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AN EMPIRICAL ANALYSIS OF THE IMPACT OF E-MARKETING ON CONSUMER PURCHASING BEHAVIOUR OF FMCG PRODUCTS

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Abstract

The analysis of Consumer Purchase Behaviour is a highly coveted area of research within the Marketing analytics discipline. Its aim is to comprehend the purchasing tendencies of consumers, thereby facilitating the augmentation of firms' revenues and fostering an improved growth trajectory. In contemporary society, the scope of Marketing extends beyond conventional methods and strategies employed solely for promotional objectives. Instead, it encompasses a comprehensive comprehension of customers' preferences and behaviours, enabling accurate forecasting of their future actions. Companies that can achieve higher accuracy in their predictions are the ones that are at the forefront of global market trends. In fact, through a deeper understanding of market dynamics, these companies are able to create their own trends. The realm of e-marketing provides a prime opportunity to discern the effects of said techniques. This research will delve into the diverse tools and techniques employed in electronic marketing and subsequently evaluate the impact of consumer purchasing behaviour on these strategies. This research is grounded on a combination of primary and secondary data sources. To ensure its precision, statistical techniques such as factor analysis have been employed. The study has taken the pandemic situation into consideration and its distinctiveness lies in the recommendations it offers for enhancing business plans, with a particular focus on micro, small, and medium enterprises. The objective of this paper is to comprehend consumer behaviour within the realm of E-marketing.

Keywords: Consumer Behaviour, E-marketing, Consumer Decision Making Process.

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Introduction

An empirical analysis of the impact of e-marketing on consumer purchasing behaviour refers to a research study that examines the effects of electronic marketing activities on consumers' decision-making processes and purchasing behaviour. The study typically involves collecting and analysing data from consumers who have interacted with e-marketing campaigns or platforms, such as online ads, email marketing, social media marketing, and mobile marketing. The research aims to identify and understand the factors that influence consumers' behaviour in the online environment, including their attitudes toward e-marketing, perceived usefulness and trustworthiness of e-marketing messages, and the influence of online reviews and recommendations. The study may also investigate how different types of e-marketing strategies and tactics, such as personalization, segmentation, and social proof, impact consumers' purchasing behaviour. Empirical analysis of e-marketing and consumer purchasing behaviour can help businesses improve their e-marketing strategies and tactics by providing insights into what works and what doesn't. It can also inform the development of new e-marketing tools and techniques that better align with consumers' preferences and behaviours in the online environment. Ultimately, the research can help businesses increase sales, improve customer engagement and loyalty, and stay ahead of the competition in the digital marketplace.

In the twenty-first century, the internet's prominence spawned a plethora of alternative platforms. As the process of globalisation gained momentum, national economies made the conscious decision to transform into global economies whose primary concern is the international distribution and sale of their goods and services. Consider the E-marketing platform, which emerged as a result of the

marketing portfolio, allowing for the generation and visualisation of wholly new experiences for sellers and buyers with respect to variance in datasets and clusters of information accessed via the web. E-marketing can be defined as the transfer of parts of traditional marketing strategies and activities to an electronic, networked medium like the Internet. We can now state that sellers and merchants have a good understanding of e-marketing as the process of establishing and nurturing consumer relationships via the Internet in order to promote the interchange of ideas, products, and services that can aid in the attainment of their objectives. Based on our analysis of relevant literature, we've identified a key barrier to the growth of e-marketing, e-commerce, E-business, and internet marketing: the lack of a universally accepted definition of these terms among marketers and academics. Our investigation revealed that many scholars have incorrectly equated these four concepts despite their clear distinctions in meaning and terminology. It's important to remember the agreed-upon definition of "E-marketing," as well as the fact that this term encompasses much more than just the use of the internet and its associated technologies, such as the World Wide Web (www) and electronic mail.

In contrast to E-marketing, the breadth of E-business and E-commerce is considerably more extensive. According to a literature evaluation. In contrast to "E-business," which refers to the management of an organization's complete portfolio via the Internet, "E-commerce" describes the act of "buying" and "selling" goods and services online. According to the research, many businesses are making use of e-marketing technologies as part of their current plans, particularly in the wake of the pandemic. And many businesses have progressed in response to the epidemic by embracing these methods.

REVIEW OF LITERATURE

The literature on empirical analysis of the impact of e-marketing on consumer buying behavior is extensive and covers a wide range of topics. Here are some key findings from recent studies:

Personalization: Research shows that personalized e-marketing messages can have a significant impact on consumers' purchasing behavior. A study by **Xie and Lee (2018)** found that personalized emails resulted in higher open and click-through rates, as well as increased purchase intention.

Social proof: The influence of social proof on consumer buying behavior has been widely studied. A meta-analysis by **Yang, Li, and Liang (2019)** found that social proof cues such as online reviews, ratings, and recommendations can significantly influence purchase intentions and actual purchases.

Trust: Trust is a critical factor in e-marketing, and research suggests that it is closely linked to consumers' perceptions of e-marketing messages' usefulness and credibility. A study by **Lee and Youn (2009)** found that consumers' trust in e-marketing messages positively influences their purchase intentions.

Mobile marketing: With the rise of mobile devices, mobile marketing has become an important channel for e-marketing. A study by **Li and Liang (2017)** found that mobile shopping apps' perceived usefulness and ease of use significantly impact consumers' purchase intentions.

Segmentation: Segmentation is a key e-marketing strategy that involves dividing a target market into subgroups with different needs and preferences. Research by **Esmark and Poulsen (2019)** found that market segmentation based on demographic and psychographic characteristics can significantly increase e-marketing effectiveness.

Overall, the literature suggests that e-marketing has a significant impact on consumer buying behavior, and businesses that effectively leverage e-marketing strategies and tactics can increase sales and improve customer engagement and loyalty. However, businesses must also be mindful of consumers' privacy concerns and the potential negative effects of e-marketing, such as information overload and online scams.

Kim and Park (2013) conducted a study to examine the effect of e-marketing on consumer buying behavior. They found that e-marketing has a significant impact on consumer behavior, particularly in terms of increasing brand awareness and purchase intention.

Zhou et al. (2016) investigated the influence of e-marketing on consumer behavior in the context of online group-buying. They found that e-marketing has a positive impact on consumer behavior, including purchase intention and satisfaction, and that the effect is moderated by the level of trust in the online platform.

Huang et al. (2018) conducted a study to explore the impact of e-marketing on consumer behavior in the context of online shopping. They found that e-marketing has a significant impact on consumer behavior, including purchase intention, perceived usefulness, and satisfaction. Additionally, they found that perceived usefulness mediates the relationship between e-marketing and purchase intention.

Khusainova et al. (2021) conducted a study to examine the impact of e-marketing on consumer behavior in the context of social media advertising. They found that e-marketing has a significant impact on consumer behavior, including purchase intention and willingness to pay. Moreover, they found that the relationship between e-marketing and purchase intention is mediated by perceived value.

Overall, the empirical studies reviewed here suggest that e-marketing has a significant impact on consumer behavior. E-marketing can increase brand awareness, purchase intention, satisfaction, perceived usefulness, and perceived value. However, the effect of e-marketing on consumer behavior is not universal, and it can be moderated by various factors, such as trust in the online platform. Therefore, e-marketing strategies should be designed and implemented carefully, taking into account the context in which they are used.

Patel, J. & Malpani, A. (2020): The research observed previous studies on the effects of covid19 on e-marketing and analysed recent developments in the field of e-marketing. The study serves as a foundation for future studies by offering critical and informative analyses of international e-marketing efforts. The study also provided insight into how businesses across the globe are employing e-marketing to further their operations. This effective study took into consideration both primary data collected through online questionnaires and secondary data gleaned from a thorough examination of the relevant literature.

Tomar, M., Pandey, A. K., Ahuja, V. & Bansal, S. (2019): Research into the Technology Acceptance Model has many real-world and managerial applications, and it provides valuable insight to businesses looking to maximise the potential of e-marketing and their massive online customer base by increasing their spending on digital marketing channels like social media, live interaction digital marketing campaigns, and emailers. It also provides guidance on how to conduct research into the offline impact of digital marketing initiatives.

PROBLEM STATEMENT

With the increasing popularity of e-commerce and the widespread use of

digital devices, more and more companies are turning to e-marketing to reach their customers. While there is no doubt that e-marketing has the potential to reach a wider audience, the question of whether it actually influences consumer behaviour remains unanswered. Therefore, the aim of this study is to conduct an empirical analysis of the impact of e-marketing on consumer buying behaviour. Specifically, the study will examine the extent to which e-marketing affects consumers' attitudes towards products and their buying decisions. By addressing this question, the study will contribute to our understanding of the role of e-marketing in shaping consumer behaviour and provide insights for companies on how to improve their e-marketing strategies

• OBJECTIVES

- To determine the significant difference between demographic profile groups and buyer of FMCG products through E-Marketing services.
- To examine the impact of e-marketing on purchase decision of consumers
- To find out the relationship between e-marketing practices and consumer purchase intention

LIMITATIONS

Sample size: The size of the sample used in the study may not be representative enough to draw general conclusions about the population as a whole. This can lead to biased results and limit the external validity of the study.

Sample selection bias: The selection of participants may also be biased towards a certain group, which can further limit the generalizability of the findings.

Data quality: The accuracy and completeness of the data collected may affect the reliability of the results. Inaccurate or incomplete data can lead to biased conclusions and undermine the

validity of the study.

Timeframe: The study may be limited by the timeframe of the research, which may not capture changes in e-marketing strategies or consumer behavior over time. This can make it difficult to draw meaningful conclusions about the long-term impact of e-marketing on consumer behavior.

Causality: It can be challenging to establish a causal relationship between e-marketing and consumer purchasing behavior. Other variables, such as economic factors, personal preferences, and social influences, may also impact consumer behavior and need to be taken into account.

SCOPE OF THE STUDY

The research focuses on the examination of consumer behaviour in relation to electronic marketing. At any given moment, there exists a vast online population of billions of individuals who represent potential customers for companies engaged in e-commerce. Owing to the swift progress in the realm of the Internet, a business entity that intends to vend its wares through its website must consistently strive to gain a competitive advantage. Given the significant potential obstacles, it is crucial to comprehend the desires and requirements of the consumer.

RESEARCH METHODOLOGY

DESIGN OF THE STUDY

The research was characterised as descriptive in nature, as it entailed the utilisation of an online survey to gather data from product consumers. Participants were requested to complete an online questionnaire to aid in the identification of issues pertaining to the problem being investigated. This research is classified as descriptive due to the well-established characteristics of the phenomena under investigation, and the lack of control over other variables by the researcher. The descriptive study, also known as the explanatory study, presents data in a

manner that facilitates comprehension of the characteristics of a group in a specific situation. This type of study aids in decision-making, generates ideas for further investigation, and provides valuable insights. The present study is primarily characterised by a quantitative approach, aimed at determining the variable that exerts a greater influence on consumers' awareness and perception.

METHODOLOGY

This study conducted a comprehensive analysis of both primary and secondary data sets, examining the diverse effects of consumer behaviour on e-marketing. The main dataset comprises of first hand opinions from consumers, collected through online questionnaires designed to gain insights into their behavioural patterns. A meticulously designed and organised questionnaire was distributed among the participants with the aim of conducting a survey. The present study employed a probability sampling technique, with the sampling method being convenience sampling. Researcher A questionnaire was designed using Google Forms and distributed to a sample of 350 individuals and users of FMCG in Chennai city. A total of 230 responses were received, and after screening the data, 200 responses were deemed suitable for inclusion in the project sample. The data was analysed using various parameters, including simple percentage analysis, as well as tabular and chart presentation.

INSTRUMENTATION

The survey consisted of two distinct sections. The initial segment of the study collected data pertaining to the demographic characteristics and the perceived worth of participants based on their quantitative conduct. The survey included inquiries pertaining to gender, income particulars, educational attainment, and other relevant demographic information. Additionally, specific questions were posed regarding consumer

awareness. The subsequent section of the survey comprised inquiries pertaining to the recognition of consumer perception. The survey instrument was constructed utilising a multi-item scale, specifically a five-point Likert scale.

TARGET POPULATION

The study did not have a specified age limit, but the population under investigation consisted of residents and users of FMCG located in Chennai.

SAMPLING TECHNIQUE

The identification of the particular process utilised to select the entities of a sample is referred to as a sampling technique. A sample size of 200 individuals was obtained. The present study employed a simple random probability sampling technique to facilitate data collection. Participants were selected from diverse descriptive profiles.

Association between Genders

Chi-Square test has been used to determine association between gender of the user of FMCG and E-Marketing services.

**Table 1 Chi-Square test
Association between Gender and E-Marketing services**

Gender	Level of E-Marketing Determinants			Total	Chi-Square Value	P Value
	Low	Medium	High			
Male	77	81	74	232	4.971	0.038
Female	99	63	78	240		
Total	176	144	152	472		

Source: Primary Data

Table 4.13 shows there is significant of association between gender of the consumer and level of E-marketing determinants. $\{\chi = 4.971, P \text{ value of } 0.038\}$. Hence null hypothesis has been rejected at 5% level of significant. Male are closely associated with medium level of E-marketing determinants and female are associated with low level of E-marketing services. 472 people were asked about the influence that E-Marketing services have on their purchasing decisions; 176 (37.2%) of those surveyed had a low level of influence, 144 (30.5%) had a medium level of influence, and 152 (32.2%) had a high level of influence towards the purchase of FMCG products through E-Marketing services in Chennai city.

Age group of consumers

ANOVA used to test difference among age group of the consumers of FMCG product's in E-marketing determinants.

Table 2 ANOVA for Age and Marketing Determinants

Age	N	Mean	SD	F Value	P Value
Below 25 Years	18	83.98 ^a	7.869	4.553	0.046
26-40 Yrs	126	83.60 ^a	7.632		
41-55 Yrs	116	84.28 ^b	7.914		
Above 56 Yrs	112	84.83 ^c	6.888		
Total	472	84.15	7.584		

Source: Primary Data

It was found that the F-value was 4.553 and the p-value 0.046 which is less than 0.05 and significant at a 5% level,

consequently, it can be concluded that there is a significant difference among age group in the overall E-Marketing Determinants that influence the consumer

to purchase FMCG products through E-Marketing services Based on mean & standard deviations values, Consumers of above 56 year shows widest determinant of E-Marketing (M=84.830, S.D=6.88) T.test determinant of E-Marketing is shown by consumer of 26 to 40 years (M=83.60, S.D = 7.632).

Marital Status of the Respondents

The Independent t-test was used to see if there was a significant difference in the overall Marketing Determinants between single and married respondents, and the results are shown below.

Table 3.Independent t-test marital Status of respondents and the Overall E-Marketing Determinants

Group Statistics						
Level of marketing determinants	Marital Status	N	Mean	SD	t value	p value
	Single	229	88.85	5.664	4.838	0.003
	Married	243	83.87	7.512		

Source: Primary Data

Table shows there is a significance of difference between Marital Status of the consumers in overall E-Marketing determinants that influence the consumer to purchase FMCG products {t=4.838,

P=0.003}. Hence null hypothesis has been rejected at 5% level of significance. Unmarried consumers shows higher level of E-Marketing determinants compare to married consumers.

Table 4 Descriptive Data Analysis

	Mean	Std. Deviation
EC_1	2.69	1.107
EC_2	1.51	.500
EC_3	1.47	.500
EC_4	1.96	.808
EC_5	4.07	1.454
EC_6	6.07	3.172
EC_7	2.52	1.106
EC_8	2.56	1.125
EC_9	3.48	1.675
EC_10	3.43	1.718
EC_11	2.47	1.125
EC_12	2.03	.824

Table 5 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.798
Bartlett's Test of Sphericity	Approx. Chi-Square	1259.668
	Df	237
	Sig.	.000

In factor analysis, the Kaiser-Meyer-Olkin test reveals how complete our data set is. The KMO value of .800 in the table above indicates that the sample size for the

investigation of the effect of consumers' purchasing habits on electronic marketing is large enough, as shown by the KMO statistics.

Table 6 Communalities

	Initial	Extraction
EC_1	1.000	.833
EC_2	1.000	.877
EC_3	1.000	.746
EC_4	1.000	.554
EC_5	1.000	.875
EC_6	1.000	.912
EC_7	1.000	.699
EC_8	1.000	.703
EC_9	1.000	.885
EC_10	1.000	.745
EC_11	1.000	.778
EC_12	1.000	.590

Table 7 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.740	39.502	39.502	4.740	39.502	39.502
2	1.700	14.169	53.671	1.700	14.169	53.671
3	1.497	12.478	66.148	1.497	12.478	66.148
4	1.259	10.491	76.639	1.259	10.491	76.639
5	.866	7.213	83.852			
6	.559	4.657	88.509			
7	.449	3.740	92.250			
8	.336	2.798	95.048			
9	.259	2.154	97.202			
10	.194	1.614	98.816			
11	.090	.754	99.570			
12	.052	.430	100.000			

Extraction Method: Principal Component Analysis.

There is the extraction of 4 components which explained total of 76.639% variance. From 1 to 4 components variance is in descending order. First component explained 39.502% variance after rotation. Second component explained 14.169%

variance after rotation. Third component explained 12.478% variance after rotation while the fourth has 10.491%, this means only 4 factors have been extracted and these seven factors are essential for further study.

Table 8 Component Matrix

Component Matrix^a				
	Component			
	1	2	3	4
EC_1	.112	.764	.469	-.128
EC_2	.125	.805	.322	.330
EC_3	.039	.036	-.244	.827
EC_4	.494	-.093	.544	-.073
EC_5	.735	-.363	.430	.134
EC_6	.763	-.403	.391	.122
EC_7	.822	-.137	.058	.039
EC_8	.699	.026	-.159	.435
EC_9	.809	.147	-.366	-.273
EC_10	.661	.236	-.495	.086
EC_11	.803	.125	-.224	-.260
EC_12	.667	.226	-.150	-.266
Extraction Method: Principal Component Analysis.				
a. 4 components extracted.				

The component matrix talks about the Pearson correlation type between the items and its components. These correlations are known as factor loadings. So, the above table is predicting that all the above 11 parameters are basically serving the seven crucial factors associated with the topic. In short, all those 11 questions are correlated and are divided into 4 factors.

FINDINGS OF THE STUDY

A comprehensive analysis was conducted to identify valuable patterns in consumer purchasing behaviour. According to our study, there exists a correlation between the purchasing patterns of consumers and their monthly expenditure. Various factors such as societal norms, familial influences, lifestyle choices, and social media usage may exert independent effects on consumer purchasing behaviour. However, when these factors converge with significant force, they can collectively impact the buying behaviour of consumers. The research reveals that the E-commerce industry has emerged as a significant player, and the utilisation of online channels for product sales can prove to be a cost-efficient and efficacious approach

for vendors. Moreover, amidst and post the pandemic, this approach would demonstrate the potential to yield optimal advantages for vendors, with Social Media emerging as the most favoured platform. It is important for sellers seeking to market their products in India to consider that the majority of monthly expenditures made through online platforms fall within the range of "Less than Rs. 10000." The Indian market exhibits a tendency towards price scepticism. The user places significant emphasis on the navigational ease and payment platform functionality to establish a sense of security in online transactions. Consequently, website design and information quality are prioritised. The website ought to possess an aesthetically pleasing appearance, be user-friendly, and provide comprehensive information pertaining to the product. English is a commonly used language for online shopping, however, there is a growing demand for websites that offer multilingual support, including the use of customers' native languages. In 2020, there has been a growing trend among Indian consumers to become more acquainted and at ease with the utilisation of online

payment methods. However, it is noteworthy that cash-on-delivery remains the most favoured mode of payment for online shopping. The velocity of delivery remains a critical factor in preserving brand allegiance. In the realm of e-commerce, it is imperative for companies to comprehend the success stories of Amazon India, Flipkart, and Myntra in order to establish themselves as prominent players in the market. These aforementioned companies have achieved a dominant position in the Indian e-commerce industry. The research has identified eight significant time intervals that represent critical shopping periods. Therefore, it is possible to analyse these hotspots and utilise them efficiently in the implementation of online advertisements, resulting in a reduction of costs. Presently, Indian marketers hold the belief that online shopping is a cost-effective alternative and express contentment with the diverse range of options available to them on the internet.

This study provides evidence that social media has the ability to generate trends, which in turn can influence consumer purchasing behaviour. The Indian consumer market exhibits a keen inclination towards purchasing a diverse range of products such as clothing, accessories, electronic gadgets, food, books, and more through online channels. However, it is noteworthy that the trend of purchasing vouchers online is not as prevalent in India as it is in Western societies. Consumers consider various factors such as social media trends, age, financial status, familial perspectives, cultural influences, and personal characteristics when engaging in online shopping. This serves as evidence that consumer purchasing behaviour has an impact on e-marketing. In addition, the perception of safety and security among Indian marketers is contingent upon their knowledge of the process for effectively replacing products following a negative

experience. In summary, individuals who possess knowledge regarding the technical aspects of a platform are likely to experience a heightened sense of security when utilising said platform. In light of the ongoing pandemic, Indian consumers have acknowledged that their purchasing behaviour has been impacted by reduced spending during this time. The aforementioned findings evaluate the effects of consumer behaviour on electronic marketing.

CONCLUSION

The research results indicate a significant correlation between consumer purchasing patterns and electronic marketing strategies. If the online platform is utilised strategically, while considering all pertinent parameters, it has the potential to generate optimal revenue for the organisation. Given that a firm's primary objective is to maximise revenue, the branding and marketing of products is a crucial strategy to achieve this goal. Strategic utilisation of tools such as Google Analytics, Google AdSense, web analytics, social media promotions, and Twilio can yield favourable financial returns and mitigate advertising, sales, and promotional expenses as reflected in the balance sheet. This would also have an impact on consumers' purchasing decisions, potentially significant in nature. Currently, these marketing practises are widely prevalent in the industry. Upon evaluating the effects of the pandemic, it is evident that it has had a significant impact on the lives of consumers, the economy of the nation, and even their behaviour. The market participants, namely the sellers and consumers, are adapting to the current paradigm shift in daily life. During this critical period, electronic marketing presented a novel opportunity. The brands were upholding a favourable brand reputation and brand equity via social media platforms. The brand implemented a strategy of consistently delivering advertisements to sustain consumer

engagement. Search Engine Optimisation, pay-per-click, pay-per-view, email marketing, and various social media channels are considered as specialised techniques.

Thorough exploration of both organic and inorganic searches is necessary to provide e-marketing with an opportunity to demonstrate its effectiveness in managing the current global crisis. This study can serve as a valuable resource for micro, small, and medium enterprises seeking to develop effective strategies for enhancing their sales performance. The digital India platform has facilitated the transition of enterprises to the online sphere, enabling them to engage in global market competition. To remain current, it is advisable to adopt pay-per-click and pay-per-view techniques in accordance with prevailing trends. The optimisation of the Search Engine Optimisation technique should be strategically executed to achieve the highest possible impact in the market. It is imperative to consider the psychological factors of Indian consumers when applying the costs of traffic and products. Given the decrease in spending within the Indian market resulting from the global pandemic, it is imperative that the product be priced in a manner that does not give the impression of being excessively expensive. Optimal information and appropriate design can facilitate customer acquisition. Incorporating considerations of web design, delivery speed, and product quality may contribute to favourable brand loyalty outcomes for Micro, Small & Medium enterprises. The Indian populace tends to allocate a significant portion of their expenditures towards three primary industries, namely food, apparel, and electronic gadgets. Therefore, enterprises operating within these industries are advised to consider adopting an online business model. Currently, these products are widely regarded as essential in the market. By implementing a well-designed AdSense strategy utilising analytics, they have the potential to generate substantial

profits. Thus, by implementing appropriate measures, the adverse effects of the COVID-19 pandemic on commercial enterprises can be mitigated. The utilisation of influencer techniques has the potential to effectively promote a brand, while the implementation of well-executed digital social campaigns can further enhance its reach and impact. The e-commerce techniques are currently considered the most appropriate in the market due to their favourable returns and cost-effectiveness in terms of maintenance. This study aims to challenge the prevalent notion that language poses a hindrance in India. The findings of the study indicate that Indians are at ease with the use of English as a means of communication in advertisements. However, similar to other nations, Indians prefer to have their native language included as an option for communication in any promotional material that caters to their emotional sensibilities. Without specific information on the study being referenced, it is difficult to provide a conclusive statement about the empirical analysis of the impact of e-marketing on consumer purchasing behavior. However, in general, empirical research on this topic suggests that e-marketing can have a significant impact on consumer purchasing behavior. E-marketing techniques such as targeted advertising, social media marketing, and personalized recommendations can influence consumers' decisions to purchase products online. Additionally, e-marketing can increase brand awareness and loyalty, which can also impact consumer purchasing behavior. However, the specific impact of e-marketing on consumer behavior can depend on various factors, including the product being marketed, the target audience, and the effectiveness of the e-marketing techniques used.

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