

# Impact of E-Marketing on Consumer Buying Behavior

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## Abstract

In this modern and mechanized world the businesses area doping a number of tools and techniques for marketing. However all the tools are deriving results but the most updated method of marketing is the electronic marketing. It is the method of marketing that derives more target customers as compared to the other techniques. Researchers have sown that since the technology has updated and today the customers are aware of the technology. The customers are more interested in the social media websites and the applications. Hence these applications have becomea good spot of advertisements and promotion. Similarly the search engines are offering adds policy that derives the customers in thebusiness and ultimately maximizes the revenues for the business.

## Introduction

The buying behavior of consumers has been a focus of the researchers and businesspersons since years. Since the business persons want to maximize their revenues and earn more of profits through the loyalty of their customers. (Bala, 2008)There are many methods of marketing and advertising the products and services, but todaytechnological products are considered as the most modern tool that update the customers about the concern product. The technology is updating every minute and hence it derives excellent outcomes for the business and derives maximumoutcomes for the business.

In order to device the loyalty of the customers today it has become significant for the shines to keep the customers informed about the products services and update them about the respective update in the business.(Bigne, Ruiz, & Sanz, 2015) The technologyincludes mobile phones, the internet, email, the courier services, the bulk messages, the WhatsApp messages are the sources that are frequently used by the companies to keep their customers informed about their products and services. Similar there are other sources of marketing through technology that includes the courtesy messages, the birthday wishes, the sums alert facilities to the customers about their product and services. (GHOSH, 2018)These services keep the customers updated about the products and services and they facilitate the customers to know about the most recent information about the products. On the other hand the company iscreating loyal customers through the use of the e marketing in the business. It is significant for the business to implant the most recent techniques of the e marketing to derive financial and the non-financial strength in the business.

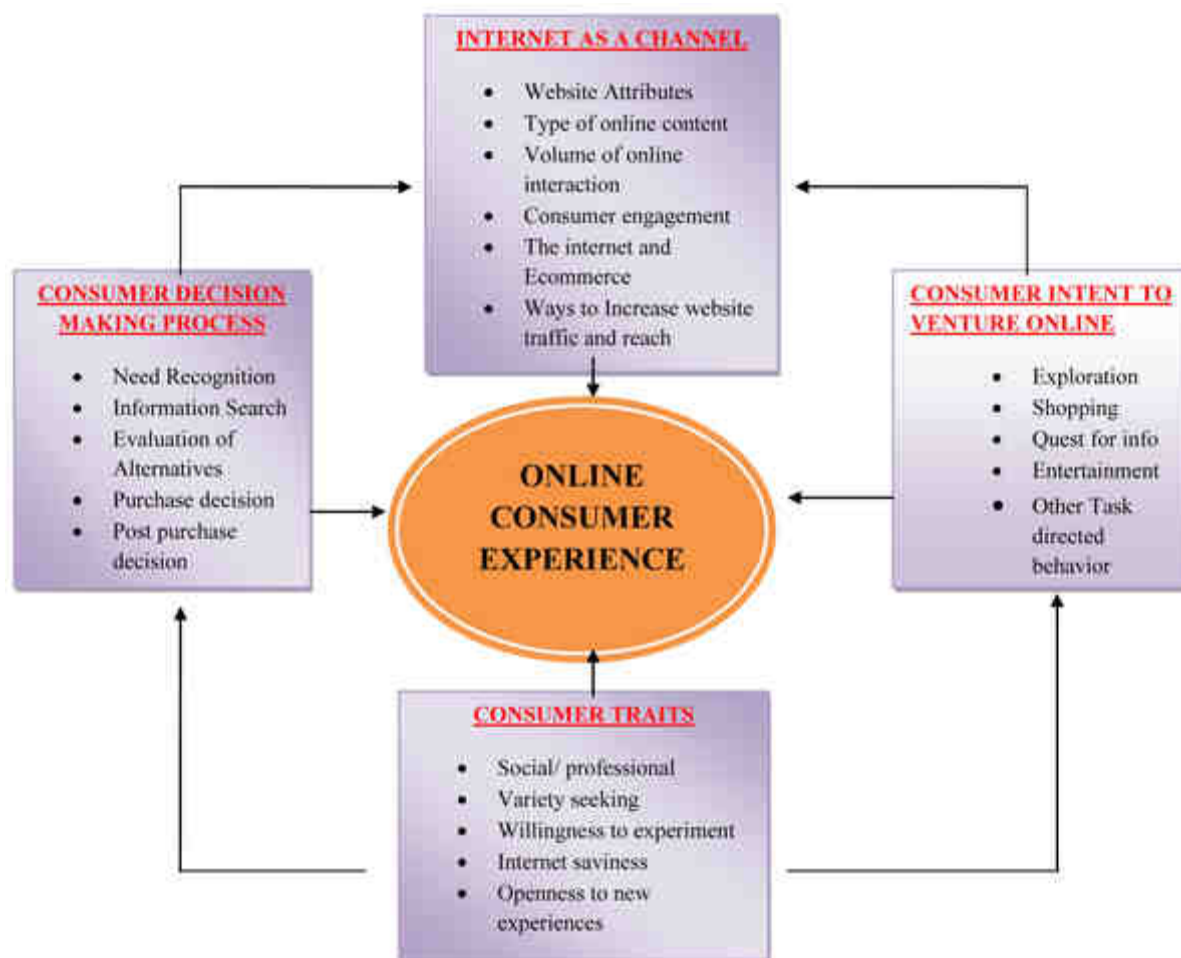
## Literature review

Today the internet and technology has offered a number of methods through which the business today are able to meet new segments, reach new boundaries and attain the highest rank in the business. (Hooda, 2012) This opportunity has actually made it possible for the business to grow internationally and globally. The development and expansion of the business has made it feasible for the businesses today to sell their product globally and minimize the cost through attaining the supply chain management.

In this 21<sup>ST</sup> century the trend of online shopping, e-commerce, e business has reached at the highest level of the steadfast growth and development(paul, 2018). The encouragement of such online shopping, advertising on the web, online selling area few strategies of decade that have tremendously grown. Those strategieshave benefited the business in the longer run and have generated revenues for the business.

## Framework of study

Following is the framework of the impact of e marketing on the buying behavior of the consumer:



Source: (paul, 2018)

### Methodology

The research will be based on the qualitative tool. Since the quantitative tools are easier to be measured and assessed. The data obtained is quantified and it is easier to be assessed. The tools for the study will be the questionnaires. The questionnaires will be developed and distributed among the users of the technology at random. Hence their feedback regarding the marketing on the web, and their perception about the electronic marketing will be recorded easily. The following tools will be assessed while analyzing the questionnaires.

### Sampling Method

The snow ball sampling method will be used to collect the data from the respondents. Since sampling method is most suitable, easier and effective to be adopted for the study.

### Study Variables

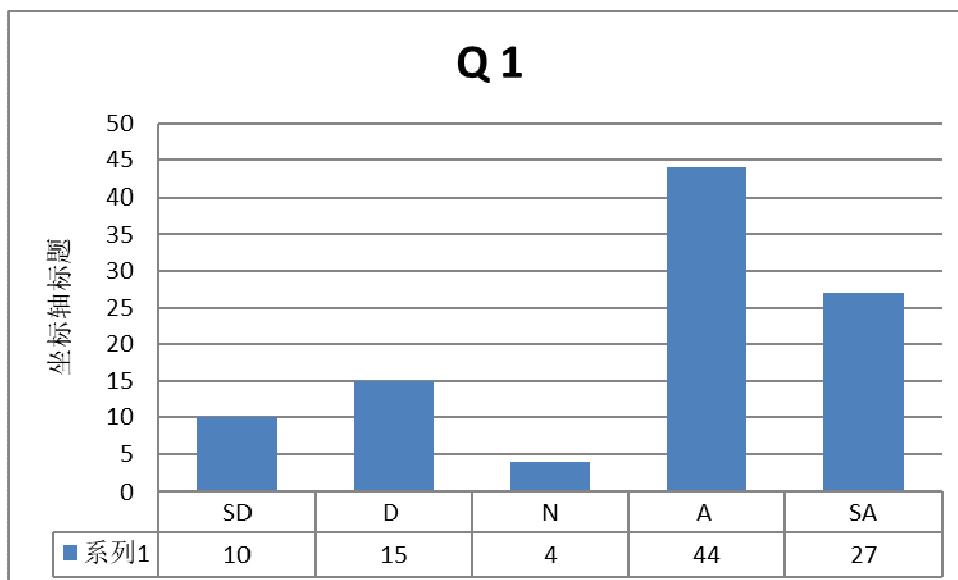
The independent variable will be the e marketing, the dependent variable is the customer buying behavior.

### Reliability and Validity

Since the questionnaire is adapted from an existing study so it is considered to be valid and reliable

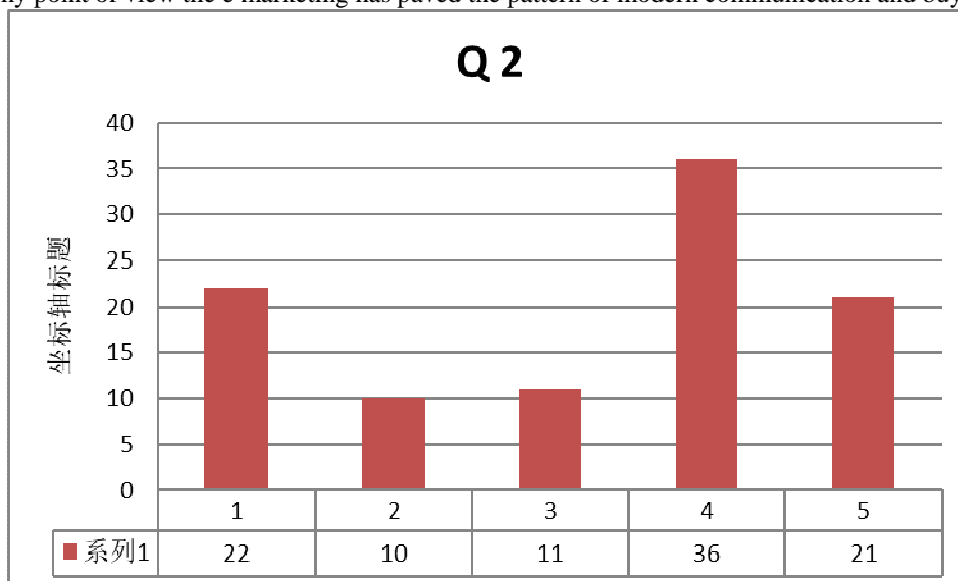
### Data analysis and findings

I think that electronic marketing has changed the pattern of consumer buying today



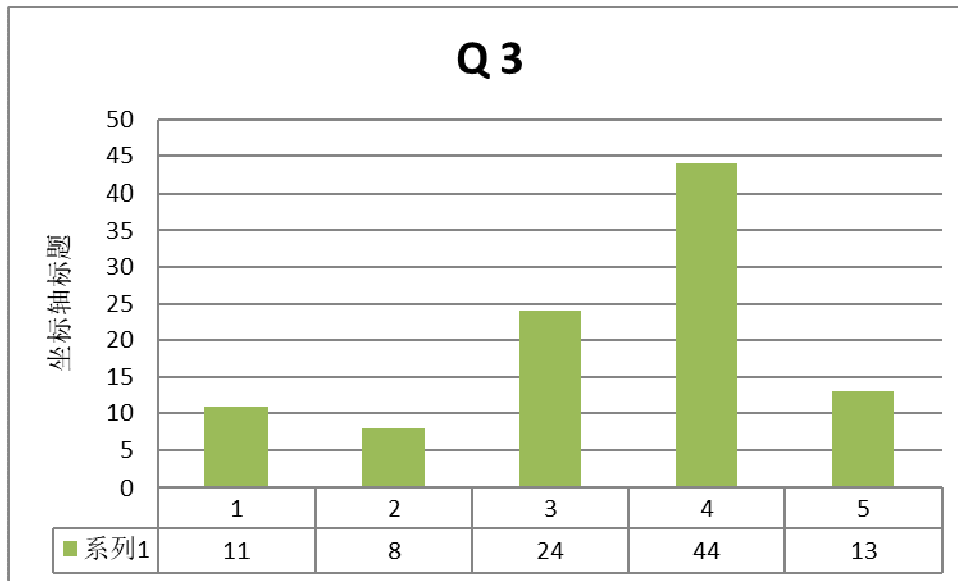
In the question asked about the general awareness of electronic media and sources of the electronic media, the survey shows that the population has shown a positive response to the question asked. The survey showed that a total of 71% population has agreed that the e marketing has paved the way for the consumer buying behavior and the buying pattern of the commodities. The survey revealed that only 4% of the population showed a neutral response that means that the concept of the e marketing is clear with the respondents. However, a total of 25% respondents have shown a disagreed response to the question.

In my point of view the e marketing has paved the pattern of modern communication and buying



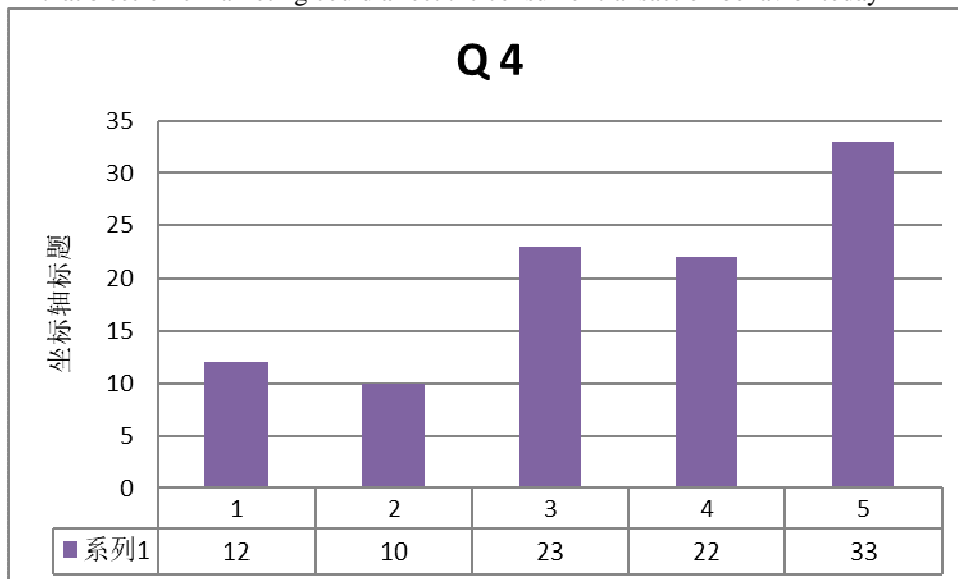
In the question asked about the technological awareness of electronic media, the survey shows that the population has shown a positive response to the question asked. The survey showed that a total of 57% population has agreed that the e marketing has paved the way for the consumer buying behavior and the buying pattern of the commodities. The survey revealed that only 11% of the population showed a neutral response that means that the concept of the e marketing is clear with the respondents. However, a total of 32% respondents have shown a disagreed response to the question.

I feel that e marketing is the modern tool of modern technology



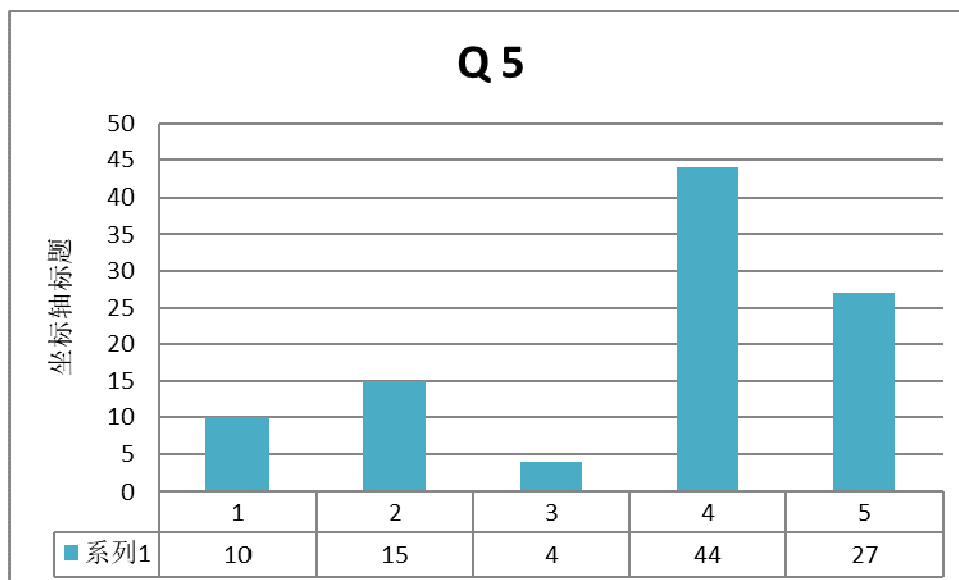
In the question asked about the modernism and adaptability of electronic media and sources of the electronic media, the survey shows that the population has shown a positive response to the question asked. The survey showed that a total of 57% population has agreed that the e marketing has paved the way for the consumer buying behavior and the buying pattern of the commodities. The survey revealed that 24% of the population showed a neutral response. However, a total of 19% respondents have shown a disagreed response to the question.

I think that electronic marketing could affect the consumer transaction behavior today



In the question asked about the consumer transaction behavior today, the survey shows that the population has shown a positive response to the question asked. The survey showed that a total of 55% population has agreed that the e marketing has paved the way for the consumer buying behavior and the buying pattern of the commodities. The survey revealed that only 23% of the population showed a neutral response. However, a total of 22% respondents have shown a disagreed response to the question.

I think that consumers today are aware of the electronic media transaction



In the question asked about the consumer transaction awareness of the electronic media transaction. The survey showed that a total of 55% population has agreed that the e marketing has paved the way for the consumer buying behavior and the buying pattern of the commodities. The survey revealed that only 23% of the population showed a neutral response. However, a total of 22% respondents have shown a disagreed response to the question.

### Findings

Overall analysis showed that the response for the impact of e marketing on consumer buying behavior is positive. The response of the respondents is positive, but the awareness about the e marketing strategies is still under consideration. The respondents are still looking for the positive strategies that determine the overall strategies for e marketing

### Recommendations

- It is recommended to raise awareness about the e marketing and sources of e marketing among the customers
- E marketing is only fruitful when the customers have good command on the electronic devices
- It is recommended to adopt the aggressive strategies of e marketing like, pop up ads, the scroll bars and other strategies that will drive the required result

### Conclusion

Through the analysis it could be concluded that the overall respondents have agreed that the modern tools, techniques of the e marketing have paved the ways of modern business today. There a number of tools, techniques for the e marketing, however all the customers are not fully aware of the electronic marketing devices. Today the business should keep up the awareness of the modern tools and techniques for the electronic marketing tools. In order to meet with the mechanized tools in the business and update as according to the business pattern the customers should be fully aware of the technology updates. The new features, the updated applications and the other respective tools of the e marketing should be introduced to the customers frequently so that the profits are maximized.

Another important aspect of the e marketing tools is that the tools are only related with the pop up ads and the respective marketing techniques that do not capture the attention of the customers. In order to gain the attention of the customers and attain the maximum outcome of the e marketing it is compulsory that the customers should be offered some attention and attractive features. Such features will drive more revenues and attain more number of customers in the business. This will ultimately create more effective outcome of the e marketing in the business. In order to create more effective outcomes of the e marketing tools that affect the buying behavior of the consumers and drive more revenues in the business, the business should emphasize on the awareness among the customers. As long as the customers are aware of the marketing benefits.

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## Appendixes

### Appendix-1 – Questionnaire

|   |  | SD | D  | N  | A  | SA | Total |
|---|--|----|----|----|----|----|-------|
| 1 | I think that electronic marketing has changed the pattern of consumer buying today           | 10 | 15 | 4  | 44 | 27 | 100   |
| 2 | in my point of view the e marketing has paved the pattern of modern communication and buying | 22 | 10 | 11 | 36 | 21 | 100   |
| 3 | I feel that e marketing is the modern tool of modern technology                              | 11 | 8  | 24 | 44 | 13 | 100   |
| 4 | I think that electronic marketing could affect the consumer transaction behavior today       | 12 | 10 | 23 | 22 | 33 | 100   |
| 5 | I think that consumers today are aware of the electronic media transaction                   | 10 | 15 | 4  | 44 | 27 | 100   |

### Appendix- 2- Summary of Constructs

#### Summary of Constructs

| Section | Description   | Research Questions | Parameters Measured                                |
|---------|---|--------------------|--|
| A       | <i>Internet User Demographics</i>                   | 1.                 | Age, Gender, Education, Income, Occupation         |
| B       | <i>Internet Usage Parameters</i>                    | 2.                 | Internet savviness                                 |
|         |   | 3.                 | Intent   |
|         |   | 4.                 | Website attributes                                 |
| C       | <i>Pre purchase Behavior &amp; Decision Process</i> | 5.                 | Need recognition                                   |
|         |   | 6.                 | Information search                                 |
|         |   | 7.                 | Past purchase behavior                             |
|         |   | 8.                 | Evaluation of alternatives                         |
|         |   | 9.                 | Decision making                                    |
| D       | <i>E- commerce</i>                                  | 10.                | Online consumer and consumer behavior              |
|         |   | 11.                | Difference between online and offline consumers    |
|         |   | 12.                | Online purchase                                    |
|         |   | 13.                | Positive and negative aspects of internet shopping |
|         |   | 14.                | Attitude   |
|         |   | 15.                | Consumer engagement                                |
|         |   | 16.                | Convenience seeking behavior                       |
|         |   | 17.                | Internet issues in decision making                 |
| E       | <i>Post Purchase Behavior</i>                       | 18.                | Value seeking behavior                             |
|         |   | 19.                | Cognitive dissonance                               |
|         |   | 20.                | Repurchase intent                                  |