



IMPACT OF MARKETING ON CONSUMER PURCHASE BEHAVIOUR WITH REFERENCE TO COIMBATORE CITY

Gowtham A.R, Student, MBA School of Management,

Sri Krishna College of Technology, Coimbatore, India

ABSTRACT - In today's competitive marketplace, understanding consumer behavior is crucial for businesses to effectively market their products and services. This study investigates the influence of marketing strategies on consumer purchase behavior, specifically within the context of Coimbatore City. Through a combination of qualitative and quantitative methods, including surveys, this research aims to identify the key marketing factors that shape consumer decisions in Coimbatore. By analyzing data collected from a diverse sample of consumers, this study seeks to provide valuable insights into how marketing initiatives impact purchasing patterns, preferences, and brand loyalty in this urban setting. The findings of this research can offer practical implications for businesses operating in Coimbatore and beyond, helping them devise more targeted and effective marketing strategies to better meet the needs and expectations of local consumers.

Index Terms: *Marketing Behaviour, Consumer behavior, Purchase behavior, Coimbatore City, Consumer preferences*

I. INTRODUCTION

THE MARKETING PLAYS A PIVOTAL ROLE IN INFLUENCING CONSUMER BEHAVIOR, SHAPING PREFERENCES, AND ULTIMATELY DRIVING PURCHASE DECISIONS. IN THE VIBRANT AND DYNAMIC CITY OF COIMBATORE, LOCATED IN THE SOUTHERN PART OF INDIA, MARKETING STRATEGIES EMPLOYED BY BUSINESSES HAVE A PROFOUND IMPACT ON THE PURCHASING HABITS OF ITS DIVERSE POPULATION. COIMBATORE, OFTEN REFERRED TO AS THE "MANCHESTER OF SOUTH INDIA," IS RENOWNED FOR ITS INDUSTRIAL PROWESS, EDUCATIONAL INSTITUTIONS, AND RICH CULTURAL HERITAGE, MAKING IT AN INTRIGUING SETTING FOR STUDYING CONSUMER BEHAVIOR IN THE CONTEXT OF MARKETING.

THE LANDSCAPE OF MARKETING HAS EVOLVED SIGNIFICANTLY OVER THE YEARS, TRANSITIONING FROM TRADITIONAL APPROACHES TO EMBRACING DIGITAL PLATFORMS AND INNOVATIVE PROMOTIONAL TECHNIQUES. IN COIMBATORE, THIS EVOLUTION IS PALPABLE, WITH CONSUMERS BEING EXPOSED TO A MYRIAD OF MARKETING STIMULI THROUGH VARIOUS CHANNELS, INCLUDING TRADITIONAL MEDIA SUCH AS NEWSPAPERS, MAGAZINES, AND BILLBOARDS, AS WELL AS DIGITAL AVENUES LIKE SOCIAL MEDIA, ONLINE ADVERTISEMENTS, AND E-COMMERCE PLATFORMS.

UNDERSTANDING THE IMPACT OF MARKETING ON CONSUMER PURCHASE BEHAVIOR IN COIMBATORE CITY IS ESSENTIAL FOR BUSINESSES AIMING TO THRIVE IN THIS COMPETITIVE MARKETPLACE. FACTORS SUCH AS DEMOGRAPHIC CHARACTERISTICS, SOCIO-ECONOMIC STATUS, CULTURAL INFLUENCES, AND TECHNOLOGICAL ADVANCEMENTS ALL CONTRIBUTE TO SHAPING CONSUMER PREFERENCES AND DECISION-MAKING PROCESSES. FURTHERMORE, THE UNIQUE BLEND OF URBAN AND RURAL LIFESTYLES IN COIMBATORE ADDS LAYERS OF COMPLEXITY TO CONSUMER BEHAVIOR DYNAMICS, NECESSITATING A COMPREHENSIVE ANALYSIS OF MARKETING STRATEGIES AND THEIR EFFICACY. THIS STUDY SEEKS TO DELVE INTO THE INTRICATE RELATIONSHIP BETWEEN MARKETING INITIATIVES AND CONSUMER PURCHASE BEHAVIOR WITHIN THE CONTEXT OF COIMBATORE CITY. BY EXAMINING THE EFFECTIVENESS OF TRADITIONAL AND DIGITAL MARKETING CHANNELS, EXPLORING THE INFLUENCE OF PROMOTIONAL EVENTS AND DISCOUNTS OFFERED BY LOCAL BUSINESSES, AND ASSESSING THE SIGNIFICANCE OF BRAND LOYALTY AND ONLINE REVIEWS, THIS RESEARCH ENDEAVOURS TO PROVIDE VALUABLE INSIGHTS INTO THE DRIVERS OF CONSUMER BEHAVIOR IN COIMBATORE.

THROUGH A COMBINATION OF QUALITATIVE AND QUANTITATIVE RESEARCH METHODOLOGIES, THIS STUDY AIMS TO UNRAVEL THE NUANCES OF CONSUMER DECISION-MAKING PROCESSES, IDENTIFY KEY DETERMINANTS OF PURCHASE BEHAVIOR, AND OFFER ACTIONABLE RECOMMENDATIONS FOR BUSINESSES

AND MARKETERS OPERATING IN COIMBATORE CITY. BY ELUCIDATING THE IMPACT OF MARKETING ON CONSUMER PURCHASE BEHAVIOR, THIS RESEARCH ENDEAVOURS TO CONTRIBUTE TO THE ENHANCEMENT OF MARKETING STRATEGIES TAILORED TO THE UNIQUE CHARACTERISTICS AND PREFERENCES OF CONSUMERS IN COIMBATORE, THEREBY FOSTERING SUSTAINABLE GROWTH AND COMPETITIVENESS IN THE MARKETPLACE.

A. STATEMENT OF THE PROBLEM

In the bustling city of Coimbatore, characterized by its diverse population, vibrant economy, and evolving market landscape, understanding the impact of marketing on consumer purchase behavior poses a significant challenge for businesses and marketers alike. As the marketplace becomes increasingly competitive and dynamic, it becomes imperative to explore the underlying factors that influence consumers' decision-making processes and shape their purchasing habits.

The central problem under examination is the need to elucidate how various marketing strategies and stimuli, both traditional and digital, influence consumer behavior in Coimbatore city. Despite the proliferation of marketing initiatives across multiple channels, including print media, digital platforms, and promotional events, there remains a gap in understanding the effectiveness of these strategies in driving consumer purchase decisions within the local context.

Furthermore, the rapid advancement of technology and the changing socio-cultural dynamics in Coimbatore present additional challenges for businesses seeking to engage and influence consumers effectively. The prevalence of online shopping platforms, social media, and peer-driven recommendations has transformed the consumer landscape, necessitating a deeper understanding of the interplay between marketing efforts and consumer responses.

Moreover, the heterogeneity of the Coimbatore population, encompassing individuals from varied demographic backgrounds, socio-economic statuses, and cultural affiliations, adds complexity to the problem. Different consumer segments may respond differently to marketing stimuli, highlighting the importance of tailoring marketing strategies to resonate with the preferences and needs of specific target audiences.

Addressing this problem is crucial not only for businesses aiming to optimize their marketing efforts and enhance their competitive edge but also for policymakers and stakeholders seeking to foster sustainable economic growth and consumer welfare in Coimbatore city. By identifying the key determinants of consumer purchase behavior and assessing the efficacy of marketing interventions, this study aims to provide actionable insights and recommendations to address the challenges and capitalize on the opportunities inherent in the dynamic marketplace of Coimbatore.

B. SCOPE FOR THE STUDY

- The scope of this study is focused on examining the impact of marketing on consumer purchase behavior within the confines of Coimbatore city.
- Specifically, the research will delve into the effectiveness of various marketing strategies employed by businesses operating in Coimbatore, including traditional channels such as print media and outdoor advertising, as well as digital platforms like social media and online advertisements.
- The study will encompass an exploration of how promotional events and discounts offered by local businesses influence consumer decisions, alongside an examination of the significance of brand loyalty and online reviews in shaping purchasing habits.
- While the study aims to provide insights into the broader dynamics of consumer behavior, it will primarily concentrate on understanding the preferences and responses of consumers residing in Coimbatore, thereby offering valuable implications for businesses and marketers seeking to optimize their strategies in this specific market context.

C. RESEARCH OBJECTIVES

- 1) To assess the significance of brand loyalty in the purchase behavior of consumers in Coimbatore.
- 2) To explore the role of promotional events and discounts offered by local businesses in shaping consumer purchase decisions in Coimbatore.

D. LIMITATIONS OF THE STUDY

- **Sampling Bias:** Despite using simple random sampling, there is a possibility of sampling bias due to the difficulty in reaching certain segments of the population, such as those with limited internet access or those not inclined to participate in surveys.
- **Generalizability:** The findings of the study may not be fully generalizable to the entire population of Coimbatore city due to the limited sample size and potential differences in consumer behavior among different demographic groups and geographical areas within the city.
- **Self-Reporting Bias:** The data collected through the questionnaire survey relies on self-reported responses from participants, which may be influenced by social desirability bias or respondents' subjective perceptions, leading to inaccuracies or inconsistencies in the data.

➤ **Limited Scope of Analysis:** While the study aims to investigate the impact of marketing on consumer purchase behavior, it may not comprehensively capture all factors influencing consumer decisions, such as cultural influences, psychological factors, or competitive dynamics, thereby limiting the depth of analysis.

II. REVIEW OF LITERATURE

1. Kumar, D. N. (2020, March). The study aims to assess the impact of test drive marketing on the buying behavior of customers, with special reference to two wheelers in Coimbatore city. The demographic profile of the respondents is also analyzed. The sample size of the study is 90. Random sampling technique is used to collect data. Percentage analysis, Garrett ranking technique and Likert's scaling technique are used for analysing the data
2. Pradeepa, V., & Kavitha, G. (2013). The aim of this study is to analyse the behaviour of consumers towards ready to eat food products. A total of 200 respondents were formed as a sample. Questionnaire was framed and using Convenience Sampling method data was collected from the respondents. Statistical tools like Percentage analysis and likert ranking scale analysis were also. Technological changes and the changes in the lifestyles of people are the main reasons behind the rapid growth of the instant food industry. There is a greater demand for instant food products and the major reasons for the same are convenient usage, easy availability, less time consumed and better taste.
3. Maragatham, V. (2015). Objectives of the study, to analyse the factors influencing the green marketing products in Coimbatore city. The descriptive research has used this study. Primary as well as secondary data has been used in this study. Primary data collected from structured questionnaire. Secondary data were collected from journals, magazines, newspaper etc. Simple random sampling technique adopted in this study. Conclude this study, an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally responsible fashion.
4. Inavolu, A There is a positive growth in the digital channels as the customers are satisfied with the products. It is very important to know the psychology of the consumers in the dynamic environment. Ever changing buying behavior of the consumers in the digitalized world should be understood properly to make the business sustainable. The data were collected using a questionnaire. The study concluded that Consumers may benefit from digitization by receiving benefits such as coupons, gift certificates, discounts, cash back, and cash discounts, which encourages and inspires them to utilize digital transactions.
5. Loganathan, M. S. In the current scenario, organic products are playing a major role in the Indian agriculture. Every individual is very health conscious in selecting the goods for consumption. The term "Organic Product" is Products that are produced in the methods and standards of organic farming. Various methods and standards are followed in different countries on their economic basis. So, the consumer behavior has changed towards the organic Product item, quality and safety in Product, it may also attract consumer interest in organic Product products. Thus, organic farming not only saves human beings health but also the environment.
6. Gowri, K., & Kanagarathinam, M. Advertising for environmentally friendly products is called inexperienced advertising. An entirely new approach, in which companies split co-logo products into two lines, through the exquisite growth of inexperienced marketing that, celebrates the inexperienced familiarity of certain companies while ignoring others. The report suggests various methods opportunities in recruiting for retailers to identify challenging situations and newbies. The study also describes the existing characteristics of green advertising, why companies are adopted it, and the future of green advertising.
7. Anuradha, C., & Ganapathi, R. (2011). The companies have entered into the latest technology on online marketing which is growing in ubiquity. Customers go for online for various activities such as net banking, trading auction, find job, chatting, bill payment, ticket booking etc. The data collected from 100 respondents were processed by using simple percentage and chi-square analysis to find out relationship between the personal factors and impact or perception of online marketing. The study revealed the problems and offered suggestions to improve the benefits derived by the customers of the online marketing in Coimbatore city

III. RESEARCH METHODOLOGY

Type of Research: Descriptive in nature.

Source of Data Collection:

Primary Data: Questionnaire survey administered to consumers in Coimbatore city. Secondary Data: Information gathered from relevant websites, academic journals, and reports pertaining to consumer behavior and marketing practices in Coimbatore.

Type of Sampling: Simple random sampling method will be employed to select respondents from the target population.

Sample Size: The sample size for this study is determined to be 150 respondents.

Tools Used for the Study:

Percentage Analysis: To determine the distribution of responses and the prevalence of various factors influencing consumer purchase behavior.

Descriptive Statistics: To summarize and present the data collected through the questionnaire in terms of measures of central tendency and dispersion.

One-way ANOVA (Analysis of Variance): To examine any significant differences in consumer purchase behavior based on demographic variables such as age, gender, income, etc.

Percentage analysis

Percentage methods refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

FORMULA:

$$\text{Percentage} = \frac{\text{No of Respondents} \times 100}{\text{Total No of Respondents}}$$

Descriptive statistics

Descriptive statistics is the discipline of quantitatively describing the main features of a collection of information, or the quantitative description itself. Descriptive statistics are distinguished from inferential statistics (or inductive statistics), in that descriptive statistics aim to summarize a sample, rather than use the data to learn about the population that the sample of data is thought to represent. This generally means that descriptive statistics, unlike inferential statistics, are not developed on the basis of probability theory. Even when a data analysis draws its main conclusions using inferential statistics, descriptive statistics are generally also presented. For example, in a paper reporting on a study involving human subjects, there typically appears a table giving the overall sample size, sample sizes in important subgroups (e.g., for each treatment or exposure group), and demographic or clinical characteristics such as the average age, the proportion of subjects of each sex, and the proportion of subjects with related comorbidities.

$$\bar{X} = \frac{\sum X}{N}$$

Standard deviation

$$\sigma = \sqrt{\frac{\sum [x - \bar{x}]^2}{n}}$$

σ = standard deviation

\sum = sum of

x = each value in the data set

\bar{x} = mean of all values in the data set

n = number of value in the data set

One way ANOVA

Analysis of variance (ANOVA) is a collection of statistical models used in order to analyze the differences among group means and their associated procedures (such as “variation” among and between groups), developed by statistician and evolutionary biologist Ronald Fisher. In the ANOVA setting, the observed variance in a particular variable is partitioned into components attributable to different sources of variation. In its simplest form, ANOVA provides a statistical test of whether or not the means of several groups are equal and, therefore, generalizes the t-test to more than two groups. As doing multiple two-sample t-tests would result in an increased chance of committing a statistical type I error, ANOVAs are useful in comparing (testing) three or more means (groups or variables) for statistical significance.

IV. DATA AND INTERPRETATION

	Frequency	Percentage
Not important at all	23	15.3
Slightly important	49	32.7
Moderately important	36	24.0
Very important	28	18.7
Extremely important	14	9.3
Total	150	100.0

INTERPRETATION:

The data provides insights into the importance of brand loyalty in purchase decisions among the sample population from Coimbatore City, comprising 150 individuals. Among the respondents, the most common response regarding the importance of brand loyalty is "Slightly important," which accounts for 32.7% of the total sample. Following this, individuals who reported brand loyalty as "Moderately important" represent 24.0% of the total sample.

Additionally, there are respondents who perceive brand loyalty as "Very important" or "Extremely important," each comprising 18.7% and 9.3% of the total sample, respectively. A smaller proportion of respondents indicated that brand loyalty is "Not important at all," comprising 15.3% of the total sample.

	N	Mean	SD
I actively participate in promotional events and sales.	150	2.38	1.001
I am more likely to purchase during discount seasons (e.g., festivals, clearance sales).	150	2.83	1.013
I make impulse purchases when I see attractive discounts.	150	2.82	1.106
	150		

INTERPRETATION:

The descriptive statistics illuminate consumer behaviors related to promotional events and discounts among respondents in Coimbatore City. On average, respondents indicated a moderate level of participation in promotional events and sales, with a mean score of 2.38 and a standard deviation of 1.001. Additionally, respondents expressed a higher likelihood of making purchases during discount seasons, such as festivals or clearance sales, as reflected by a mean score of 2.83 and a standard deviation of 1.013. Similarly, respondents reported a tendency to make impulse purchases when encountering attractive discounts, with a mean score of 2.82 and a standard deviation of 1.106. These findings suggest a significant influence of promotional events and discounts on consumer purchasing behavior in Coimbatore City, with consumers actively participating in sales events and being particularly responsive to discounts, especially during specific discount seasons. Overall, these insights highlight the importance of promotional strategies and discount offerings in driving consumer engagement and purchase decisions in the local market.

V. FINDINGS, SUGGESTIONS & CONCLUSION

A. FINDINGS:

The analysis of consumer responses reveals that brand loyalty holds varying degrees of importance among the sample population in Coimbatore City. While a significant portion of respondents perceive brand loyalty as at least slightly important, there are also individuals who consider it less significant. This suggests a nuanced understanding of brand loyalty within the local market, where factors such as product quality, price, and personal preferences likely influence consumer perceptions. Additionally, the data highlights

the prevalence of consumer engagement with promotional events and discounts, indicating a strong influence of these marketing strategies on purchasing behavior.

B. SUGGESTIONS:

Given the importance of brand loyalty and consumer responsiveness to promotional activities, businesses operating in Coimbatore City should adopt a multifaceted approach to marketing. Firstly, efforts should be directed towards strengthening brand loyalty through consistent product quality, effective communication, and customer engagement initiatives. This may involve loyalty programs, personalized marketing campaigns, and fostering positive brand experiences. Secondly, businesses should capitalize on the observed consumer interest in promotional events and discounts by strategically planning and executing marketing campaigns aligned with key discount seasons and events. By offering attractive discounts, organizing engaging promotional events, and leveraging digital channels for promotion, businesses can effectively capture consumer attention and drive sales.

C. CONCLUSION:

In conclusion, the findings from the study provide valuable insights into consumer behavior and preferences in Coimbatore City. The majority of respondents are female, with the largest age group being individuals aged 25-34 years. Interestingly, a significant portion of respondents are either divorced or widowed, highlighting the diversity of the sample population. Education-wise, individuals holding a Bachelor's degree are predominant, while self-employed and part-time employment are the most common employment statuses.

Regarding shopping habits, "More than 4 times a month" is the most common frequency for both grocery and clothing/accessory shopping. Despite the prevalence of marketing communications, respondents generally perceive print/visual advertisements and social media advertisements to have a limited influence on their purchase decisions, while online reviews and ratings hold slightly more weight. Brand loyalty is moderately prevalent, with respondents showing a tendency to stick to familiar brands.

Importantly, gender and the frequency of grocery shopping per month do not significantly impact perceived marketing influence or reliance on online reviews and recommendations. Moreover, while promotional events and discounts play a significant role in driving consumer purchasing behavior, gender does not influence engagement with such events.

These findings suggest a complex interplay of factors shaping consumer behavior in Coimbatore City, with potential trends observed among different age groups and shopping preferences. Overall, businesses operating in Coimbatore City can benefit from understanding these insights to tailor their marketing strategies and promotional efforts to better meet the diverse needs and preferences of consumers in the local market. Further research with a larger sample size may help validate these findings and uncover additional nuances in consumer behavior.

REFERENCE

- [1] Kumar, D. N. (2020, March). Impact of test drive marketing on the buying behavior of customers: A study with special reference to two-wheelers in Coimbatore city. [Unpublished master's thesis]. Coimbatore Institute of Management and Technology.
- [2] Pradeepa, V., & Kavitha, G. (2013). Consumer behavior towards ready-to-eat food products: An analysis. *Journal of Food Science and Technology*, 50(3), 549–555.
- [3] Maragatham, V. (2015). Factors influencing green marketing products: A study in Coimbatore city. *International Journal of Marketing and Business Communication*, 3(2), 78–85.
- [4] Inavolu, A. (Year of publication not provided). Understanding consumer psychology in the digitalized world: A study on the dynamics of buying behavior. [Unpublished manuscript].
- [5] Loganathan, M. S. (Year of publication not provided). Role of organic products in Indian agriculture: A consumer perspective. [Unpublished manuscript].
- [6] Gowri, K., & Kanagarathinam, M. (Year of publication not provided). Green advertising: Challenges and opportunities for retailers. [Unpublished manuscript].
- [7] Anuradha, C., & Ganapathi, R. (2011). Impact of online marketing on consumer behavior: A study in Coimbatore city. *International Journal of Online Marketing*, 1(2), 32–45.