

**A STUDY ON THE IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING  
BEHAVIOUR TOWARDS ELECTRONIC GOODS WITH REFERENCE TO COIMBATORE  
CITY**

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**ABSTRACT :**

The advent of digital marketing has revolutionized the way consumers interact with electronic goods. This study investigates the impact of digital marketing on consumer behaviour of electronic goods in Coimbatore City. A survey of 300 consumers was conducted to gather data on their online shopping habits, social media influence, and digital advertising effectiveness. The results show that digital marketing significantly influences consumer purchasing decisions, with social media and online reviews being key drivers. The study also reveals that Coimbatore consumers are increasingly relying on digital channels for product research and purchasing. The findings have implications for electronic goods marketers, highlighting the need to develop effective digital marketing strategies to engage with consumers in Coimbatore City.

**Keywords:** Digital Marketing, Consumer Behaviour, Electronic Goods.

**INTRODUCTION :**

Consumer Buying Behavior is a study of how Individuals make decisions to spend their available resources (Time, Money and Effort) on Consumption related items (What they buy, why they buy, when they buy, where they buy, how often they buy and use a product or Service). Digital Advertising and Marketing is the usage of Digital media through the Entrepreneurs to suggest the goods or offerings into the market. Digital advertising is the fashion of online selling of your products. Since the beginning of Electric – Commerce, so many consumers have turned to online markets for goods like, HAVELLS, PHILIPS, VOLTAS, CROMPTON, HAIER, GODREJ, LENOVO etc.

Digital Marketing embodies a large choice of service, product and logo advertising strategies which especially use Internet as a Center promotional medium Similarly to Cellular and Conventional TV and radio. Since the Digital Marketing begins, so many consumers have turned to online markets for goods. To sell anything online, sellers must consider what consumer purchase. The internet is transforming how consumers purchase goods and services, and it has grown to be a global phenomenon. The growth of digital marketing has led to a significant shift in consumer behaviour, with more and more people relying on online reviews, social media, and e-commerce websites to make informed purchasing decisions. This study aims to explore the impact of digital marketing on consumer behaviour, specifically in the context of electronic goods in Coimbatore city. The study will examine the factors that influence consumer purchasing decisions online and the role of digital marketing in shaping these decisions. This study will provide valuable insights into the world of digital marketing and its influence on consumer behaviour.

**STATEMENT OF THE PROBLEM :**

Today's world is highly competitive. This study is focused on the Impact of Digital Marketing on Consumer Behaviour towards the Electronic products. There are a lot of websites on internet where by it offer a variety of electronic product & services for consumers can find and buy through online. Many of the Consumers spending some time for purchasing an electronic product through Digital Marketing. On understanding of the purchase behaviour of a consumer is an essential aspect as it reflects the influence of brands, purchase timing, buyer and consumer type on the purchase of a

particular durable. Despite the importance of digital marketing to the performance of an Organisation. Consumer could feel that the product would be tampered with and the quality wouldn't same. Entrepreneurs find it difficult to handle conversion requests from Customers. The younger generation's technology – buying behaviour no longer optimally influences family behaviour.

#### **OBJECTIVES OF THE STUDY :**

- To analyse the demographic characteristics of consumers who purchase electronic goods online.
- To evaluate the reason for a consumer decision-making on a particular brand.
- To investigate the impact of online reviews and ratings on consumer purchasing decisions of electronic goods.
- To identify the factors influencing on purchasing of electronic goods.

#### **REVIEW OF LITERATURE :**

**Chandrasekar and Janani (2023)** in their study analysed the impact of digital marketing on consumer buying behavior for electronic goods in Coimbatore city. Electronic products have become essential in daily life, and consumer purchasing decisions are influenced by various factors such as preferences, product utility, and information from digital sources. The research employs a descriptive design with a sample size of 125, utilizing both primary and secondary data. Findings provide insights into consumer behavior and the growing influence of digital marketing in the electronics sector.

**Arutgeevitha and Swetha (2022)** in their study evaluated the rise of digital media in India has transformed information consumption, with over 350 million internet users and 80% of the population accessing content via smartphones. India is a key market for global internet companies, with digital and social media playing a crucial role in decision-making, particularly among young students seeking higher education. Digitalization has reshaped how information is conveyed and perceived, sometimes leading to misinformation. This study examines the influence of digitalization on decision-making in the business sector.

**Jafersadhiq and Murugappan (2022)** in their study determined the Liberalization has transformed India into a key player in the global economy, attracting multinational companies with high-quality products. The Indian market, especially in electronic home appliances, is expanding rapidly. Consumers today are well-informed and make purchase decisions based on satisfaction. This study, using a descriptive research design, collected 125 responses via a Google Forms questionnaire. Findings reveal that price, quality, offers, and product features significantly influence consumer behavior in the home appliances sector.

**Mayilsamy and Manoj (2023)** in their study entitled the customer satisfaction with electronic products and after-sales service in Coimbatore city. It assesses the effectiveness of after-sales support systems provided by various brands and examines their impact on customer loyalty. The research highlights key factors influencing consumer satisfaction and brand loyalty, emphasizing the role of aftersales service in retaining customers. Based on the findings, the study offers recommendations for companies and marketers to enhance customer satisfaction and build stronger consumer relationships in Coimbatore.

**Sembakalakshmi and Anandhini (2023)** in their study was explained the factors influencing customers' online purchases of electronic devices. A conceptual framework was developed based on a literature review, identifying six key elements: website quality, product information, perceived risk, social influence, perceived utility, and purchase intention. From the online gadget consumers revealed that website quality, product details, perceived utility, and social influence significantly impact purchase intentions, while perceived risk negatively affects them. High-involvement products are more influenced by social factors.

## RESEARCH METHODOLOGY :

Research design is simply the framework or the plan for a study is used to guide in collecting and analysing the data. The convenient sampling technique is around 125 respondents. The study is focuses on the area of impact of digital marketing of consumer behaviour towards Electronic goods in Coimbatore city.

## SOURCES OF DATA :

### Primary data:

Primary data are those which are directly collected by the researcher or through investigator or enumerator for his purpose in first time. The primary data are original in character. Primary data is collected through the questionnaire.

### Secondary data :

The secondary data are those data, which have already been collected and published or complied for another purpose of the study. It includes not only published records and reports but also unpublished records. Secondary data require for the study have been gathered from internet, newspaper, articles, magazines etc...

## TOOLS USED IN THE ANALYSIS :

- Percentage Analysis
- Chi – Square Test
- Analysis of Variance (ANOVA)
- Weighted Average Score Analysis
- Mean Rank

## LIMITATIONS OF THE STUDY :

- The study was collected within the Coimbatore city.
- The study was conducted within a limited period of time.

## ANALYSIS AND INTERPRETATION :

### 1. Percentage Analysis

**Table 1 : Demographic Profile of the Respondents**

Demographic Variables		No. of Respondents	Percentage
Age	Below 20	55	44.0
	21-30	58	46.4
	31-40	06	4.8
	Above 40	06	4.8
Gender	Male	85	68.0
	Female	40	32.0
Income Level	Below 1,00,000	56	44.8
	1,00,001 - 2,00,000	23	18.4
	2,00,001 - 3,00,000	28	22.4
	Above 300,000	18	14.4
Marital Status	Single	100	80.0
	Married	25	20.0
Locality	Urban Area	79	63.2
	Semi-Urban	16	12.8
	Rural Area	30	24.0
Education	HSC	17	13.6

<b>Level</b>	UG	80	64.0
	PG	23	18.4
	Diploma	5	4.0
<b>Employment Status</b>	Self-employed	21	16.8
	Unemployed	13	10.4
	Student	72	57.6
	Professional	18	14.4

The above table shows that, out of 125 respondents, 46.4% of the respondents are belong to age group between 21-30 years, 68% of the respondents are Male respondents, 44.8% of the respondents in Income level Below 1,00,000, 80% of the respondents in Marital status is Single, 63.2% of the respondents in locality is Urban area, 64% of the respondents in Educational level is UG, 57.6% of the respondents in Employment status is Student.

**Table 2: Frequency of Purchase**

<b>Frequency</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Once in a month	19	15.2
Every 2-3 months	32	25.6
Every 6 months	23	18.4
Once in a year	51	40.8
<b>Total</b>	<b>125</b>	<b>100</b>

Table 2 shows that the consumer often purchase the electronic goods online of their respondents, which 15.2% for Once in a month, 25.6% for Every 2-3 , months, 18.4% for Every 6 months, 40.8% for Once in a year.

**Table 3: Types of Electronic Goods Purchased**

<b>Products</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Smart Phones	35	28.0
Laptops / Tablets	15	12.0
Wearable (Smart Watches, Fitness Trackers)	44	35.2
Home Appliances	24	19.2
Gaming Devices (Consoles, Accessories)	7	5.6
<b>Total</b>	<b>125</b>	<b>100</b>

From the above table clear that Electronics of the respondents, which 28% for Smartphones, 12% for Laptops / Tablets, 35.2% for Wearables (Smartwatches, Fitness trackers), 19.2% for Home appliances, 5.6% for Gaming devices (consoles, accessories)

**Table 4: Devices to be Purchased through Online**

<b>Devices</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Desktop computer	19	15.2
Laptop	27	21.6
Smartphone	71	56.8
Tablet	8	6.4

<b>Total</b>	<b>125</b>	<b>100</b>
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The table describes that electronic product of the respondents, which 15.2% for Desktop computer, 21.6% for Laptop, 56.8% for Smartphone, 6.4% for Tablet.

**Table 5: Amount Spent for Purchase of Electronic Goods**

<b>Amount</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Below 10,000	43	34.4
10,001-20,000	31	24.8
20,001-30,000	27	21.6
Above 30,000	24	19.2
<b>Total</b>	<b>125</b>	<b>100</b>

It is observed from the above table that out of the total 125 consumers, 34.4% for below 10,000, 24.8% for 10,001-20, 000, 21.6% for 20,001-30, 000, 19.2% for above 30,000.

**Table 6: Mode of Payment**

<b>Modes</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Credit Card	19	15.2
Debit Card	24	19.2
PayPal	7	5.6
Mobile Payment (Paytm, Google Pay)	63	50.4
Buy Now, Pay Later Options	12	9.6
<b>Total</b>	<b>125</b>	<b>100</b>

The table 6 executes that Online payment method of the respondents, 15.2% for Credit card, 19.2% for Debit card, 5.6% for Paypal, 50.4% for Mobile payment (Paytm, Google pay), 12% for Buy now, pay later options.

**Table 7: Platforms for Online Shopping**

<b>Platforms</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Amazon	54	43.2
Flipkart	55	44
Walmart	4	3.2
Meesho	9	7.2
ebay	3	2.4
<b>Total</b>	<b>125</b>	<b>100</b>

The above table shows that shopping platforms of the respondents, which 43.2% for Amazon, 44% for Flipkart, 3.2% for Walmart, 7.2% for Meesho, 2.4% for ebay.

**Table 8: Upgrade your Electronic Devices**

<b>Years</b>	<b>No of Respondents</b>	<b>Percentage (%)</b>
Every year	15	12
Every 2-3 years	39	31.2
Every 4-5 years	32	25.6
Only when the device stops working	39	31.2
<b>TOTAL</b>	<b>125</b>	<b>100</b>

Table 8 shows that Upgrade electronic devices of the respondents, which 12% for every year, 31.2% for every 2-3 years, 25.6% for every 4-5 years, 31.2 % for only when the device stops working.

**Table 9: Reasons to Analyse the Consumer Decision Making**

Reasons	No of Respondents	Percentage (%)
Brand Awareness & Perception	29	23.2
Product/Service Attributes	23	18.4
Price consideration	26	20.8
Emotional Connection and Brand Loyalty	13	10.4
Consumer Experience	15	12
Competitor Comparison	3	2.4
<b>Total</b>	<b>125</b>	<b>100</b>

From the above table clear that consumer decision-making of the respondents, which 23.2% for Brand Awareness & perception, 18.4% for Product/Service Attributes, 20.8% for Price consideration, 10.4% for Emotional connection and brand loyalty, 12.8% for Advertising and marketing influence, 12% for Consumer Experience, 2.4% for Competitor Comparison.

**Table 10: Features Influenced you to Purchase the product**

Features	No. of Respondents	Percentage (%)
Quality of the product	53	42.4
Functionality and features	30	24
Design and aesthetics	13	10.4
Brand reputation	16	12.8
Price	13	10.4
<b>Total</b>	<b>125</b>	<b>100</b>

From the above table highlights that product feature of the respondents, which 42.4% for Quality of the product, 24% for Functionality and features, 10.4% for Design and aesthetics, 12.8 % for Brand reputation and 10.4% for Price.

**Table 11: Factors that influenced you to Purchase the products**

Factors	No. of Respondents	Percentage (%)
Quality	45	36
Affordability	31	24.8
Innovation	9	7.2
Trustworthiness	27	21.6
Style and Design	13	10.4
<b>Total</b>	<b>125</b>	<b>100</b>

The table shows that Factors of the respondents, which 36% for Quality, 24.8% for Affordability, 7.2% for Innovation, 21.6% for Trustworthiness, 10.4% for style and design.

**Table 12: Sources of Information**

Sources	No. of Respondents	Percentage (%)
Word of Mouth	27	21.6
Social Media	52	41.6

Television/Radio	13	10.4
Online Reviews	22	17.6
In – Store Display	11	8.8
<b>Total</b>	<b>125</b>	<b>100</b>

Table 12 indicates that Purchase expectations, which 21.6% for word of mouth, 41.6% for Social media, 10.4% for Television / Radio, 17.6% for Online reviews, 8.8% for In-store display.

**Table 13 : Benefits to Purchase the Product**

<b>Benefits</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Durability and long-term use	53	42.4
Affordability	24	19.2
Unique or Innovative features	21.	16.8
Excellent customer service	19	15.2
Ethical or sustainable practices	8	6.4
<b>Total</b>	<b>125</b>	<b>100</b>

Table 13 shows that the appreciation of the product, 42.4% for Durability and long term use, 19.2% for Affordability, 16.8% for Unique or Innovative features, 15.2% for Excellent customer service, 6.4% for Ethical Or sustainable practices.

#### **CHI-SQUARE ANALYSIS :**

**Ho:** There is no Significance relationship between Demographic Variables of the respondents and the Electronic Goods Purchased.

**Table 14 : Demographic Variables \* Electronic Goods Purchased**

<b>S. No</b>	<b>Demographic variables</b>	<b>P Value</b>	<b>Significance level</b>
1.	Age	0.022	Significance
2.	Gender	0.186	Not Significance
3.	Income level	0.010	Significance
4.	Residential area	0.206	Not Significance
5.	Education level	0.009	Highly Significance
6.	Marital status	0.293	Not Significance

The Chi-square result indicates that the p-value for Education Level (0.009) is below 0.01, hence it is concluded that there is a highly significant relationship between demographic variables of the respondents and Electronic Goods Purchased.

Age (0.022) and Income Level (0.010) and is between 0.01 – 0.05, hence it is concluded that there is a significant relationship between demographic variables of the respondents and Electronic Goods Purchased. Gender (0.186) & Residential Area (0.206) is above 0.05, hence it is concluded that there is no significant relationship between demographic variables of the respondents and Electronic Goods Purchased.

#### **ANALYSIS OF VARIANCE (ANOVA) :**

**Ho:** There is no significant relationship between the demographic variables of the respondents and Average Amount Spending on the Purchase of Electronic Goods.

**Table 15 : Demographic Variables \* Average Amount Spending on the Purchase of Electronic Goods**

<b>Age</b>		<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
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	Between Groups	3.562	3	1.187	0.926	0.431
	Within Groups	155.238	121	1.283		
	Total	158.800	124			
Gender			df	Mean Square	F	Sig.
	Between Groups	.421	1	.421	.327	0.569
	Within Groups	158.379	123	1.288		
	Total	158.800	124			
Income Level		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	7.431	3	2.477	1.980	0.121
	Within Groups	151.369	121	1.251		
	Total	158.800	124			

Marital Status		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	3.200	1	3.200	2.530	0.114
	Within Groups	155.600	123	1.265		
	Total	158.800	124			
Locality		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	4.823	2	2.412	1.911	0.152
	Within Groups	153.977	122	1.262		
	Total	158.800	124			
Education Level		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	8.298	3	2.766	2.224	0.089
	Within Groups	150.502	121	1.244		
	Total	158.800	124			

The ANOVA result indicates that the p-value for Age (0.431), Gender (0.569), Income level (0.121), Marital Status (0.114), Education Level (p-value = 0.089) and Locality (0.152) are above 0.05, hence it is concluded that there is no significant relationship between demographic variables of the respondents and Average Amount Spending on the Purchase of Electronic Goods.

#### WEIGHTED AVERAGE SCORE ANALYSIS:

Table 16 : Factors Influenced to select the brand when purchasing the products

S. No	Factors	Total Score	Weighted Average Score	Rank
1	Brand Preference	459	16.06	I
2	Influence of online reviews	401	14.03	IV
3	Return and warranty concerns	413	14.45	III
4	Discounts and offers	394	13.78	VI
5	Shipping and Delivery time	369	12.91	VII
6	Environmental Awareness	399	13.96	V
7	Social media Influence	423	14.80	II

The weighted average scores reflects the factors that influenced you to select the brand when purchasing the products through online, Brand Preference ranked the highest with a total score of 459 and a calculated score of 16.06, indicating that it is the most important factor for consumers.

Social Media Influence came in second with a total of 423 and a calculated score of 14.80, suggesting that social media plays a significant role in shaping consumer decisions. Return and Warranty Concerns ranked third with a total of 413 and a calculated score of 14.45, highlighting those consumers value return policies and warranties when buying electronics online. Influence of Online Reviews ranked fourth with a score of 401 and 14.03, indicating its considerable influence on purchase decisions. Environmental Awareness ranked fifth with a score of 399 and 13.96.

#### **SUGGESTIONS :**

1. Marketers need to understand the accessibility of digital facilities to the consumers, before launching any product digital when it comes to electronic goods.
2. Marketers need to conduct pre market survey to identify the need of the consumers especially in digital marketing.
3. Marketers of electronic products have to create a trust on digital marketing among the consumers.
4. Reliable advertisements may be made to attract the consumers. The manufactures have to give reliable information to the consumers.
5. Businesses should focuses on personalized marketing strategies using consumer buying behavior recommendations and targeted advertisements. Additionally, localized digital campaigns including advertisements about the brand that could connect better with the regional audience.
6. Understanding consumer preferences, such as their response to discounts, product reviews, and can provide valuable insights. When considering the impact of digital marketing on consumer behaviour for electronic goods.
7. The key aspects include focusing on price comparison tools, integrating with popular messaging platforms and utilizing targeted social media campaigns to cater to the city's tech-savvy population, while emphasizing customer reviews and after-sales service to build trust.

#### **CONCLUSION :**

The marketing process begins and ends with an understanding of consumer behaviour and the factors that influence product, brand and retail establishment selection. Understand you do not understand, you will not comprehend, you cannot understand all the consumers, but you must try your best to understand them. This includes functional risk (the product may not work as expected), causes the injury to the user) and the social risk (the product that embarrasses the user). It may not always correct to say that consumers behave in the same way as it depends upon the type of the product, quality of the product and the price of the product. Marketers are making good use of digital marketing because consumers are widespread adoption of smartphones and internet- connected devices. However it is evident that the present approaches to draw the attention of consumers in the electronic products not adequate compared to the other products because of trust issues and fake products.

This study suggests that businesses in the electronic goods sector must adopt effective digital marketing strategies to reach and engage with their target audience. By doing these strategies to know the enhancement of brand awareness, build customer loyalty and ultimately drive sales. This research is about determining the most significant aspects that the effect the consumer behaviour towards electronical goods. Marketers are making good use of digital marketing because consumers are widespread adoption of smartphones and internet-connected devices. However it is evident that the present approaches to draw the attention of consumers in the Electronic products not adequate compared to other products because of trust issues and fake products.

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