THE INFLUENCE OF ELECTRONIC MARKETING COMMUNICATIONS ON THE CUSTOMER'S DECISION-MAKING PROCESS FOR PURCHASE.

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ABSTRACT

E-marketing is a new venue for marketers to raise client awareness and influence buying decisions. It allows customers to access the advertiser's website by clicking on the banner or button on the website. Purchase choice is the process through which customers decide on a possible market transaction before, during, and after purchasing a product or service.

Customer purchase decision process or decision making is one of the most sought-after fields of study in the marketing analytics field to understand the purchasing patterns of customers, which will ultimately help in increasing the revenues of the firms and providing an enhanced growth rate.

Marketing today includes understanding the depth of the customer and accurately projecting the customer's next move, going beyond the simple tools and techniques for promotional goals. Companies that are leading global market trends and possessing deeper knowledge are better able to predict trends with more accuracy and are even creating new trends.

One of the best places to observe the effects of these strategies in action is in e-marketing. The study will go in depth on a variety of e-marketing tools and strategies as well as the impact of customer buying behaviour on them. Tests like factor analysis, correlation, and other techniques have been utilised in the study, which is based on the primary data.

The purpose of this research thesis is to examine how e-marketing influences customer decision-making. This research demonstrates how customers make purchasing decisions and emphasizes activities related to the Internet's influence on customer behaviour, decision-making processes, post-purchase behaviour, and customer decision-making processes.

1. Introduction

The internet's value is increasing day by day. The business was being transformed through the useof the internet. Youth finds social media as the most suitable mode of communication. The Internetcan be used for connecting the global market with rural communities, providing a window to connect their business, and interacting with them as a fast means of communication. The widespread use of the internet has developed a virtual space in the cyber world. This has given birth to "electronic marketing".

The term "electronic marketing" often refers to the newest policies and methods for reaching out to potential clients. Electronic marketing, internet marketing, online marketing, and online shopping are other names for e-marketing. The Internet is a tool for both marketing and business.In India, the number of internet users is quickly rising. These millions of users access the internet on a regular basis via desktops, laptops, mobile devices, and tablets. Today, every firm wants to use the newest internet technologies for commercial objectives. The most significant and popularmodern technology that may help businesses connect with their clients is the Internet.

E-marketing includes all commercial endeavours including online product sales. Companies striveto attract customers, improve market share, and raise brand recognition. A website serves as the foundation or location from where clients may buy products and services directly from the business, not just in the context of E-marketing purchasing. Its emphasis is on communication technology since it allows businesses and potential customers to communicate directly. E-mail marketing's simplicity is how simple it is to use online. It is simple for a buyer to make a purchaseif he sees the website and learns about the desired items. Additionally useful in this e-marketing procedure is advertising. It is crucial for businesses to advertise on e-

commerce websites in orderto make their items available to clients. E-marketing, sometimes also called electronic marketing,refers to internet advertising. When discussing e-marketing, the phrases "internet marketing" and "e-marketing" are sometimes used interchangeably. The discipline of marketing a brand (acompany, a product, or a service) online via computers and mobile devices is known as e- marketing. This concept comprises any online activities a business undertakes to develop its brand identity, bring in new clients, and retain existing ones as e-marketing. Some of the important advantages of e-marketing are Instant Responsive, Cost-Efficient, Less Risky, Greater Data Collection, Instructiveness, and Accessibility.

1.1 Types of E-Marketing Communications:

1. **Affiliate Marketing:** It is the practice of promoting particular items and making money from each transaction. This type of marketing enables companies to promote their goods successfully for little expense and work, with a high return on investment, greater brand recognition, and company expansion.

2. **Content Marketing:** It is an electronic marketing strategy that focuses on producing, disseminating, and distributing material to a specific online audience. Delivering high-quality information to potential customers is a constant and ongoing activity. Blog posts, white papers,e-books, podcasts, articles, and case studies are a few examples of content marketing.

3. **Email Marketing:** Email marketing is said to be the most successful and efficient because the target customer's index is already known. Email marketing to a specific audience is now not only affordable but also incredibly successful.

4. **Mobile Marketing:** In mobile marketing, a target audience is reached via smart-phones, tablets, and other mobile devices via websites, e-mail, SMS, MMS, social media, and applications. Byestablishing more real-time connections with more customers at any stage of the customer lifecycle, it helps to increase brand value and demand for your goods or services.

5. **Pay-Per-Click (PPC):** Pay-Per-Click (PPC) advertising is a kind of onlinemarketing in which an advertiser compensates a publisher each time an ad is clicked. PPC marketing may boost traffic to a certain page or website. Pay-per-click advertisements are those that show up on search results pages when a user is exploring the internet.

6. **Search Engine Optimization (SEO):** SEO enables you to receive free visitors from search engines like Google. On the search results page, organic results are displayed underneath sponsored results. To rank as highly as possible onthe search results page is the aim of an SEO strategy. Potential clients will view your page first inthis manner.

7. **Social Media Marketing:** Marketing using social media is a terrific way to keep people loyal to a business while raising their degree of product awareness. It may be done on any or all socialmedia platforms, including YouTube, Google, Facebook, Instagram, LinkedIn, and Twitter.

8. **Video Marketing:** It's been said that a picture is worth a thousand words, yet a single video costs thousands of pictures. One may seize the interest and

feelings of a possible target market through video marketing. The "right message to the right audience" is the key to effective videomarketing.

Customer Purchasing Decision Process:

It describes the series of actions that turns a prospect into a customer and convinces an existingclient to buy more products and services.

1) **Need Recognition:** This is the primary stage in the decision-making process. At this point in the decision-making process, the customer is aware of the differences between the desiredand actual stages. Both internal andexternal stimuli have the potential to cause a desire. Today's external stimuli originate from a variety of information sources, including websites, mobile devices, YouTube, digital television, electronic outdoor lighting, etc.

2) **Search for Information:** The customer's next step after identifying a requirement is to research the range of available solutions that might meet that demand. The information is retrieved from internal and external memory sources. Internal sources rely on the knowledge and recall of the customer. Information obtained from friends, peers, marketers, and commercial sources is considered to be from external sources.

3) **Evaluation of Alternatives:** After gathering information, the customer examines the options based on a number of factors, including price, quality, features, other people's experiences, and user reviews, to mention a few. The customer develops particular opinions about the options that influence his or her attitude, intended purchases, and actual purchases. Customers seek to streamline the evaluation process for difficult choices.

4) **Selection and Purchase:** Favorable evaluation of the numerous brand alternatives shapes thedesire for the brand that a buyer may eventually choose to buy. Between initial purchasing intentions and actual purchase, unanticipated environmental events and other people's attitudes may interfere. Normally, the purchase of the goods would be influenced by other people's favourable attitudes and the lack of any unforeseen circumstances.

5) **Post-Purchase Evaluation:** Customer satisfaction with a given product after purchase might be mixed. If a customer is satisfied, they could tell others about the brand; if not, they might spread negative word of mouth about it.

2. Review of Literature

Various studies have been carried out to better understand the customer decision-making process,but none of them provided solutions in the form of real-world operating business mantras. Furthermore, the majority of the research was conducted before the introduction of COVID, but beginning in 2020, customer purchasing patterns will have drastically changed, as will sales patterns. So, let's move ahead with the following:

❖ **Abrar, K. (2018):** The main purpose behind this study was to find out the association of augmented reality with developing customer brand engagement and determining the customer's purchase intention.

❖ **Alshidi, A. K. (2020):** In the study, the objectives were to find out about E-Marketing, E-Marketing practices, E-Marketing tools, and online customer behaviour.

❖ **Andreson & Srinivasan (2003):** The findings of this study show that although e-satisfaction contributes to the reliability of electronic loyalty, this relationship is assessed by (a) the business status of firms and (b) customer-level.

❖ **Badugu, D., & Tripathi, S. (2018):** The main objective of the study is to determine social media user's online behaviour to increase the effects of social media marketing strategies.

❖ **Chopra, K. (2016):** As a result of the different measures taken online, this report highlighted a healthy perspective of the transition related to consumer behaviour. It stated that paid mediais the
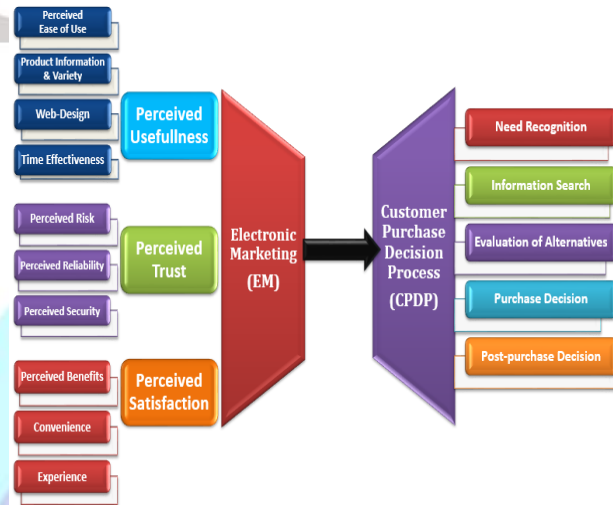
best tool for improving online user interaction, and user traffic.

❖ **Constantinides, E. (2004):** This paper addresses customer fundamentals in buying behaviour,which is divided into 5 steps, i.e., 1. Problem identification 2.Alternatives evaluation; 3.Information search, 4. Post-purchase behaviour; and 5.Purchasing decision.

❖ **Dani, N. J. (2017):** This paper talked about customer's attitudes towards online shopping andthe factors associated with it. This paper discussed security features as a major customer concern.

❖ **Dehkordi et al. (2012):** stated, E-commerce and E-marketing convey that marketing through the medium of the Internet is much easier than traditional marketing. It reduces the cost and increases targeted marketing. According to surveys, people are more comfortable withe-marketing than with advertising on TV, in the newspaper, and so on.

❖ **Hooda & Aggarwal (2012):** According to the researcher, the Internet has completely changed the concept of marketing. The overall world economy is greatly affected by its growth.

❖ **Kiang et al. (2000):** Marketing fieldwork took place through basically three types of channels: transaction, distribution, and communication channels.

❖ **Krishnamurthy & Sin (2014):** Stated that social

websites have a massive target market and audience. They mostly gather knowledge about a product that has been marketed through the medium of Facebook, YouTube videos, and other social websites.

❖ **Kumar et al. (2017):** This paper has been designed to examine key consumer behaviour and their relationships with each other from an e-marketing perspective. It gives directions on how to improve the delivery and advertising of web-based products and services to achieve the objectives of E-marketing in the long run.

❖ **Lodhi, S., & Shoaib, M. (2017):** This paper focuses on understanding SMART (Specific, Measurable, Achievable, Realistic, and Timed) electronic marketing.

❖ **Mahalaxmi, K. R., & Ranjith, P. (2016):** For this study, a theoretical framework was drawn with the help of usage trends in digital marketing. The research focused on the evaluation of customer's knowledge about e-marketing and its effects on their buying decisions.

❖ **Mehrizil & Zahedi (2013):** This paper talked about the influence of consumer behaviour on E-marketing. They have also investigated current E-marketing strategies to identify the consumer behaviour paradigm in internet-driven marketing.

❖ **Meng (2009):** The researcher stated that E-marketing is the latest and greatest tool in the world of marketing. It is done with the mediums of audio, video, 3D, etc. Most MNCs and international businesses adopted it effectively and widely. E-marketing's scope is spreading throughout the world.

❖ **Mestre & Vitoria (2013):** The paper talks about how, with the increasing amount of transactional data available on e-commerce websites, it is possible to gain a deeper insight into the dynamics of a given business.

❖ **Mihart, C. (2012):** Integrated marketing communication (IMC) is one of the most controversial and popular areas of research. It covered a wide variety of concepts, ranging from simple coordination of promotional tools to a more systematic and complex strategic process. This paper has clarified some vital aspects of purchasing decision process.

❖ **Mittal, A. (2013):** This study focused primarily on the Internet and examined the variables that affected the online shopping behaviour of the customer along with the maintenance of anonymity, confidence, and trustworthiness, and discussion about online customer habits, including motivation, context, and buying decision-making.

❖ **Sangeetha K. (2016):** According to the researcher, e-marketing has emerged as one of the most recent mediums for organisations to market a variety of products and services.

❖ **Pandey, S. C. (2016):** This paper examines consumer behaviour concerning e-marketing and looks at what factors play a key role in adopting the latest e-shopping trends.

❖ **Park, H. S., & Kim, H. S. (2011):** The paper talks about the comparison of online shopping with traditional methods and another important benefit of online shopping, which is responsive feedback.

❖ **Patel, J., & Malpani, A. (2020):** The study examined recent developments in the e-marketing field before COVID-19 as well as some research on the impact of COVID-19 on e-marketing.

❖ **Rahman et al. (2018):** Talk about how consumer behaviour is impacted while making a purchase online. The survey revealed that customers shop online to save time and for a variety of products and services.

❖ **Selvaraju, K., & Karthikeyan, P. (2016):** The research paper focuses on the new ways and methods that have influenced consumer behaviour while making a purchase online.

❖ **Sen and Argha (2014):** stated that, as we all know, technology allows us to conduct surveys before purchasing a product or service. Social networking sites influence how customers perceive purchasing products or services.

❖ **Sharma, A. (2020):** The paper started on the note that the coronavirus (COVID-19) eruption is the first and prime human tragedy to occur across the globe and has affected the lives of millions of Indian people. This paper reflected on distinct issues and the perspectives of online marketing during COVID-19.

❖ **Swadia, B.U. (2018):** The paper highlights the acceptance rate of e-marketing among Jaipur customers and its impact on their purchase decisions.

❖ **Thompson (2005):** said that e-marketing has a huge target audience, and growing e-technology has a high potential to cut down the cost and increase revenue-commerce, carry day-to-day activities behaving low cost and shrinking the time for both buyers and sellers.

❖ **Ugonna et al. (2017):** There are five basic objectives of this paper based on customer purchasing power, customer loyalty, and the online marketing of the customer.

3.1 Statement of the Problems

E-commerce and e-marketing have undergone a significant transformation in today's globalization era. Over the past decade, most businesses have embraced technological advancements. The majority of businesses began their operations online as a result of the expansion of broadband connectivity and telecommunications. Nowadays, online purchasing and e-marketing are utilized to enhance marketing effectiveness. In the context of e-marketing

(online purchasing), businesses must understand how customers make purchasing decisions.

3.2 Need of the Study
E-commerce, internet advertising, social media, search, online content, and services related to ecommerce and internet advertising will likely experience a golden period in India between 2020 and 2025 due to phenomenal growth opportunities and secular adoption. We all know that India has a long way to go in e-marketing because, compared to China and the USA, more Indians are spending time online. The study is necessary to determine the potential e-marketing solution. The positive influence that e-marketing has on customer's purchasing decisions and their assistance in making decisions.

3.3 Scope of the Study
The study's main focus is on how e-marketing affects customer's ability to make informed purchasing decisions. At any given time, there are billions of users online, all of whom may become clients for a business that sells goods online. Due to the rapid expansion of the Internet, a company that wants to sell items through its website will continually need to seek methods to set itself apart from its competitors. Because there are many possible obstacles, it is crucial to comprehend what the customer wants and needs.

This research will assist businesses and marketers in comprehending the various facets of e-marketing that assist customers in making online purchases. It will highlight the activities that take place before, during, and after the purchase of a product as well as how customers decide to make purchases. To ensure that customers spend a significant amount of time on their websites to make a purchase, businesses will benefit from developing appropriate strategies and selecting the appropriate model.

3.4 Objectives of the Study
Internet technology underpins the modern world. Because of how easily customers can now get information online anytime they want, e-marketing has completely changed the market and customers" perceptions of what life was like before the internet. To better understand customer purchasing behaviour in terms of the digital world, we must first clearly study the theories and models that various scholars have produced to describe the customer decision-making process. Examining the effect of e-marketing on customer's purchase decisions is the study's main goal. Taking this into consideration, the study's precise goals have been established as follows:

- To investigate the impact of e-marketing communications on customer purchase decisions.
- To effectively utilize e-marketing communications while analysing e-marketing objectives.
- To determine the aspects of e-marketing channels that influence customer's choices.

3.5 Research Methodology & Design:
The two major kinds of data-based methodologies used in research are qualitative and quantitative. Qualitative research is related to the exploratory research design, which employs data in the form of pictures, descriptions, stories, or phrases. Compare it to quantitative research, which relies on counts and numbers and is associated with the descriptive study approach. If it is necessary to confirm preexisting ideas or test assumptions based on prior research, a quantitative technique, and a descriptive study are used. The current study, therefore, emphasizes a quantitative approach with an empirical focus and a descriptive research methodology.

3.6 Sampling Method & Technique:
The identification of the precise procedure used to choose the sample's entities is known as a sampling technique. For the convenience of data collection, a simple random chance sampling procedure was utilized in this study, and respondents were chosen from a variety of descriptive profiles. In general, there was no set age restriction, occupation, or economic level in the study, however, the population did reflect the citizens of the Indian city of Gwalior.

3.7 Assumptions of the Study:
The assumptions of this study are as follows:
- Every single person who replied uses a mobile phone.
- Every responder is aware of the world of e-marketing and Internet advertising.
- Every response is competent enough to use and comprehend the technical aspects of the e-marketing platform.

3.8 Instrumentation:
Data Collection: Primary data sources were used to collect the data. The data that is gathered directly from survey respondents is called primary data.

Research Instrument: For the survey, a well-defined, structured questionnaire was given to the respondents. This study utilized convenience sampling as well as the probability sampling technique. After screening the data, 370 responses were selected as our study's sample and a Google form for the questionnaire was created and sent out to more than 500 people.

Questionnaire Design: There will be two sections to the questionnaire. The demographic profiles and values of respondents based on their quantitative decision-making will be gathered in the first section. Questions about gender, income, education level, and other details, and there will be some inquiries regarding customer awareness. A five-point Likert scale was used to record the responses, which will range from strongly disagree to strongly agree (where 1 = "strongly disagree" and 5 = "strongly agree")

in the second section of the questionnaire. The core questions about e-marketing purchasing behavior, questions about platform service quality, and questions about customer perception and identification were included in this section.

3.9 Tools for Data Analysis:
As a result, the precise statistical tests would be determined following the actual data collection for the research and the preparation of the instrument for data collection. The data will be statistically analyzed using SPSS. MS Excel, SPSS 20.0, and Google Forms Analytics will be utilized for the analysis of the questionnaire data. As a result, quantitative data analysis was carried out. Additionally, factor analysis, correlation, and regression tests were carried out.

4 Data Analysis & Interpretation:
A variety of statistical techniques were taken into consideration to comprehend the correlation and causal relationship between various variables. The core of this research segment was created through extensive data analysis and research. Various parameters, such as tabular and chart presentation, were used in our analysis of the data. The responses of the respondents were analyzed using Microsoft Excel, Tableau, and Google Forms Analytics software. The data and its measures were then summarized using descriptive statistics. As a result, quantitative data analysis was carried out. Additionally, factor analysis, correlation, and regression tests were carried out.

The data was analysed using a variety of criteria, including basic percentage analysis, tabular display, and chart presentation. Both parametric and non-parametric tests will be employed in this study to analyse the hypothesis. The type of data gathered will influence which statistical methods are used for data analysis. For nominal, ordinal, and collected data, several statistical

Which E-Marketing communication influences/attracts/encourages you more, to make purchases?
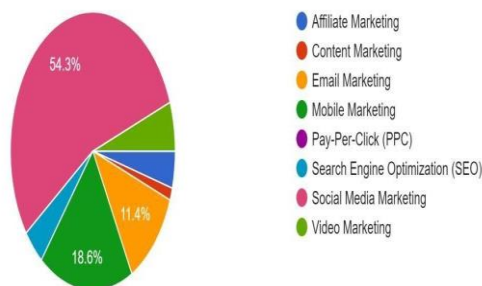
tests must be run using Likert scales, semantic differential scales, etc.

5.1 Significance of the Study:

A developing vision for customers of e-marketing is provided by the emerging use of e-marketing in India. The purpose of this research is to investigate important topics such as the impact of the Internet on customer decision-making, the customer decision-making process, the role that the Internet plays in decision-making, and the contribution that websites make to the brand. E-marketers should be concerned about the factors affecting e-marketing purchasers in 'B' grade Indian cities like Gwalior, their intent to venture online, their types of decision-making when they venture online, and the relationship between these purchasers if they want to grow in the E-marketing Domain. Then, they should further develop their E-Marketing strategies to turn potential customers into active ones.

5.2 Findings of the Study:
In this study, client purchase decision-making habits were thoroughly examined. This study's findings suggest a connection between client buying behaviour and demography. Numerous variables, such as gender, age, educational attainment, employment, and income levels, may or may not have an effect on customer's purchase decisions when considered individually, but when taken together, they do affect customer's purchasing decisions. According to the report, the e-marketing platform has developed into a big player, and using it to advertise items may be a profitable and productive tactic for entrepreneurs. As a bonus, this tactic would benefit vendors the most both during and after the epidemic, with Social Media being the favoured choice.

The survey also discovered that social media e-marketing messages have the greatest impact on consumer behaviour. Indian marketers now view e-marketing as a cost-effective strategy and are happy with the range of choices provided by the Internet. The study shows how social media shapes trends and affects people's buying behaviour. Electronic marketing communication piques the interest of Indian marketers who are keen to purchase goods like books, clothing, accessories, technology, and food. When making online purchases, people take into account social media trends, their age, their financial status, how their family sees them, their personality, and occasionally even their culture. This demonstrates that e-marketing has an impact on customer's buying decisions. Additionally, the ability of Indian marketers to quickly switch products in the case of a bad encounter adds to their sense of security. In a word, users of the platform who are conversant with its technological details would feel secure doing so. The examined findings, therefore, highlight the impact of e-marketing on consumer behaviour.

5.3 Limitations of the Study:
• Only the decision-making process of customers regarding electronic marketing is the focus of the study,

and geographical location was very limited.

- Because of the sample size and location, the collected data may not be universally applicable.
- No specific industry has been the subject of the study.
- The data were obtained solely from respondents in a particular region (Gwalior).

5.4 Conclusion & Recommendations:

Our results made it evident that there is a connection between e-marketing and customer buying habits. If the e-marketing platform was used wisely and kept all of the crucial factors in mind, thebusiness would profit the most. This technique is crucial when branding and marketing items because a company's ultimate goal is to raise income. The results of the survey, which was carriedout in a particular region, show that individuals are aware of e-marketing channels. Customers utilise digital channels to buy any desired goods, regardless of their educational background, and their monthly income has little bearing on this decision. The survey found a surge in the purchase of convenience items through digital channels, with the majority of individuals preferring to buy electronic goods through these channels. If advertising has a good reach, convenience items will sell more through digital platforms. Customer's satisfaction with the items they bought via digitalchannels is seen as positive news for the increase in the use of digital channels in customer purchasing choices.

Electronic marketing provided a fresh possibility during this important epidemic moment. The companies were upholding a positive brand image and value by using social media. Constant advertisements were displayed to maintain customer interest in the brand. Search Engine Optimisation, pay-per-click, pay-per-view, email marketing, and numerous social media platforms are special tactics. This study also dispels the popular myth that India's language is a barrier. Indians, like people from other countries, would prefer to use their mother tongue as a means of communication in any promotional tool related to their feelings, despite the study's findings that they are comfortable using English as a medium of communication in advertisements.

The current study shows that e-marketing channels do not currently support a customer's decisionto buy a product, but that in the not-too-distant future, e-marketing communications will influence the customer's choice to buy, as there is interest in e-marketing communications among customers.Since this study was done in a particular area, as was already established, the results of the variable were erroneous. By examining the effect of e-marketing messages on client purchase choices across a greater geographic region in the future, more accurate results may be produced.

5.5 Implications of the Study:

The detailed and descriptive nature of this study will pave the way for subsequent research on this subject. The findings of this study may assist sellers in comprehending the Indian market and Indian customer's mindsets. Indian customer's purchasing habits are distinct from the rest of the world, necessitating a comprehensive and adaptable study of various aspects of buying and selling.

In 2021, the Indian government is implementing several financial strategies to stimulate the economy and increase citizen's purchasing power. This presents a chance for sellers all over the world to examine and comprehend the impact of consumer behavior on e-marketing in the Indian marketing aspect. In addition, several sampling tests were performed on the collected data to confirm the sample's accuracy and ensure the study's legitimacy. The data were validated using SPSS, MS Excel, and Google Analytics. This demonstrates that the study was meticulously planned, and the facts presented can be relied upon and used for future purposes. Decisions regarding sales promotions, the implementation of marketing concepts, the rapid introduction of new products, the penetration of the Indian market, the establishment of price policies, the selectionof target markets, the design of advertisements and campaigns, the mode of communication, etc. would all benefit from this study. In addition, the study will provide insight into the thoughts and actions of South Asian customers, particularly those from India. As a result, this paper is very important and needs to be looked at in detail to get the most out of it and serve a very real purposefor the global community. Moving on to the limitations, this study was conducted during a pandemic, so the results may differ slightly if the situation did not exist. However, the effect of the Corona Virus is a process that takes a long time, so the study is feasible for a long time and would continue to be important in a flexible way.

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