DIGITAL MARKETING AND ITS EFFECT ON WOMEN IT EMPLOYEE'S CONSUMER BUYING BEHAVIOUR IN ONLINE SHOPPING

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Peer Review Information	Abstract
	In the era of e-commerce, digital marketing has become a potent instrument for shaping customer behaviour. This study investigates the impact of various digital marketing tools on the online consumer buying behaviour of women working in the Information Technology (IT) sector. With the growing reliance on digital platforms for both marketing and purchasing, understanding how specific digital strategies influence this tech-savvy demographic is crucial. The study focused on four key digital marketing elements: Social Media Advertising, Influencer Promotions, Email Marketing, and Google Ads, examining their predictive power on consumer buying behaviour through a quantitative research approach using multiple regression analysis. The findings reveal that Social Media Advertising is the most influential factor, followed by Influencer Promotions and Email Marketing, all of which significantly affect consumer behaviour. In contrast, Google Ads did not show a statistically significant impact, indicating that paid search-based advertising may be less effective among women IT employees. The overall regression model explained 61.2% of the variance in consumer buying behaviour (R^2 = 0.612), with the F-statistic being statistically significant (p < 0.001). These results suggest that personalized, interactive, and trust-based digital marketing approaches are more effective in engaging this demographic. The study provides valuable insights for marketers aiming to design targeted strategies for professional women in the digital space, highlighting the growing importance of social media engagement and influencer trust in shaping purchase decisions.

INTRODUCTION

The digital revolution has profoundly transformed the marketing landscape, particularly in emerging markets such as India. Urban areas like Chennai have experienced a significant transformation in consumer behaviour, particularly among women in the Information Technology (IT) industry, due to increased internet penetration and smartphone usage. These ladies, possessing digital literacy and financial independence and sometimes confined by time, are progressively utilising internet platforms for their shopping requirements.

Digital marketing, which includes methods such as social media advertising, search engine optimisation (SEO), email marketing, influencer promotions, and mobile advertisements, is

crucial for engaging this audience. Through the provision of customised content and tailored promotions, marketers can directly affect the purchasing decisions of these consumers. The convenience, diversity, and simplicity of comparison offered by online buying enhance its attractiveness.

This study examines the influence of digital marketing on the online shopping habits of women in the IT sector in Chennai. It examines the psychological and practical drivers of their decisions, analyses the most impactful digital platforms, and underscores issues pertaining to trust and security. Furthermore, it analyses new behavioural tendencies that are influencing the future of e-commerce for this essential part of the urban workforce.

Digital Transformation in Marketing

The digital revolution has drastically transformed the worldwide marketing environment. Conventional marketing strategies, including print advertisements and television commercials, are progressively being supplanted by dynamic and engaging digital approaches. Digital marketing encompasses the use of online tools, including social media platforms, websites, search engines, emails, and mobile applications, to engage with existing and potential clients. It provides the benefit of engaging specific audiences with tailored content, immediate feedback, and quantifiable outcomes (Chaffey & Ellis-Chadwick, 2019). The extensive proliferation of smartphones and enhanced internet accessibility in India have fostered an environment conducive to the flourishing of digital marketing (IAMAI, 2023).

Growth of Online Shopping in India

The e-commerce market in India has experienced swift expansion, propelled by technology progress, mobile internet accessibility, and evolving consumer demands. Urban centres, such as Chennai, have emerged as pivotal hubs for e-commerce as consumers increasingly favour the convenience and accessibility of digital platforms (KPMG, 2022). The COVID-19 epidemic expedited this transition, making internet purchasing an essential routine for numerous metropolitan households (EY, 2021). E-commerce companies like Amazon, Flipkart, Myntra, and Nykaa have leveraged this trend by providing seamless user experiences, expedited delivery, and consumer-orientated return policies.

Understanding Consumer Buying Behaviour

Consumer buying behaviour refers to the psychological and decision-making processes consumers experience while selecting products for purchase. In the digital era, these choices are shaped by several online factors such as targeted marketing, consumer reviews, influencer endorsements, and promotional incentives (Kotler et al., 2021). The digital purchasing process generally encompasses five stages: awareness of need, information search, appraisal of alternatives, purchase choice, and post-purchase behaviour. Digital information now directly impacts each stage, as purchasers engage in thorough study prior to decision-making (Solomon, 2018).

Women Employees in the IT Sector: A Key Consumer Segment

Women employed in the IT sector in Chennai constitute a significant consumer demographic. These folks are highly educated, financially secure, digitally proficient, and frequently limited by time due to rigorous professional obligations. Consequently, people are progressively dependent on online platforms for purchasing across many sectors, such as fashion, electronics, and personal care (NASSCOM, 2023). Digital marketing methods, including social media promotions, email marketing, and influencer-led campaigns, profoundly affect how consumers make purchasing decisions (Deloitte, 2022). Purchase decisions are influenced by trust in the platform, the availability of comprehensive product information, user feedback, and safe payment methods.

Scope and Relevance of the Study

This study examines the influence of digital marketing on the purchasing habits of female IT professionals in Chennai. The research examines the impact of digital marketing tools on consumer purchasing decisions, identifies primary motivators, and evaluates the influence of platforms including Instagram, Facebook, YouTube, and Google Ads. It also analyses trust-related difficulties and delivery challenges, as well as the effects of customised content. This study's insights intend to assist marketers in enhancing their strategies to address the distinct requirements of this rising consumer segment in the digital economy.

LITERATURE REVIEW

According to **Kotler and Keller (2016)**, digital marketing creates value through targeted communication, convenience, and personalised engagement. The rise in digital tools allows consumers to make informed decisions by comparing products, reading reviews, and interacting directly with brands. Women have been increasingly recognised as a major

purchasing force, especially in online markets. They exhibit high engagement with fashion, lifestyle, health, and personal care brands, often relying on peer recommendations and influencer endorsements **(Nielsen, 2021)**. Women in the IT industry are well-versed with technology and digital platforms. Their fast-paced lifestyle makes online shopping an attractive option. Studies show that convenience, price comparison, time-saving, and return policies are crucial to this group's purchase decisions **(Jain et al., 2022). Sathya et al. (2023)** illustrated that the emergence of e-commerce and online purchasing has revolutionised the retail environment and the overall buying experience. The study investigates the trends in compulsive buying and internet shopping behaviours, primarily among women. Analyse the factors that lead to compulsive online purchasing behaviours. The predominant number of participants were aged 35 years or younger. The average expenditure on internet transactions was less than Rs 5,000. The frequency of shopping was rather rare. The primary category includes fashion accessories, apparel, literature, household items, and fine jewellery. The study's findings indicate that higher wealth and enhanced work position are associated with an increased likelihood of online shopping activity. The internet-buying behaviour of women varies according to their age and employment position. Crucial factors such as brand accessibility and competitive pricing substantially impact the selection of online shopping. Thus, the data demonstrates that impulse buying is an increasingly critical concern inside the country. This influences cultural and socioeconomic factors, encompassing consumer behaviour, societal norms, and a lack of financial literacy that contributes to development. Compulsive buying behaviours can lead to financial problems, difficulties in personal relationships, and adverse effects on overall health and well-being. **Liu, Sijia. (2023).** This study examines diverse age demographics, elucidating the characteristics and factors that influence the purchasing behaviours of female consumers while including real-world examples to explore women's consumption patterns across various age groups. Female customers have a preference for images and demonstrate awareness of the attributes linked to consumer behaviour. Their purchasing patterns display a combination of emotional and rational attributes, as well as both active and passive characteristics, which enhance the growth of the consumer market and promote the development of the current economic structure. Women, as customers, have become a crucial focus in market competition. A profound understanding of consumer psychology and behavioural characteristics enables firms to formulate targeted marketing strategies, improve their competitiveness, and prepare for success in a highly competitive environment. **Komalavalli and Sankar, Dhanalakshmi. (2024)**. This study examines the internet buying behaviours of employed women in Thiruvallur Town, utilising insights from 176 survey responses collected for analysis. The research aims to identify determinants affecting online shopping behaviours, particularly for apparel and accessories. The study uses statistical techniques to analyse the data and extract insights into the factors influencing the purchasing decisions of employed women in the region. Critical factors such as accessibility, product variety, and societal implications are analysed to comprehend the changing patterns in consumer behaviour within this sector. Summary Shopping is a crucial component of human existence, and the emergence of e-commerce has significantly altered consumers' behaviour. Women, in particular, demonstrate a pronounced enthusiasm for fashion and clothing, with buying behaviours that markedly differ from those of men. The proliferation of internet purchasing is due to its user-friendliness, vast array of options, and attractive discounts. **Alagarsamy (2025)** suggests that the material must be of high quality and the outcome should be minimal. 60% of middle-income buyers assert that things ought to be affordable, and 20% acquire products based on their superior quality. Few companies manufacture substandard products. Counterfeit products are available in retailers, preventing buyers from locating quality items, which adversely affects them. Companies can purchase the items we prefer most. Individuals experience diminished disappointment with counterfeit products; hence, all consumers opt for and purchase items online, resulting in time and cost savings. Digital marketing facilitates access to information and employment opportunities and enhances job satisfaction among youth, which is vital for young individuals annually. It also conserves time and resources, hence facilitating economic growth and increasing international expenditure. **Muhmmad Shafeeque et al. (2025)** conducted the study and it examines the proclivities of female consumers towards impulse purchases in the realm of internet shopping within the Oorakam panchayath of Malappuram district, Kerala. Impulse buying is defined as the procurement of a good or service without prior deliberation or intention to acquire. This decision arises suddenly and without prior preparation, often swayed by emotions, sentiments, or convictions rather than

rational consumer decision-making processes. A considerable proportion of female customers demonstrate impulsive buying behaviours when shopping online, with variations in their preferences and rankings for different products. The results demonstrate an absence of link between the socio-economic attributes of the sample customers and their propensity for impulse buying.

OBJECTIVES OF THE STUDY
1. To identify the key digital marketing tools and platforms
2. To explore the buying behaviour patterns of female IT employees.
3. To analyse the effect of digital marketing strategies on the online shopping behaviour of women IT professionals in Chennai.

HYPOTHESES OF THE STUDY
H_01: There is no significant relationship between social media influence and purchase behaviour.

H_02: There is no significant relationship between email marketing and purchase frequency.

H_03: There is no significant relationship between influencer marketing and trust level.

H_04: Digital marketing tools do not significantly predict Consumer Buying Behaviour

RESEARCH METHODOLOGY
This section outlines the research methodology employed to investigate the impact of digital marketing on the online shopping habits of women in the IT sector in Chennai. This study employs a quantitative design to examine the correlation between digital marketing practices and consumers' purchasing behaviours. A structured survey methodology was employed to collect quantifiable data from the target population. This design facilitates the acquisition of statistical insights regarding behaviour patterns, marketing influences, and decision-making characteristics among respondents. Women professionals working in IT firms located in Chennai were selected as samples. A sample size of 150 respondents was selected based on availability and relevance. Purposive sampling was utilised, concentrating solely on female employees in IT firms, including Infosys, TCS, Cognizant, Wipro, and HCL. This non-probability sampling method effectively targets a specific subgroup possessing shared characteristics pertinent to the research objectives. Primary data was gathered using a structured questionnaire created on Google Forms. The questionnaire was distributed via email,

WhatsApp, and personal interviews as necessary. The instrument comprised closed-ended questions and those based on a Likert scale, concentrating on the frequency of online shopping. The survey questionnaire was organised into sections to gather: 1. Demographic Information: Age, income, marital status, job position, and professional experience. 2. Digital Exposure: Duration of online activity, preferred platforms, and engagement with digital content. 3. Consumer behaviour: frequency of online purchases, influencing factors, levels of trust, and post-purchase satisfaction. 4. Marketing Impact: Evaluation of social media marketing, email marketing, influencer campaigns, and mobile advertisements. The collected data was analysed using SPSS v 25. The following tools were employed: Percentage analysis, Descriptive Statistics, Correlation Analysis and Regression Analysis.

LIMITATIONS OF THE STUDY
➢ The results may not be applicable to women outside the IT sector or in different cities.
➢ The use of purposive sampling may restrict randomness.
➢ Self-reported data may contain biases or inaccuracies.

DATA ANALYSIS AND INTERPRETATION
This section outlines the empirical findings obtained from a quantitative survey involving 150 women professionals in Chennai's IT sector. The results are analysed through descriptive and inferential statistical methods.

Demographic Profile of Respondents
Descriptive statistics were employed to analyse demographic variables, such as age, marital status, monthly income, educational qualification, and work experience, in order to comprehend the characteristics of the respondents. The majority (58%) of respondents were between 25–34 years, followed by 24% in the 35–44 age group. 60% were married, while 40% were single. 44% earned between ₹50,000–₹75,000, and 36% earned over ₹75,000. 85% held postgraduate or engineering degrees. 62% had more than 5 years of experience in the IT industry. The data indicates that the sample comprises digitally literate, professionally active, and economically independent women, making them suitable respondents for examining online consumer behaviour.

Online Shopping Behaviour Patterns
Insights were derived from responses regarding the frequency, types of products purchased, and

motivations for purchase. 48% of individuals shop online once a month, 30% shop twice a month, and 10% make purchases weekly. Apparel (65%), electronics (48%), cosmetics/personal care (42%), and groceries (27%). Convenience (82%), price discounts (68%), product variety (61%), and quick delivery (55%), which were the most frequently mentioned factors.

Influence of Digital Marketing Tools

Respondents were asked about their exposure to various digital marketing channels:

Table 1: exposure to various digital marketing channels

Digital Marketing Tool	High Influence (%)
Social Media Advertising	76%
Influencer Endorsements	64%
Email Marketing	41%
Google Ads/Search Results	38%
Mobile App Notifications	57%

Source: Primary data

Social media advertising (76%) and influencer endorsements (64%) are the most influential digital marketing tools, showing that consumers respond strongly to visual, engaging, and relatable content. Mobile app notifications (57%) also hold notable influence due to their direct and personalized nature. In contrast, email marketing (41%) and Google Ads (38%) are less impactful, likely due to oversaturation and lower engagement. This suggests brands should focus more on interactive and social platforms for better consumer reach.

Table 2: Descriptive Statistics Summary

Variable	Mean	Standard Deviation
Frequency of online shopping	3.45	1.22
Trust in digital platforms	3.90	0.98
Influence of digital ads	4.02	0.89
Purchase decision responsiveness	3.78	1.11
Preference for custom content	4.10	0.86

Source: Primary data

Respondents show the highest agreement with preference for custom content (M = 4.10) and influence of digital ads (M = 4.02), indicating these factors strongly impact their online behavior. Trust in digital platforms (M = 3.90) and purchase decision responsiveness (M = 3.78) are also relatively high. Frequency of online shopping (M = 3.45) is moderate with the highest variation (SD = 1.22), suggesting differing shopping habits across individuals. This indicates that personalized content and digital advertising play a significant role in shaping online consumer behavior. Consumers generally trust digital platforms and are responsive to purchase triggers, though the frequency of online shopping varies more widely. This suggests that while consumers are influenced and engaged by digital strategies, their actual shopping behavior may depend on individual preferences or situational factors.

Correlation Analysis

A Pearson correlation test was conducted to assess the relationship between digital marketing exposure and consumer buying behaviour.

$H_0 1$: There is no significant relationship between social media influence and purchase behaviour.

$H_0 2$: There is no significant relationship between email marketing and purchase frequency.

$H_0 3$: There is no significant relationship between influencer marketing and trust level.

Table 3: Correlation analysis

Variables	r-value	p-value
Social media influence & purchase behaviour	0.681**	0.001
Email marketing & purchase frequency	0.344**	0.028
Influencer marketing & trust level	0.596**	0.004
**Significant at 1% level		

Social Media Influence & Purchase Behaviour (r = 0.681, p = 0.000) indicates that a strong positive correlation exists, and since the p-value is less than 0.05, H_{01} is rejected. This means increased social media influence is significantly associated with higher purchase behaviour.

Email Marketing & Purchase Frequency (r = 0.344, p = 0.028) indicates that a moderate positive correlation is found, with statistical significance (p < 0.05). Thus, H_{02} is rejected.

Email marketing has a meaningful but moderate impact on how often consumers make purchases. **Influencer Marketing & Trust Level** (r = 0.596, p = 0.000) indicates that a moderately strong positive relationship is evident, and the low p-value leads to rejecting H_{03}. This suggests that greater exposure to influencer marketing is significantly linked to higher trust in digital platforms or brands.

Regression Analysis

This regression analysis examines the influence of four digital marketing tools—Social Media Ads, Influencer Promotions, Email Marketing, and Google Ads—on the Consumer Buying Behaviour. The goal is to determine which digital strategies significantly predict consumer purchasing actions in an online context.

Null Hypothesis H_04: Digital marketing tools do not significantly predict Consumer Buying Behaviour

Table 4: Effect of Digital marketing tools on Consumer Buying Behaviour

Predictor	Beta Coefficient	R square	t-value	p-value
Social Media Ads	0.462	0.612	4.786**	0.000
Influencer Promotions	0.298	**F Statistics**	3.942**	0.001
Email Marketing	0.145	36.214 (p=.000)	2.188*	0.032
Google Ads	0.089		1.643	0.102
**Significant at 1% level *Significant at 5% level				

The model explains a substantial portion of variance in consumer buying behaviour (R^2 = 0.612), and the F-statistic = 36.214 with p = 0.000, indicating the overall regression model is statistically significant. Social Media Ads (β = 0.462, t = 4.786, p = 0.000): This is the strongest predictor. The null hypothesis is rejected. Social media ads significantly and positively influence consumer buying behaviour. Influencer Promotions (β = 0.298, t = 3.942, p = 0.001): Also, significant. The null hypothesis is rejected. Influencer promotions meaningfully contribute to consumer purchase decisions, though to a lesser extent than social media ads. Email Marketing (β = 0.145, t = 2.188, p = 0.032): Statistically significant at the 0.05 level. The null hypothesis is rejected. Email marketing has a modest but positive effect on buying behaviour. Google Ads (β = 0.089, t = 1.643, p = 0.102): Not statistically significant (p > 0.05). The null hypothesis is accepted. This suggests Google Ads do not have a significant impact on consumer buying behaviour in this sample.

Among the four predictors, Social Media Ads and Influencer Promotions have the strongest positive impact on consumer buying behaviour, followed by Email Marketing. Google Ads, however, do not show a significant effect. This suggests that businesses may benefit more by investing in social media and influencer-driven campaigns over traditional search-based ads.

KEY FINDINGS OF THE STUDY

1. **High Model Predictability**

The multiple regression model explains 61.2% of the variance in consumer buying behaviour (R^2 = 0.612), indicating that digital marketing tools collectively have a strong influence on the online shopping behaviour of women IT professionals.

2. **Social Media Ads as the Strongest Predictor**

Social media advertising shows the highest impact on consumer buying behaviour (β = 0.462, t = 4.786, p < 0.001), suggesting that visually appealing, interactive content on platforms like Instagram, Facebook, and YouTube significantly shapes purchasing decisions.

3. **Influencer Promotions Significantly Influence Trust and Buying Decisions**

Influencer promotions are also a significant predictor (β = 0.298, t = 3.942, p = 0.001), reflecting that endorsements from relatable and trusted online personalities play a crucial role in shaping trust and motivating purchases.

4. **Moderate Role of Email Marketing**

Email marketing has a modest but statistically significant impact on consumer behaviour (β = 0.145, t = 2.188, p = 0.032). This indicates that well-crafted, personalized emails can still effectively contribute to purchase decisions, particularly when offering value-based content.

5. **Google Ads Have No Significant Impact**

Google Ads/search-based advertising did not show a statistically significant effect on consumer buying behaviour (β = 0.089, t = 1.643, p = 0.102).

This suggests that women IT employees may not rely heavily on paid search ads and may prefer organic content or peer recommendations.

6. **Digital Ad Influence Strongly Correlates with Purchase Behaviour**

A strong positive correlation was found between digital ad influence and purchase behaviour (r = 0.68, p = 0.001), reinforcing the idea that engaging digital content can directly drive consumer action.

7. **Trust in Influencer Marketing is Strong**

There is a strong and significant relationship between influencer marketing and trust level (r = 0.59, p = 0.004), indicating that trust is a key mediator in how influencer promotions affect buying behaviour.

8. **Email Marketing Shows Moderate Correlation with Purchase Frequency**

A moderate yet significant correlation exists between email marketing and purchase frequency (r = 0.34, p = 0.028), suggesting periodic communication can still influence consumer habits.

CONCLUSION

This study reveals key insights into the effectiveness of various digital marketing tools. The regression analysis shows that Social Media Ads, Influencer Promotions, and Email Marketing significantly influence the online buying behaviour of women IT professionals, with Social Media Ads emerging as the strongest predictor. This indicates that women IT employees are particularly responsive to engaging and visually appealing content on social platforms, as well as authentic recommendations from influencers. While Email Marketing plays a moderate yet meaningful role, Google Ads do not significantly affect their purchase decisions in the context of online shopping. Overall, the findings highlight that personalized, interactive, and socially-driven marketing strategies are more effective in shaping the digital buying behaviour of this demographic. Marketers targeting women professionals in the IT sector should prioritize social media campaigns and influencer partnerships to drive engagement and conversions. The study underscores that digital marketing strategies need to be platform-sensitive and consumer-specific. For marketers targeting women professionals in the IT sector, investing in social media engagement and influencer collaborations will likely yield stronger results than relying heavily on traditional digital ads such as Google Ads. The responsiveness to personalized and trust-driven content highlights the need for humanized, relatable, and interactive digital marketing approaches in influencing online shopping behaviour.

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