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## A Study on Impact of E-Marketing on Consumer Behaviour in Anekal Taluk

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### ARTICLE DETAILS

**Research Paper**

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### ABSTRACT

The aim of the study is to examine the implication of e-marketing in consumer behaviour and to find out that the consumers are aware of e-marketing. As the world moving towards the digital era, e-marketing plays an important role in increasing the sales of any firm's products. The responds from consumers revealed that customers are aware of e-marketing and they prefer to do shopping goods through digital channels. The study is performed in a particular geographical area and this may be considered as a limitation to judge the consumer behaviour. The study was conducted in Anekal taluk. The study was circumscribed to a sample size of 240.

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### Introduction

E-marketing can be defined as marketing of products and services on electronic media. E-marketing is one of the latest and emerging tools in marketing world. The e-marketing has certain features like better return on investment from than that of traditional marketing. E-marketing reduced marketing campaign cost, easy monitoring through the web tracking capabilities. E-marketing is convenient than the traditional marketing for both customer and the marketer.

It includes the creative use of internet technology including use of various multimedia, graphics, text, etc. with different languages to create advertisement, forms, e- shop where products can be viewed,



promoted and sold. E-marketing is a very cost effective tool where customization is very easy and affordable along with very less criticality of managing the marketing efforts.

Thus, internet has become the medium which has helped people lead a simpler life. It has helped people discover new ways of doing the same things which were earlier done in a much complicated way. This paper studies on impact of e-marketing on consumer behavior in Anekal Taluk.

### Literature Review

- Dr. Gopal R and Deepika Jindoliya (2016) suggested that Decision making process of consumers influences the new marketing campaign of e- retailing.
- Kumar, N., Francis, D. & Ambily, A. S. (2017): This paper has been designed to examine the key consumer behavior and their relationship with each other in the e-marketing perspective. The study had a sample size of 240 and it gives the direction to improve the delivery and advertising web-products & services process to achieve the objective of E-marketing and E-commerce in the long run process.
- Kumar, M. & Shanthi, S. (2016): This research study focuses on the understanding of the consumer behaviour about online marketing. The increasing usage of the Internet in India provides a developing prospect for the online shopping module. This paper had suggested that if the online marketers are pre-aware about the factors that could influence the behaviour of customers towards online marketing and the existing relationships between them, then they can further develop their affective tailor made marketing strategies to convert potential customers into the active ones. This research also highlights the role of demographic factors like Age, Gender, Marital status affecting the Consumer behaviour towards online marketing.
- Prabhu, J. J. (2020): The paper examined the ideas of the existing studies on customers and also how different elements of customer actions coincidentally generate significant marketing influencing factor. Lastly, it aimed to predict the latest arising patterns in customer behavior. It talked about division into areas related to advertising, mental, decision making and sociological impacts about consumer choice making, as well as some specific topics.

### Objectives

- To study the awareness of e-marketing in Anekal taluk.
- To analyze the impact of e-marketing in purchase decision.
- To study the online buying behavior of consumers in Anekal taluk.

- To find out the relationship between e-marketing practices & consumer purchase intention.

**Research Methodology**

Research on the effect of consumer behavior towards e-marketing is a descriptive research. Here population represents of Anekal taluk. Sample of 240 has been selected for the study. Selected sample includes all types of people. Study undertaken by collecting data through Questionnaire. Dividing the Sampling into three categories according to age, gender and education.

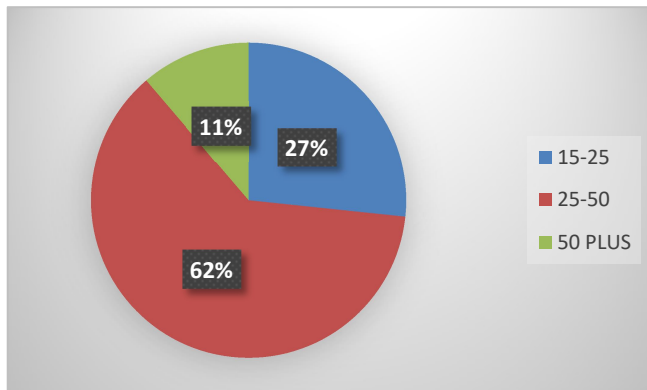
**Limitations of the Study**

1. To do pandemic data collected only through mail.
2. The data collected only by primary data.
3. Time constrains
4. The study is only limited to Anekal Taluk

**Analysis**

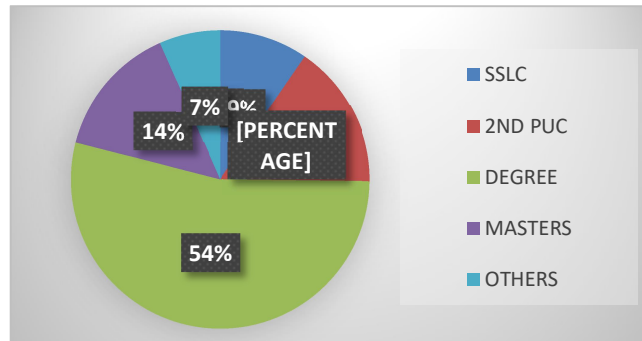
Out of the total 240 surveyed respondents, it has been classified into three category according to age, education & gender. Again the age is been classified into 3 category. According to the education level it is been classified into 5 category. According to gender it is been classified into 3 category.

**FIGURE 1: Let us Look at How Age Is Been Classified.**



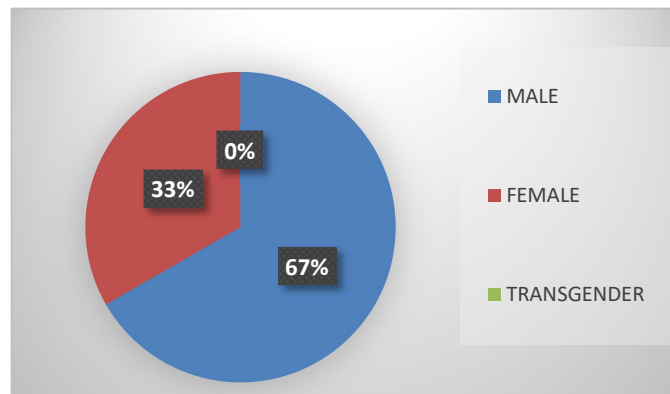
Most of the respondents were from the age group of 25-50 years followed by 62.08% that is 64 respondents, followed by 26.66% that is 149 respondents of people from age group of 15-25 years, and a very small portion of 11.25% by 50 plus years that is 27 of respondents.

**FIGURE 2: Let us look at how education is been classified.**



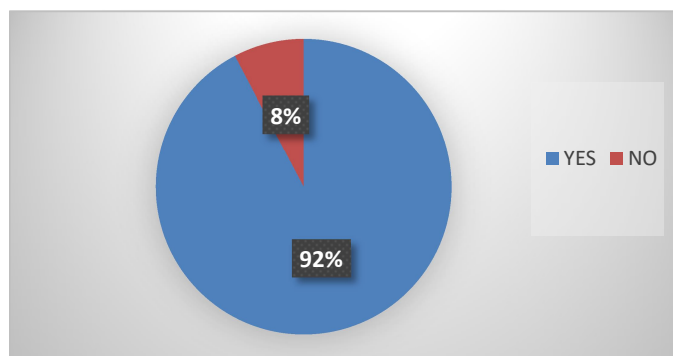
In this survey 9.58% are from SSLC that is 23 respondents And 15.62% from the 2<sup>nd</sup> PUC that is 37 respondents, followed by 53.80% from degree that is 19 respondents, then we have 14.38% from masters, a small portion of 6.62% followed by other.

**FIGURE 3: Classification of Gender.**



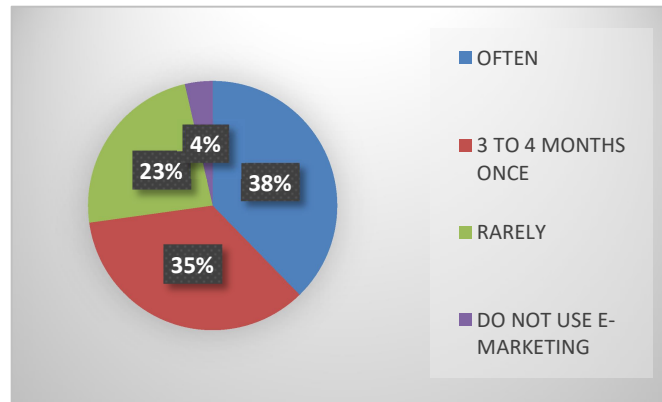
66.70% of our respondents are from male, followed by 33.30% are from female. Even though, we have transgender as an option, but we don't have any respondent from here.

**FIGURE 4.0 Have you ever purchased the products through online?**



As per the survey 92.30% of respondents are willing to purchase the products from online, and the remaining 7.70% are not willing to purchase in online.

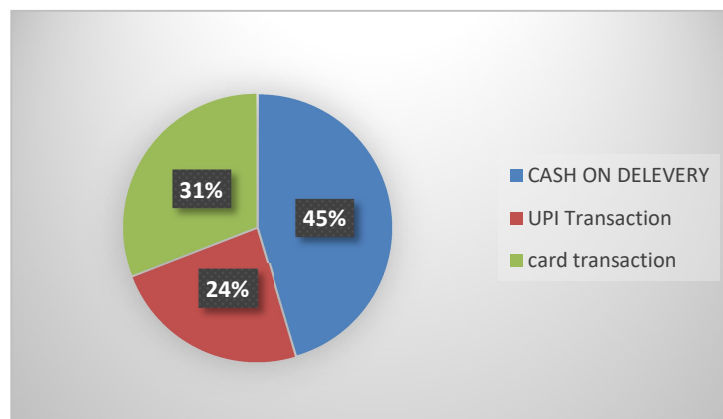
**FIGURE 5.0 How often do you use e-marketing platforms?**



This is an interesting graph, as this explains about how often they use e-marketing platforms. 37.7% of respondents uses e-marketing often, followed by 35.1% of respondents uses e-marketing 3 to 4 months once, 23.6% of respondents uses rarely. A very small portion 3.6% of respondents do not use e-marketing platforms.

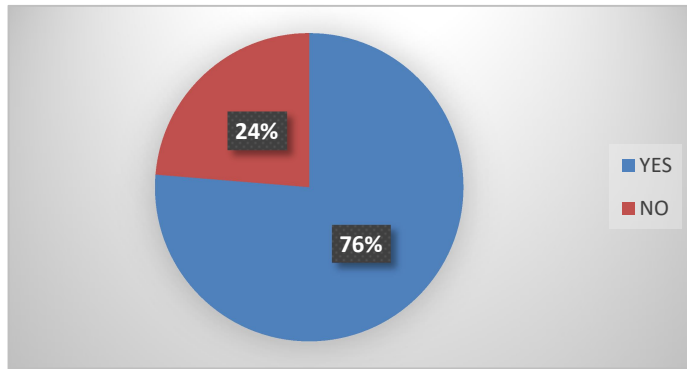
**FIGURE 6.0**

**Which mode of transaction would you prefer?**



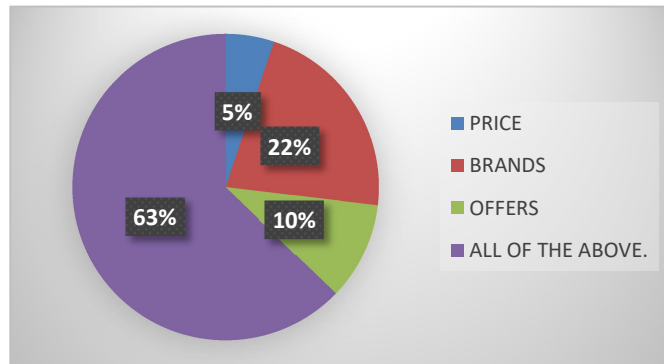
As respondents say 45.4% are comfortable with cash on delivery, followed by 23.7% are with UPI transaction, and 30.9% are willing to do card transaction.

**FIGURE 7.0 Do you trust online transaction while shopping?**



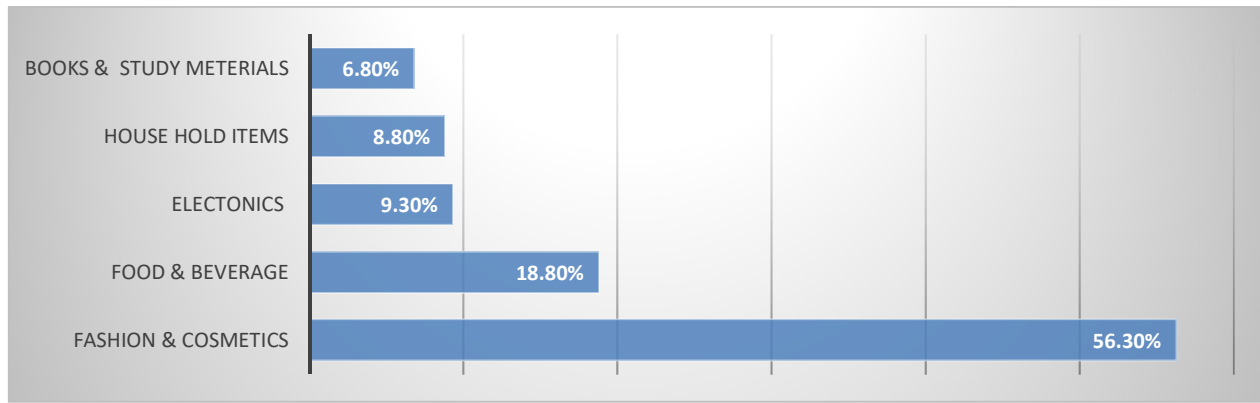
This direct question is of utmost importance because it'll tell you the percentage of confidence Indians have on e-marketing platforms. 76.3% said that they trust online payment system while shopping online compared to 23.7% of respondents who are in disturbed related to it.

**FIGURE 8.0 On what criteria you will purchase a product.**



This graph can help use to understand the mentality of respondents about how they choose the product. 5.1% of respondents choose the product on basis of price, 21.8% respondents choose on basis of brand, followed by 10.3% of respondents choose on basis offers. Whereas 62.8% choose the product on the basis of all of this above option.

**FIGURE 9.0 what product often you purchase in e-marketing platforms?**

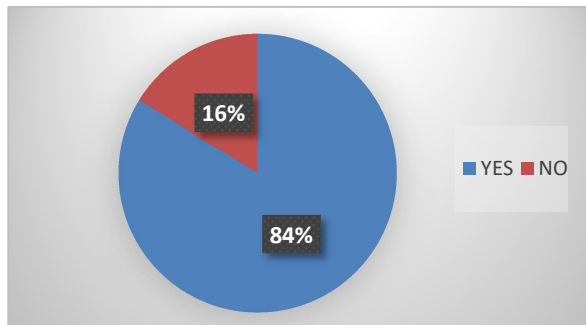


By this graphs we can understand that most of the Indians spend their income on fashion & cosmetics that is 53.3% of respondents, followed by 18.8% of respondents said they purchase food & beverage products. Whereas only few 9.3% of respondents purchase electronics items on online platforms and 8.8% of respondents said they purchase house hold items. The remaining 6.8% of respondents said they purchase books & study materials.

**In This Pandamic, Wheter E-Marketing Helped You And Are You Satisfied With There Services.**

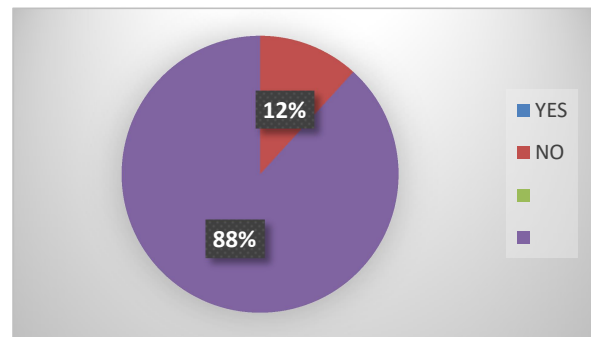
**FIGURE 10.0**

**Whether it helped**



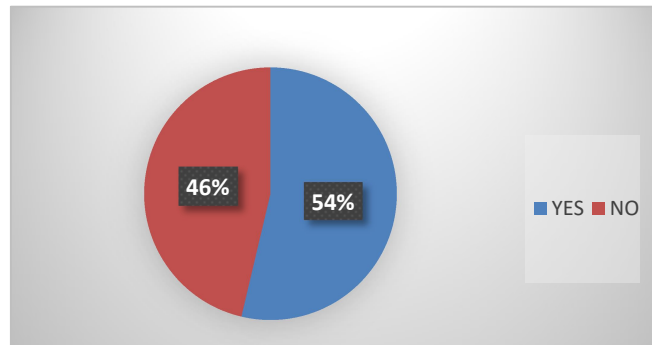
**FIGURE 10.1**

**Are you satisfied?**



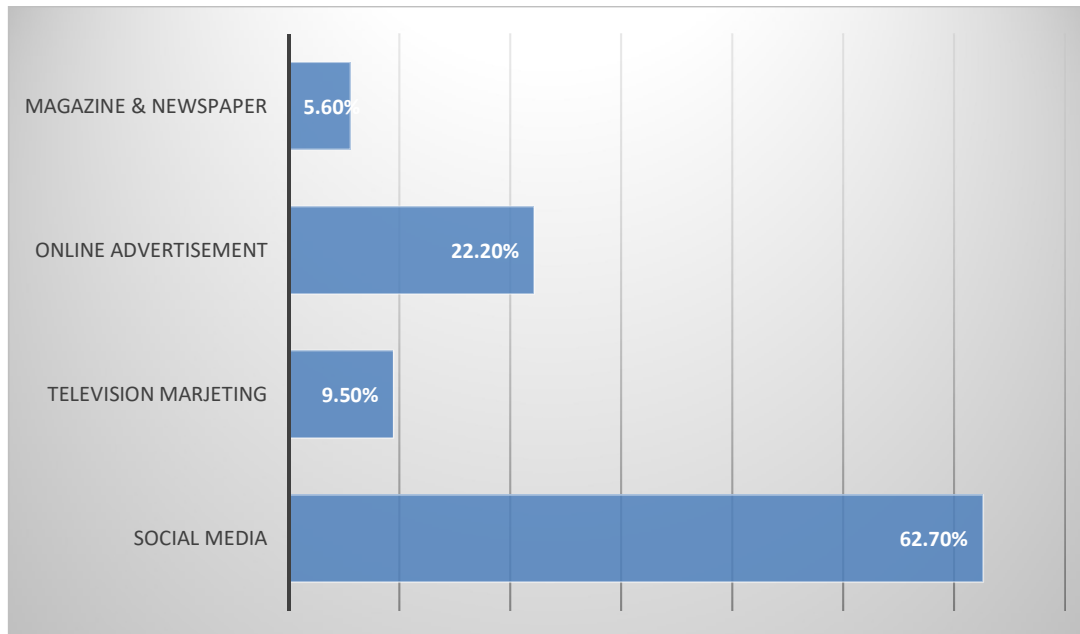
This chart has answer for two questions. The 83.8% of respondents said that e-marketing helped them and 88% of respondents said that they are satisfied with services provided in this pandemic situation. Followed by 16.2% of respondents said it didn't help them in this pandemic, whereas 12% of respondents said that they are not satisfied with their services.

**FIGURE 11.0** On the question does e-marketing gives the same satisfaction level that you get in traditional marketing.



This graphs says the satisfaction level of consumer when compared to traditional marketing. 53.7% of respondents says that they are satisfied with e-marketing. Whereas 46.3 of respondents says that they are not satisfied.

**FIGURE 12.0** What mode of advertising influences you to buy any product?



62.7% of respondents surveyed that is 150 respondents said that the most attractive is the social media, 9.5% that is 23 respondents said television marketing, whereas 22.2% that is 53 respondents



said online advertisement , and only 5.6% that is 14 respondents said magazine & newspaper attracts them to purchase product.

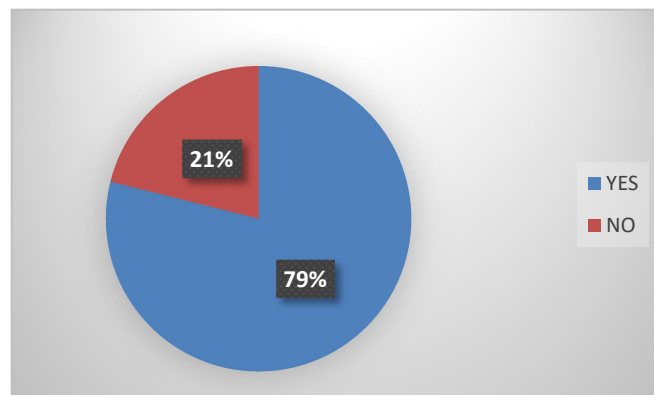
The results indicate a positive trend of noticing the social media or online advertisement. Social media marketing has attracted a large amount of interest at 62.7% of respondents, which is an expected result because of the modern lifestyle and the increased time that people spend online.

This fact indicates on the great potential and power of the social media marketing to generate new and retain the permanent clients of a modern company. According to the results, if a company wants to leave a good impression and attract the attention of its target group, it should focus on introduction of social media marketing method in their marketing strategy and tactics.

**Does the ads on social media attract the attention of the consumer?**

Social media is a great source of direct contact with customers to grow product awareness level and to maintain brand loyalty. This type of marketing includes creating pages on the site directly promoting a company, organization or a product, which can be easily accessed from on or outside of the website. It can be done on all social media like such as Facebook, Instagram, google & YouTube.

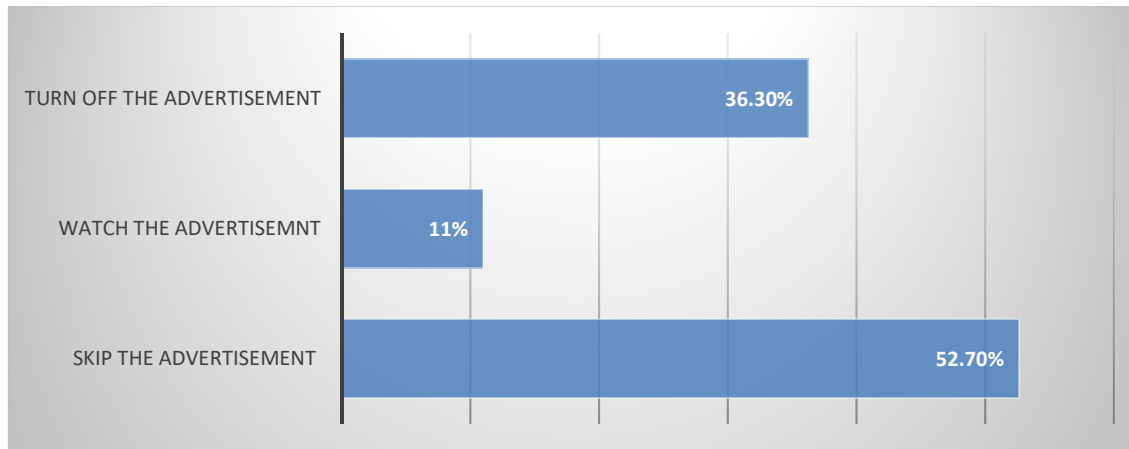
**FIGURE 13.0**



78.9% of respondents said that they are attracted on the ads that are displayed in social media. Whereas 21.1% of respondents said it does not attract them.

As above mentioned, if the companies has to attract the attention of the consumers, then the marketing department of the companies should express their creativity and innovation.

**FIGURE 14.0** What will you do when the advertisement that are displayed when your using internet on the smart phone?



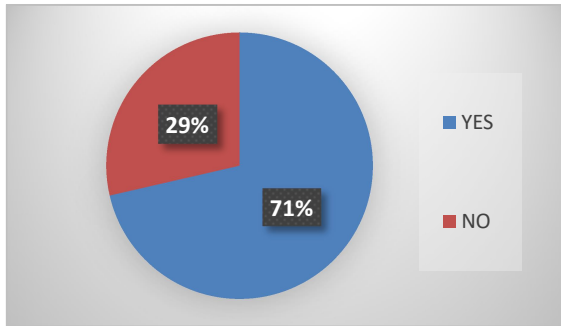
This graphs explains the mentality of the respondents towards the advertisement that are displayed on internet while using smart phone. As the survey says most of the respondents that is 52.7% (126 respondents) ignore the advertisement, and only few 11% that is (26 respondents) said that they open the ads and watch the ads completely. Followed by 36.3% of (88 respondents) said that they turn off the advertisement when it’s displayed.

From the above data, a conclusion can be made that the number of respondents who skip the advertisement without even seeing the content is high. Companies that use mobile marketing should carefully use planned strategy and tactics that will be properly directed to the target group, sent in the real time to be noticed.

**Will the banners (advertisement) on website disturbs you, will this be informative?**

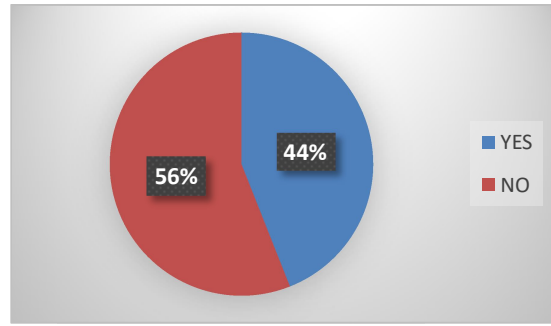
**FIGURE 15.0**

**Will it disturbs?**



**FIGURE 15.1**

**Will it be informative?**

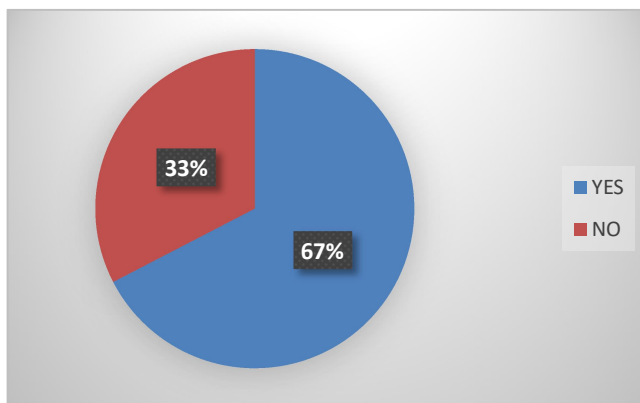


Banner ads are image based rather than text based and it is a popular form of online advertising. The purpose of banner advertising is to promote a brand or to get visitors from the host website to go to the advertiser’s website.

This graphs says that 71.4% of respondents said that the banner ads on website disturbs them, and 56% of respondents said that ads will not be much informative. Whereas 28.6% of respondents said it won’t disturb them, followed by 44% of surveyed respondents said it will be informative.

By this both graphs we can conclude that the banner ads is not attracting the consumers compared to others marketing platforms. As most of respondents said it disturbs them and it will not be much informative.

**FIGURE 16.0 Does the e-mail you receive as promotional will be as informational material & will u read that.**

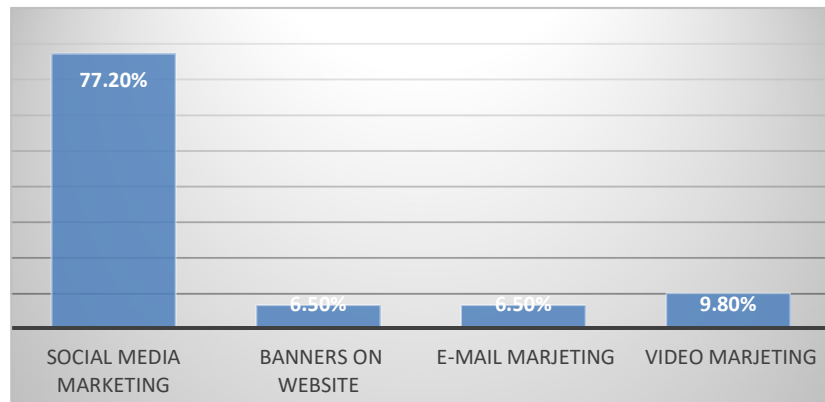


67.4% of respondents (161 respondents) said that the e-mail they receive will be informational material, and they read the e-mail only if they are attracted by the title of the message. Key aspect of

creating interest, as stated above, is the title of the message, which will indicate to the recipients that the message content will be useful and they should open it and read it. Whereas the remaining 32.6% of respondents said they won't read the e-mail that they receive as promotional.

Therefore, it is obvious how difficult is task of marketing departments in companies that using e-mail marketing as a method of the e-marketing in their operations, to create interest among consumers only through a few words in the title of the message.

**FIGURE 17.0 What methods of e-marketing are most noticeable?**

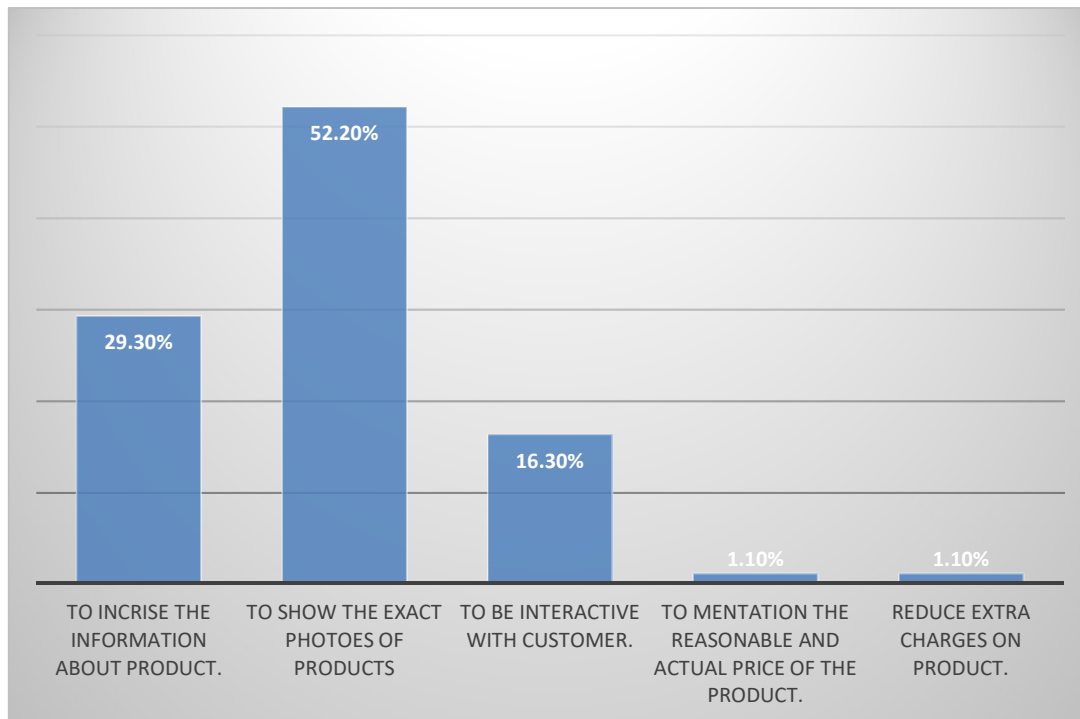


According to the survey, we have social media in the first place, on second place we have video marketing and in third place we have both banners & e-mail marketing.

Because of the fact that the respondents are on daily base under impact of all method of e-marketing, the purpose of this question is to know which methods are most noticeable between the internet users and which methods leave impression on them.

As the surveyed respondents said 77.2% of respondents (185 respondents) noticed the activities of companies on social media, 9.8% (23 respondents) noticed the activities on video marketing. For both banners and e-mail marketing we have small percentage of attraction among internet users. For both we have 6.5% of respondents. This data indicates on which methods companies should focus, in order to be noticed by consumers.

**FIGURE 18.0 Expectations that consumers have from the online companies.**



As per the survey data collected, the highest expectation from online companies is to show the exact photos of the product, that is 52.2% of respondents. Followed by 29.3% of respondents have expectation from online companies to increase the information about the product. And we have 16.3% of respondents are expecting the online companies to be interactive with the customers. Whereas we have a very small portion of percentage that is 2.2% of respondents said that they expect from companies to mention reasonable and actual price of the product and to reduce the extra charges on product.

A successful online companies should focus on achieving the expectations of its regular and potential clients to achieve success in every field.

**Findings:**

1. By this study we found that 24% (57 respondents) are not trusting the online transaction while shopping in online platfoems.
2. The satisfaction level that consumer gets in e-marketing is less than compared to traditional marketing.
3. The social media marketing is the most noticeable and influencing the customers to purchase a product through e-marketing platform.
4. The advertisement that are displayed are been watched only by few respondents, whereas we have 89% of respondents will skip or turn off the advertisement.



5. The banner ads that are advertised are disturbing the customers.

#### **Suggestions Or Recommendations.**

1. To show the exact photos of product & to increase the information about a product.
2. To focus on other marketing platforms also, like e-mail marketing, video marketing, banners advertisement on websites.
3. To be interactive with the customers.

#### **Conclusion.**

E-marketing plays an important role in today's economy. E-marketing is an easy method of shopping. It has influenced many traditional customer to move for online shopping. In the survey it is found that there is relationship between e-marketing practices and consumer behavior. The study is made in a particular geographical area the result of study reveals that people are aware of e-marketing. If the online platforms are used in an effective way, considering all the important parameters, then it would bring the maximum income for the firm. Effective reach of advertisement for convenience goods will increase the sales of those goods through the e-marketing. As the increase in income is the ultimate goal for a firm. This study shows that consumers are satisfied with products they bought in e-marketing platforms, so this is considered as a positive sign for growth of e-marketing on consumer behavior. The primary purpose of this paper is to find out how the e-marketing is impacting on consumer behaviour and to know how well consumers are aware about e-marketing. This paper explains about what kind of e-marketing is most attracted to customers. And also the factors influencing the buying behaviour of consumer.

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