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**GLOBAL TRADE
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CHALLENGES**



Impact of Digital Marketing in Customer Plot Purchase Decision in Puducherry

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Abstract

The primary objective of this study is to examine the effects of digital marketing on consumer Plot purchase decisions and to determine the level of consumer awareness regarding digital marketing and its influence on their Customer buying behavior. The research was conducted through a survey of 100 respondents, and the collected data were analyzed using the Chi-square test. The findings indicate that consumers are well aware of digital marketing and tend to prefer Plot purchasing through digital channels. However, since the study was limited to a specific geographical area, the results may not fully represent the purchasing behavior of consumers in other regions. As the world continues to advance toward a digital era, digital channels play a crucial role in boosting the sales of a Plot on digital wise. Hence, this study seeks to highlight the significant impact of digital marketing on consumer Plot purchase decisions.

Keywords: Customer Plot Purchase Behavior, Digital Channels, Digital Marketing

Introduction

Digital marketing is a broad concept that encompasses various components such as Internet marketing, social media marketing, and search engine marketing. It refers to the promotion of products and services through digital devices and technologies. Often referred to as online marketing, internet marketing, or web marketing, digital marketing primarily utilizes the internet to reach and engage consumers. It can be viewed as an extension of conventional marketing, where traditional tools and strategies are projected onto digital platforms. Moreover, digital marketing extends beyond internet-based channels to include other forms of digital media such as television, mobile phone call-backs, and on-hold ringtones. With the growing emphasis on direct, one-to-one marketing, organizations are increasingly focusing on digital channels as effective means of advertising and customer engagement. Among these, mobile marketing has emerged as one of the most significant recent developments. India's mobile market is among the fastest-growing in the world, driven by the rise in middle-income consumers. It is projected to reach millions of users in the coming decade. Consequently, research on digital channel advertising holds great potential to transform business practices. Although digital marketing is relatively new compared to traditional marketing channels, when implemented strategically, it can deliver superior results. Digital marketing has emerged as a modern form of marketing that offers new opportunities for businesses to operate and expand. Through digital channels, marketers can directly communicate with potential customers quickly and efficiently, overcoming geographical barriers. In recent years, digital marketing has been recognized as one of the most effective means to break through traditional marketing clutter and engage directly with consumers. With the growing trend toward direct, one-to-one marketing, increasing emphasis is being placed on digital channels as powerful tools for effective advertising and customer interaction.

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Among the various digital channels, mobile marketing represents one of the most significant recent developments. India's mobile market is among the fastest-growing globally, largely driven by the rise in middle-income consumers, and it is projected to reach millions of users in the coming decade. Consequently, research on digital channel advertising is expected to have a profound impact on modern business practices.

The development and widespread adoption of internet technologies have revolutionized how individuals and organizations communicate in both personal and professional contexts. One of the most significant indicators of this transformation is the emergence of new communication tools, collectively known as digital marketing.

When discussing digital channels, platforms such as Facebook, Twitter, Instagram, and other social networking sites immediately come to mind, alongside online platforms like websites, micro blogs, and search engines. With the rise of digital communication, traditional tools such as print media (newspapers, journals), visual media (television, cinema), and audio media (radio) are increasingly being referred to as "traditional communication tools."

Review of Literature

Godey Bruno et al. (2016) explores how the social media impacts the purchase behavior of customers with respect to luxury brands in four markets (France, china, India Italy). The new age requirement in the social media advertising is found out and a new structural equation model has been created. The study reveals that five aspects are important in effectiveness of social media marketing

SinghalTarun Kumar (2016) explained that the traditional one-way communication is very ineffective in promoting the product in the current business scenario, whereas the social media platforms are creating trust-worthier network where customers can be engaged on various agendas. Such activities reach to most of the existing customers and provide a great opportunity to target the potential customers. So integrating the social media strategy to current promotional strategy is the need of an hour for the new age marketer.

Ranjan, K.R. (2023) elaborates that despite being the world's largest economy with the fastest growth rate, India is frequently viewed as a country of villages. In India, 50% of the population still lives in 6.5 lakh villages and is mostly dependent on agriculture (Shireesh Diveeker 2017). Villages and cities grew closer as infrastructure improved. Mobile technology, and to a lesser extent, the internet, helped rural India adapt to urban living. This inspired rural folks to improve their lives and fortunes. Many telecom providers have attempted to dominate the rural sector in a variety of methods. Rural markets clearly hold potential and are enticing to service providers.

Ranjan, K.R. (2022) says that Online shopping is a growing trend in the field of e-business. Advances in network access and smart mobile phones have expanded the potential results of online buying among buyers. Customers can easily shop using many web-based shopping applications, such as Myntra, Amazon, Flipkart, and so on. The advancement of technology provides excellent opportunities for retailers to approach customers with a variety of offers that entice them to shop online. The hypothesis of planned behavior is relevant in this exam paper for comprehending internet-based customer behavior. This research report aims to focus on online buying behavior and satisfaction levels among Patna residents.

Ranjan, K.R. (2023) expects that E-commerce estimates predict a significant increase in the number of firms in our country. In recent years, Indian e-commerce has grown dramatically, thanks to an increasing number of internet users on mobile phones. Because of widespread internet use and smart electronic gadgets, India's e-commerce business is rapidly increasing. Because the majority of individuals are unaware of internet fraud and corruption when making transactions, darkness reigns. This is by far the most difficult challenge the Indian e-commerce business is currently facing. Even financial transactions can be conducted swiftly and efficiently with e-commerce from anywhere in the world. Future generations will feel more at ease shopping completely online.

Dewangan & Pandey (2021) gives the introduction of initiatives by major telecom operators, such as lowering the cost of data packs, has resulted in a large increase in the number of internet users in rural communities. In addition, the introduction of low-cost smartphones has helped the cause. This hitherto untapped potential in rural markets can now be targeted digitally. This paper focuses on what digital marketing media can be employed, as well as which types of products can leverage these digital mediums to reach out to a previously untapped consumer demographic. Digital marketing in rural areas is relatively unexplored and has many untapped potentials, however approaches for exploring this field are still being developed.

Significance of Digital Marketing

Over time, digital marketing has become one of the most influential and widely adopted forms of marketing. It plays a vital role in enabling businesses to gather extensive information, engage with customers directly, and promote products and services through various digital platforms, including mobile devices. Digital marketing allows companies to respond promptly to customer inquiries and feedback, thereby enhancing customer satisfaction and building stronger relationships. Compared to traditional marketing, digital marketing offers greater convenience, flexibility, and reach.

Global Reach

Traditional marketing methods are often limited by geography, making international campaigns difficult, costly, and time-consuming. In contrast, digital marketing operates entirely online, allowing businesses to reach a global audience quickly and efficiently. The internet provides organizations with immense growth opportunities and global visibility, helping even small enterprises access international markets with relative ease.

Local Visibility

In addition to global reach, digital marketing also strengthens local visibility, which is crucial for businesses that depend on local customers. Techniques such as local SEO and region-specific online advertising help attract nearby consumers and increase store footfall, enabling companies to compete effectively in their local markets.

Cost-Effectiveness

Digital marketing is significantly more cost-effective than traditional marketing. Unlike physical retail outlets that involve high maintenance and operational costs, online marketing eliminates many of these expenses. Products and services can be showcased digitally, and customers can conveniently browse and place orders based on their preferences.

Personalization

Digital marketing enables businesses to understand customer preferences more effectively and tailor marketing strategies accordingly. Through personalized recommendations and data-driven insights, companies can meet customer needs more efficiently. This not only enhances customer experience but also encourages informed purchasing decisions, resulting in higher satisfaction and loyalty.

Effective Targeting

Even without a predefined target audience, digital marketing allows companies to gather and analyze data to identify the most responsive audience segments. Marketers can then optimize campaigns to focus on high-performing groups, ensuring better engagement and improved conversion rates.

Increased Engagement

By its very nature, digital marketing fosters greater interaction and engagement. Customers can engage with brands through actions such as clicking on advertisements, sharing posts, liking photos, or saving videos. These activities not only build stronger customer relationships but are also measurable, providing valuable insights into consumer behavior.

Analytics and Optimization

One of the major advantages of digital marketing is the use of web analytics to track performance in real time. This enables marketers to assess the effectiveness of campaigns, identify areas for improvement, and make data-driven decisions for future strategies. Continuous monitoring and optimization ensure that marketing efforts remain efficient and yield maximum returns.

Objectives of the Study

- To examine the level of awareness of digital marketing among customer Plot Purchase decisions in Puducherry District.
- To analyze the influence of digital marketing on consumer Plot purchase decisions.
- To identify the types of products purchased through digital channels.
- To assess the overall impact of digital marketing on consumer Plot buying behavior.

Scope of the Study

Digital marketing has become an integral part of modern business strategies, offering vast opportunities for organizations to reach and engage with their target audiences. The scope of digital marketing extends across various online platforms, including websites, social media, search engines, email, and mobile applications. It enables businesses to promote their products and services more efficiently, measure performance in real time, and connect with customers globally as well as locally.

The rapid growth of internet users, smartphones, and social media platforms has significantly expanded the reach of digital marketing. It allows companies to create personalized and data-driven marketing campaigns that effectively influence consumer behavior. Moreover, digital marketing

supports businesses of all sizes from start-ups to large corporations in building brand awareness, increasing customer engagement, and driving sales.

The digital marketing landscape is growing rapidly due to increasing internet penetration and changing consumer preferences. Businesses are now investing more in online marketing strategies such as search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, social media promotions, and influencer collaborations.

Overall, the scope of digital marketing is vast and continuously evolving with advancements in technology. It not only helps businesses to reach a wider audience but also provides valuable insights into consumer behavior, enabling them to make informed decisions and achieve sustainable growth in a highly competitive market.

Research Methodology

Modern management researchers are increasingly emphasizing the importance of digital marketing in understanding consumer behavior. This study examines the relationship between **digital marketing and consumer purchase decisions**, particularly in the context of plot purchases. The adoption of digital marketing technologies allows businesses to efficiently organize and update information about their products and services. Customers can easily access company websites, explore product details, compare alternatives, and make online purchases conveniently. Digital marketing provides consumers with comprehensive and transparent information, enabling price comparisons and purchase decisions at any time of the day. It has thus revolutionized the way consumers interact with businesses by offering continuous access to information and services. For this study, primary data were collected through a structured questionnaire from **100 respondents in Puducherry**. The data were gathered using **Google Forms** as well as direct survey methods. All participants had prior experience purchasing goods or services through digital platforms. The collected data were analyzed using statistical tools such as the **Chi-square test**, which helped test the hypotheses and assess the influence of digital marketing on various aspects of consumer behavior.

Response from Online Buyers

	Category	No. of	Category	No. of	Category	No. of
	Respondents		Respondents		Respondents	
	Percentage		Percentage		Percentage	
Gender	Male	65		65		
	Female	35		35		
Age	25 - 35 years	36		36		
	35 - 45 years	24		24		
	Above 45 years	50		50		
Profession	Pvt. Employee	15		15		
	Govt. employee	40		40		
	Business	45		45		
Reasons for online shopping	Satisfaction	25		25		
	Wide Variety of Products	20		20		
	Various Methods of Payments	35		35		
	Lower prices	15		15		
	Others	5		5		

Influence of digital marketing in consumer purchase decision	yes	70	70
	No	30	30
Digital platforms that influence consumer to purchase	Social Media	28	28
	SEO & SEM	24	24
	Mobile Advertising	28	28
	Websites	10	10
	Websites	10	10

In the current market, digital marketing has promising potential. Customers are satisfied after spending money on goods which are digitally marketed. People use the secure online payment method. 65% of online shoppers are men, which is a high proportion. 100% of respondents were aware of online buying.

Table 4

Difference between Mean Rank of platforms influencing digital marketing towards consumer purchase decision

Friedman test for significant difference between Mean Rank of platforms influencing digital marketing towards consumer purchase decision.

Factors	Mean Rank	Sum of Rank (R)	R ²	Chi-Square value	Table value
Social Media	3.51	210.6	34351.36	25.1834	8.58
Websites	2.91	174.6	20385.16		
Mobile Advertising	3.43	205.8	32353.64		
E-mail	2.20	132	07424		
SEO & SEM	2.95	177	21329		
Total			15844.16		

The data are interpreted from above table 4. It is calculated that there is a significant difference between Mean Rank of platforms influencing digital marketing towards consumer purchase decision. Mean level of Social Media Platforms is more when compared with other factors influencing digital marketing.

Conclusion

Marketers must understand the differences among various marketing theories to choose the most effective tools for implementation. In recent years, digital marketing has emerged as one of the most powerful business models, playing a vital role in enhancing a company’s success. Social media, as an integral part of digital marketing, has revolutionized the way businesses connect with customers. It enables organizations to reach new audiences, build relationships, and promote products more effectively in today’s highly competitive market environment.

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