|| Volume 9 || Issue 11 || 2025 || ISSN (Online) 2456-0774 INTERNATIONAL JOURNAL OF ADVANCE SCIENTIFIC RESEARCH AND ENGINEERING TRENDS

# DIGITAL MARKETING AND ITS EFFECT ON ONLINE CONSUMER BUYING BEHAVIOUR WITH SPECIAL REFERENCE TO SIRKALI TOWN.

**[1]P.Santhalakshmi,[2]Dr.K.Suganthi ,[3]S. Santhiya.,**
**M. COM, M.Phil., MBA.,(Ph.D.)[1\]**
**N. M.Com.,M.Phil,MBA.,NET.,Ph.D.[2]**
**M. Com.,Assistant professor of commerce[3]**
*N.*
*[1]Research scholar, Vivekananda College of Arts and Science for Women, Sirkali.Affiliated to Annamalai University*
*[2]Principal & Research Supervisor, Vivekananda college of Arts & Science for women, Sirkali Affiliated to Annamalai University*
*[3]Vivekananda College of Arts and Science for Women, Sirkali. Affiliated to Annamalai University*

---

**Abstract:** This research article examines the significance of digital marketing for consumers and marketers alike. This article introduces digital marketing, discusses its various channels, distinguishes between traditional and digital marketing, and discusses its benefits, drawbacks, and significance in today's world. Marketing, like the rest of the world, is transitioning from analogue to digital. As technology advances, digital and social media marketing, as well as search engine marketing, become more common. With the tremendous growth of internet users, digital marketing has thrived due to its reliance on technology. Consumers' purchasing habits are shifting toward digital marketing.

**Keywords:** *Buying Behaviour, Online Consumers, Online Marketing*

---

## I.INTRODUCTION:

Marketing refers to a company undertakes to promote the buying and selling of a product or service. It includes advertising, selling, and delivering products to the end users on other business. It also includes the promotion creating awareness of the technology in marketing's helps to know the consumers preference, buying behaviours, trend, which is helps to design the effective marketing strategy among the marketers. The use of digital technology in marketing is called digital marketing. It takes into a new world of it takes consumers into a new fashion world. It helps to identify the right prospects for their products and service by using various forms of the electronic medium.

## II.OBJECTIVES:

- To study the effectiveness of digital marketing
- To analyse the influence of digital marketing on consumer buying behaviour.

## III.STATEMENT OF THE PROBLEM;

Digital marketing made a tremendous change to the way in which markets the product by the marketers and the purchasing way of the customers. Buying behaviour of an individual influences many factors, and these factors affects the marketer to match the needs of the buyer. Hence the digital marketing have some impact on consumer buying behaviour. In order the find out the impact on online buying behaviour this study was conducted by the researcher.

## IV.REVIEW OF LITERATURE

***Pratikisnh Vaghela 2014*** This paper had made a study on gender wise consumer perception towards online shopping. The primary motive of this study is to know the gender wise consumer attitude while shopping online. The study was made on 150 respondence from various regions of Surat, researcher had used various analysis techniques such adchisquare frequency distribution etc. and finally concluded that there is very significant difference between male and female attitude towards online shopping, the study had furthermore concluded that female are more inclined than male towards online shopping, majority of the female purchases clothing, groceries, fashion accessories whereas male are more likely to purchase electronics, home appliances etc.,

***Shanthi & Destikannaiah 2015*** The study had made a research and consumer perception towards online shopping the key objective of is study was to know type of products purchased by the customers online, study of executed on a sample or 100 majority of the respondent belongs to that student community. The study had found that product information, flexibility, price range of products, convenience, delivery speed, were few of the factors that has motivated customer to purchase online.

***Nauservan et.al 2016*** The study has focused on the major key factors that are being considered by the customers while shopping online the findings also increased how customers safety and privacy concerns about the online shopping of goods and services influence there purchase patterns and buying behaviours.

## V.LIMITATION:

The present study suffers from the following limitation.

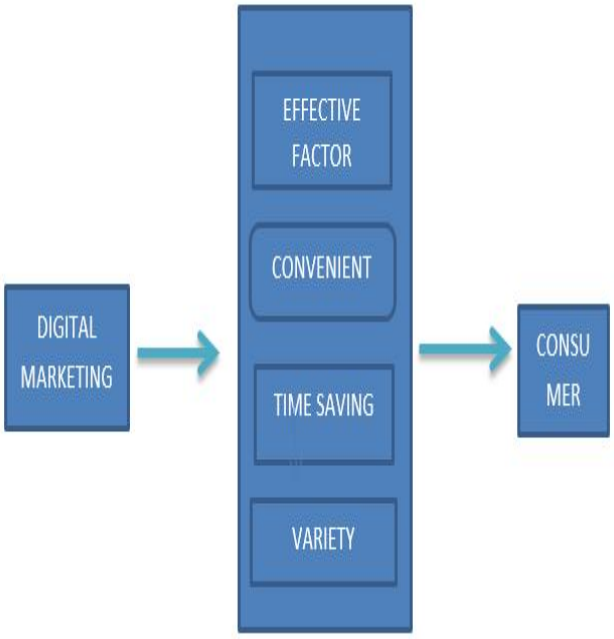
| Source of Variation | Sum of Squares (SS) | df | Mean Square (MS) | F-value | Sig. (p-value) |
|---|---|---|---|---|---|
| Between Groups | 28.462 | 3 | 9.487 | 3.214 | 0.029* |
| Within Groups | 199.831 | 68 | 2.939 | | |
| Total | 228.293 | 71 | | | |

- The sample size is limited to 72 respondents due to the restricted time and resource.
- The present study is based on primary data collected from sample respondents. Some data may not be accurate because of improper information given by the respondents.
- The study is restricted to Sirkali Town.

## VI.METHODOLOGY:

A researcher study was descriptive in nature. This study based on Primary data & Secondary data. For collecting primary data the survey method is used to collected data from the population a well-structured & pretested questionnaire was framed by the researcher secondary data were collected from Journals. Website, Articles.

## VII.RESEARCH MODEL:




**SAMPLE:**

This study uses simple random sampling methods which uses to selecting a small random group of people from the large population the sample size of the study is 50.

**DATA INTERPRETATION:**

**Table-1.1**

**Occupation Distribution**

The majority of respondents (30.56%) are private employees, followed by business/self-employed respondents (25%). Homemakers and students form smaller segments of the sample.

**Table:1.2**

**ONEWAY ANOVA**

| Occupation | Frequency | Percentage (%) |
|---|---|---|
| Government Employee | 12 | 16.67% |
| Private Employee | 22 | 30.56% |
| Business / Self-Employed | 18 | 25.00% |
| Homemaker | 10 | 13.89% |
| Student | 10 | 13.89% |
| Total | 72 | 100% |

Since the p-value 0.029 < 0.05, there is a significant difference in online consumer buying behaviour among consumers belonging to different occupations in Sirkali Town. This means occupation influences online buying behaviour.

Occupation significantly affects online buying behaviour (ANOVA p = 0.029).Private employees form the largest group of online buyers, followed by business/self-employed persons. Homemakers and students show lower online buying activity due to limited income and digital exposure. Digital marketing (ads, social media, reviews) strongly influences purchase decisions. Convenience, offers, discounts, and home delivery are major motivators for online shopping.

**SUGGESTIONS**

- Strengthen targeted digital ads and social media promotions.
- Improve digital literacy programs for homemakers and students.
- Provide flexible payment options like COD, UPI offers, and EMI.
- Encourage local sellers in Sirkali to join online platforms.
- Improve delivery speed, customer service, and return policies.
- Offer special discounts for low-participation groups to increase online shopping adoption.

## VIII.CONCLUSION

The study concludes that digital marketing has a strong and positive influence on online consumer buying behaviour in Sirkali Town. Occupation plays a significant role in shaping online purchasing patterns, with private employees and

business/self-employed individuals showing higher engagement in online shopping. Digital promotions, social media advertising, reviews, convenience, and attractive offers are the major factors driving consumers toward online purchases. Although homemakers and students participate less, improving digital awareness and offering flexible payment options can enhance their adoption. Overall, digital marketing continues to reshape consumer behaviour in Sirkali, making online shopping a preferred and growing mode of purchase.

## IX.REFERENCE:

1. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation and Practice. Pearson Education.
2. Kotler, P., Keller, K. L. (2016). Marketing Management (15th ed.). Pearson Education.
3. Schiffman, L. G., & Wisenblit, J. (2019). Consumer Behavior (12th ed.). Pearson.
4. Strauss, J., & Frost, R. (2014). E-Marketing (7th ed.). Pearson.
5. Ryan, D. (2016). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation. Kogan Page.
6. Belch, G. E., & Belch, M. A. (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill.
7. Laudon, K. C., & Traver, C. G. (2020). E-Commerce: Business, Technology, Society. Pearson.
8. Gupta, S. (2018). E-Commerce and Digital Marketing. McGraw-Hill Education.
9. Solomon, M. R. (2020). Consumer Behavior: Buying, Having, and Being. Pearson.
10. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. Business Horizons, 52(4), 357–365.