



Changemakers: Creativity and Value Creation

The Impact of E-
Marketing on Consumer
Purchasing Decisions

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Task 1 – Research Question (Research Question)

It is said that we are currently living in the age of technology which has now become an integral element of human's daily lives. This also means that it has also become a vital component for all types of businesses. With the enormous rise of the internet marketplace in recent years, e-marketing has received increased spotlight and requires additional analysis. For example, in a research of B2B corporations in the US, it was found that while prominent organisations used e-Marketing (eM) to gain an edge over their competitors, the influence on marketing practices was limited (Day & Bens, 2005). The advancement of the internet has transformed methods of marketing, resulting in an increasing utilisation of e-marketing approaches. Corporations are beginning to utilise platforms on the internet for influencing consumer behaviour and increase selling.

According to Brodie et al (2007), e-marketing is defining E-marketing is described as the use of the worldwide web alongside additional interactive media to establish and facilitate communication between a company and its identified clients. For instance, a consumer goods company or a qualified service organisation establishes an Internet-based system to actively engage and interact with clients, consumers, or patients. Considering e-commerce's explosive development, evaluating the influence of e-marketing on consumer buying habits is crucial for firms looking to increase online revenue and retention of customers. The research question that motivates the current research is,

- i. How does e-marketing influence consumer purchase decisions?

The issue investigates the link between e-marketing tactics that involve targeted adverts, online platforms initiatives and email promotional activities, and customer purchasing decisions. This research is significant because it has the ability to deliver practical insights for organisations and marketers. As e-marketing becomes more integrated into corporate operations, organisations must determine which tactics are most productive for impacting consumer behaviour. This study could help businesses optimise their marketing efforts via the internet by researching how different types of e-marketing influence customer purchasing decisions, resulting in an improved utilisation of marketing expenditures and a higher return on investment. Furthermore, the findings could be beneficial to the growing scholarly research on eMarketing by offering a greater comprehension of the cognitive variables that influence online customer behaviour (Chaffey & Ellis-Chadwick, 2019).

Task 1 – Research Question (Research Approach)

This research will adopt an inductive approach. The inductive approach is a systematic method for assessing qualitative data that follows specified aims (Thomas, 2023). This study will take an inductive approach by beginning via particular findings and data collecting about consumer behaviour and progressing to greater generalisations and ideas. An inductive technique is ideal for the study since it permits the discovery of trends and associations between variables without regard for already existing hypotheses. The project attempts to establish a theoretical framework explaining how and why diverse e-marketing methods influence purchasing decisions by collecting and analysing data on consumer reactions (Saunders, Lewis, & Thronhill, 2019).

A combination of approaches will be used, blending both qualitative and quantitative information to create a thorough grasp of the study subject. The statistical information will be gathered through surveys that will assess both the intensity and frequency of customer involvement with various e-marketing strategies, in addition to how they make their purchases. This information will be analysed to find patterns and links between e-marketing activities and consumer behaviour. In-depth interviews will be used to collect qualitative data, allowing for a more in-depth investigation of customer opinions, views, and motivations about e-marketing. This mixed-methods approach will allow the study to examine the empirically observable outcome of e-marketing plus the hidden cognitive components that influence customer behaviour (Creswell & Creswell, 2018).

Task 1 – Research Question (Data Collection Methods)

There will be two levels of data collection methods. Data for this research will be gathered through a combo of both levels of methods. The core data collection will consist of two significant parts: internet-based questionnaires and informal interviews. The online questionnaires will be circulated to a varied sample of customers who shop, containing questions aimed to assess how susceptible they are for different e-marketing methods such as email promotions, advertising on social media, and tailored online adverts. The questionnaire will also collect information about respondents' purchasing habits, that includes regularity of purchases, average spent, and loyalty to brands. The questionnaires will be administered via online questionnaire tools which include Microsoft Form and Google Forms, enabling an extensive audience and straightforward contribution of participants (Bryman & Bell, 2015).

In addition to questionnaires, informal interviews will be done with a smaller group of participants. These conversations will offer qualitative knowledge into how consumers feel and think about e-marketing. The questions in the interview will delve into how consumers evaluate the legitimacy, validity, as well as appeal of e-marketing communications, as well as the elements that impact how they decide to buy a product following an e-marketing campaign. The interviews are going to be, transcribed, and analysed structurally to uncover major patterns and trends in consumer replies (King & Brooks, 2017).

Secondary data will be gathered through an extensive review of the published literature on e-marketing as well as consumer behaviour. Academia papers, industry papers, and case reports can all be used to obtain data concerning previous research results and conceptual frameworks for e-marketing. This additional research will assist contextualise the core data findings and lay the groundwork for creating an empirical understanding of how e-marketing effects consumer purchasing choices (Hair, Hult, Ringle, & Sarstedt, 2016).

Task 1 – Research Question (Sampling Method & Sample Size)

A random sampling stratified procedure will be utilised in order to guarantee that the collection of respondents is varied and approximates the consumer population. The target audience will be divided into groups based on demographic characteristics which include age, gender, level of income, and where they live, each of which are anticipated to impact consumer behaviour in regard to e-marketing. Respondents will be picked at randomness from all strata for participation in the research's questionnaire and interview portions. This sample strategy will assist in making sure these results are applicable to all groups of the buying audience (Flick, 2018).

The total number of respondents to the questionnaire will be 10-30 customers, which is adequate to produce findings that are statistically significant and allow for relevant study of subgroups within the population. Following the interviewing element, a more limited number of 2 participants will be chosen to offer in-depth qualitative feedback. The mixture of an extensive questionnaire sampling and specific interviews will allow the study to document simultaneously general patterns and specific individual encounters with e-marketing (Malhotra, Nunan, & Birks, 2017).

Task 2 – Research Techniques

To investigate the influence of e-marketing on customer purchase decisions, I intend to employ questionnaires as the major research method, complemented by an overview of the literature for additional research.

Questionnaires will be given to a representative group of 10 to 30 active shoppers. The survey will be aimed to examine participants' familiarity with various e-marketing tactics, such as email advertising, social networking adverts, and personalised online suggestions. Questions will be designed to collect both quantitative data (such as how often respondents experience these e-marketing methods) and qualitative insights (such as whether these approaches affect their spending habits). The obtained data will be analysed statistically to uncover trends and relationships between e-marketing exposure and next customer purchase behaviour (Creswell & Creswell, 2018). This quantitative method lets you conduct an exhaustive examination of consumer patterns while also providing detailed insights into the performance of individual e-marketing strategies.

A thorough literature analysis will be carried out to compile existing studies on the link between e-marketing and buyer behaviour. This evaluation will cover academic articles, industry papers, and cases that address how e marketing methods influence consumer purchase decisions. Major sources will include research into the cognitive processes behind consumer views on online marketing, the efficiency of various digital marketing platforms, and the impact of e-marketing on customer loyalty (Chaffey & Ellis-Chadwick, 2019). The findings of this literature study will contextualise the primary information, which will enable an assessment of responses with known ideas and earlier research in the subject.

Task 3 – Presentation of Ideas

Video Link: [Elevator Pitch.mp4](#)

Feedback Obtained:

Your sales pitch clearly explains the need and value of your studies on how e-marketing influences consumer purchasing decisions. The opening paragraph is simple and engaging, emphasising the vitality of the subject in today's digital economy. You did an excellent job of defining the research topic and explained why knowing e-marketing's impact is critical for firms. A potential room for enhancement would be to provide additional detail on how you intend to analyse the survey results, such as specifying what statistical techniques or tools you plan to use. This would help stakeholders understand the rigour and comprehensiveness of your investigation. Also, while the mentions to Chaffey and Ellis-Chadwick (2019) with Creswell and Creswell (2018) offer legitimacy, you could wish to quickly discuss how your findings could add to the academic literature, emphasising the study's larger significance. Overall, your proposal is structured effectively and effectively, presenting a strong argument for why this type of study is important and how it may help both academics and industry experts. Your appeal for intervention is compelling, encouraging participation and feedback from

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BREAKTHROUGHS WOULD NOT BE POSSIBLE WITHOUT RESEARCH.
KEEP PEERS INFORMED ABOUT YOUR LATEST FINDINGS.

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INTRODUCTION

E-marketing strategies like personalized recommendations, social media ads, and email campaigns play a pivotal role in shaping consumer purchasing decisions. This study examines how these digital tactics influence consumer behavior and provides insights for businesses to enhance their marketing strategies and drive better sales.

OBJECTIVE

To investigate the impact of e-marketing on consumer purchasing decision.

METHODOLOGY

- Inductive Approach
- Quantitative Method
- Data Collection through questionnaires

CHART



ANALYSIS

Findings suggest that personalized e-marketing strategies are more effective in influencing consumer behavior. Implications for businesses to refine their digital marketing strategies.

RESULTS/FINDINGS

- Personalized Recommendations: 40% of respondents found them significantly influential in their purchasing decisions.
- Social Media Ads: 30% reported making a purchase within a week after seeing an ad, with Instagram being the most effective platform.
- Email Campaigns: 15% visited a website after receiving a promotional email, but only 20% made a purchase directly.
- Online Reviews: 15% considered online reviews and ratings as a major factor in their purchasing decisions, with positive reviews increasing purchase likelihood.

CONCLUSION

Personalization in e-marketing is crucial. Businesses focusing on targeted marketing strategies are likely to achieve better ROI and customer engagement.

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