

THE EFFECT OF DIGITAL MARKETING ON CUSTOMER BUYING DECISIONS: A STUDY

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Abstract—Digital marketing involves the promotion of brands or products through one or more forms of electronic media. This study examines the Effect of Digital Marketing on Customer Buying Decisions. The main objectives are to assess consumer awareness and satisfaction with products purchased via digital marketing. Data was collected from 50 respondents and analyzed using statistical methods, including percentage analysis and the chi-square test. The study concludes that consumers are generally satisfied with their purchasing decisions made through digital marketing channels.

Keywords: Digital marketing, digital channels, consumer behavior, product satisfaction.

INTRODUCTION

In the modern business environment, understanding consumer buying behaviour has become more important than ever. As markets grow increasingly competitive, companies must carefully analyze how and why consumers make purchasing decisions. The rapid advancement of digital technologies has significantly transformed the way individuals interact with brands, gather information, and complete transactions. As a result, businesses are shifting their focus toward digital platforms to remain relevant and competitive.

Digital marketing has become a central strategy in reaching and influencing consumers. It involves the use of internet-based platforms such as social media networks, company websites, blogs, email campaigns, mobile applications, and online advertisements to promote products and services. Unlike traditional marketing channels, digital platforms allow organizations to connect with a wide and diverse audience instantly, regardless of geographical boundaries. These tools not only increase brand visibility but also create opportunities for direct interaction and personalized communication.



Consumer decision-making is no longer influenced solely by traditional factors such as price, quality, packaging, and product features. Today's consumers actively search for information online before making purchases. They read reviews, compare alternatives, watch product demonstrations, follow influencers, and engage with brands on social media. Digital touchpoints play a significant role in shaping consumer perceptions, building trust, and influencing final purchase decisions.

This research seeks to explore the connection between digital marketing efforts and consumer buying behaviour. By analyzing the effects of online advertisements, social media interactions, blog content, and customer reviews, the study aims to understand how digital engagement impacts consumer attitudes and choices. Data collected through surveys and systematic analysis will provide insights into how digital strategies influence purchasing patterns.

The findings of this study are expected to help businesses design more effective digital marketing strategies. By understanding how online activities affect consumer preferences and behaviour, companies can tailor their marketing initiatives to better meet customer expectations and achieve long-term success. As technology continues to evolve and consumer habits shift toward digital platforms, digital marketing remains an essential component of contemporary business strategy, enabling organizations to grow, innovate, and maintain strong relationships with their target audience.



Digital marketing encompasses a wide range of techniques, including:

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Link Building
- Email Marketing
- Affiliate Marketing
- Influencer Marketing
- Social Media Marketing (SMM)
- Pay-Per-Click Advertising (PPC)
- Online Advertising

In addition to internet-based channels, digital marketing also extends to non-internet mediums such as:

- Mobile phones (via SMS, MMS)
- Digital media (including on-hold mobile ringtones and call-back services)
- E-books and digital publications
- Video games
- Optical disks
- Other forms of digital content delivery



Overall, digital marketing is defined as the use of digital channels to market products and services to consumers and businesses. It enables brands to connect with their target audience in real time, offering a cost-effective and data-driven approach to marketing.

OBJECTIVES OF THE STUDY

- To understand how demographic factors influence the types of products purchased through digital channels.
- To examine consumer awareness of digital marketing.
- To analyze the influence of digital marketing on consumer purchasing decision.

METHODOLOGY APPLIED

Primary Data:

The study was conducted through observation and data collection using questionnaires. A questionnaire consists of a series of questions, either printed or typed, arranged in a defined order on a form or set of forms.

The study utilized various types of questions, including:

- Open-ended questions
- Closed-ended questions
- Multiple-choice questions
- Likert scale-based questions

These question types helped gather both qualitative and quantitative data, allowing for a comprehensive analysis of the research subject.

Secondary Data: Secondary data is collected from existing sources such as articles, books, journals, and magazines. This data is used to support and develop the theoretical framework of the study.

Sample size: A sample size of 50 respondents was selected from among customers currently purchasing the product via digital marketing.

Statistical tools:

The data collected was analyzed with appropriate tools used for this research are.

- Percentage analysis
- Chi-square test

LIMITATION OF THE STUDY

- **Time Constraints:**
Time was a major limitation, as the topic required a thorough and considerable amount of time for in-depth analysis and research.
- **Limited Respondents:**
The researcher was only able to collect data from a limited number of respondents, which may affect the generalizability of the findings.

ADVANTAGES OF DIGITAL MARKETING

Digital marketing offers several key advantages, with one of the most significant being the ability to reach a targeted audience in a measurable and cost-effective manner. It enables businesses to drive online sales, build brand loyalty, and engage with customers in real time. Some major benefits of digital marketing include global reach, lower costs compared to traditional marketing, and the ability to track and measure results effectively. It also allows for personalization of content, transparency in campaigns, and the creation of social currency through shareable content. Additionally, digital marketing helps improve conversion rates, enhances overall marketing strategies, and provides great exposure across various digital platforms.



TRADITIONAL MARKETING VS DIGITAL MARKETING

Traditional marketing communication is typically **unidirectional**, meaning it involves one-way communication from the business to the audience. In contrast, **digital marketing communication is bidirectional**, allowing for interactive engagement between businesses and consumers.

Traditional marketing relies on mediums such as **letters, phone calls, and print advertisements**, while digital marketing utilizes platforms like **social media, websites, email, and online chat**.

Measuring the **effectiveness** of a traditional marketing campaign is often challenging due to the lack of precise data. However, digital marketing provides **easier and more accurate measurement** through tools like analytics and real-time tracking.

In terms of audience reach, traditional marketing is better suited for **local targeting**, whereas digital marketing allows businesses to connect with a **global audience** efficiently.

Traditional marketing is generally considered **outbound marketing**, where businesses push messages to consumers. Digital marketing, on the other hand, is **inbound marketing**, where consumers are attracted through engaging content and strategies.

While traditional marketing involves **one-way communication**, digital marketing facilitates **two-way conversations**, encouraging feedback and interaction. Lastly, traditional marketing tends to be **more expensive and time-consuming**, whereas digital marketing is **more cost-effective** and promotes products and services **quickly and efficiently**.

REVIEW OF LITERATURE

Smith and Rupp (2003) found that demographic variables, including age, gender, education, and income, significantly affect consumer responsiveness to digital marketing. For instance, younger consumers are more likely to engage with social media-based promotions, while older consumers may rely more on informational content such as product reviews or comparison tools.

Sathya (2015) the study examined impact of digital marketing on consumer purchase, the main objective of this study is recognize the usefulness of digital marketing in the competitive purchase and the study found that 100 respondents opinion are collected. The study concluded that digital marketing may achieve something more if it considers consumer desires as a peak priority.

Mahalaxmi and Ranjith (2016) the study evaluated the implicated of digital marketing in consumer purchase decision. The study focused on aware of digital marketing and channels influence in their purchase decision the study found that survey form 50 respondents. The study concluded that wider geographical area to obtain more accurate result.

Kotler and Keller (2016) emphasize that digital marketing enables brands to deliver tailored content to specific target audiences, improving engagement and ultimately influencing buying behavior. Digital tools such as email marketing, social media advertising, and search engine optimization (SEO) allow

Solomon et al. (2018) assert that digital platforms heavily influence the consumer decision-making process, especially during the evaluation and purchase phases. Factors such as online reviews, testimonials, and influencer endorsements serve as powerful triggers in the final decision-making stage.

Kumar and Gupta (2019) observed a rising awareness among consumers regarding various digital marketing strategies, including influencer marketing, pay-per-click advertising, and remarketing. Their study indicates that increased awareness often results in more informed and rational purchasing decisions.

Chaffey and Ellis-Chadwick (2019) argue that online marketing enhances visibility and builds brand awareness by delivering timely, relevant messages, which play a critical role in influencing consumer decisions.

Sharma and Sheth (2020) support this view, stating that demographic characteristics influence the types of products purchased online. Higher-income and better-educated consumers often show a stronger preference for digital purchasing due to their access to technology and familiarity with online platforms.

Jain & Khan (2020) conducted a literature-based review within the Indian context, highlighting how the evolution of digital marketing—via email campaigns, pay-per-click advertising, social media, blogs, and mobile platforms—has driven changes in consumer buying behavior.

Kalra, Sharma, & Patel (2023) focused on youth (millennials and Gen Z), revealing that social media marketing exerts substantial influence on their purchasing decisions. Young consumers are significantly more affected by digital marketing tactics compared to older generations.

Mahalakshmi & Soumya (2025) explored how AI-powered personalization, real-time engagement, social media, e-commerce, and content marketing influence consumer purchasing behavior. Their empirical study—based on questionnaire data and chi-square testing—confirmed that various digital marketing channels significantly shape consumer decisions.

ANALYSIS AND INTERPRETATION

**TABLE NO. 1
DEMOGRAPHIC**

| S.NO | DEMOGRAPHIC FACTOR | CATEGORY | NO OF RESPONDENTS | PERCENTAGE (%) |
|-------------|---------------------------|-----------------|--------------------------|-----------------------|
| 1 | Gender | Male | 32 | 64 |
| | | Female | 18 | 36 |
| | | TOTAL | 50 | 100 |
| 2 | Age group | Below 20 years | 12 | 24 |
| | | 21-30 years | 24 | 48 |
| | | 31-40 years | 6 | 12 |
| | | Above 41 years | 8 | 16 |
| | | TOTAL | 50 | 100 |
| 3 | Educational qualification | Graduation | 16 | 32 |
| | | Post-graduation | 17 | 34 |
| | | MPhil-PhD | 5 | 10 |
| | | Others | 12 | 24 |
| | | TOTAL | 50 | 100 |
| 4 | Monthly family income | Below 10000 | 13 | 26 |
| | | 10001-20000 | 10 | 20 |
| | | 20001-40000 | 15 | 30 |
| | | Above 40000 | 12 | 24 |
| | | TOTAL | 50 | 100 |

INTERPRETATION

From the above table, it can be inferred that 64% of the respondents are male, and 36% are female. Regarding age groups, 24% of respondents are below 20 years, 48% are between 21 and 30 years, 12% are between 31 and 40 years, and 16% are above 41 years. In terms of educational qualification, 32% of the respondents have completed graduation, 34% have completed post-graduation, 10% hold an MPhil or PhD, and 24% belong to other educational categories.

**TABLE NO. 2
AWARENESS OF DIGITAL MARKETING**

| S.NO | AWARENESS OF DIGITAL MARKETING | NO OF RESPONDENTS | PERCENTAGE (%) |
|-------------|---|--------------------------|-----------------------|
| 1 | Knowledge person only to use the online shopping | 34 | 68 |
| 2 | Without knowledge person also use the online shopping | 16 | 32 |

| | | | |
|--|--------------|-----------|------------|
| | TOTAL | 50 | 100 |
|--|--------------|-----------|------------|

INTERPRETATION

The above table shows that 68% of the respondents are aware of knowledgeable persons who use digital marketing, while 32% of the respondents are not aware of such persons.

TABLE NO. 3

AVAILABILITY OF ONLINE INFORMATION ABOUT PRODUCT

| S.NO | AVAILABILITY OF ONLINE INFORMATION ABOUT PRODUCT | NO OF RESPONDENTS | PERCENTAGE (%) |
|------|--|-------------------|----------------|
| 1 | Excellent | 26 | 52 |
| 2 | Good | 15 | 30 |
| 3 | Average | 5 | 10 |
| 4 | Poor | 4 | 8 |
| | TOTAL | 50 | 100 |

INTERPRETATION

The table shows that 52% of respondents rated the availability of online product information as excellent, 30% rated it as good, 10% as average, and 8% as poor.

CHI-SQUARE TEST

TABLE NO. 4

Gender and product satisfied in digital channel

To find out the significant relationship between gender and product satisfied in digital channel.

Null Hypothesis (H₀): There is no significant relationship between gender and product satisfaction in digital marketing.

Alternative Hypothesis (H₁): There is a significant relationship between gender and product satisfaction in digital marketing.

| Product satisfied in digital channel | Highly satisfied | Satisfied | Neutral | Dissatisfied | Highly dissatisfied | |
|--------------------------------------|------------------|-----------|-----------|--------------|---------------------|-----------|
| Gender | | | | | | |
| Male | 13 | 12 | 4 | 1 | 2 | 32 |
| Female | 5 | 5 | 6 | 1 | 1 | 18 |
| Total | 18 | 17 | 10 | 2 | 3 | 50 |

Chi-square analysis

| Observes frequency | Expected frequency | (O _i -E _i) ² / E _i |
|--------------------|--------------------|---|
| 13 | 11.52 | 0.1927 |
| 12 | 10.88 | 0.1148 |
| 4 | 6.4 | 0.9 |
| 1 | 1.28 | 0.0609 |
| 2 | 1.92 | 0.333 |
| 5 | 6.49 | 0.342 |

| | | |
|---|--------------|---------------|
| 5 | 6.12 | 0.204 |
| 6 | 3.6 | 1.6 |
| 1 | 1.8 | 0.592 |
| 1 | 1.00 | 0 |
| | Total | 4.3364 |

Calculated value = 4.3364

Degree of freedom= (r-1) (c-1)

= (2-1) (5-1) = 4

The table value of χ^2 for 4 degree of freedom at 5% level of significance is 9.488.

Result: Hypothesis accepted.

Decision: The personal factor (gender) relationship with product satisfied in digital channel. The calculated value is less than the table value. So, H_0 is accepted. Hence we concluded that there is no significant relationship between gender and product satisfied in digital channel.

CHI-SQUARE TEST

TABLE NO. 5

Awareness of digital marketing and channel of digital marketing strategy

To find out the significant relationship between level of awareness of digital marketing and channel of digital marketing strategy

Null Hypothesis (H_0): Consumers have a low level of awareness of digital marketing strategies used by businesses.

Alternative Hypothesis (H_2): Consumers have a moderate to high level of awareness of digital marketing strategies used by businesses.

| CHANNEL OF DIGITAL MARKETING STRATEGIES | Email marketing. | Mobile marketing. | Social media marketing. | Pay-per-click. | TOTAL |
|---|------------------|-------------------|-------------------------|----------------|-----------|
| AWARENESS OF DIGITAL MARKETING | | | | | |
| Knowledge person only to use the online shopping | 6 | 14 | 10 | 4 | 34 |
| Without knowledge person also use the online shopping | 3 | 7 | 5 | 1 | 16 |
| Total | 9 | 21 | 15 | 5 | 50 |

Chi-square analysis

| Observes frequency | Expected frequency | ($O_i - E_i$) ² / E_i |
|--------------------|--------------------|--------------------------------------|
| 6 | 6.12 | 0.12 |
| 14 | 14.28 | 0.005 |
| 10 | 10.2 | 0.0039 |
| 4 | 3.4 | 0.105 |
| 3 | 2.88 | 0.005 |

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| | | |
|---|--------------|---------------|
| 7 | 6.72 | 0.7616 |
| 5 | 4.8 | 0.008 |
| 1 | 1.6 | 0.225 |
| | Total | 1.2335 |

Calculated value = 1.2335

Degree of freedom= (r-1) (c-1)

= (2-1) (4-1) = 3

The table value of χ^2 for 3 degree of freedom at 5% level of significance is 7.815.

Result: Hypothesis accepted.

Decision: The study aimed to examine the relationship between consumer awareness and the digital marketing strategies employed by businesses. Based on the statistical analysis, the **calculated value was found to be less than the table (critical) value**, leading to the **acceptance of the null hypothesis (H_{02})**. This indicates that there is **no significant relationship** between consumer awareness and the specific digital marketing channels used. Consequently, it can be concluded that **consumers generally exhibit a low level of awareness** regarding the digital marketing strategies adopted by businesses.

FINDINGS

PERCENTAGE ANALYSIS

- Majority 64% of the respondents were male.
- Majority 48% of the respondents were in the age group of 21-30 years.
- Majority 34% of the respondents were post-graduate.
- Majority 30% of the respondents have monthly family income 20001-40000.
- Majority 64% of the respondent's awareness of digital marketing.
- Majority 52% of the respondents' availability online informance about product.

CHI-SQUARE TEST

- The personal factor (gender) relationship between product satisfactions using in digital marketing. The calculated value lesser than the table value. So hypothesis accepted. Hence we concluded that there is no signification relationship between gender and product satisfaction in digital marketing.
- The study aimed to examine the relationship between consumer awareness and the digital marketing strategies employed by businesses. Based on the statistical analysis, the **calculated value was found to be less than the table (critical) value**, leading to the **acceptance of the null hypothesis (H_{02})**. This indicates that there is **no significant relationship** between consumer awareness and the specific digital marketing channels used. Consequently, it can be concluded that **consumers generally exhibit a low level of awareness** regarding the digital marketing strategies adopted by businesses.

SUGGESTION

- **Focus on Universal Appeal in Marketing Campaigns** Since gender does not significantly affect product satisfaction, businesses can design **gender-neutral marketing strategies** that appeal broadly across demographics. This allows for more inclusive messaging and efficient resource allocation.
- **Enhance Personalization Without Over-Segmentation** With consumers generally satisfied with digital marketing, companies should continue using **personalized recommendations**, but avoid excessive segmentation based on demographics that may not influence satisfaction.

- **Invest in Consumer Education and Transparency** To maintain and grow positive sentiment, businesses should provide **clear information** about products, pricing, and data usage. This builds trust and encourages informed purchasing decisions.
- **Leverage Social Media and Influencer Channels** Given the favorable impact of digital marketing, brands should strengthen their presence on **social platforms**, using influencers and interactive content to boost engagement and drive conversions.
- **Monitor and Optimize Digital Touch points** regularly assess the performance of digital campaigns using **consumer feedback and analytics**. This helps refine strategies to better align with consumer expectations and satisfaction metrics.
- **Explore Other Demographic Factors** Since gender showed no significant impact, businesses might explore other variables like **age, income, or education level** to uncover more targeted insights for future campaigns.

CONCLUSION

This study employed chi-square tests to explore key relationships within the context of digital marketing. Two primary hypotheses were tested:

1. **Gender and Product Satisfaction:** The analysis revealed that the **calculated chi-square value was less than the critical table value**, leading to the **acceptance of the null hypothesis**. This indicates that there is **no statistically significant relationship** between gender and product satisfaction in the context of digital marketing. In other words, **product satisfaction levels do not vary meaningfully across gender groups**.
2. **Consumer Awareness and Digital Marketing Channels:** Similarly, the chi-square test showed that the **calculated value was lower than the table value**, resulting in the **acceptance of the null hypothesis (H₀₂)**. This suggests that there is **no significant relationship** between consumer awareness and the specific digital marketing channels used by businesses. Thus, it can be concluded that **consumers generally have a low level of awareness** regarding the digital marketing strategies employed.

Overall Implication: The findings highlight that **personal demographic factors like gender and channel-specific marketing efforts** may not significantly influence consumer satisfaction or awareness in digital marketing. Businesses may need to **rethink their targeting and engagement strategies**, focusing more on **content relevance, personalization, and consumer education** rather than relying solely on demographic segmentation or platform choice.

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