STUDY ON INFLUENCE OF DIGITAL MARKETING ON CUSTOMER PURCHASE BEHAVIOUR

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Abstract – In the modern business landscape, digital marketing has emerged as a crucial tool for influencing customer purchase behavior. This study examines the impact of various digital marketing channels—such as social media marketing, search engine optimization, email campaigns, and online advertisements—on consumer decision-making processes. The research aims to identify how factors like online engagement, personalized content, digital trust, and brand visibility affect customers' awareness, interest, and purchasing intentions.

Using a combination of quantitative surveys and qualitative interviews, the study explores the relationship between digital marketing strategies and consumer responses across different demographic groups. The findings indicate that effective digital marketing not only enhances brand recognition but also significantly shapes purchase decisions through targeted communication and interactive platforms. The study concludes that businesses adopting data-driven digital marketing approaches can achieve stronger customer relationships and improved sales performance.

*Keywords***:** Digital Marketing, Customer Purchase Behavior, Social Media, Online Advertising, Consumer Decision-Making, Brand Engagement.

1. Introduction & Background

Digital marketing has transformed the way businesses connect with customers. Globally, the evolution of the internet and mobile technologies has made it possible for companies to reach a vast audience instantly. In India, e-commerce has seen tremendous growth, and platforms like Amazon India have leveraged digital marketing to increase customer engagement and sales.

Amazon India, launched in 2013, uses a combination of social media advertising, email campaigns, search engine optimization (SEO), pay-per-click (PPC) ads, and influencer marketing to reach customers. The aim of this study is to analyze how these digital marketing strategies influence customer purchase behavior. Understanding these patterns is crucial for businesses to design effective marketing campaigns.

In the modern world, technology plays a major role in how people buy products and services. Digital marketing has become one of the most powerful tools used by businesses to attract and influence customers. It includes all forms of online promotion such as social media marketing, email campaigns, search engine advertisements, and influencer promotions. Unlike traditional marketing methods such as newspapers, television, or posters, digital marketing allows businesses to directly connect with customers anytime and anywhere through the internet.

Objectives of the Study:

Primary Objective:

➢ To analyse the influence of digital marketing strategies — such as personalized advertising, social media marketing, and search engine optimization (SEO) — on customer purchase behaviour.

Secondary Objectives:

➢ To examine the relationship between consumers' comfort with data usage and their response to personalized advertisements.
➢ To identify whether the frequency of exposure to social media ads affects purchase decisions.
➢ To study the association between demographic factors (like age) and the importance given to SEO while searching for products online.
➢ To assess consumers' awareness and perception toward data privacy and its effect on digital marketing engagement.
➢ To provide recommendations for marketers to design effective, ethical, and customer-focused digital marketing strategies

Review of Literature:

The influence of digital marketing on customer purchase behavior has been widely studied by many researchers in recent years. The increasing use of the internet, smartphones, and social media platforms has brought a major shift in how customers search for information, evaluate products, and make purchasing decisions. Various studies have shown that digital marketing tools play a key role in shaping customer preferences and influencing buying patterns.

According to **Kotler and Keller (2016)**, marketing in the digital era focuses on building customer relationships through interactive and personalized communication. Digital marketing allows businesses to reach their target audience directly and create a two-way communication process that encourages customer engagement and trust. Similarly, **Chaffey (2019)** stated that online marketing strategies such as email campaigns, social media advertising, and search engine optimization help companies to reach potential buyers more effectively than traditional methods.

A study by **Tiago and Veríssimo (2014)** highlighted that digital marketing enables companies to understand consumer behavior through data analysis, allowing them to design customized offers and advertisements. This personalization increases customer satisfaction and loyalty. **Duffett (2017)** also found that social media marketing has a strong positive influence on young consumers, as platforms like Instagram and Facebook help brands to create emotional connections and encourage impulse buying.

In another study, **Sivanesan (2017)** observed that customers are more likely to purchase products online when they receive attractive offers, discounts, and reviews from trusted sources. **Mangold and Faulds (2009)** emphasized that social media serves as a hybrid marketing tool that allows both company-driven and consumer

Research Methodology:

Research methodology is the systematic approach used to collect, analyze, and interpret data to achieve the objectives of a study. It provides the framework for how the research is conducted and ensures that the results are reliable, valid, and meaningful. The present study titled *"Study on Influence of Digital Marketing on Customer Purchase Behavior"* adopts a descriptive research design to analyze how digital marketing strategies impact consumer decision-making, preferences, and loyalty.

Research Design:

This study uses a **descriptive research design**, which aims to describe the characteristics and behaviour of consumers in relation to digital marketing. The purpose of this design is to understand the influence of various digital marketing factors—such as social media advertising, influencer marketing, and online promotions—on customer purchase behaviour. It focuses on collecting factual information that helps in analyzing customer opinions and responses to digital marketing activities.

Type of Research

The study is **quantitative in nature**, as it relies on numerical data collected from respondents through surveys. Quantitative research helps to measure and compare the degree of influence that digital marketing exerts on consumer purchase decisions. It allows for statistical analysis to identify patterns and correlations among the variables studied.

Sources of Data

The study is based on **both primary and secondary data**.

- **PrimaryData:**
  Primary data were collected directly from respondents through a structured questionnaire. The questionnaire included questions related to digital marketing exposure, online purchasing habits, preferred marketing channels, and opinions about digital advertisements.

- **Secondary Data:**
  Secondary data were gathered from various sources such as books, research journals, company websites, online articles, and previous studies related to digital marketing and consumer behaviour. These sources helped in developing a theoretical foundation and understanding previous research findings.

Sampling Method

The study adopted a **convenience sampling method**, as the respondents were selected based on their easy accessibility and willingness to participate in the survey. This method is suitable for obtaining quick responses and collecting data from a wide range of internet users who have experience with digital marketing platforms.

Sample Size

A total of **[insert your actual number — for example, 100 or 120]** respondents participated in the survey. The sample included students, professionals, and general consumers who are active on digital platforms and have made online purchases.

This diverse group helps in capturing different viewpoints on how digital marketing influences buying behavior.

Data Collection Tool

A **structured questionnaire** was used as the main data collection tool. The questionnaire was designed to be simple, clear, and divided into sections such as demographic details, digital marketing exposure, and purchasing patterns. Most questions used the **Likert scale** (ranging from strongly agree to strongly disagree) to measure customer attitudes and preferences.

Data Analysis Techniques

The collected data were carefully analyzed using **statistical and graphical tools** such as percentages, averages, and charts. This analysis helps in identifying the level of agreement among respondents and understanding patterns in customer behavior. The results were interpreted to determine the influence of different digital marketing factors on customer purchase decisions.

Period of the Study

The research was conducted over a period of **[mention your time frame — e.g., two months, from August 2025 to October 2025]**. During this time, the questionnaire was distributed, responses were collected, and data analysis was carried out systematically.

Area of the Study

The study was carried out among respondents from **[mention your region — e.g., Tamil Nadu / Chennai / Coimbatore]**, who actively use the internet and are familiar with digital marketing platforms such as Instagram, YouTube, and online shopping websites.

Limitations of Methodology

Although the methodology was designed to be as comprehensive as possible, it was limited by time constraints, sample size, and the willingness of respondents to provide accurate information. Despite these challenges, the collected data provide meaningful insights into the research objectives.

Research Methodology:

1. Research Design:

This study adopts a **descriptive research design** to explore the influence of digital marketing on customer purchase behavior. Descriptive research allows for the collection of accurate data regarding customer preferences, online engagement, and decision-making patterns. It is suitable for understanding how different digital marketing strategies—such as social media promotions, email campaigns, and online advertisements—affect purchasing decisions.

2. Data Collection Method:

The study relies on both **primary and secondary data** sources:

- **Primary Data:** Collected through structured questionnaires administered to customers who actively engage with digital platforms. The questionnaire included multiple-choice questions, Likert scale statements, and a few open-ended questions to understand customer opinions, preferences, and purchase behavior influenced by digital marketing.

- **Secondary Data:** Gathered from research journals, articles, books, and credible online sources to provide context, support findings, and compare survey results with existing studies.

3. Sampling Method and Sample Size:
The study uses a **convenience sampling technique**, targeting individuals who are easily accessible and actively use online platforms for shopping or product research. A total of **100 respondents** participated in the survey. The sample includes diverse participants across **different age groups, genders, and occupations**, ensuring representation of various customer segments. This helps in drawing meaningful conclusions about digital marketing's impact on different types of customers.

4. Tools and Techniques Used for Data Collection:

- **Questionnaire Design:** Questions were carefully structured to cover key aspects of digital marketing influence, including awareness, engagement, online reviews, advertisements, and purchase decisions.

- **Data Collection Tools:** Google Forms was primarily used for online responses, while some respondents were surveyed offline using printed questionnaires to ensure inclusivity.

- **Likert Scale Questions:** Used to measure the intensity of respondents' opinions regarding digital marketing impact (e.g., strongly agree to strongly disagree).

5. Data Analysis Techniques:

The collected data was analyzed using **quantitative methods**. The techniques include:

- **Percentage Analysis:** To calculate the proportion of responses for each question.

- **Graphical Representation:** Bar charts, pie charts, and tables were used to visually represent survey findings for easier interpretation.

- **Interpretation of Results:** Trends and patterns were identified to determine which digital marketing strategies most significantly influence customer purchase decisions.
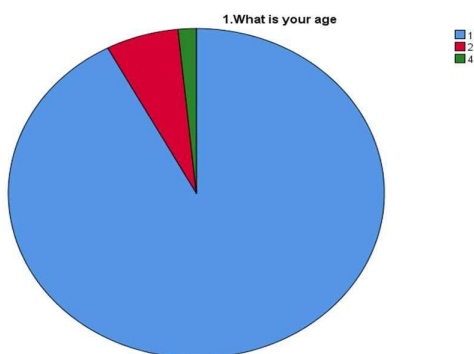
6. Rationale:

The research methodology was selected to ensure **accuracy, reliability, and validity**. Convenience sampling enabled reaching a sufficient number of respondents within the available timeframe, while the combination of primary and secondary data ensured a comprehensive understanding of digital marketing's impact. The structured questionnaire and analysis techniques provide measurable and actionable insights for the study.

Percentage analysis:

1.The chart illustrates the age distribution of respondents participating in the study.

- The **majority** of respondents (represented by the blue section) fall within the first age category, indicating a dominant age group in the sample.
- A **smaller proportion** of respondents belong to the second age group (red section).
- The **least represented** age group is shown in green, suggesting minimal participation from that age category.
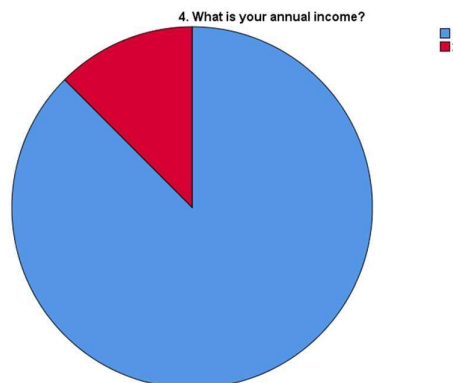

The chart illustrates the age distribution of respondents participating in the study. The **majority** of respondents (represented by the blue section) fall within the first age category, indicating a dominant age group in the sample. A **smaller proportion** of respondents belong to the second age group (red section). The **least represented** age group is shown in green, suggesting minimal participation from that age category.

2. The majority of respondents fall under the **first income category** (blue section).

- A **smaller percentage** of participants belong to the **second income group** (red section).
- The data suggests that most respondents have a **lower annual income level** compared to others in the sample.
- This distribution indicates that the survey mainly represents **middle or lower-income individuals**.
- Respondents with lower income levels may show **more price-sensitive purchasing behaviour** when engaging with digital marketing.

Interpretation:

The pie chart titled *"What is your annual income?"* presents the income distribution among the respondents. It is observed that the majority of respondents fall within the first income category, represented by the large blue section. A smaller portion, shown in red, belongs to the second income group. This indicates that most participants have relatively lower annual incomes compared to others in the sample. Such a distribution suggests that the study predominantly represents individuals with modest earning levels. Consequently, their purchasing behavior and responsiveness to digital marketing strategies may be influenced by price sensitivity and value-oriented decision-making.

3. **Correlation table**:

→ **Correlations**

Correlations

		18. How 2 are you with companies using your data to personalize marketing messages	19. Have you ever opted out of personalized advertising?
18. How 2 are you with companies using your data to personalize marketing messages	Pearson Correlation	1	.405**
	Sig. (2-tailed)		.001
	N	64	64
19. Have you ever opted out of personalized advertising?	Pearson Correlation	.405**	1
	Sig. (2-tailed)	.001	
	N	64	64

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

Correlation From the table:

- The Pearson Correlation (r) between "How are you with companies using your data to personalize marketing messages" and "Have you ever opted out of personalized advertising? "Is 0. 405.The Significance value (Sig. 2-tailed) is 0.001.

- The sample size (N) is 64. Since the significance value (0.001) is less than 0.01, the correlation is statistically significant at the 1% level. Interpretation: There is a moderate positive correlation (r = 0.405) between respondents' comfort with companies using their data for personalized marketing and their behavior of opting out of personalized advertising.

Hypothesis Formulation Null Hypothesis (H₀):

There is no significant relationship between consumers' comfort with companies using their data for personalized marketing messages and their decision to opt out of personalized advertising.

Alternative Hypothesis (H₁):

There is a significant relationship between consumers' comfort with companies using their data for personalized marketing messages and their decision to opt out of personalized advertising.

Decision:

- Since the significance value is less than 0.01, the Null Hypothesis (H₀) is Rejected, and the Alternative Hypothesis (H₁) is Accepted.

- **Conclusion:** There is a moderate positive and significant relationship between consumer comfort with data usage and opting out of personalized advertising

4. Chi- Square:

The Chi-Square Test is a statistical technique used to assess whether there is a meaningful relationship between categorical variables. It compares observed data with expected data based on a hypothesis to check for independence or goodness of fit.

Widely used in fields like business, science, and social research, the test helps analyze relationships in contingency tables. The calculated Chi-Square value is compared with a critical value to accept or reject the null hypothesis.

Test Statistics

	1.What is your age	25. How 2 is search engine optimization (SEO) to you when searching for products online?
Chi-Square	99.969ᵃ	11.625ᵇ
df	2	3
Asymp. Sig.	.000	.009

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 21.3.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.0.

CHI-SQUARE TEST Variables:

Age of the respondents Importance of Search Engine Optimization (SEO) when searching for products online

Null Hypothesis (H₀): There is no significant relationship between the age of the respondents and the importance of search engine optimization (SEO) when searching for products online.

Alternative Hypothesis (H₁): There is a significant relationship between the age of the respondents and the importance of search engine optimization (SEO) when searching for products online.

Result Summary:

- Chi-Square values = 99.969 and 11.625

- Significance (p-values) = 0.000 and 0.009 (< 0.05)

- Decision:

Since both significance values are less than 0.05, the Null Hypothesis (H_0) is Rejected, and the Alternative Hypothesis (H_1) is Accepted.

Conclusion:

There is a significant relationship between the age of respondents and the importance they place on SEO when searching for products online.

Findings:

The study found a significant positive relationship between consumers' comfort with companies using their data and their tendency to opt out of personalized advertising,

- indicating that awareness of data use influences advertising preferences. However, there was no significant relationship between how often respondents see social media ads and whether they make purchases based on them, suggesting that ad exposure alone does not drive buying behavior.

- The Chi-square test showed a significant association between respondents' age and the importance they assign to SEO when searching for products online, revealing that age influences how individuals value SEO in digital searches.

Conclusion:

The overall analysis concludes that consumer awareness, comfort with data usage, and demographic factors such as age play a key role in shaping digital marketing behavior.

While data personalization and age show significant influence on how consumers interact with online marketing, the frequency of ad exposure on social media does not directly impact purchasing decisions.

Therefore, marketers should focus on building trust, ensuring data transparency, and tailoring strategies according to different age groups rather than relying solely on ad frequency to drive sales.

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