing includes all above plus tools like mobile phones, internet extranet, etc. (Rezvani, S., et al.,2012).

The term "digital marketing" has changed over time from a term used specifically to describe the marketing of goods and services through digital channels to an Allen compassing term used to describe the use of digital technologies for customer acquisition, building of preferences, promoting brands, customer retention, and sales growth.

As digital marketing not only involves platforms that include real-time internet access, but also includes digital outdoor, digital TVs, SMS (Short Message Service), tables, smartphone apps, online messaging systems, call-back, and on-hold mobile ring tones, e-books, and computer-functioning games. Digital marketing varies not only from internet marketing. It uses digital devices, channels, and platforms regardless of the nature of the devices. In addition, new-age concepts such as wearable technology and increased reality push digital marketing beyond the internet. And internet marketing can be said to be a digital marketing branch.

Need of Digital Marketing

Marketing has existed ever since people first learnt to trade. Marketing is all about interacting with your audience at the correct place and time. With the continued development of the Internet, you can now simply connect with your audience online by using digital marketing. But what benefits do digital marketing strategies actually offer? Let's talk about them all in this paper on the benefits of digital marketing. Let's discuss what digital marketing is initially and foremost before learning about its advantages. All online marketing initiatives fall under the category of digital marketing. These include digital channels that can be utilised to connect with both present and potential clients, such as search engines, email, websites, social media, etc. The key to effective marketing has always been making connections with the target market at the appropriate time and place. The ideal location to meet consumers today, when screen time is at an all-time high, is online.

Modes of Digital Marketing

Digital marketing is now an essential component of any successful business plan. Understanding the many sorts of Digital Marketing has become vital for organizations trying to flourish in the online realm due to its capacity to drive traffic, attract prospects, and generate brand awareness. We'll go through the most effective methods of Digital Marketing, as well as their benefits and aims. We have you covered whether you want to boost your SEO, run targeted adverts, or create compelling content. So buckle in and get ready to discover how to use the power of Digital Marketing to take your business to the next level. Some common platforms for digital marketing include social media, influencer marketing, content marketing, email, search engine optimization (SEO), pay-per-click (PPC), affiliate, and mobile. Let’s take a deeper look at each:

1. Content Marketing
2. SEO (Search Engine Optimization)
3. SMM (Social Media Marketing)
4. Paid Advertising
5. Email Marketing
6. Instant Message Marketing
7. Affiliate Marketing
8. Influence Marketing
9. Mobile Marketing
10. Video Marketing
11. Audio Marketing
12. Virtual Reality Marketing

2. Review of Literature

Anu Takur (2025) study investigates consumer perception towards online shopping with a focus on user behaviour, satisfaction levels, and the factors influencing their preferences. The study und that Customers need fast delivery of good quality products, a wide range of products and competitive prices are of the main factor that attracts people towards online shopping, more improvements in this two field attract people more.

Verma and pavithra (2024) find out the consumer behavior towards online shopping. revealed that customers are partially satisfied with online shopping. Some corrections in the facility can fully satisfy the customers. Online shopping sites provide a big platform for customers for shopping and they can save time by shopping online

Jain and Bharadwaj (2022) study found that if online marketers focus more on creating awareness, branding, and providing the services that consumers expect to receive according to their convenience, consumers' buying behaviour will likely change in the future, allowing online marketers to market their products and services more profitably

Debarun Chakraborty (2016) conducted research in Gangtok, Sikkim, on the variables influencing consumers' online buying decisions. The four factors: affordable product price at the door, 24/7 product availability, simplicity of cancellation or return, and time savings, have had a significant impact.

Devendra Jain et al. (2015) examined factors impacting undergraduate and graduate students' decisions regarding online shopping. the study's findings, students should be aware of the information, payment methods, and delivery alternatives before making an online purchase.

Alam, et al., (2008) studied the key factors influencing the online shopping behavior of young Malaysian consumers. There was a difference in the purchase of consumers who relied on customer service, trust and reliability. Also, website design, website reliability, customer service, and privacy were found to be four factors that influence young consumers' perceptions of online shopping.

Adnan (2014) studied the factors that influence the online shopping behavior of Pakistani consumers. The trust in online sellers and security issues were found to be the main factors affecting the online shopping behavior of Pakistani consumers.

Banu et al. (2014) stated that e-commerce has become one of the fundamental characteristics within the Internet arena. It is even more popular than searching for entertainment, information and news, which are two top-of-mind activities when considering what Internet users do when they are online.

Baveja, S. and S. Rastogi (2000) found that customer loyalty on the web could be a key driver of future profitability. Loyal online customers, more so than offline, spend more, refer more people, and are more willing to expand their purchases into new categories. As a result, they are more profitable than one-time customers.

Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness

3. Need of the Study

The way retailers sell the commodity and the way consumers buy the same has been impressively improved by Digital Marketing. The purchasing behaviour, which influences many aspects, invariably influence the marketer to respond to customer requirements. Understanding this subject from the viewpoint of consumers would further strengthen the literature as researchers will use this analysis as a point of reference as they look for more knowledge about the study of the influence of digital marketing in Bangalore-based customer purchasing decisions and other relevant matters, as Bangalore is one of the prominent cities of a developing nation India. Considering Bangalore's metropolitan nature and cosmopolitan culture, this study of Bangalore based consumers will provide a great enhancement and addition to digital behavior knowledge bank as consumers across different natures, religion, culture, income levels, professions etc. will be under study. This aids the further buildup of Bangalore based firm's digital marketing tactics to render potential consumers into real ones. So it becomes obvious that the online advertising and its effect on the purchasing behavior of consumers must be studied.

4. Scope of the study

The study offered a platform for understanding thoroughly digital purchasing mechanism. The purpose of this research is to determine whether customers are aware of digital media and how digital platforms factor into their purchasing decisions, as well as how digital media affects those decisions. The study detects and examines Sirsa District customers' digital purchasing patterns. Additionally, it looks into the variables that influence consumers' digital purchasing decisions. Thus, an in depth study of consumer buying behaviour and consumer satisfaction level has been done. The studies also provide the knowledge about digital marketing. Thus the study is consumer oriented. The scope of the study is limited to Salem district.

5. Objectives of the Research Study

1. To study the influence of demographic factors on digital marketing
2. To observe the awareness of digital marketing in Salem based consumers.
3. To identify the factors that influence buying behaviour of consumer towards digital marketing.
4. To identify the various digital Marketing facilities & there appropriateness
5. To measure the digital Marketing preferences and usefulness among the customers

6. Research Methodology:

Research design

The present study is focused to understand the consumer buying behaviour towards online shopping with special reference to Salem District. The central aim of this study is to investigate the influence of digital marketing strategies on consumer purchasing behavior regarding digital marketing. It assesses how various digital marketing channels affect consumer awareness, perceptions, and decision-making processes, identifying the most effective strategies for engagement and sales across different demographics.

In this study, both primary and secondary data will be collected. carefully organised, and disguised Questionnaire was used to gather the necessary primary data from online shoppers. For the theoretical parts, secondary data was gathered from a variety of books, journals, periodicals, working papers, newspapers, and websites. The sampling of this study is random sampling. The sample size in this study has been taken 100 hence it fulfills the minimum requirement of the sample size.

7. ANALYSIS AND DISCUSSION

PRODUCTS PURCHASES THROUGH DIDITAL MARKETING BY THE RESPONDENTS

s.no	Products purchased online	Score	Renk order
1	Electronics	470	1
2	Ornaments / Jewellery	428	2
3	Kids Accessories	400	3
4	Clothes	385	4
5	Cosmetics	372	5
6	Furniture / Kitchen appliances	362	6
7	Home appliances	337	7
8	Groceries	324	8
9	Toys /Books /Sports	320	9
10	Automobile	300	10

The above table explains the products purchased online expressed by the respondents. Majority of the respondents purchase electronic products such as mobile phone, laptops, and electronic components through online followed by ornaments over the internet which is ranked second. – 67% of the respondents purchase kids accessories over the internet. Around 60 percent of the Respondents purchase clothing item online such as T-Shirts, Top wear, bottom wear, trousers & Chinos, kurtas, tops with jeans & leggings followed by cosmetics ranking bat fifth. Many respondents purchase furniture items and kitchen appliances through online. It was followed by home appliances , groceries, toys and automobile spares are purchased.

RANK THE FACTORS THAT INFLUENCE THE PURCHASE OF PRODUCTS THROUGH ONLINE SHOPPING.

s.no	Factors	Rank
1	Price	1
2	Special Offers	2
3	Discount/ Cash Back Scheme	3
4	User Friendly	4
5	Time Saving	5
6	Quality of Product	6
7	Quick Loading	7
8	Brand Conscious	8

The above table explains the factors that influence to purchase the products through online shopping. Price is the primary factor that attracts the consumers to go for direct purchasing through online. Most of the consumers are very much attracted towards the special offers or instant offers offered by the onsite sellers during the festival, seasonal and deals of the day option facilitate more

consumers to purchase the products expressed by the consumers. Discount/ Cash back scheme are the important element that motivates the consumers to buy more in online as expressed by the respondents. User friendly – most of the consumers expressed that online purchase is user friendly. Time saving factor is ranked fifth. Only if consumers are good at search in online we can save time. Quality products are available at very cheaper price and assured product certificates issued by reputed company makes the confidence of purchasing the products. Most of the consumers expressed that they are very much brand conscious while selecting a product

Relationship between Online Shopping Sites Preferred and Level of Awareness of Consumers on Online Shopping – Chi-Square Test

Online Shopping	Level of Awareness of Consumers on		
	Highly Aware	Less Aware	total
Amazon	21	2	23
	22.6	22.2	45
Flipkart	24	1	25
	25.8	22.2	48
Meesho	10	1	11
	10.8	11.1	22
Snapdeal	13	2	15
	14.0	22.2	36
Myntra	9	0	9
	9.7	0.0	10
Shopclues	16	1	17
	17.2	11.1	28
Total	93	7	100
chi-square value	17.873	p value	0.003

As per above Table, the majority of consumers (26.1%) who identify as preferring Flipkart online shopping sites are very knowledgeable about online shopping, while the majority of consumers (29.2%) who identify as preferring Snapdeal online shopping sites are less knowledgeable about online shopping. It also denotes that the chi-square results' "p" value (0.003) does not surpass 0.05 and that it has been established that there is a substantial correlation between customers' awareness of online shopping and their preferred online shopping sites. As a result, the null hypothesis is rejected.

T Test for Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	-.011	.185		-.061	.952			
	Convenience	.277	.174	.271	1.592	.124	.743	.298	.143
	Website Design/Features	0.30	.144	-.031	-.208	.837	.615	-.041	-.019
	Time Saving	.137	.123	.138	1.117	.274	.490	.214	.101
	Security	.620	.154	.620	4.031	.000	.870	.620	.363

Where: x1 = Convenience; x2 = Website Design/Features; x3 = Time saving, x4 = Security
Using a significance level of 5%, any variable having a significant value greater than 5% is not statistically significant. These are convenience, website design/Features and Time saving. Only Security is statistically significant (0%)

This means that for every unit increase in measure of Security, the measure of Online shopping increases by 0.62 units.

Coefficient of Determination, R^2 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

Table indicates that there is an R^2 value of 78.9 percent. This result indicates that the four different variables clarify 78.9% of the variance in Bangalore 's impact on digital marketing. The gains arising from digital ads are these discrete factors. It is clear that they play a major role in the growth of Bangalore online shopping. This is thus reasonably necessary to assume that, to boost the efficiency of online stores, digital marketing is central to the unexplained variation is 20 percent only.

Hypothesis Testing

Effect of Digital Marketing on Consumer Buying Decisions

The descriptive statistics provide an overview of key consumer behavior variables related to digital marketing.

Variable	**Mean**	**Standard deviation**
Decision-Making Score	4.2	0.75
Awareness Score	3.9	0.68
Perception Score	4.1	0.72
Purchase Intent Score	4.0	0.720

Decision-Making Score (M = 4.2, SD = 0.75): Consumers exhibit a high level of purchasing decisions influenced by digital marketing. The moderate standard deviation indicates some variations in consumer responses. Awareness Score (M = 3.9, SD = 0.68): Consumers demonstrate significant awareness of digital marketing campaigns, though there is slight variation in their awareness levels. Perception Score (M = 4.1, SD = 0.72): The high perception score suggests a generally positive outlook on digital marketing effectiveness.

DETERMINING FACTOR FOR CONSUMER BUYING BEHAVIOUR WITH RESPECT TO ONLINE SHOPPING

"Kaiser-Meyer-Olkin Measure of Sampling" and Bartlett's Test

"Kaiser-Meyer-Olkin Measure of Sampling Adequacy".		.816
Bartlett's Test of Sphericity	Approx. Chi-Square	1116.992
	Df	6
	Sig.	.000

The value of KMO is .816, since this value is more than 0.5 hence it is termed as sufficient and valid for performing factor analysis. Table Total Variance Explained

Factor	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.988	74.697	74.697	2.988	74.697	74.697
2	.451	11.286	85.983			
3	.298	7.453	93.435			
4	.263	6.565	100.000			

Table shows the variance explained by the factor or factor constituted by four items of the consumer buying behavior. These four items are highly correlated with each other and constitute one factor which measures the 'Overall consumer buying behavior' towards online products.

Table Factors Matrix

Consumer Buying Behavior towards electronic goods	Factor Loading
Factor Reliability	
I regularly buy electronic products online	.825
I am always satisfied with my buying decisions regarding buying Products online	.797
Overall I always make a wise purchase decisions whenever I buy product online	.685
I consider myself a loyal customer regarding for brands/stores when I buy products online	.628
Reliability	**.823**

Reliability of the factor: The reliability value checked with Cronbach's alpha was found .823, which is more than the recommended value of .7. Hence the reliability of the factor is determined. The items in this factor are - I regularly buy electronic products online, I am always satisfied with my buying decisions regarding buying electronic Products online, Overall I always make a wise purchase decisions whenever I buy an electronic product online and I consider myself a loyal custome regarding for brands/stores when I buy electronic products online. The factor has been named as "Consumer buying Behaviour with respect to online Shopping of goods."

Factors Determining Digital Marketing

Sr. No.	Factors	Mean
1	Search Engine Marketing	3.61
2	Content Marketing	3.64
3	Online Public Relations	3.70
4	Social Media Marketing	3.89
5	Affiliate Marketing	3.72
6	E Mail Marketing	3.82

Digital marketing is integrated with online shopping platform (internet). From Table it is found that "Social Media Marketing" is the most used-to platform for buyers and affects their purchase of electronic goods (mean value 3.89). The next important such platform is Email Marketing with a mean value of 3.82. "Affiliate marketing" and "Online Public Relations" have also been experienced well by the buyers (mean value 3.72 and 3.70 each). "Search Engine Marketing" and "Content Marketing" have moderate engagement with customers in the context of electronic goods as their mean value is between the neutral and agree points of the scale (3.61 and 3.64 respectively). "Digital Marketing" is in the growth stage in India hence the customer engagement will take few more years and especially in the context of electronic goods which have high price and where purchase decision requires high involvement.

8. CONCLUSION:

India is the world's second biggest web user base. Online trading has given rise to e-tailing and revolutionized the conventional way of purchasing and selling goods and services. Online business is the fastest growing e-commerce industry. This study mainly focuses on the impact of digital marketing on consumer buying behaviour towards electronic products. Though, in this study two other important dimensions have been studied - factors influencing consumer buying behaviour, factors influencing online shopping. The study concludes that digital marketing is an influential tool in shaping consumer behavior, but its success is contingent on trust, transparency, and strategic personalization. While digital marketing strategies such as social media advertising, SEO, and re-targeting enhance brand visibility and engagement, their effectiveness in driving purchases depends on factors such as perceived authenticity, clear

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