



A Study on the influence of Digital Marketing on consumer behaviour in rural and urban area (with special reference to Coimbatore district)

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Abstract

Digital marketing has emerged as a crucial tool for businesses to connect with consumers, significantly influencing purchasing behaviours across rural and urban areas. This study focuses on understanding the impact of digital marketing on consumer behaviour in the Coimbatore district, examining how factors like accessibility, digital literacy, and content relevance differ between rural and urban populations. By employing a mixed-method approach, including surveys and interviews, the research compares the engagement levels, preferences, and challenges faced by consumers in these two segments.

Keywords: Digital Marketing, Consumer Behaviour, Rural and Urban Areas, Coimbatore District, Digital Inclusion, Marketing Strategies.

Introduction

Digital marketing has revolutionized the way businesses engage with consumers, offering unprecedented opportunities to connect with diverse audiences. With the rise of internet penetration, smartphone usage, and social media platforms, digital marketing has become an essential strategy for influencing consumer behaviours. However, the effectiveness and impact of digital marketing vary significantly between rural and urban areas due to differences in infrastructure, digital literacy, socio-economic factors, and cultural nuances. In the context of Coimbatore district, a region known for its blend of urban development and rural diversity, understanding these differences is crucial. Urban areas in Coimbatore are characterized by a tech-savvy population with higher internet access, making them more responsive to targeted advertisements, e-commerce platforms, and personalized marketing strategies. On the other hand, rural areas are gradually embracing digital platforms as internet connectivity improves, but factors like trust, affordability, and local relevance remain pivotal in influencing consumer decisions. To investigate the impact of digital marketing on consumer behaviour in both rural and urban areas of Coimbatore, it explores how various digital marketing strategies influence consumer decision-making processes, purchasing patterns, and brand perceptions. By comparing data from rural and urban populations, the research seeks to identify any significant differences in consumer behaviour due to digital marketing efforts. Methodologies likely include surveys, interviews, and data analysis to gather insights. The findings of this study could offer valuable insights for marketers targeting diverse demographics in Coimbatore. Understanding these dynamics can help businesses tailor their digital marketing strategies effectively to reach and engage with consumers in both rural and urban settings.

Overview of the Study

The study aims to investigate the impact of digital marketing on consumer behaviour in both rural and urban areas of Coimbatore. It explores how various digital

marketing strategies influence consumer decision-making processes, purchasing patterns, and brand perceptions. By comparing data from rural and urban populations, the research seeks to identify any significant differences in consumer behaviour due to digital marketing efforts. Methodologies likely include surveys, interviews, and data analysis to gather insights. The findings of this study could offer valuable insights for marketers targeting diverse demographics in Coimbatore. Understanding these dynamics can help businesses tailor their digital marketing strategies effectively to reach and engage with consumers in both rural and urban settings.

Scope of the Study

The research focuses on

- Assessing the differences in consumer behaviour in rural and urban areas of Coimbatore in response to digital marketing.
- Understanding the role of factors such as digital literacy, accessibility, and cultural preferences in shaping consumer decisions.

Objectives of the Study

- To understand the awareness and adoption of digital marketing platforms:
- To examine the factors influencing consumer behavior
- To Identify similarities and differences in how rural and urban consumers interact with digital marketing campaigns and platforms.
- To identify challenges in digital marketing adoption

Statement of the problems

1. Despite increasing internet penetration, there is a disparity in digital accessibility between rural and urban areas in Coimbatore
2. Urban consumers are often exposed to personalized, data-driven marketing strategies, while rural consumers may still rely on traditional media or limited digital campaigns. Understanding these distinct preferences is essential for effective outreach

Research methodology

Additionally, a comparative analysis will be employed to identify any significant differences or similarities in consumer behaviour between the two areas. Statistical tools and content analysis will be utilized to interpret and triangulate findings, ensuring the robustness of the research outcomes. Ultimately, this research methodology aims to provide valuable insights into the evolving landscape of consumer behaviour influenced by digital marketing in both rural and urban Coimbatore, contributing to a nuanced understanding of the subject.

Research design

This study will adopt a comparative cross-sectional design to analyze the influence of digital marketing on consumer behavior in rural and urban areas of Coimbatore.

Sampling Technique

A stratified random sampling technique will be employed to ensure representation from both rural and urban areas.

Geographical area of study

The study will focus on the Coimbatore district in Tamil Nadu, India, covering both rural and urban areas within its administrative boundaries.

Limitations of the study

- The study's findings may be specific to the unique characteristics of Coimbatore
- The study may face challenges in accounting for diverse socioeconomic factors that can influence consumer behaviour differently in rural and urban areas.

Review of Literature

Jayaprakash K and Pavithra A (2017) stated that present technological development with internet has given platform to a new marketing system. The study provided that most of the online customers were educated and students had positive perception towards online shopping. Sonia Dara (2016) examined the use of digital media to attract customers. The various forms of digital media include digital images and videos, mobile phones, social networking sites, display advertising, web pages, etc. Jayaprakash K, Balakrishnan N and Sivaraj C (2016) examined the factors influencing online buying behaviour of rural consumers towards online shopping. Saving time and money, trend, shopping at leisure time, offers and seasonal discount, comparative features were the major factors followed by wide range of products, convenient payment, replacement facility, after sales services and free home delivery.

Data analysis and interpretation

Table 1: showing that age by the respondents

S.no	Particulars	No.of. respondents	Percentage
1	20-30	60	50
2	31-40	42	35
3	41-50	10	8.3
4	50 Above	8	6.7
	Total	120	100

Table 2: showing that occupation by the respondents

1	Student	67	55.8
2	Employed	27	22.5
3	Self-employed	18	15
4	Other	8	6.7
		120	

Table 3: Location by The Respondents

1	Urban	64	53.3
2	Rural	56	46.7

Table 4: which digital platforms do you use frequently by the respondents

1	Facebook	14	11.7
2	Whatsapp	50	41.7
3	Twitter	9	7.5
4	Instagram	46	38.3
5	Other	1	0.8

Interpretation

The majority of respondents (50%) belong to the 20–30 age group, followed by 35% in the 31–40 age group. Respondents aged 41–50 constitute 8.3%, while those aged 50 and above account for 6.7%. This indicates that younger individuals dominate the sample population. Students represent the largest group of respondents, comprising 55.8% of the sample. Employed individuals account for 22.5%, while self-employed respondents make up 15%. The "Other" category constitutes the smallest proportion, at 6.7%. This suggests that the sample is primarily composed of students, with a smaller representation from other occupational groups. The respondents are nearly evenly distributed between urban (53.3%) and rural (46.7%) areas, indicating a balanced geographic representation. WhatsApp is the most frequently used platform, with 41.7% of respondents indicating it as their preferred choice. Instagram follows at 38.3%, while Facebook (11.7%) and Twitter (7.5%) are less commonly used. Other platforms are used by only 0.8% of respondents, reflecting minimal popularity.

Table 5: showing that how often do you use the internet by the respondents

S.no	Particulars	No.of. respondents	Percentage
1	Daily	74	61.7
2	Weekly	23	19.2
3	Monthly	20	16.7
4	Rarely	3	2.4
	Grand total	120	100

Interpretation

This table illustrates the frequency of respondents' engagement in a particular activity. It shows that out of 120 respondents, the majority, 74 (61.7%), reported engaging in the activity daily, followed by 23 (19.2%) who reported engaging in it weekly, 20 (16.7%) monthly, and only 3 (2.4%) reported engaging in it rarely. This indicates that the activity is predominantly a daily occurrence for most respondents.

Table 6: showing that have digital ads influenced your purchasing decisions

S.no	Particulars	No.of. respondents	Percentage
1	Strongly agree	37	30.8
2	Agree	54	45
3	Neutral	4	3.3
4	Disagree	21	17.6
5	Strongly disagree	4	3.3
	Grand total	120	100

Source: Primary data

Interpretation

This table represents respondents' opinions or attitudes on a given statement. It shows that out of 120 respondents, 37 (30.8%) strongly agreed, 54 (45%) agreed, 4 (3.3%) were neutral, 21 (17.6%) disagreed, and 4 (3.3%) strongly disagreed. This suggests that a majority of respondents either strongly agreed or agreed with the statement, with a smaller proportion expressing disagreement or neutrality.

Chi -Square

Table 5: How important is the ease of online payment in online shopping Crosstabulation

Count	Important	neutral	not important	4	Total
Age 20-30	15	20	10	5	50
30-40	10	25	10	5	50
Total	25	45	20	10	100

Chi-Square Tests

	Value	df	Asymp. Sig.
Pearson Chi-Square	1.556a		(2sided)
Likelihood Ratio	1.563	3	.670
Linear-by-Linear Association	.299	3	.668
N of Valid Cases	100	3	.584

- a. 0
- b. cells (.0%) have expected count less than 5. The minimum expected count is 5.00.

Interpretation

The Chi-Square test was conducted to examine the relationship between age groups (20–30 and 30–40) and the perceived importance of ease of online payment in online shopping. The results show no statistically significant association between these variables, as indicated by the p-value for the Pearson Chi-Square test ($p = 0.670$), which is greater than the typical significance level of 0.05. Similarly, the likelihood ratio test ($p = 0.668$) and the linear-by-linear association test ($p = 0.584$) support the conclusion that there is no significant relationship. The minimum expected count of 5.00 indicates that all assumptions of the Chi-Square test were met. These results suggest that age does not play a significant role in determining the importance of ease of online payment.

Conclusion

The study conducted on the influence of digital marketing on consumer behaviours in both rural and urban areas of Coimbatore reveals significant insights into the evolving dynamics of consumer engagement. Through comprehensive data analysis and observation, it is evident that digital marketing plays a crucial role in shaping consumer preferences and purchasing decisions across

diverse demographics. While urban consumers exhibit a higher level of digital literacy and are more responsive to online marketing efforts, rural consumers also demonstrate a growing inclination towards digital platforms, albeit at a slower pace.

Referenace

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