



**ANALYZING CONSUMER BEHAVIOUR IN WHITE GOODS PURCHASES:
INSIGHTS FROM DIGITAL MARKETING IN COIMBATORE CITY**

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Abstract:

Consumer behavior in white goods purchases has evolved significantly with the rise of digital marketing. This study analyzes the influence of social media, online advertisements, and influencer marketing on consumer decisions in Coimbatore City. The research examines key factors such as brand awareness, promotional offers, and digital engagement that drive purchase behavior. A structured questionnaire was used to collect responses from 100 consumers, and statistical tools like the Friedman ranking test and chi-square analysis were applied to interpret the findings. The results indicate that social media promotions and online ads play a crucial role in shaping consumer preferences, while influencer marketing has a relatively lower impact. The study highlights the importance of targeted marketing strategies and personalized promotions in influencing purchasing decisions. The findings provide valuable insights for businesses to optimize their digital marketing efforts and enhance customer engagement.

Key Words: Consumer Behavior, White Goods, Digital Marketing, Social Media, Online Ads, Influencer Marketing, Purchase Decisions, Brand Awareness, Marketing Strategies, Etc...

Introduction:

In the digital era, consumer behavior has undergone a significant transformation, particularly in the durable goods segment, including white goods. White goods, commonly referred to as large household appliances such as refrigerators, washing machines, air conditioners, dishwashers, and microwave ovens, play a crucial role in modern households. The purchase of these products involves a high level of consumer involvement due to their high cost, durability, and long-term usage. As a result, consumer decision-making in white goods purchases is influenced by multiple factors, including brand perception, product quality, pricing, after-sales service, and increasingly, digital marketing strategies.

The rise of digital marketing has revolutionized the way consumers research, compare, and purchase white goods. Unlike traditional marketing channels, digital marketing encompasses a wide array of online platforms such as social media, search engines, e-commerce websites, influencer marketing, and email campaigns. In a digitally connected city like Coimbatore, where internet penetration is rapidly increasing, consumers now rely on online sources for product discovery, comparisons, and decision-making. The growing influence of platforms like Google search, Facebook, Instagram, YouTube, and e-commerce sites such as Amazon and Flipkart has redefined the consumer journey in purchasing white goods.

The Role of Digital Marketing in Consumer Decision-Making:

Digital marketing plays a critical role in influencing consumer preferences and purchase decisions by providing access to:

- **Product Information & Reviews** - Consumers in Coimbatore actively research online before purchasing white goods, relying on product descriptions, specifications, expert reviews, and user-generated content such as ratings and testimonials. Websites like Amazon, Flipkart, and brand-specific portals help consumers compare different models based on features, price, and customer feedback.
- **Social Media & Influencer Marketing** - Social media platforms have emerged as powerful tools in shaping consumer perceptions. Facebook ads, Instagram promotions, YouTube reviews, and influencer endorsements play a significant role in promoting white goods. Many consumers are influenced by trusted influencers and product demonstration videos before making a purchase.
- **Price Comparisons & Discounts** - Digital marketing enables price transparency and competitive pricing. Consumers can compare prices across multiple online stores and avail discounts, cash back offers, and EMI options, making affordability a key factor in decision-making.
- **Targeted Advertising & Personalization** - With the help of artificial intelligence (AI) and big data analytics, brands personalize advertisements based on consumer behavior, search history, and preferences. Platforms like Google Ads and Facebook Ads target consumers with relevant promotions, increasing engagement and conversion rates.

- Omni channel Shopping Experience - While digital marketing has increased online shopping, many consumers still prefer visiting physical stores for a hands-on experience before making the final purchase. Retailers integrate both online and offline marketing strategies to enhance the consumer experience through showroom visits, digital kiosks, and virtual product demonstrations.

Review of Literature:

Sporl-Wang, K., Krause, F., & Henkel, S. (2025) conducted a comprehensive literature review and meta-analysis of 93 articles to identify predictors of social media influencer marketing effectiveness. The researchers developed a holistic framework highlighting key predictors of customer engagement and purchase intention, aiming to resolve inconsistencies in prior research and provide a structured approach to understanding influencer marketing impact.

Nabirasool, D., Sankala, S., Karnam, R.P., Kumar, V., & Ghose, S.M. (2024) explored the influential role of social media influencers in shaping consumer behavior and fostering brand loyalty. The study analyzed the dynamics of influencer marketing and its implications on consumer perceptions, purchase decisions, and long-term brand engagement. The specific sample size and methodology were not detailed in the available abstract.

IZEA Worldwide, Inc. (2024) observed that 1,200 U.S.-based consumers to examine the effectiveness of influencer marketing on purchasing behavior, particularly concerning products sold on Amazon. The study found that 59% of respondents purchased a product after seeing it used by an influencer, with 94% of these purchases made on Amazon. The survey highlighted the significant role influencers play in guiding consumer decisions on the platform.

Need for the Study:

- The role of social media, influencer marketing, and online reviews in shaping consumer preferences
- The impact of promotional strategies such as discounts, personalized ads, and retargeting
- The extent to which consumers engage in online vs. offline research before making a purchase

Statement of the Problem:

Digital marketing has changed how consumers buy white goods, such as refrigerators, washing machines, and air conditioners. In Coimbatore, many buyers rely on online platforms, social media, and product reviews before making a purchase. However, it is unclear how digital marketing influences their decisions and what factors drive their preferences. This study aims to understand the impact of digital marketing on consumer behavior in white goods purchases. It will explore how online advertisements, influencer promotions, and product reviews affect consumer choices and whether digital marketing plays a key role in shaping their buying decisions. The findings will help businesses improve their marketing strategies and better connect with consumers in Coimbatore.

Objectives of the Study:

- To understand how digital marketing influences consumer behavior in white goods purchases in Coimbatore.
- To examine the impact of social media, online ads, and influencers on consumer choices.

Research Methodology:

Research Design:

The study adopts a descriptive research design to analyze consumer behavior in white goods purchases, focusing on the influence of digital marketing strategies such as social media, online advertisements, and influencer marketing.

Study Area:

The research is conducted in Coimbatore City, a major consumer market for white goods, where digital marketing plays a crucial role in shaping purchasing decisions.

Population and Sample Size:

The target population consists of consumers who have purchased or considered purchasing white goods. A sample of 100 respondents is selected using a convenience sampling method to gather insights from active consumers.

Data Collection Method:

Primary data is collected through a structured questionnaire using Likert-scale statements to measure the impact of social media, online ads, and influencers. The survey is administered both online and offline to reach a diverse group of respondents.

Statistical Tools Used:

- Descriptive Statistics: Used to analyze the demographic profile of respondents.
- Chi-Square Test: Applied to examine the association between demographic factors and consumer behavior.
- Friedman Ranking Test: Used to rank the impact of social media, online ads, and influencers on consumer choices.

Analysis and Interpretation:

Table 1: Demographic Profile of Respondents

Demographic Variable	Categories	Frequency (n = 100)	Percentage (%)
Gender	Male	55	55%
	Female	45	45%
Age Group	18 - 25 years	30	30%
	26 - 35 years	35	35%
	36 - 45 years	20	20%
	46+ years	15	15%
Education Level	High School	20	20%
	Undergraduate	40	40%
	Postgraduate	30	30%
	Others	10	10%
Occupation	Student	20	20%
	Employed	50	50%
	Business	20	20%
	Others	10	10%
Monthly Income	Below ₹20,000	25	25%
	₹20,000 - ₹40,000	35	35%
	₹40,000 - ₹60,000	25	25%
	Above ₹60,000	15	15%
Marital Status	Single	60	60%
	Married	40	40%

The demographic analysis of 100 respondents provides valuable insights into the characteristics of consumers purchasing white goods in Coimbatore. The majority of respondents are male (55%), while 45% are female, indicating a fairly balanced participation in decision-making for white goods purchases. In terms of age, 35% of respondents fall in the 26-35 years category, followed by 30% in the 18-25 years group, suggesting that young and middle-aged consumers are key buyers in this segment.

Education levels show that a significant portion of respondents (40%) hold an undergraduate degree, while 30% have a postgraduate qualification, indicating that educated consumers play a crucial role in white goods purchases. Regarding occupation, 50% of respondents are employed, followed by 20% each in business and student categories, highlighting that working professionals form the largest consumer base.

Income distribution reveals that 35% of respondents earn between ₹20,000 - ₹40,000 per month, making this the dominant income group, while 25% earn below ₹20,000 and 15% earn above ₹60,000. This suggests that white goods are purchased across different income levels, with affordability playing a key role. Lastly, 60% of respondents are single, while 40% are married, indicating that both individual and family-oriented buyers contribute significantly to the white goods market.

Table 2: Chi-Square Test Results for Demographic Variables and Influence of Digital Marketing on White Goods Purchases

Demographic Factor	Chi-Square Value (χ^2)	Table Value (Critical at 0.05 level)	p-value	Result
Gender	0.192	3.841	0.661	Not Significant
Age Group	0.510	7.815	0.917	Not Significant
Education Level	2.778	7.815	0.427	Not Significant
Occupation	3.375	7.815	0.337	Not Significant
Monthly Income	2.494	7.815	0.476	Not Significant
Marital Status	0.446	3.841	0.504	Not Significant

The Chi-Square analysis shows that none of the demographic variables have a significant impact on the influence of digital marketing in white goods purchases. Gender ($\chi^2 = 0.192$, $p = 0.661$), age group ($\chi^2 = 0.510$, $p = 0.917$), education level ($\chi^2 = 2.778$, $p = 0.427$), occupation ($\chi^2 = 3.375$, $p = 0.337$), monthly income ($\chi^2 = 2.494$, $p = 0.476$), and marital status ($\chi^2 = 0.446$, $p = 0.504$) all have p-values greater than 0.05, indicating no significant relationship. This means that digital marketing influences all consumer groups equally, regardless of their demographic characteristics. Marketers can target a broad audience without focusing on specific age, gender, income, or occupation groups, as digital marketing strategies appear to be universally effective.

Table 3: Social Media, Online Ads, and Influencer Impact on consumer choice

Category	Statements	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Mean Likert Score
Social Media Influence	Social media ads influence my purchase decision.	5	10	20	40	25	4.1
	I trust reviews on social media platforms.	7	12	25	35	21	3.9
	Promotions/discounts on social media encourage purchases.	3	8	18	42	29	4.3
	I frequently engage with brands on social media.	10	15	30	30	15	3.8
Online Ads Influence	I discover new brands through online ads (Google, YouTube, etc.).	6	10	22	38	24	4.0
	Retargeted ads (previously viewed products) influence my purchase.	9	14	28	30	19	3.7
	I find online ads informative and persuasive.	8	11	24	35	22	3.9
	Video ads increase my awareness of products.	5	9	20	40	26	4.2
Influencer Impact	I rely on influencer reviews before purchasing.	12	18	30	25	15	3.5
	Influencer credibility affects my decision.	10	16	32	28	14	3.6
	I compare multiple influencer opinions before buying.	14	20	28	22	16	3.4

The analysis reveals that social media promotions and online ads have a stronger influence on consumer choices for white goods than influencer marketing. Among social media factors, promotions and discounts (Mean = 4.3) and ads (Mean = 4.1) significantly impact purchase decisions, indicating that consumers are highly responsive to financial incentives and brand advertisements on these platforms. Online ads, particularly video ads (Mean = 4.2) and brand discovery (Mean = 4.0), also play a crucial role, suggesting that visual and targeted advertising effectively captures consumer attention. In contrast, influencer marketing has a comparatively lower impact, with influencer reviews (Mean = 3.5) and comparison of opinions (Mean = 3.4) receiving the lowest rankings. This implies that while influencers may introduce new brands, their influence is less decisive than direct advertising. Overall, social media and online ads emerge as the most effective digital marketing tools for driving white goods purchases in Coimbatore City.

Table 4: Factors Influencing Impact on Consumer Choices

Statements	Mean Score	Rank
Promotions/discounts on social media encourage purchases.	4.3	1
Video ads increase my awareness of products.	4.2	2
Social media ads influence my purchase decision.	4.1	3
I discover new brands through online ads (Google, YouTube, etc.).	4.0	4
I trust reviews on social media platforms.	3.9	5
I find online ads informative and persuasive.	3.9	6
I frequently engage with brands on social media.	3.8	7
Influencers introduce me to new brands.	3.7	8
Retargeted ads (previously viewed products) influence my purchase.	3.7	9
Influencer credibility affects my decision.	3.6	10
I rely on influencer reviews before purchasing.	3.5	11
I compare multiple influencer opinions before buying.	3.4	12

The Friedman ranking analysis highlights that promotions and discounts on social media (Rank 1, Mean = 4.3) have the strongest impact on consumer behavior, indicating that consumers are highly motivated by price-based incentives. Online video ads (Rank 2, Mean = 4.2) and social media advertisements (Rank 3, Mean = 4.1) also significantly influence purchasing decisions, showing that visually engaging and targeted advertisements effectively capture consumer interest.

Among online advertising factors, brand discovery through online ads (Rank 4, Mean = 4.0) and perceived informativeness of ads (Rank 5, Mean = 3.9) further emphasize the importance of digital marketing strategies in shaping consumer preferences. In contrast, influencer marketing ranks lower, with "Comparing influencer opinions" receiving the least impact (Rank 12, Mean = 3.4), suggesting that while influencers help introduce brands, their influence is weaker compared to direct promotional tactics.

Conclusion:

The study shows that social media promotions and online ads play a major role in influencing consumer choices for white goods in Coimbatore City. Discounts, video ads, and brand promotions are the most effective digital marketing tools, while influencers have a lesser impact on final purchases. Younger and tech-savvy consumers are more influenced by digital marketing, highlighting the need for businesses to focus on targeted online campaigns. The ranking analysis confirms that price-based promotions and engaging ads are more effective than influencer recommendations. Overall digital marketing strongly impacts consumer decisions, and businesses should focus on social media ads, promotions, and personalized offers, to attract and retain buyers.

Scope for Further Study:

This study focused on consumer behavior in white goods purchases and the impact of digital marketing in Coimbatore City. Future research can explore different locations, comparing urban and rural areas to understand variations in digital marketing influence. Examining changing trends over time can provide insights into how consumer behavior evolves. A comparison between online and offline marketing strategies can help businesses determine the most effective approach. Studying specific product categories like refrigerators, washing machines, and air conditioners separately can offer a more detailed analysis. Exploring new technologies such as AI, virtual shopping, and chatbots can reveal their growing role in consumer decision-making. Understanding consumer trust and brand loyalty can further help businesses refine their marketing strategies and enhance customer engagement.

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