

IMPACT OF DIGITAL MARKETING ON IMPULSE PURCHASES: A STUDY IN THOOTHUKUDI DISTRICT

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ABSTRACT

The rapid advancement of digital marketing has significantly influenced consumer buying behaviour, particularly impulsive purchasing decisions. This study examines the impact of digital marketing strategies-such as personalized advertisements, social media promotions, influencer endorsements, and limited-time offers-on impulse buying behavior in Thoothukudi District. Using a mixed-method approach, primary data is collected through surveys and interviews with consumers who engage in both online and offline shopping. The study also explores demographic factors, psychological triggers, and digital marketing tools that drive spontaneous purchases. Findings highlight the extent to which digital marketing stimulates impulse buying and compare its effects across different consumer segments. The research provides insights into consumer psychology, aiding businesses in optimizing digital marketing strategies while promoting responsible consumer behaviour.

Keywords:DigitalMarketing,ImpulseBuying,ConsumerBehaviour,OnlineShopping, Purchase decisions, etc.,

INTRODUCTION

Impulse buying has become a significant aspect of consumer behavior, particularly in the digital age. With the rise of e-commerce, social media marketing, and targeted advertisements, consumers are increasingly exposed to persuasive marketing strategies that trigger spontaneous purchasing decisions. Unlike traditional shopping, where consumers physically engage with products before making a purchase, digital marketing leverages psychological triggers such as urgency, personalization, and social influence to encourage impulsive buying behavior.

Thoothukudi District, a growing commercial hub in Tamil Nadu, has witnessed shift in consumer shopping patterns due to the increasing penetration of digital marketing. Businesses use various digital tools, including personalized recommendations, influencer marketing, and flash sales, to attract consumers and stimulate unplanned purchases. Understanding how digital marketing influences impulse buying behavior in this region is crucial for businesses to refine their marketing strategies and for consumers to develop informed shopping habits.

This study aims to analyze the impact of digital marketing on impulse buying behavior among consumers in Thoothukudi District. It examines the role of social media platforms, online advertisements, and promotional strategies in shaping consumer decisions. The research also explores demographic factors such as age, income, and education that may influence impulse buying tendencies. The findings will provide valuable insights for

marketers, policymakers, and consumers regarding the psychological and strategic aspects of digital marketing in driving impulse purchases.

REVIEW OF LITERATURE

Chauhan (2019) in his study stated that the rise of digital marketing has had a considerable impact on consumer behaviour, particularly in the context of impulsive purchasing. The purpose of this study is to investigate the impact of digital marketing strategies on impulsive purchasing behaviour, with an emphasis on the various channels and techniques that trigger impulsive purchasing decisions. The research also looks into the psychological and social elements that influence impulsive purchasing in the digital arena. This study gives insights into the relationship between digital marketing methods, impulsive purchase inclinations, and the ramifications for organizations and consumers alike through an analysis of relevant literature and empirical evidence. Understanding the mechanics behind impulsive purchasing in the digital marketing landscape is critical for developing effective strategies that respond to customer preferences while driving business growth.

Qureshi and Rashid (2020), in their research paper opined that marketing platforms like social media marketing, email marketing, and mobile marketing by running different campaigns (for example awareness, consideration, and conversion) accordingly to get the best results. The study investigates the impact of digital marketing on impulsive buying behavior in the Pakistani context. This research will focus on gaining insights into impulsive buying behavior through digital marketing, which associates with firms, items, and brands through online platforms such as email, Facebook, and other applications. The techniques which will be used to measure the impact of digital marketing on impulsive buying are descriptive statistics, correlation, and regression. The findings of this study suggest that digital marketing significantly impacts impulsive buying behavior in the Pakistani context. Specifically, the results indicate that social media marketing has the strongest influence on impulsive buying behavior, followed by email marketing and mobile marketing. These findings imply that companies should focus their digital marketing efforts on these platforms and tailor their campaigns to appeal to the impulsive buying behavior of their target audience in Pakistan.

OBJECTIVES OF THE STUDY

- To study the socio-economic profile of the respondents in the study area.
- To analyze the impact of digital marketing strategies on impulse buying behavior among consumers in Thoothukudi District.
- To evaluate consumer awareness and perception regarding the influence of digital marketing on their purchasing decisions.

METHODOLOGY OF THE STUDY

This study adopts a descriptive and analytical research design to examine the impact of digital marketing on impulse buying behaviour among consumers in Thoothukudi District. The researcher has adopted convenience sampling method to collect the data. A structured questionnaire was used to collect responses from 100 sample respondents in Thoothukudi District. The secondary data have been collected through various books, journals, websites, etc.,

DATA ANALYSIS

This section presents the analysis of data and its interpretation as follows,

Table 1
Gender of the respondents

Gender	No of Respondents	Percentage
Male	60	50
Female	60	50
Total	120	100

Source: Primary data

The table 1 shows that 50% of the respondents are male and 50% of the respondents are female.

Table 2
Age of the respondents

Age	No of Respondents	Percentage
Less than 25years	7	5.83
25-35years	29	24.17
35-45years	45	37.5
45-55years	24	20
Above55years	15	12.5
Total	120	100

Source:Primarydata

The table 2 clearly shows that 5.83% of the respondents are less than 25 years of age; 24.17% of the respondents are 25-35 years of age; 37.5% of the respondents are 35-45 years of age; 20% of the respondents are 45-55 years of age and 12.5% of the respondents are above 55 years of age.

Table 3
Occupation of the respondents

Occupation	No of respondents	Percentage
Student	11	9.2
Private employee	39	32.5
Government employee	31	25.8
Entrepreneur	10	8.3
Professional	29	24.2
Total	120	100

Source: Primarydata

From the above table, it is found that 9.2% of the respondents are students, 32.5% of the respondents are private employees, 25.8% of the respondents are government employees, 8.3% of the respondents are entrepreneurs and 24.2% of the respondents are professionals. Hence, the majority of the respondents are private employees.

Table 4
Area of residence of the respondents

Area	No of respondents	Percentage
Rural	29	24.2
Semi-urban	58	48.3
Urban	33	27.5
Total	120	100

Source:Primarydata

It is clear from the above table that 24.2% of the respondents are from rural areas, 48.3% of the respondents are from semi-urban areas and 27.5% of the respondents are from urban area.

Table 5
Preferred Digital Marketing Channels

Marketing Channels	No of respondents	Percentage
Social Media	26	21.7
Google Ads	29	24.2
Influencers	18	15
Email	14	11.7

E-commerce Ads	33	27.5
Total	120	100

Source:Primarydata

From the table 5, it is clear that 21.7% of the respondents prefer social media, 24.2% of the respondents prefer Google Ads, 15% of the respondents prefer Influencers, 11.7% of the respondents prefer Email and 27.5% of the respondents prefer E-commerce ads. Hence the majority of the respondents prefer E-commerce ads.

Factors Influencing Impulse Buying Behaviour

Impulse buying is an unplanned purchase triggered by various psychological, situational, and marketing-related factors. In the digital age, multiple elements contribute to this spontaneous consumer behaviour. Below are the key influencing factors:

1. Personal Factors

Personal characteristics such as age, income, and personality traits play a crucial role in impulse buying behaviour. Additionally, individuals with higher disposable income tend to buy impulsively without much financial concern. Personality traits such as extroversion, risk-taking, and sensation-seeking also contribute to impulse buying, as such individuals are more prone to spontaneous decisions.

2. Psychological Factors

Emotional states significantly impact impulse buying. Consumers experiencing stress, excitement, or boredom may engage in impulse shopping as a form of self-reward, a phenomenon often referred to as retail therapy. Peer influence also plays a key role, as recommendations from friends, influencers, or online reviews boost consumer confidence, making them more likely to buy impulsively. Furthermore, the desire for instant gratification pushes buyers to make quick decisions without much rational analysis.

3. Digital Marketing & E-commerce Influence

The digital revolution has significantly contributed to impulse buying behaviour. AI-driven personalized advertisements on platforms like Amazon, Instagram, and Facebook display products based on user preferences, leading to higher impulse purchases. Social media marketing has also become a powerful tool, with platforms incorporating "Buy Now" buttons, influencer promotions, and targeted ads to encourage unplanned spending. Moreover, the ease of digital payments through UPI, credit cards, and Buy Now Pay Later (BNPL) services reduce hesitation, making it easier for consumers to make spontaneous purchases.

4. Store & Website Factors

Both physical stores and online shopping platforms are designed to enhance impulse buying behaviour. Online reviews and high customer ratings provide reassurance, further encouraging impulse purchases. Additionally, interactive elements such as limited-time pop-ups, countdown timers, and exclusive online deals keep consumers engaged and drive them toward unplanned spending.

5. Situational Factors

Impulse buying is often influenced by external situations such as festivals, seasonal sales, and social shopping experiences. Shopping in groups or discussing potential purchases in online communities also increases the likelihood of impulse buying. Additionally, the

ambiance of retail stores or the engaging interface of an e-commerce website can psychologically influence consumers, making them more susceptible to unplanned purchases.

Relationship between Socio-demographic Profile and Factors influencing Impulsive Buying Behaviour

In order to examine whether there is any relationship between the Socio-demographic Profile and Factors influencing Impulsive Buying Behaviour of the respondents, Chi Square tool has been applied to test the following null hypothesis,

H₀: There is no significant relationship between the Socio-demographic Profile and Factors influencing Impulsive Buying Behaviour of the respondents.

Table 6

Relationship between Socio-demographic Profile and Factors influencing Impulsive Buying Behaviour – Chi Square Test

Influencing Factors	Value	Gender	Age	Occupation	Area
Personal Factors	χ^2 value p-value	11.872 (0.023)	19.010 (0.000)	6.508 (0.004)	3.429 (0.000)
Psychological Factors	χ^2 value p-value	3.251 (0.011)	2.364 (0.000)	5.912 (0.047)	4.420 (0.018)
Digital Marketing & E-commerce Influence	χ^2 value p-value	6.683 (0.000)	8.146 (0.034)	1.975 (0.002)	12.662 (0.004)
Store & Website Factors	χ^2 value p-value	2.444 (0.003)	9.479 (0.006)	4.083 (0.062)	17.528 (0.000)
Situational Factors	χ^2 value p-value	16.503 (0.001)	13.622 (0.000)	2.164 (0.053)	9.366 (0.000)

Source: Primary data

The above table 6 shows that there is significant relationship between Socio-demographic variables such as gender, age and area of the respondents and the factors influencing impulsive buying behaviour of the respondents since the p-value is < 0.05 . Also, it is evident that the hypothesis is accepted in case of socio-demographic variable occupation and the store and website factors and situational factors since the p-value is > 0.05 .

SUGGESTIONS

- Consumers should be educated about the psychological triggers used in digital marketing to encourage impulse purchases.
- Businesses should adopt ethical marketing strategies that balance promotional tactics with consumer interests, avoiding manipulative techniques that lead to unnecessary spending.
- E-commerce platforms should provide clear pricing, return policies, and reviews to help consumers make well-informed purchase decisions, reducing impulsive buying driven by misleading advertisements.
- Consumers can benefit from budgeting tools, shopping lists, and self-imposed spending limits to manage impulsive buying tendencies influenced by digital marketing.
- Companies should focus on long-term customer relationships rather than short-term sales through impulse buying, emphasizing quality, customer satisfaction, and value-driven marketing.

CONCLUSION

Digital marketing has significantly transformed consumer purchasing behaviour, particularly in influencing impulse buying. This study highlights how targeted

advertisements, social media promotions, and limited-time offers effectively trigger spontaneous purchases among consumers in Thoothukudi District. The findings suggest that psychological factors, such as urgency, personalization, and social influence, play a crucial role in driving impulsive buying decisions.

While digital marketing offers businesses powerful tools to increase sales, it also raises concerns about consumer awareness and responsible spending. Understanding these influences can help marketers refine their strategies while enabling consumers to make informed purchasing decisions. Future research can explore evolving digital marketing trends and their long-term effects on consumer behaviour.

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