

A Study on Impact of Digital Marketing Strategies on Consumer Purchase Decision at Mayiladuthurai

A. Sowarnalakshmi¹, S. Vijayasri²

¹Assistant Professor, Department of Management Studies and Research, EGS Pillay Engineering College, Nagapattinam, Tamil Nadu.

²MBA Student, Department of Management Studies and Research, EGS Pillay Engineering College, Nagapattinam, Tamil Nadu.

Received: 24 May 2026

Revised: 27 May 2026

Accepted: 01 May 2026

Published: 03 June 2026

Abstract: This study examines the impact of digital marketing strategies on consumer purchase decisions among residents of Mayiladuthurai. Data were collected from 150 respondents using a structured questionnaire. Statistical tools, including Chi-Square, Correlation, and Regression analysis, were applied. The findings reveal that social media marketing significantly influences consumer purchase decisions, while personalised advertising and search engine results are key predictors of buying behaviour. Age shows no significant association with discount-driven purchases, whereas digital marketing overall has a strong positive impact on consumer buying behaviour. The study highlights that transparent, customer-friendly digital marketing practices improve consumer awareness, engagement, and satisfaction.

Keywords: Digital Marketing, Consumer Purchase Decisions, Social Media Marketing, SEO, Email Marketing, Consumer Behaviour, Online Advertisements, Personalised Advertising.

I. INTRODUCTION

Digital marketing is the promotion of products and services through digital media technologies, mainly on the internet. With the complete inclusion of digital platforms into every marketing strategy and an observable shift in consumer habits from visiting physical shops to purchasing products online, digital marketing campaigns are becoming more creative! These campaigns employ organic search engine optimisation (SEO), paid media such as search engine marketing (SEM) and pay per click, as well as social media marketing, viral content promotion by email and display advertising together with an emergent trend towards influencer marketing. Digital marketing also includes non-Internet channels such as television, mobile phones (SMS and MMS), callback and all the things mentioned above. For businesses, it is vital to understand the impact of digital marketing on consumer behaviour and how they can deliver effective strategies to improve their client experience. Research in this domain will give us a better understanding of where digital marketing strategies come into play and their influence on consumer behaviour, brand awareness, and purchase trends seen in the current dynamic environment. Consumer purchase decisions are greatly affected in every stage of this process need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behaviour through various forms of digital marketing. User-generated recommendations, convenience through digital channels, and tailored solutions via social media, search engines and influencers are crucial features of these online channels. With more consumers opting to trust brand legitimacy and real experiences before buying, belief is still a key expectation. With the increase in competition from businesses in the digital marketplace, it is vital that companies are mindful of consumer expectations and their buying behaviour. Since some consumers are strongly influenced by digital marketing activities, others may be plagued by thoughts such as lack of trust, misleading advertisements, fake reviews, concerns over privacy and messages that promote excessively. Thus, the present study analyses the role of digital marketing strategies on consumer purchase decisions in Mayiladuthurai and attempts to identify salient factors that influence consumer buying behaviour and satisfaction towards digital marketing activities.

II. NEED OF THE STUDY

- To understand the impact of digital marketing strategies on consumer purchase decisions.
- To identify consumer preferences towards digital marketing platforms.
- To analyse the effectiveness of different digital marketing strategies in influencing buying behaviour.

- To help businesses improve customer engagement and marketing performance.
- To provide suggestions for improving digital marketing practices and business growth

III. RESEARCH GAP

Several earlier studies focused primarily on digital marketing activities and the broad behaviour of consumers in their purchasing. Fewer studies have been made on the details of digital marketing strategies to determine the effect on consumer purchase decisions and what influences consumer preferences and satisfaction. Previous research mainly focused on the effects of online advertisement and promotional activities compared to consumer trust, targeted advertising, online reviews, social media influence, price discounts and offers, followed by customer satisfaction. Hence, this research aims to analyse the impact of various digital marketing strategies on consumer purchase decisions and also on consumer satisfaction with respect to digital marketing activities in the chosen area.

IV. OBJECTIVES OF THE STUDY

- To examine the impact of digital marketing strategies on consumer purchasing decisions.
- To analyse consumer behaviour towards digital marketing platforms.
- To evaluate the role of digital marketing strategies (social media, SEO, email marketing) in influencing consumer purchase decisions.
- To identify the key digital marketing factors that affect consumer buying behaviour.
- To assess consumer awareness and opinions towards digital marketing.

V. SCOPE OF THE STUDY

- This study focuses on the impact of digital marketing strategies on consumer purchase decisions.
- This study examines platforms such as social media, SEO, email marketing, and online advertisements.
- This study analyses consumer behaviour and attitudes towards digital marketing in Mayiladuthurai.
- This study evaluates the effectiveness of digital marketing strategies in influencing consumer buying behaviour.
- This study helps understand the role of digital marketing in improving customer satisfaction and business growth.

VI. REVIEW OF LITERATURE

Mangold and Faulds (2009) stated that digital platforms combine traditional marketing and peer-to-peer communication, influencing consumer trust and purchase intentions through reviews, likes, and shares.

Kaplan and Haenlein (2010) explained that social media platforms enable two-way communication between companies and consumers, helping businesses build strong customer relationships.

Chaffey (2013) defined digital marketing as the use of technology and online channels to achieve marketing objectives and satisfy customer needs effectively.

Goplani et al. (2020) found that youth prefer digital platforms because they are convenient, time-saving, and provide attractive discounts and secure payment options.

Kiani (2023) concluded that digital marketing influences purchasing decisions through online reviews, personalised experiences, and targeted communication, which improve customer satisfaction and loyalty.

Khan and Dixit (2026) explained that digital platforms such as social media, search engines, email marketing, and influencer marketing play a major role in shaping consumer awareness and purchase intention.

VII. RESEARCH METHODOLOGY

A. Research Design

The study adopts a descriptive research design to analyse the impact of digital marketing strategies on consumer purchase decisions among consumers in Mayiladuthurai. The study is based on both primary and secondary data. Primary data were collected from 150 respondents using a structured questionnaire. Secondary data were collected from journals, books, websites, and previous research studies related to digital marketing and consumer behaviour. Statistical tools such as percentage analysis, Chi-square test, correlation analysis, and regression analysis were used through SPSS for data analysis and interpretation.

B. Hypothesis

- H0: There is no significant relationship between digital marketing strategies and consumer purchase decisions.
- H1: There is a significant relationship between digital marketing strategies and consumer purchase decisions.

C. Limitations

- The study is limited to consumers in Mayiladuthurai only.
- Responses depend on respondents' personal honesty.
- The study covers only selected digital marketing platforms and techniques.

VIII. DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation are required to turn raw data into meaningful insights. The study was conducted among 150 respondents in Mayiladuthurai using a structured questionnaire to know the impact of digital marketing strategies on buying behaviour. It will reveal the strength of influence of digital marketing on consumer purchase decisions and online shopping behaviour. The majority of the respondents know about the digital marketing platforms like social media advertisements, online reviews, personalised advertisements and search engine results. The consumer had a positive opinion about digital marketing in terms of product awareness, price comparison, and purchase decision. This research further shows that discounts, offers, customer reviews, and social media marketing play a vital role in buying behaviour. The statistics tools included in the analysis were percentage analysis, Chi-Square test to analyse the digital marketing strategies effect on consumer buying behaviour correlation and regression to find out if there exists any relationship between digital marketing strategies and consumer buying behaviour.

Table 1: Consolidated Demographic Profile of Respondents

Variable	Category	Frequency	Percentage(%)
Gender	Female	79	52.7
	Male	71	47.3
Age	18-25	68	45.3
	26-35	47	31.3
	36-45	22	14.7
	Above 45	13	8.7
Education	Graduate	56	37.3
	Post Graduate	49	32.7
	Higher Secondary	28	18.7
	Others	17	11.3
Occupation	Student	47	31.3
	Employed	43	28.7
	Self-employed	35	23.3
	Others	25	16.7
Monthly Income	No income	50	33.3
	Below 10,000	31	20.7
	10,000-25,000	38	25.3
	Above 50,000	31	20.7

The description of the sample population in the consolidated table denotes that female respondents are more than male respondents and majority of responder resides in age group 18-25 years. Graduates account for a larger share, followed by postgraduates suggesting that Educated Consumers are more involved in digital marketing initiatives and online buying behaviour. The highest number of respondents to the occupational profile are students, followed by persons employed and self-employed. The income analysis indicates that a significant proportion of the respondents do not have a regular income, illuminating their financial dependence as young consumers. The demographic results also show that respondents are frequent users of digital platforms and are greatly influenced by several factors, especially social media promotions, online advertisements, personalised marketing and customer reviews. Therefore, the profile of respondents is suitable for investigation the impacts of digital marketing strategies on consumer behaviour regarding buying consumption by age.

A. Chi-Square Test

The Chi-square test was used to identify whether there is a relationship between the age of respondents and discounts and offers attracting online purchases. The table shows that consumers from different age groups are influenced by discounts and offers during online shopping. Younger consumers show slightly higher interest towards promotional offers compared to older consumers. However, respondents from all age groups expressed similar opinions regarding discounts and offers in online purchases.

Table 2: Age Group-wise Distribution of Respondents' Levels of Agreement

Age Group	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Below 18	3	4	2	1	0	10
18-25	30	20	10	5	3	68
26-35	18	15	8	4	2	47
36-45	8	7	5	1	1	22
Above 45	2	4	4	2	1	13
Total	61	50	29	13	7	150

B. Chi-Square Test

Table 3: Chi-Square Test of Association Between Age Group and Level of Agreement

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.544 ^a	16	.351
Likelihood Ratio	18.680	16	.286
Linear-by-Linear Association	2.955	1	.086
N of Valid Cases	150		
a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .09.			

The test revealed that the significance value is 0.351, which is greater than 0.05. Therefore, the null hypothesis was accepted, and the alternative hypothesis was rejected. This indicates that there is no statistically significant association between the age of respondents and discounts and offers attracting online purchases. In simple terms, the influence of discounts and offers does not significantly vary across different age groups. Hence, age does not play a major role in influencing consumers through discounts and promotional offers in online shopping.

C. Correlation Analysis

Correlation analysis was carried out to identify the relationship between social media marketing influence and consumers' overall opinion towards digital marketing. The results showed a positive correlation ($r = 0.264$), and the significance value was 0.001, which is less than 0.05. This indicates that the relationship is statistically significant.

Table 4: Correlation Between Social Media Marketing Influence on Purchase Decisions and Overall Opinion on Digital Marketing

Correlations			
		Social media marketing influences purchase decisions.	Overall opinion about digital marketing.
Social media marketing influences purchase decisions	Pearson Correlation	1	.264**
	Sig. (2-tailed)		.001
	N	150	150
Overall opinion about digital marketing	Pearson Correlation	.264**	1
	Sig. (2-tailed)	.001	
	N	150	150
**. Correlation is significant at the 0.01 level (2-tailed).			

Consumers who are highly influenced by social media marketing tend to have a more positive opinion towards digital marketing. The null hypothesis was rejected, and the alternative hypothesis was accepted. The findings highlight that social media marketing plays an important role in shaping positive consumer attitudes towards digital marketing.

D. Regression Analysis

Regression analysis was carried out to examine whether personalised advertising, search engine results, email marketing, SMS notifications, and discounts and offers could predict consumer buying decisions. The results showed that the regression model was statistically significant, indicating that digital marketing factors have a meaningful influence on consumer purchase behaviour.

Table 5: Model Summary of Regression Analysis Predicting Consumer Responses Toward Digital Marketing

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	.450 ^a	.203	.175	.985	.203	7.332	5	144	<.001

Predictors: (Constant), SMS/notification influences purchase decisions, Discounts and offers attract online purchase, Personalised advertising affects purchase decisions, Email marketing influences purchase decisions, Search engine results influence product choice.

Table 6: ANOVA Results for the Multiple Regression Model

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.547	5	7.109	7.332	<.001 ^b
	Residual	139.626	144	.970		
	Total	175.173	149			

Dependent Variable: Digital marketing campaigns influence buying decisions

Predictors: (Constant), SMS/notification influences purchase decisions, Discounts and offers attract online purchase, Personalised advertising affects purchase decisions, Email marketing influences purchase decisions, Search engine results influence product choice.

Table 7: Regression Coefficients for Factors Influencing Consumer Purchase Decisions

Coefficients ^a								
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.	95.0% Confidence Interval for B	Upper Bound
		B	Std. Error	Beta			Lower Bound	
1	(Constant)	.802	.279		2.871	.005	.250	1.355
	Email marketing influences purchase decisions	-.025	.079	-.027	-.321	.748	-.181	.131
	Search engine results influence product choice	.207	.084	.211	2.455	.015	.040	.373
	Discounts and offers attract online purchases	.134	.089	.122	1.507	.134	-.042	.309
	Personalised advertising affects purchase decisions	.260	.073	.275	3.548	<.001	.115	.404
	SMS/notification influences purchase decisions	.068	.080	.074	.857	.393	-.089	.226

Dependent Variable: Digital marketing campaigns influence buying decisions

The analysis revealed that digital marketing strategies positively affect consumer buying decisions. Among the variables, personalised advertising and search engine results showed a stronger influence on purchase intention, while email marketing and SMS notifications showed a moderate effect. The findings suggest that consumers are more likely to purchase products when they are exposed to effective digital marketing activities.

The significance value of the regression analysis was less than 0.05. Therefore, the null hypothesis was rejected, and the alternative hypothesis was accepted. This confirms that digital marketing strategies significantly influence consumer buying behaviour and online purchase decisions.

IX. FINDINGS OF THE STUDY

The research indicates that the participants in Mayiladuthurai predominantly display adequate frequency of exposure to online shopping and a favourable view towards digital marketing. Outbound marketing, such as advertisements and online reviews, is widely accepted as a powerful driver of purchase decisions, while social media is less transparent in reinforcing positive sentiments. The statistical results state that discount-driven purchase is independent of age; however, social media influence has a positive relationship with Digital marketing perception as a whole. Regression Results: Personalised Advertising and Search Engine Visibility as Strongest Drivers of Consumer Purchases, Email and SMS Campaign Supportive with Less Direct Impact. In conclusion, the results indicate that digital marketing tactics across Mayiladuthurai are better suited when they focus largely upon personalisation, search and social, not relying strictly on demographic targeting or traditional channels.

X. SUGGESTIONS

- Businesses should develop effective, data-driven digital marketing strategies to attract consumers and influence purchase decisions.
- Companies should provide clear, accurate, and trustworthy online advertisements to increase customer confidence.
- Focus on personalised advertising and SEO since these are the most statistically significant drivers of purchase behaviour.
- Digital marketers should offer attractive discounts, promotional offers, and loyalty benefits to encourage online purchases.
- Ensure the privacy and security of customer data while conducting digital marketing activities.
- Regularly collect customer feedback to understand consumer expectations and improve digital marketing strategies.
- Adopt modern technologies and innovative digital marketing techniques to improve customer experience and increase market reach.
- Future studies may include a larger sample size and compare consumer purchase behaviour across different regions.

XI. CONCLUSION

This research also suggests that Digital Marketing Strategies play a major role in consumer purchase decisions of Mayiladuthurai residents. Consumers heavily rely on social media, online advertisements, customer reviews, discounts and personalised promotions before the purchase. Data from statistical analysis prove that digital marketing strategies have a relatively high positive effect on consumer buying behaviour with personalisation of advertising and improved search engine visibility emerging as the two strongest drivers. This is why businesses must prioritize transparent, customer-friendly, data-driven digital marketing practices to enhance overall consumer experience and drive more sales.

XII. REFERENCES

1. D. Chaffey, and F. Ellis-Chadwick, "Digital Marketing: Strategy, Implementation and Practice (7th ed.)," *Pearson Education*, 2019. [Google Scholar](#) | [Publisher Link](#)
2. Christy M. K. Cheung, and Dimple R. Thadani, "The Impact of Electronic Word-of-Mouth Communication: A Literature Analysis and Integrative Model," *Decision Support Systems*, vol. 54, no. 1, pp. 461-470, 2012. [Google Scholar](#) | [Publisher Link](#)
3. Marijke De Veirman, Veroline Cauberghe, and Liselot Hudders, "Marketing Through Instagram Influencers: The Impact of the Number of Followers and Product Divergence on Brand Attitude," *International Journal of Advertising*, vol. 36, no. 5, pp. 798-828, 2017. [Google Scholar](#) | [Publisher Link](#)
4. Ismail Erkan, and Chris Evans, "The Influence of eWOM in Social Media on Consumers' Purchase Intentions," *Journal of Research in Interactive Marketing*, vol. 10, no. 2, pp. 142-163, 2016. [Google Scholar](#) | [Publisher Link](#)
5. M. Nick Hajli, "A Study of the Impact of Social Media on Consumers," *International Journal of Market Research*, vol. 56, no. 3, pp. 387-404, 2014. [Google Scholar](#) | [Publisher Link](#)

6. P. K. Kannan, and Hongshuang "Alice" Li, "Digital Marketing: A Framework, Review and Research Agenda," *International Journal of Research in Marketing*, vol. 34, no. 1, pp. 22-45, 2017. [Google Scholar](#) | [Publisher Link](#)
7. Andreas M. Kaplan, and Michael Haenlein, "Users of the World, Unite! The Challenges and Opportunities of Social Media," *Business Horizons*, vol. 53, no. 1, pp. 59-68, 2010. [Google Scholar](#) | [Publisher Link](#)
8. Philip Kotler, and Kelvin Lane Keller, "Marketing Management (15th ed.)," *Pearson Education*, 2016. [Google Scholar](#) | [Publisher Link](#)
9. W. Glynn Mangold, and David J. Faulds, "Social Media: The New Hybrid Element of the Promotion Mix," *Business Horizons*, vol. 52, no. 4, pp. 357-365, 2009. [Google Scholar](#) | [Publisher Link](#)
10. Reyan Khan and Archana Dixit. "Impact of Digital Marketing on Consumer Buying Behaviour," *Tecnia Institute of Advanced Studies*, 2026. [Publisher Link](#)
11. P. Sharma, A. Singh, L. Vishwakarma, and R. Singh, "Impact of digital marketing on consumer buying behaviour," *International Journal of Research in Applied Science & Engineering Technology (IJRASET)*, vol. 14, no. 1, pp. 375-377, 2025.
12. M. R. Solomon, "Consumer Behaviour: Buying, Having, and Being (12th ed.)," *Pearson Education*, 2017. [Publisher Link](#)
13. Maria Teresa Pinheiro Melo Borges Tiago, and Jose Manuel Cristovao Verissimo, "Digital Marketing and Social Media: Why Bother?" *Business Horizons*, vol. 57, no. 6, pp. 703-708, 2014. [Google Scholar](#) | [Publisher Link](#)