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A Study on the Influence of E-Commerce Marketing Strategies on Online Customers in Coimbatore District

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ABSTRACT

E-commerce marketing strategies of online customers have become increasingly crucial in shaping consumer purchasing decisions in the digital era. This study focuses on understanding how various marketing tactics such as social media advertising, personalized recommendations, and discounts impact customer behaviour in Coimbatore District. By examining the influence of these strategies, the research aims to identify key factors that drive customer engagement and satisfaction. Through surveys and data analysis, the study explores how online customers perceive and respond to these marketing techniques. The findings highlight the significance of trust, convenience and brand loyalty in influencing purchasing decisions. Ultimately, the research offers valuable insights for businesses looking to optimize their e-commerce marketing strategies. The study emphasizes the need for tailored approaches that resonate with local consumer preferences. The results contribute to enhancing the overall effectiveness of digital marketing in the region.

INTRODUCTION

The rise of e-commerce has fundamentally reshaped the retail landscape, creating new opportunities for businesses to reach a vast array of customers through online platforms. With the growing dependence on digital shopping, it has become crucial to understand the factors influencing consumer behaviour in the online environment. One of the most significant aspects of this behaviour is buying where consumers make unplanned, spontaneous purchases influenced by various marketing strategies. This study aims to explore the impact of e-commerce marketing strategies on the buying behaviour of online shoppers in the Coimbatore district. By examining the specific tactics used by e-commerce platforms such as personalized recommendations, discounts, limited-time offers and social media engagement, this research seeks to identify how these strategies trigger purchases among customers. The findings of this research are expected to provide valuable insights for e-commerce businesses aiming to optimize their marketing techniques to drive higher sales and customer satisfaction. Understanding the underlying motivations behind buying in an online context can assist marketers in designing strategies that effectively tap into consumer psychology, thereby fostering greater engagement and loyalty in the competitive digital marketplace. In addition to the core focus on marketing strategies and buying behaviour, this study will also delve into the various psychological and situational factors that drive purchases in the online shopping context. Factors such as perceived urgency, website design, product presentation, and the ease of transaction will be explored to assess their influence on a customer's tendency to make unplanned purchases. Furthermore, the role of consumer demographics, such as age, income and technological proficiency will also be considered as these aspects may vary across different segments of the population in Coimbatore.

OBJECTIVES OF THE STUDY

- To assess the impact of these marketing strategies on buying decisions.
- To understand the emotional triggers such as fear of missing out, excitement or satisfaction.
- To investigate the post-purchase behaviour and consumer satisfaction of buyers including feelings of regret or satisfaction.

SCOPE OF THE STUDY

The scope of this study extends to understanding the various factors that influence buying behaviour in online shoppers, specifically in Coimbatore district. By exploring the impact of e-commerce marketing strategies, the study delves into how promotional tactics, product recommendations, and the design of online platforms contribute to spontaneous purchasing decisions. Additionally, the research investigates the preferences of online shoppers including their attitudes towards free shipping, product reviews, and limited-time offers. The geographical focus is on Coimbatore, providing insights

into the local consumer preferences and behaviours that may vary from global trends. This study further covers the demographic and psychographic factors of the consumers, including age, occupation, and shopping frequency, to determine the most influential aspects that drive purchases.

LIMITATIONS OF THE STUDY

The limitations of this study arise from several factors that could impact the overall findings and generalizability of the results. Firstly, the research is confined to Coimbatore district, which limits the scope to a specific geographical area. The purchasing habits, preferences and motivations of consumers in Coimbatore may differ significantly from those in other regions, especially considering the diverse cultural, economic, and social factors across different areas.

RESEARCH METHODOLOGY

This research is done with the help of both primary and secondary data. Primary data includes data that is collected directly, it is said to be first hand data. Secondary data is like data collected from different sources.

NATURE OF THE STUDY

The data is collected by using both Primary and Secondary.

TOOLS USED

Tools used for the research is **Simple Percentage Method**.

REVIEW OF LITERATURE

Srinivasan, R., & Moorman, C. (2018), Investigated customer relationships in e-commerce, showing how loyalty programs and customer engagement influence brand advocacy and repeat purchases.

Hoffman, D. L., & Novak, T. P. (2019), Provided insights into the psychology of online consumer behaviour, focusing on how digital media influences purchasing decisions and customer loyalty.

Laudon, K. C., & Traver, C. G. (2020), Examined the impact of e-commerce platforms on consumer behaviour, focusing on personalized recommendations, reviews, and customer feedback.

Chong, A. Y. L., & Shafaghi, M. (2021), Analysed the effect of e-commerce marketing tactics like digital promotions, personalized advertising, and SEO on consumer purchase behaviour and brand loyalty.

Keller, K. L. (2021), Focused on brand equity and customer loyalty in e-commerce, discussing how effective digital marketing strategies enhance brand awareness and customer retention.

ANALYSIS AND INTERPRETATION

Analysis and interpretation of the data collected through the survey of online customers in the Coimbatore district. The demographic details of the participants provide essential context to interpret the data accurately. This section describes the characteristics of the respondents such as their age, gender, income level and shopping behavior which could influence the results of the study.

Demographic Profile of Respondents:

Demographic Factor	Category	Frequency (n)	Percentage (%)
Age	18-25	55	45.83
	26-35	40	33.33
	36-45	20	16.67
	46 and above	5	4.17

Gender	Male	80	66.67
	Female	40	33.33
Income Level	Below ₹20,000	70	58.33
	₹20,000-₹50,000	35	29.17
	Above ₹50,000	15	12.5

SUGGESTIONS

Time-limited offers, flash sales, and limited stock notifications should be integrated into marketing campaigns to capitalize on the urgency-driven buying behaviour of consumers. By Giving the significant impact of social media advertisements on purchasing decisions, e- commerce businesses should focus on targeted social media campaigns, collaborating with influencers and showcasing customer testimonials to boost credibility. And to encourage higher-value purchases, platforms should consider offering EMIs, installment plans or cash- on-delivery options to cater to diverse payment preferences. By Ensuring transparent return/refund policies and excellent customer service is crucial for building customer trust and satisfaction. This will lead to better customer retention rates.

CONCLUSION

The findings from this study highlight the importance of e-commerce marketing strategies in shaping online customers' behaviour in Coimbatore District. The strategic use of discounts, personalized recommendations, time-limited offers and social media campaigns can significantly influence customer purchasing decisions. Moreover, offering flexible payment options, free shipping and loyalty rewards can boost customer satisfaction and loyalty. Furthermore, it is crucial for e-commerce businesses to track and analyse customer data to understand preferences and predict future buying behaviours. This data-driven approach will allow companies to refine their marketing strategies, making them more effective in attracting and retaining customers. Enhancing the customer journey by providing a seamless and intuitive online experience will also help improve overall satisfaction and reduce cart abandonment rates.