



IMPACT OF E- MARKETING ON CONSUMER BEHAVIOUR

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ABSTRACT

Due to globalisation and improved technology, the use of technology and internet has been increased in recent years. Selling the product through internet or digital media is called as E-marketing. E- marketing is growing faster and impacting the consumer and market behaviour. This results in increased use of e marketing by the seller or trader to sell their products online as it is easy for consumer and seller to buy and sell the product easily. E-marketing or e-commerce has been increased among Indian consumers as they can purchased wide range of products online. Marketing sector. E-marketing includes the Social media marketing, Content marketing, Search engine optimization, Paid advertising (Influencer Marketing) , E-mail marketing This research helps to explain the concept of E-marketing, types of e-marketing, advantages and limitations, and impact on consumer. E-marketing facilitates the cultivation of brand loyalty through continuous interaction, tailored promotions, and post-purchase engagement strategies. However, the study also identifies challenges such as information overload, privacy concerns, and scepticism towards online advertising, which can hinder the effectiveness of e-marketing initiatives.

Key Words: E-marketing, internet, advantages, limitations, impact

INTRODUCTION

E-marketing, also known as electronic marketing or online marketing, refers to the use of digital channels, technologies, and platforms for promoting products or services, reaching target audiences, and engaging with consumers. It encompasses a wide range of marketing tactics and strategies conducted through various online channels such as websites, search



engines, social media platforms, email, mobile apps, and other digital platforms.

The primary objective of e-marketing is to attract, acquire, and retain customers by leveraging the capabilities of digital technology to deliver targeted messages, personalized offers, and engaging content. E-marketing allows businesses to reach a global audience, measure the effectiveness of their marketing campaigns in real-time, and adapt their strategies based on data-driven insights. E-marketing enables businesses to connect with consumers in a more efficient, cost-effective, and interactive manner compared to traditional offline marketing methods. It has become an essential component of modern marketing strategies, especially in an increasingly digital and interconnected world.

OBJECTIVES

1. To Study about the E-marketing.
2. To study the types of E-marketing.
3. To study the advantages and limitations of the E-marketing.
4. To study the impact of e-marketing on consumer.

METHODOLOGY

The Study is based on primary data collected based on survey conducted on 97 consumers. To collect the data systematic questionnaire was circulated among the targeted consumer between the age group of 25 years to 56 years. Total 14 questions were included in the google form. The questionnaire tried to collect information regarding purchasing habits of consumers, their experience regarding e- marketing and its impact on the purchasing behaviour of consumers. For analysis of the obtained data excel tools were used like pie charts, graphs, percentage, etc.

TYPES OF E-MARKETING

E-marketing includes a variety of strategies and tactics to reach and engage with consumers online. Here are some common types of E-marketing:

1. Search Engine Marketing (SEM): SEM involves promoting a website by increasing its visibility in search engine results pages (SERPs) through paid advertising methods like pay-



per-click (PPC) campaigns or through organic methods such as search engine optimization (SEO).

2.Social Media Marketing (SMM): SMM involves using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to promote products or services, engage with customers, and build brand awareness through organic content, paid advertisements, influencer partnerships, and community management.

3.Email Marketing: Email marketing involves sending commercial messages to a targeted audience via email. It is used for purposes such as promoting products, announcing special offers or events, nurturing leads, and building customer loyalty. Email marketing campaigns can be automated and personalized based on customer preferences and behaviours.

4.Content Marketing: Content marketing focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a target audience. This can include blog posts, articles, videos, infographics, whitepapers, eBooks, podcasts, and more. The goal is to provide helpful information to consumers while subtly promoting products or services.

5.Affiliate Marketing: Affiliate marketing involves partnering with individuals or other businesses (affiliates) who promote products or services on behalf of the merchant in exchange for a commission on sales generated through their referral efforts. It is a performance-based marketing strategy that can be highly cost-effective for merchants.

6.Influencer Marketing: Influencer marketing involves collaborating with influencers—individuals with a large and engaged following on social media platforms—to promote products or services to their audience. Influencers can help businesses reach specific target demographics and increase brand awareness through authentic and relatable content.

7.Display Advertising: Display advertising involves placing banner ads, text ads, or multimedia ads on websites, mobile apps, or social media platforms to reach a targeted audience. These ads can be targeted based on factors such as demographics, interests, and browsing behaviour.

8.Mobile Marketing: Mobile marketing involves reaching consumers on their mobile devices such as smartphones and tablets through tactics like mobile-optimized websites, mobile apps,



SMS marketing (text message marketing), in-app advertisements, and location-based marketing.

LIMITATIONS OF EMARKETING

While e-marketing offers numerous advantages, it also comes with several limitations that businesses need to be aware of. Some of the key limitations include:

1. Digital Saturation and Competition: The online marketplace is highly saturated, with numerous businesses competing for consumers' attention.

2. Information Overload: With the abundance of information available online, consumers may experience information overload, making it difficult for businesses to capture their attention and convey their marketing messages effectively.

3. Lack of Personalization: While E-marketing allows for personalized communication with customers, it also runs the risk of appearing intrusive or invasive if not executed correctly.

4. Privacy Concerns: E-marketing often involves the collection and use of customer data for targeting and personalization purposes. However, concerns about privacy and data security are increasingly prevalent among consumers.

5. Ad Blocking and Ad Blindness: Many consumers use ad-blocking software or simply ignore online ads altogether, resulting in reduced visibility and effectiveness of e-marketing campaigns. This phenomenon, known as ad blocking and ad blindness, poses a significant challenge for businesses relying heavily on paid advertising to reach their target audience.

6. Technical Issues and Accessibility: E-marketing initiatives may encounter technical issues such as website downtime, slow loading times, compatibility issues with different devices and browsers, and accessibility barriers for users with disabilities.

7. Digital Fraud and Cybersecurity Risks: E-marketing activities, particularly those involving online transactions and payments, are vulnerable to various forms of digital fraud, including phishing scams, identity theft, and credit card fraud.

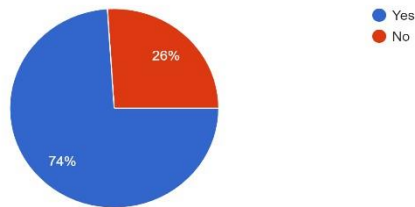
8. Dependency on Digital Platforms: E-marketing heavily relies on third-party digital platforms and channels such as social media networks, search engines, and email service providers.



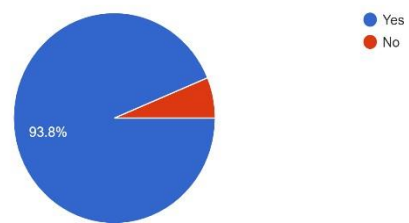
RESULT OF THE SURVEY

The survey was conducted among 97 consumers. The sample has 63% female and 37% male majority belonging to the age group of under 25 years. The findings of the survey are as follows.

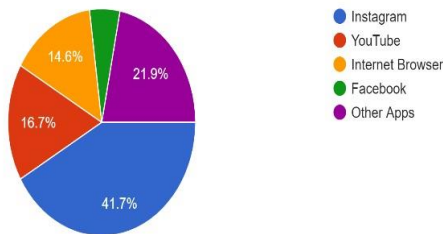
Are the product images and description clear enough?



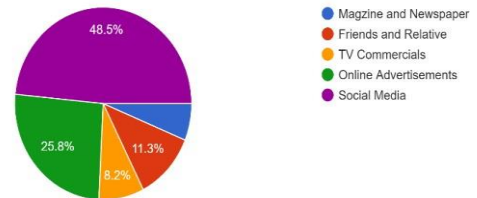
Have you ever purchased online ?



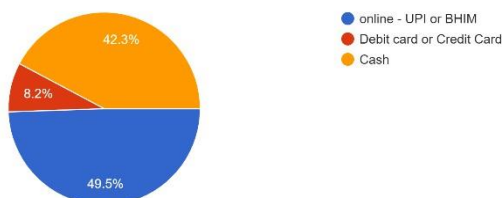
Which Online Platform actively promotes digital Business?



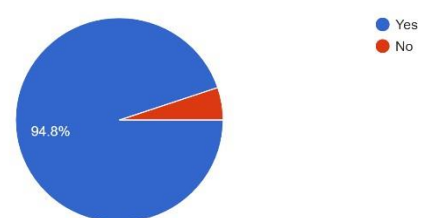
What Mode of Advertising influences you to buy a Product?



What Mode of Payment You prefer while purchasing something?

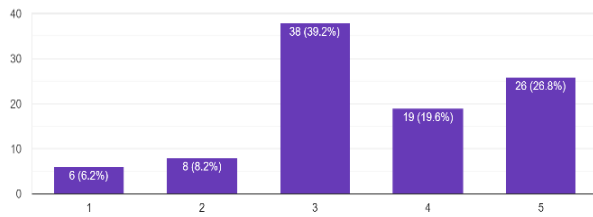


Do You think Digital Business is need of the Future?

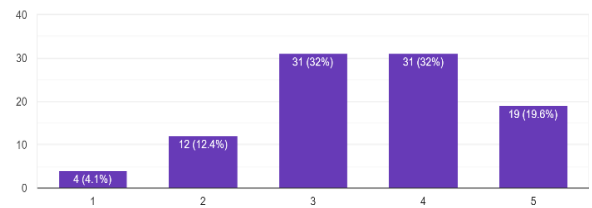




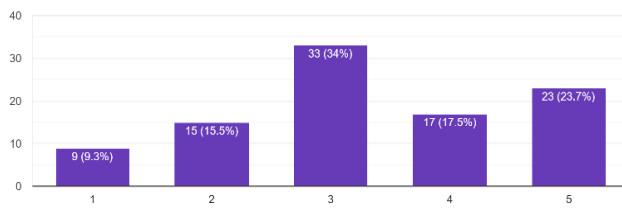
Do you think there are enough substitute available on online platform than offline?



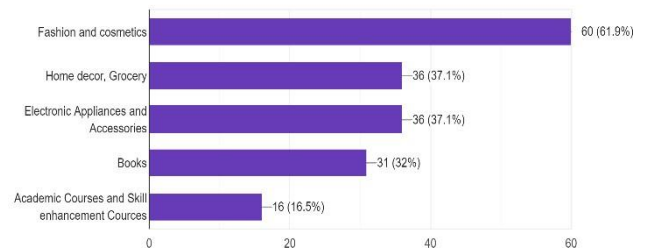
How satisfied are you with the variety of products available online?



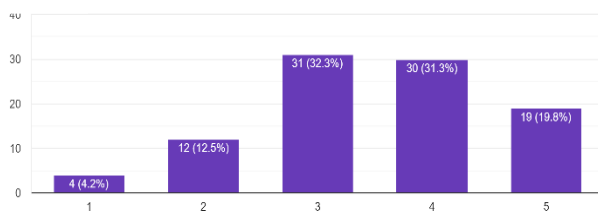
Digitalization of Services like Education is cost effective and improves quality of education. Do you agree?



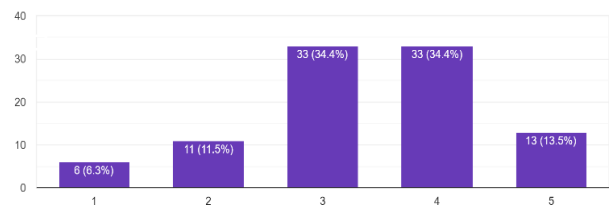
What products and services you like to shop online?



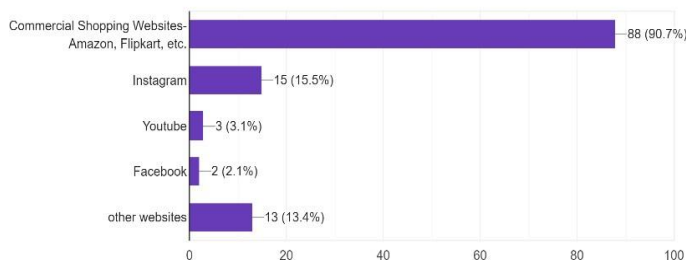
How satisfied are you with the variety of products available online?



How satisfied are you with the quality of your purchased product?



Which Platform you widely use for online Shopping?





CONCLUSION

Impact Of E-marketing On Consumer

The impact of E-marketing on consumers is profound and multifaceted, influencing various aspects of consumer behaviour. Here are some keyways in which e-marketing affects consumers:

- Accessibility and Convenience
- Information Seeking and Decision-Making
- Personalization and Targeting
- Engagement and Interactivity
- Brand Awareness and Exposure
- Customer Relationship Management (CRM)
- Social Influence and Peer Recommendations
- Feedback and Reviews

Based on the survey, it is observed that most of the consumers has positive attitude towards E-marketing. The consumers prefer online shopping over offline shopping because they think it is cost effective and time saving. They feel that online market has more substitutes and clear information is available regarding the products. It is observed that social media platforms have significant contribution in E- marketing and it has positive impact on attracting the consumers. Consumers behaviour is heavily affected by E- marketing strategies of the business. 95% consumers from the data feel that digital services and E- marketing is essential in near future.

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