



# Changemakers: Creativity and Value Creation

Reflection on Research  
Process

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# Reflective Essay

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## Introduction

The following essay will employ Gibbs' Reflective Cycle (1988) to evaluate and ponder on the research I conducted and the technique on the topic named "The Impact of E-Marketing on Consumer Purchasing Decisions." The steps of Gibbs' model—Description, Feelings, Evaluation, Analysis, Conclusion, and Action Plan—provide an orderly framework to investigate why and how I established the subject of my study, developed a question to study, gathered data, and reached findings. Analyzing on these methods can additionally assist me discover areas for growth and how to utilize my knowledge in subsequent educational endeavors.

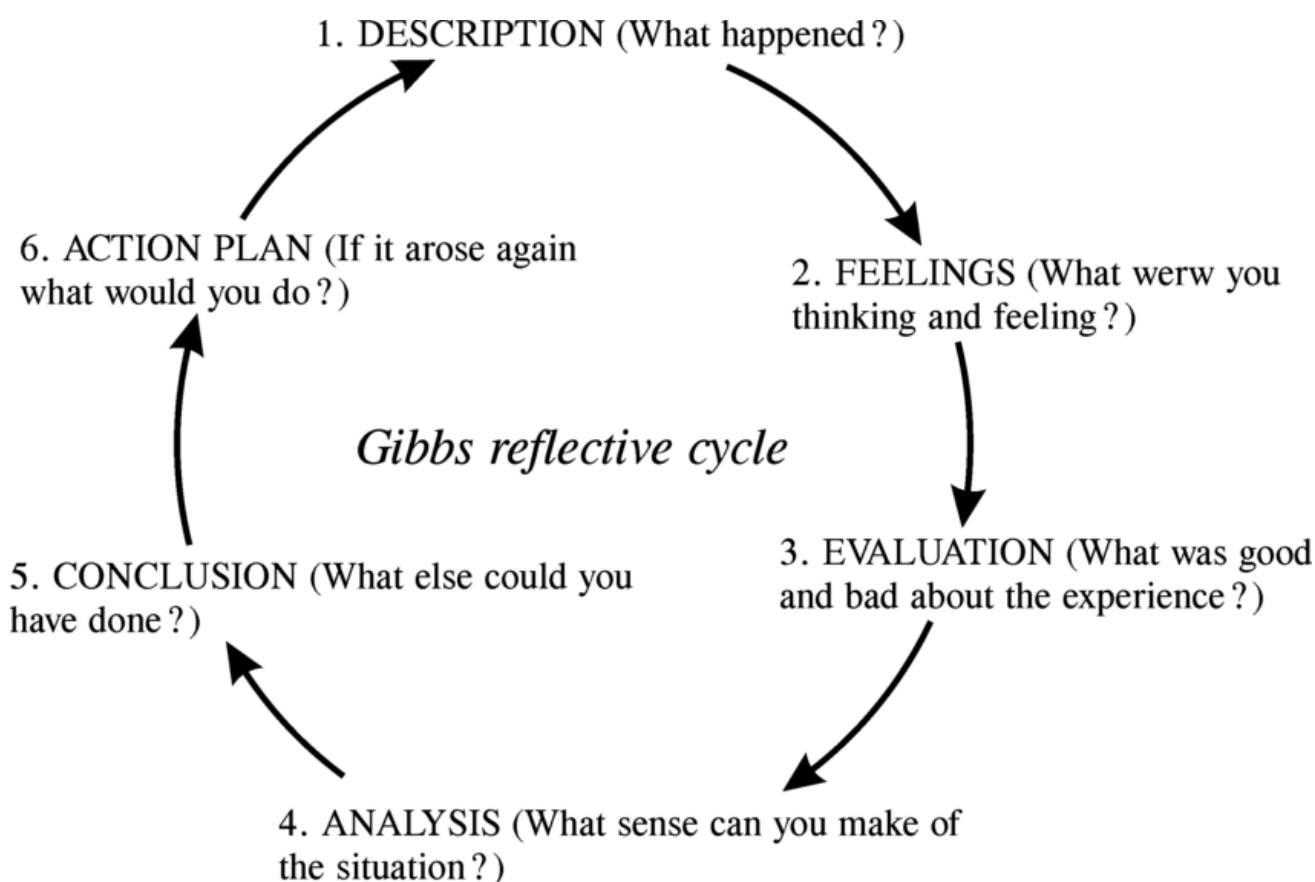


Figure 1: Gibbs Reflective Cycle

## Identifying a Problem and Setting a Research Question (Description)

In the modern-day world of technological advances, firms are increasingly resorting to e-marketing to impact consumer behavior (Brodie et al., 2007). This insight prompted me to investigate the question: how e-marketing influences customer purchasing choices. According to Day and Bens (2005), despite numerous companies, particularly B2B firms, are implementing e-marketing, the impact on consumer behavior is yet unknown. My first objective became to turn the matter into something that is feasible for research subject. After evaluating the existing research and

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developments, I formulated the study question: How does e-marketing influence consumer purchase decisions?

My goal was to investigate the correlation between e-marketing procedures, such as customized advertisements alongside email promotions, and how customers behave. The purpose of this study was in addition to assess the immediate results, nevertheless, to deliver useful information for organizations trying to improve the way they market themselves. This study question led all aspects of the study, with the goal of producing information that would assist enterprises in improving their comprehension of their target audience.

### **Deciding on the Research Approach and Data Collection (Feelings)**

At first, I was rather taken aback by the variety of methods for research accessible. I was unsure which strategy was most suitable for my study. Following much study as well as communication with my course mates, I chose an inductive in nature, a combination of methods methodology. This method incorporates both qualitative and quantitative information collecting, enabling the simultaneous evaluation of buying patterns plus the more comprehensive comprehension of how consumers feel via previous literature (Creswell & Creswell, 2018). I had been particularly enthused regarding employing a multiple-method strategy given that it provided the opportunity of gathering ample information. Though as the actual information gathering process started out, I struggled to handle the literature and the questionnaires. The questionnaire was distributed digitally via platforms such as Google Forms, with a random selection of 10 to 30 customers (Bryman & Bell, 2015). I was certain in the analytical portion of the study, but the qualitative ones proved difficult, particularly in organizing and summarizing.

### **Presenting My Idea (Evaluation)**

Pitching my study proposal with my classmates as well as assist via the pitching phase became an important step in the entire procedure. I obtained positive criticism on the pitch's material and technique. While I thought that my study issue appeared straightforward and clearly defined the responses suggested that I go into more depth regarding the way I planned to analyze the information obtained, including specific statistical software or approaches I intended to employ. My peer pushed me to think about the wider significance of my study's findings, specifically the way it might be beneficial to the existing research about e-marketing (Chaffey & Ellis-Chadwick, 2019). The input was essential. It in addition identified places for growth, while it additionally strengthened my faith in my topic of study and strategy. I decided I wanted to put greater emphasis on the real-world execution of my research discoveries along with how organizations might advantage through them.

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## Data Collection and Analysis (Analysis)

Data was collected using two basic techniques such as an online survey and researching literature. The online survey was created to collect data concerning buyers' experience to multiple e-marketing strategies, including email promos and online platforms adverts, and to what extent these approaches affected their choices when making purchases. As Saunders et al. (2019) emphasize, survey design is critical to generating relevant and usable results. My survey questions were intended to examine simultaneously the extent with which people are exposed to e-marketing and how they shop.

The literature research, however limited in quantity, offered fruitful findings into customers' opinions regarding e-marketing. One major problem I encountered throughout was collecting and processing the literature. I employed pattern assessment, as recommended by King and Brooks (2017), to identify key trends in customer replies. For example, numerous individuals stressed the significance of personalized advertisements for affecting their choices for buying.

The questionnaire's results showed that customized adverts as well as tailored email promos have a substantial effect on customer decision-making. Yet there was additionally evidence suggesting "ad fatigue," in which continuous involvement with e-marketing methods resulted in decreased gains (Ahmed, 2022). This outcome corresponded with previous research on the overproduction of online advertising (Brodie et al., 2007).

## Formulating Conclusions (Conclusion)

The information being analyzed generated different findings which are in line with the study's aims. The main conclusion was the fact that e-marketing, notably personalized email advertising, have a significant impact over how consumers make their purchases. Nevertheless, the efficacy of these tactics is dependent on how often along with appropriateness of the material supplied to the user. The findings revealed that customers are more inclined to participate with e-marketing initiatives that have a connection in nature to their specific passions along with requirements. I determined that organizations had to find an appropriate equilibrium between efficiently addressing the right demographic while preventing overproduction, which may result in undesirable reactions from consumers. Commenting upon these findings, I believed that the topic of my study was effectively responded, although I additionally recognized possibilities for more inquiry, for instance looking into how different groups react to multiple e-marketing approaches.

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### **Action Plan (Looking Ahead)**

Continuing into the future, I intend to strengthen my resources organization skills in future academic endeavors. The simultaneous technique of information collecting took longer compared to what I expected, and handling both researching and surveys at the same time became difficult. If I could to conduct this investigation again, I'd definitely devote greater attention for every component, notably qualitative information evaluation. As well, I hope to improve my grasp of statistical software like SPSS, which I've deployed for my initial experience throughout this assignment. A better understanding of statistical analysis technologies would enable me to analyze responses to surveys with greater effectiveness and get more exact findings. In order to maintain my study's relevance current and useful in years to come, I intend to keep devouring widely on e-marketing tactics.

### **Reflecting on the Creation of My Idea**

The study I conducted was inspired by the growing importance of online marketing in the present-day company climate. In the beginning, I planned to investigate e-marketing on the basis of general idea, however when I began to research more, I realized that I needed to focus explicitly upon the effect it has on consumer purchasing habits. The review of the literature, particularly works by Chaffey and Ellis-Chadwick (2019) and Brodie et al. (2007), helped me refine my study subject to focus on customer purchase decisions. My idea's strength rests in its applicability in both intellectual study and realistic business situations. E-marketing is a constantly growing area, so comprehending the effect it has on customer behavior can help organizations gain an edge over competitors. Nevertheless, among of the shortcomings I recognized in retrospect concerned the limiting breadth of my research. By concentrating mostly on statistical information, I could possibly skip the chance of documenting the more fundamental thinking processes that underlie customer behavior, something qualitative data simply cannot adequately answer.

### **Reflecting on the Process of Developing My Idea**

My study topic was shaped through multiple academic publications and the suggestions of my classmates . The evaluation of the literature provided me to define the conceptual framework for the investigation, and comments provided by the opening statement encouraged me to improve the study's strategy and technique. The endeavor in creating the concept did not come lacking difficulties. Some of the greatest difficult challenges I encountered was reconciling the quantitative and qualitative facets of the study's findings. As Flick (2018) indicates, mixing approaches necessitates meticulous organization and implementation, something that I considered challenging to

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handle at times. Notwithstanding those obstacles, I believe the study approach represented an excellent chance to learn. I learnt fundamental abilities in gathering and interpreting information, and I also acquired a greater awareness of how e-marketing methods impact the buying habits of consumers. This knowledge gained has additionally shown me the value of versatility when conducting research design being willing to change my strategy in response to input and fresh discoveries.

### **Reflecting on My Individual Learning**

This study endeavor has been beneficial greatly to my growth both professionally and personally. I've enhanced my abilities to evaluate literature, create methods for study, and gather and analyze data. The most useful thing I learnt was the significance of introspection during the study approach. Using Gibbs' Reflective Cycle, I was additionally able recognize possibilities for improvement and take practical efforts to improve the way I conduct research in future endeavors. Additionally, this initiative has fueled my enthusiasm in online marketing and customer behavior. In my potential career, I intend to use what I've learnt regarding e-marketing methods to assist firms optimize their campaigns for digital advertising. Recognizing how to successfully connect with along with impact buyers using e-marketing will prove to be a useful ability in the rapid digital business environment.

### **Conclusion**

Finally, evaluating on my academic approach utilizing Gibbs' Reflective Cycle enabled me to objectively review each phase of the process, from establishing my study's issue to generating results. The method discovered possibilities for advancement, especially regarding scheduling as well as information processing. Yet it has additionally demonstrated the utility of a combination of techniques to comprehending complicated problems that include the impact of e-marketing on customer behavior. In summary, this reflection activity has been an outstanding educational experience that will aid me with future academic investigation and professional pursuits.

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