

Digital Advertising and Its Effect of Online Consumer Buying Behavior in Thoothukudi District

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Abstract

Digital advertising has become an essential medium that influences consumer choices in online shopping. In Thoothukudi district, the rapid growth of internet usage and digital platforms has changed the way people connect with businesses. This study examines how digital advertising affects consumer buying behavior, especially in terms of creating awareness, building interest, shaping preferences, and driving purchase decisions. Data was gathered through questionnaires from respondents of different age groups and backgrounds within the district. The results show that social media search engines, and influencer-based promotions strongly impact consumer perceptions and purchasing intentions. However, factors such as frequency of exposure, level of trust, and relevance of advertisements also play an important role in shaping responses. The findings indicate that while digital advertising encourages online buying, challenges like advertisement overload and consumer doubt still exist. This research offers useful insights for businesses in Thoothukudi to develop effective digital marketing strategies that meet customer expectations and encourage long-term loyalty.

Keywords: Digital Advertising, Online Consumer Behavior, Thoothukudi District, Social Media Marketing, Influencer Marketing

Introduction

Digital advertising has greatly influenced the online buying behavior of consumers in Thoothukudi district, as businesses are increasingly relying on digital platforms to attract and engage potential buyers. This transformation is fueled by rising internet usage and the effectiveness of digital marketing in encouraging purchase decisions. Gaining insights into this impact is essential for businesses aiming to refine their marketing strategies and for consumers who wish to make well-informed shopping choices. Digital advertising, also known as online, web, or internet advertising, is a marketing approach that uses the internet to deliver promotional messages to consumers. Many

consumers, however, perceive online ads as intrusive and of little value, leading to the increasing use of ad-blocking tools for various reasons. When software is used to automate ad purchases, the process is referred to as programmatic advertising. The internet serves as a highly reliable and vital source of information, and many organizations utilize it to promote their products and services. It also enables businesses to better understand customer needs, preferences, and how they change across time, locations, and markets. Companies invest significantly in developing their online presence and websites. In today's digital era, online marketing and e-business have become crucial opportunities for organizations to remain competitive in the market.

Literature Review

Digital advertising, often referred to as online or internet-based promotion, has become a key element in shaping customer purchase decisions. Studies highlight those online advertisements influence awareness, attitudes, and buying patterns of consumers (Belch & Belch, 2018). The rise of social media and targeted ads allows businesses to deliver customized messages that significantly affect consumer intentions (Duffett, 2017).

With the increase in internet usage and smartphone penetration, India has witnessed a rapid shift towards online shopping and digital promotions. Research indicates that Indian customers are highly responsive to online offers, advertisements, and campaigns (Choudhury & Dey, 2014). In smaller cities and districts like Thoothukudi, the growing adoption of technology has influenced consumers to prefer online shopping (Jai & Yadav, 2017).

Platforms such as Facebook, Instagram, and YouTube have emerged as powerful tools for online advertising. Studies confirm that engaging and interactive ads on these platforms enhance customer trust and encourage purchase decisions (Dehghani & Tumer, 2015). Moreover, recommendations from influencers and peers further strengthen consumer confidence in online purchases (Lou & Yuan, 2019).

Objectives of the Study

- To know the demographic influence on consumer response to digital advertising.
- To analyze the level of consumer trust, satisfaction, and engagement towards online advertisements.
- To examine the role of digital advertising in influencing online consumer buying behavior in Thoothukudi district.

Methodology of the Study

1. Research Design

The study follows a descriptive research design to understand how digital advertising affects consumer online buying behavior. This design helps in analyzing the relationship between advertisements and consumer responses within Thoothukudi district.

2. Study Area

The research is carried out in Thoothukudi district, Tamil Nadu, as it represents a growing semi-urban market where online shopping and internet usage are steadily increasing.

3. Sources of Data

Primary Data:

Collected using a structured questionnaire from individuals in Thoothukudi district who are engaged in online shopping.

Secondary Data:

Taken from journals, books, research papers, websites, and published reports related to digital marketing and consumer behavior.

4. Sample Size

A total of 110 respondents from different age groups, genders, and occupations are chosen to ensure variety in responses.

5. Data Analysis Methods

The collected data will be analyzed using the following techniques:

- Percentage analysis – to study basic demographic and response patterns.
- Ranking method – to identify the most impactful advertising platforms.

Limitations of the Study

The study is limited to Thoothukudi district and may not represent consumer behavior in other regions. Since the data is based on self-reported responses, there may be some level of bias. The sample size is relatively small and may not fully reflect the behavior of the entire population.

Data Analysis and Data Interpretation**Table 1 Demographic Profile of the Respondents**

Category	No. of Respondents	Percentage %
Gender		
Male	50	45.45%
Female	60	54.54%
Age		
18-25 years	45	45.0%
26-35 years	38	34.54%
36-45 years	20	18.18%
Above 45 years	7	6.36%
Educational Qualification	No. of Respondents	Percentage%
Undergraduate	40	36.36%
Postgraduate	33	30.00%
Professional/Other	37	36.63%
Monthly Income	No. of Respondents	Percentage%
Below ₹15000	28	25.45%
₹15001- ₹30000	37	36.63%
₹30000- ₹50000	23	20.90%
Above ₹50000	22	20.00%
Occupation	No. of Percentage	Percentage%
Student	30	27.27%
Private Employee	32	29.09%
Government Employee	23	20.90%
Business/Self employed	20	18.18%
Homemaker/Other	5	4.54%

Table 2 Buying Behavior of Online Shopping

Times of Purchase	No. of Respondents	Percentage%
Daily	11	10.00%
Weekly	40	36.36%
Monthly	50	45.45%
Rarely	9	8.18%

Online Platforms Mostly Used	No. of Respondents	Percentage%
Amazon	31	28.18%
Flipkart	21	19.09%
Myntra	10	9.09%
Meesho	40	36.63%
Others	8	7.27%
Motivate Factors	No. of Respondents	Percentage%
Discounts and offers	41	37.27%
Convenience/Recommends	20	18.18%
Variety of Products	10	9.09%
Advertisements	39	35.45%

Table 3 Influence of Digital Advertising

Digital Advertisement preference	No. of Respondents	Percentage%
Social Media Ads	50	45.45%
Search Engine Ads	10	9.09%
Influencers/YouTube Promotions	45	40.90%
Email/SMS Marketing	10	9.09%
Types of ads attracts	No. of Respondents	Percentage%
Video Ads	48	43.63%
Image/Poster Ads	22	20.00%
Offers/Discounts Ads	10	9.09%
Celebrity/Influencers Ads	30	27.27%

Table 4 Consumer Trust and Satisfaction

Trust of authenticity of Online Advertisement	No. of Respondents	Percentage%
Always	44	40.00%
Sometimes	31	28.18%
Rarely	21	19.09%
Never	9	8.18%
Challenges face online Advertisements	No. of Respondents	Percentage%

Misleading Information	35	31.81%
Privacy Concerns	25	27.72%
Too Many Ads (ad Fatigue)	10	9.09%
Slow Delivery /Other Issues	40	36.36%

Table 5 Digital Advertising Effect on Online Consumer Buying Behavior

S. No	Variables	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	Rank
1.	Satisfied With the products purchase through Online advertisement	250	80	60	24	8	422	3.83	III
2.	Attractive Advertisements Make me explore new products.	220	84	90	18	1	413	3.75	V
3.	Digital Advertisement affect buying decision	90	80	72	82	7	351	3.19	VII
4.	Excessive Online ads reduce interest in purchase	70	40	27	70	12	219	1.99	VIII
5.	Trust online advertisement when the come from reputed brands	200	120	66	20	8	414	3.76	IV
6.	Purchased the Product mainly because of digital advertisement	100	160	90	30	5	385	3.5	VI

7.	Digital Advertising saves time by giving product information Quickly	300	180	60	10	5	555	5.04	I
8.	Digital advertisements more informative than traditional advertising	280	116	39	16	4	455	4.12	II

Source: Primary Data

The above the table shows that Maximum score is obtained by most of the respondents buying behavior in digital advertisement saves time by giving product information quickly and that the minimum score of the respondent choices excessive online ads are reduce in the purchase interest.

Findings of the Study

- Majority (54.54%) of the respondents are Female.
- Majority (45.00%) of the respondents are 18-25 years.
- Majority (36.36%) of the respondents are Under Graduate.
- Most (36.63%) of the respondents are having monthly income for (15000-30000).
- Majority (29.09%) of the respondents are Private employee.
- Majority (45.45%) of the respondents are monthly purchased.
- Majority (36.63) of the respondents are mostly used Meesho online shopping App.
- Majority (37.27%) of the respondents are motivated factor in Discount and Offers.
- Majority (45.45%) of the respondent digital advertisement is preferred for Social Media ads.
- Most (43.63%) of the respondent ads attract in video ads.
- Majority (40.00%) of the respondents are always trust for the online advertisement.
- Majority (36.63%) of the respondents are faced the problem for Slow delivery issue.

Suggestion of the Study

The study recommends that businesses in Thoothukudi build trust in digital ads by ensuring accuracy and transparency. Social media should be prioritized as the most effective advertising

platform, supported by personalized and visually appealing content. Genuine customer reviews and attractive offers must be highlighted to influence purchase decisions. Mobile-friendly ad formats and controlled ad frequency are necessary to improve consumer experience. Finally, localized campaigns in regional language and culture can create stronger connections with consumers. The study concludes that digital advertising has a significant influence on consumer buying behavior in Thoothukudi district. Overall, digital advertising has become an essential marketing tool for businesses in Thoothukudi to reach, persuade, and retain online customers.

Conclusion

The study concludes that digital advertising has a significant influence on consumer buying behavior in Thoothukudi district. Among various platforms, social media emerged as the most effective medium in attracting and engaging customers, while factors such as discounts, trust, and product information play a key role in shaping purchase decisions. Consumers prefer advertisements that are personalized, visually appealing, and credible, while excessive or misleading ads create negative perceptions. The findings highlight the importance of mobile-friendly and localized digital campaigns to better connect with the regional audience. Overall, digital advertising has become an essential marketing tool for businesses in Thoothukudi to reach, persuade, and retain online customers.

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