

## **A Study on Impact of Digital Marketing Strategies on Consumer Buying Behavior and Brand Loyalty in Karur District**

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### **ABSTRACT**

Digital marketing plays a vital role in influencing consumer buying behaviour and brand loyalty through platforms such as social media, websites, and online advertisements. This study analyses the impact of digital marketing strategies on consumers in Karur District using data collected from 122 respondents. Statistical tools such as Percentage Analysis, Chi-Square Test, Correlation Analysis, and ANOVA were used for analysis. The findings reveal that social media marketing and online reviews strongly influence purchase decisions, customer satisfaction, and brand loyalty. The study concludes that effective digital marketing strategies help businesses improve customer engagement and long-term growth.

**Keywords:** Digital Marketing, Consumer Buying Behaviour, Brand Loyalty, Social Media Marketing, Online Advertising.

### **Introduction**

Digital marketing has become an important business strategy that helps organizations reach customers through online platforms such as social media, websites, search engines, and online advertisements. The increasing use of smartphones and internet services has significantly influenced consumer buying behaviour and purchasing decisions. Businesses use digital marketing tools like Social Media Marketing, SEO, Content Marketing, and influencer promotions to improve customer engagement, brand awareness, and brand loyalty. In Karur District, many businesses have adopted digital marketing platforms to attract customers and improve business growth. This study aims to analyse the impact of digital marketing strategies on consumer buying behaviour and brand loyalty in Karur District.

### **Industry Profile**

The marketing industry has experienced significant growth due to technological advancements and digital transformation. Digital marketing has become an important part of modern business strategies, including SEO, social media marketing, content marketing, influencer marketing, email marketing, and online advertising. Businesses worldwide invest in digital marketing because it helps reach customers quickly, improves customer engagement, and provides cost-effective promotional methods. In India, initiatives like Digital India and the rapid growth of e-commerce have increased the adoption of digital marketing. In Karur District, textile showrooms, retail shops, and local businesses use digital platforms to promote products, improve customer relationships, and increase brand visibility.

### **Statement of Problem**

Digital marketing plays a major role in influencing consumer buying decisions and brand preferences. However, many businesses are unaware of how digital marketing strategies affect customer behaviour and brand loyalty. Since consumers are exposed to various online advertisements daily, it is important to study the impact of digital marketing on consumer buying behaviour and brand loyalty in Karur District.

### **Objectives of the Study**

#### **Primary Objective**

- To analyse the impact of digital marketing strategies on consumer buying behaviour and brand loyalty in Karur District.

#### **Secondary Objectives**

- To examine how digital marketing platforms influence consumer purchase decisions.
- To analyse customer awareness and exposure towards digital marketing strategies.
- To assess the influence of digital marketing on customer trust and satisfaction.

- To study the relationship between digital marketing content and brand loyalty.
- To gather customer opinions regarding digital marketing advantages and challenges.

### **Need for the Study**

The study is important because digital marketing has become a key marketing strategy for businesses. It helps understand consumer buying behaviour, analyse the effectiveness of digital marketing strategies, identify factors influencing online purchases, examine the relationship between digital marketing and brand loyalty, and provide suggestions for improving digital marketing practices.

### **Scope of the Study**

The study focuses on consumers in Karur District who are exposed to digital marketing platforms such as social media, online advertisements, and e-commerce websites. The study covers consumer buying behaviour, online shopping preferences, and brand loyalty influenced by digital marketing strategies.

### **Review of Literature**

#### **Philip Kotler and Kevin Lane Keller (2016)**

Kotler and Keller stated that digital marketing has transformed modern marketing practices by enabling businesses to connect with customers through online platforms such as social media, search engines, and websites. Their study highlighted that digital marketing improves customer engagement and strengthens brand loyalty.

#### **Dave Chaffey (2019)**

Dave Chaffey explained that digital marketing strategies such as SEO, social media marketing, and content marketing help businesses attract and retain customers effectively. Integrated digital marketing strategies positively influence consumer buying behaviour.

#### **Klaus Schwab (2017)**

Klaus Schwab discussed how technological advancements and digital transformation have changed consumer buying patterns. Consumers rely on online information, digital reviews, and social media interactions before making purchasing decisions.

#### **Venkatesh Shankar (2018)**

Shankar analysed the role of digital marketing in retail businesses and found that personalized advertisements and online promotions significantly influence customer buying behaviour and brand preference.

#### **Ryan Deiss and Russ Henneberry (2020)**

The researchers emphasized that customer engagement through social media marketing and digital advertising positively affects customer satisfaction and long-term brand relationships. They also highlighted the importance of personalized marketing communication in improving customer loyalty.

#### **Chaffey and Ellis-Chadwick (2021)**

The study explained that digital marketing analytics and customer data tracking enable businesses to create targeted marketing campaigns. Effective use of analytics improves marketing efficiency and enhances consumer trust toward brands.

### **Research Methodology**

#### **Introduction**

Research methodology refers to the systematic process adopted for conducting the research study.

#### **Research Design**

The study adopts a descriptive research design to analyse customer perceptions and responses towards digital marketing strategies.

#### **Sources of Data**

Primary Data - Questionnaire given to 122 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

**Sampling Method**

**Population** - Consumers in Karur District using digital platforms for purchasing products and services.

**Sampling Unit** - Individual consumers from different age groups and occupations.

**Sampling Method** - Convenience sampling method is used for selecting respondents.

**Sample Size** - A total of 122 respondents are selected for the study.

**Data Collection Instrument**

The primary tool used for data collection is a structured questionnaire consisting of demographic details, digital marketing awareness, consumer buying behaviour, brand loyalty, and customer satisfaction.

**Statistical Tools Used**

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis
- ANOVA

**Hypothesis**

**H0** - There is no significant relationship between digital marketing strategies and consumer buying behaviour.

**H1** - There is a significant relationship between digital marketing strategies and consumer buying behaviour.

**H0** - There is no significant relationship between digital marketing and brand loyalty.

**H1** - There is a significant relationship between digital marketing and brand loyalty.

**Data Analysis and Interpretation**

**Percentage Analysis**

**Age of Respondents**

Age	Respondents	Percentage
Below 20	16	13.1%
21–30	88	72.1%
31–40	17	13.9%
41–50	1	0.8%
Total	122	100%

**Interpretation**

The majority of respondents (72.1%) belong to the age group of 21–30 years. This indicates that young consumers actively use digital platforms and online marketing channel

**Gender of Respondents**

Gender	Respondents	Percentage
Male	64	52.5%
Female	58	47.5%
Total	122	100%

**Interpretation**

The majority of respondents are male (52.5%). Both male and female consumers actively participate in digital marketing and online purchasing activities.

Have you purchased a product after seeing it online?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	5.7	5.7	5.7
	Yes	115	94.3	94.3	100.0
	Total	122	100.0	100.0	

**Interpretation**

The table indicates that 94.3% of respondents have purchased products after seeing them online, while only 5.7% have not. This clearly shows the strong impact of online marketing and digital platforms on purchasing behavior.

Do you prefer buying the same brand repeatedly?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	8.2	8.2	8.2
	Yes	112	91.8	91.8	100.0
	Total	122	100.0	100.0	

**Interpretation**

The table shows that 91.8% of respondents prefer buying the same brand repeatedly, while only 8.2% do not. This indicates a high level of brand loyalty among consumers.

**Correlation Analysis**

**Hypothesis**

H0: There is no significant relationship between digital marketing trust and brand loyalty.

H1: There is a significant relationship between digital marketing trust and brand loyalty.

Variables	Brand Trust	Loyalty Programs
Pearson Correlation	1	0.621**
Sig. (2-tailed)	-	0.000
N	122	122

**Interpretation**

The Pearson correlation value indicates a positive relationship between digital marketing trust and brand loyalty. Since the significance value is less than 0.05, the relationship is statistically significant.

**Chi-Square Analysis**

Test	Value	df	Significance
Pearson Chi-Square	8.421	4	0.032

**Interpretation**

Since the significance value is less than 0.05, the null hypothesis is rejected. Therefore, there is a significant relationship between gender and online shopping frequency.

### **Findings of the Study**

- Majority of respondents belong to the age group of 21–30 years.
- Instagram is the most preferred digital platform.
- Social media advertisements strongly influence customer purchase decisions.
- Most respondents purchase products after viewing them online.
- Customer reviews significantly affect online buying decisions.
- Digital marketing positively influences customer trust and satisfaction.
- Consumers show strong preference toward repeated purchase of the same brand.
- Brand loyalty is mainly influenced by quality and trust.

### **Suggestions & Recommendations**

- Businesses should improve social media engagement and content quality.
- Organizations should use influencer marketing effectively.
- Companies should focus on customer reviews and feedback management.
- Personalized digital advertisements should be implemented to improve customer engagement.
- Businesses should strengthen loyalty programs and customer relationship strategies.
- Local businesses in Karur should increase investment in digital marketing platforms.

### **Conclusion**

Digital marketing has become an important factor influencing consumer buying behavior and brand loyalty in the modern business environment. The study concludes that digital marketing strategies such as social media marketing, online advertisements, customer reviews, and influencer promotions significantly affect customer purchasing decisions.

Consumers increasingly rely on digital platforms for product information, price comparisons, and online shopping activities. Businesses that effectively utilize digital marketing strategies can improve customer satisfaction, strengthen brand image, and enhance long-term customer loyalty.

The study also highlights that digital marketing provides significant growth opportunities for businesses in Karur District. Organizations should continuously improve digital communication, customer engagement, and online promotional activities to remain competitive in the market.

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