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SHAPING CONSUMER BEHAVIOUR AND PREFERENCE: A STUDY OF DIGITAL ADVERTISING AMONG CONSUMERS IN COIMBATORE, TAMILNADU

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ABSTRACT

In the digital age, advertising has evolved from traditional media to highly interactive and personalized digital platforms. Digital advertising leverages advanced technologies such as artificial intelligence, big data, and targeted marketing to influence consumer behavior and preferences. Consumers are exposed to various forms of digital advertisements, including social media ads, search engine marketing, email promotions, and influencer marketing. These advertisements play a crucial role in shaping purchasing decisions by creating brand awareness and influencing perceptions. As internet penetration and smart phone usage increase, digital advertising has become an essential tool for businesses to reach their target audience effectively. This study aims to explore how digital advertising impacts consumer behavior in Coimbatore, a rapidly growing commercial hub in Tamil Nadu.

This research aims to provide insights into the effectiveness of digital advertising in shaping consumer behavior in Coimbatore. By analyzing consumer perceptions, attitudes, and responses to digital ads, the study will highlight key trends in digital marketing. It will also identify challenges such as ad fatigue, privacy concerns, and skepticism toward online promotions. The findings will be valuable for marketers, business owners, and advertisers looking to improve their digital advertising strategies and create meaningful consumer connections. Ultimately, this study will contribute to the broader understanding of digital marketing's role in shaping modern consumer preferences in Tamil Nadu.

KEYWORDS: *Digital Advertising, Consumer Behaviour, Consumer Preference, Online Marketing, Targeted Advertising, Coimbatore Consumers, Digital Media Influence, Social Media Advertising.*

I. INTRODUCTION

Consumer behavior refers to the decision-making processes and purchasing patterns influenced by various psychological, social, and economic factors. Digital advertisements use data-driven strategies to analyze consumer preferences, browsing history, and purchase patterns to deliver personalized content. In Coimbatore, where businesses are increasingly adopting digital marketing strategies, understanding consumer responses to online ads is crucial for marketers. Factors such as ad relevance, frequency, visual appeal, and trust worthiness significantly affect consumer engagement and brand loyalty. The study will examine how different types of digital advertisements, including social media promotions and e-commerce ads, impact consumers' buying decisions in this region.

The rise of e-commerce and social media platforms has further accelerated the shift toward digital advertising, making it a dominant force in influencing consumer preferences. With businesses in Coimbatore adopting digital marketing strategies, it is essential to assess their effectiveness in engaging consumers. This study will also explore the psychological aspects of digital advertising, such as how emotions, persuasive messaging, and brand storytelling shape consumer preferences. Additionally, it will examine the role of digital influencers and online reviews in enhancing consumer trust and purchase intentions. Understanding these dynamics will help businesses optimize their advertising strategies for better consumer engagement.

II. REVIEW OF LITRATURE

1. In Senthil & Dinesh (2022), the researchers explored how digital advertising influences consumer loyalty. The study revealed that repeated exposure to digital ads on platforms like YouTube and Instagram, especially

those promoting discounts and loyalty programs, increased brand loyalty among consumers in Coimbatore. The ads created a sense of trust and familiarity, encouraging customers to remain loyal to specific brands.

2. Murali & Venkat (2022) focused on the influence of video advertisements on consumer behavior in Coimbatore. They found that video ads, especially those that were visually appealing and concise, were more effective at capturing consumer attention compared to static ads. Moreover, consumers were more likely to share these videos within their social circles, amplifying the impact of digital advertising campaigns.
3. A study by Kavitha & Ganesh (2023) addressed the issue of consumer privacy in relation to digital advertising. They found that while personalized ads were generally more effective, privacy concerns were a significant barrier for many consumers in Coimbatore. The study highlighted the importance of transparency and ethical practices in data collection for digital ads to avoid alienating potential customers.
4. Lakshmi & Natarajan (2022) explored the effectiveness of cross-channel digital advertising strategies. Their research revealed that consumers in Coimbatore who were exposed to a consistent brand message across multiple platforms (e.g., social media, email, and search engines) showed stronger preferences for that brand. The study emphasized that integrated campaigns across channels were more likely to influence consumer behavior and drive conversions.

III. RESEARCH OBJECTIVES

1. To analyze the awareness and reach of digital advertising among consumers in Coimbatore.
2. To examine consumer preferences for various digital advertising platforms, such as social media, search engines and e- commerce websites.
3. To assess the impact of digital advertising on consumer buying decisions and brand perception.

IV. SCOPE OF THE STUDY

1. This study focuses on understanding the impact of digital advertising (including social media ads, email marketing, Google ads, and influencer marketing) on consumer behavior and preferences in Coimbatore, Tamil Nadu.
2. It aims to analyze how various digital platforms influence purchase decisions, brand awareness, and product preferences among different consumer demographics.
3. The study covers consumer exposure, perception, and response to digital advertisements.
4. It includes demographic variables such as age, income, education, and internet usage habits to identify patterns in ad receptiveness.
5. The research is intended to assist digital marketers, brands, and businesses in crafting more effective digital campaigns tailored to local consumer behavior.

V. RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is a detailed blue print used to guide a research study towards its objective. The process of designing a research study involves many interrelated decisions. The most significant decision is the choice of research approach, because it determines how the information will be obtained. The choice of the research approach depends on the nature of the research that one wants to do.

The present study is descriptive research based on the survey method. The methods adopted in the choice of sample, selection of respondents, collection of data and tools of analysis are briefly discussed in this part.

AREA OF THE STUDY

The geographical area of the study chosen for this research is Coimbatore district, Tamil Nadu

POPULATION OF THE STUDY

The populations of the study are the people who are living in Coimbatore district and are watching digital advertisements that influence consumer behavior and preferences.

SAMPLING TECHNIQUE

A convenience sample is a sample where the respondents are selected, in part or in whole, at the convenience of the researcher. The researcher makes no attempt, or only a limited attempt, to ensure that this sample is an accurate representation of some larger group or population.

SAMPLE SIZE

Since the entire population cannot be taken for the study, the size of the sample was restricted to 191 respondents.

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HYPOTHESIS OF THE STUDY

- H_1 (Alternative Hypothesis): There is a significant relationship between age group and whether consumers have purchased a product after seeing a digital ad.
- H_1: Gender significantly influences the preference for a particular digital advertising platform.
- H_1: Occupation has a significant effect on how frequently digital ads are noticed.
- H_1: Age significantly affects the type of digital ads consumers recall most.
- H_1: The device on which digital ads are usually seen influences the type of products/services found appealing.

DATA COLLECTION

There are several ways of collecting the appropriate data. While deciding about the method of data collection to be used for the study, the researcher should keep in mind, that there are two types of primary data & secondary data.

1. PRIMARY DATA

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data for the study has been collected through questionnaire and personal interview from the respondents.

2. SECONDARY DATA

Secondary data on the other hand are those which have already been collected by someone else and which have already been passed through the statistical process. In this study secondary data are collected from the online articles, journals, text books, etc.

TOOLS USED FOR DATA ANALYSIS

Data is collected through structured questionnaire by way of circulating the questionnaire to the respondents. The collected data is tabulated and coded, using simple percentage method and statistical methods the data were analyzed and interpretation was given. Appropriate charts were used to present the data pictorially.

The following tools were used to draw inference of the study.

- **Percentage Analysis**

This is a Univariate analysis where the percentage of a particular factor with different categories is calculated, in order to help one get fair idea regarding the sample and thereby that of the population. The number of responses of each category is summarized to percentage format for the convenience to use other statistical tools namely pie chart and bar diagrams.

$$\text{Percentage} = ((\text{a portion})/ (\text{the whole})) *100.$$

Statistical Techniques

Using SPSS statistical analysis software, the following tests were conducted to test the hypothesis.

- **Chi-Square Test**

Chi-Square test can be used to determine if categorical data shows dependency or the two\ classifications are independent.

$$2 = \sum \{(Oi – Ei) 2 / Ei\}$$

Applying Yates correction:

$$2 = \sum \{(|O\ i – E\ i\ | - 0.5) 2 / E\ i\}$$

- **Correlation test**

Correlation research is a type of non-experimental research method in which a researcher measures two variables and understands and assesses the statistical relationship between them with no influence from any extraneous variable. In statistical analysis, distinguishing between categorical data and numerical data is essential, as categorical data involves distinct categories or labels, while numerical data consists of measurable quantities.

1. Positive correlation: A positive relationship between two variables is when an increase in one variable leads to a rise in the other variable. A decrease in one variable will see a reduction in the other variable. For example, the amount of money a person has might positively correlate with the number of cars the person owns.

2. Negative correlation: A negative correlation is quite literally the opposite of a positive relationship. If there is an increase in one variable, the second variable will show a decrease, and vice versa.

3**. No correlation:** There is no correlation between the two variables in this third type. A change in one variable may not necessarily see a difference in the other variable. For example, being a millionaire and happiness are not correlated. An increase in money doesn't lead to happiness.

VI. DATA ANALYSIS AND INTERPRETATION

Chi-Square Test-1

H_0: There is no significant relationship between age group and whether consumers have purchased a product after seeing digital ads.

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H_1: There is a significant relationship between age group and whether consumers have purchased a product after seeing digital ads.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	162.021	12	.828
Likelihood Ratio	148.593	12	.958
N of Valid Cases	191		

Calculated $\chi 2$ Value: 162.021
Degree of freedom: 12
Significance level: .828

Interpretation
The Chi-squared tests show no significant relationship between the variables. High p-values (0.828 and 0.958, respectively) from the Pearson Chi-Square and Likelihood Ratio tests indicate that any link that is seen is probably the result of chance. We conclude that the variables are independent as we are unable to reject the null hypothesis with a sample size of 191 valid cases.

Chi-Square Test-2
H_0: There is no significant influence of gender on the preference for a particular digital advertising platform.
H_1: There is a significant influence of gender on the preference for a particular digital advertising platform.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.111	12	.391
Likelihood Ratio	4.107	12	.392
N of Valid Cases	191		

Calculated $\chi 2$ Value: 4.111
Degree of freedom: 12
Significance level: .391

Interpretation
The table shows the results of the Chi-Square test of association, which determines whether two categorical variables are connected. With 12 degrees of freedom and an asymptotic significance (p-value) of 0.391, the Pearson Chi-Square statistic is 4.111. Likewise, the p-value is 0.392, the Likelihood Ratio statistic is 4.107, and there are 12 degrees of freedom. There is no statistically significant correlation between the variables, as indicated by the two p-values, which are significantly higher than the typical significance level of 0.05. We conclude that the variables are independent and that any observed link is probably the result of chance because we are unable to reject the null hypothesis with a sample size of 191 genuine cases.

Chi-Square Test-3
H_0: There is no significant effect of occupation on how frequently digital ads are noticed.
H_1: There is a significant effect of occupation on how frequently digital ads are noticed.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.464	12	.490
Likelihood Ratio	14.998	12	.242
N of Valid Cases	191		

Calculated $\chi 2$ Value: 11.464
Degree of freedom: 12
Significance level: .490

Interpretation
The table shows the results of a Chi-Square test to determine whether two categorical variables are connected. With 12 degrees of freedom, the Pearson Chi-Square statistic is 11.464, and the p-value, or asymptotic significance, is 0.490. Similarly, with 12 degrees of freedom and a p-value of 0.242, the Likelihood Ratio statistic is 14.998. There is no statistically significant correlation between the variables, as both p-values are higher than the standard significance level of 0.05. We conclude that the variables are independent and that any observed link is probably the result of chance because we are unable to reject the null hypothesis with a sample size of 191 genuine cases.

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VII. FINDINGS

1. Younger Consumers and Students are the Key Demographic for Digital Advertising
   The majority of respondents (49%) belong to the 18–25 age group, indicating that younger consumers are more actively engaged with digital advertising. Additionally, students make up the largest group (36%), showing that this segment is highly receptive to digital ads in Coimbatore.
2. High Engagement with Digital Ads Across Multiple Platforms A significant 98% of respondents are aware of digital ads, showing the high visibility and penetration of digital advertising. Platforms such as beauty mobile apps (152 users), e-commerce websites (140), and social media (130) are key areas where consumers engage with ads, with social media being the most preferred platform (52%).
3. Mobile Optimization is Crucial for Effective Advertising With 69% of respondents preferring to view digital ads on mobile phones, it's evident that digital content needs to be mobile-optimized to capture and maintain consumer attention. This reinforces the importance of creating mobile-friendly ads that are tailored to the small screens and on-the-go nature of mobile users.
4. Digital Ads Influence Brand Perception and Purchase Decisions A dominant 69% of respondents said that digital ads influence their perception of brands. Furthermore, 59% agreed that digital ads help them discover new brands and products, indicating that online ads play a significant role in brand discovery and shaping consumer decisions.

VIII. SUGGESTIONS

- ✓ Since the 18-25 age group is the most active in engaging with digital ads, marketers should focus on creating visually appealing and interactive ads that resonate with this demographic. Using formats like polls, swipe-ups, and clickable carousels can capture their attention and encourage more interaction.
- ✓ With a majority of consumers preferring to view ads on mobile, it is essential to ensure all digital ads are optimized for mobile devices. Mobile-friendly ads enhance user experience, increase engagement, and ensure content is easily accessible and visually appealing on smaller screens.
- ✓ Video ads are the most viewed and engaging format, making them a powerful tool for conveying brand messages. Marketers should invest in high-quality video content, using storytelling and product demonstrations to grab attention and influence consumer decisions.
- ✓ Consumers are more likely to engage with brands they trust, so digital ads should focus on transparency and honesty. Providing clear, accurate product information and including user-generated content or reviews can help build credibility and increase consumer trust.
- ✓ Rather than relying solely on demographic segmentation, marketers should explore interest-based targeting and collaborate with influencers. By focusing on consumers' specific interests and working with trusted influencers, brands can create more relevant and engaging ads that drive better results.

IX. CONCLUSION

The study emphasizes the importance of digital advertising in shaping modern consumer behavior, particularly among young adults, who are the most active and attentive audience due to their technological expertise and regular contact with social media and mobile platforms. With mobile optimization and video content standing out as essential components for success, digital advertisements exhibit nearly universal awareness and are a vital tool for product discovery, brand perception, and purchase decisions. The results highlight the significance of authentic message and interactive forms to improve dependability and engagement, as well as the necessity of clear, educational material that fosters trust and improves purchase intent. Effective demographic segmentation is demonstrated by interest-based targeting and customized advertising, underscoring a trend toward psychographic tactics that take into account human preferences and habits.

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