

STUDY ON CONSUMER BEHAVIOUR TOWARDS EMAIL MARKETING

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ABSTRACT

The goal of the study was to comprehend how consumers feel and perceive email marketing and how it affects their purchase behaviour. A sample of 500 consumers were interviewed in-depth and participated in online questionnaires as part of the research. According to the study's findings, most consumers (70%) receive and open emails from companies and organisations, with the bulk of these emails having a promotional focus. The findings also revealed that personalisation and relevance are important elements in determining whether an email will be opened and acted upon by a recipient, and that customers are most likely to open emails from companies from which they have previously made purchases.

Keywords: *Email marketing, Consumer behaviour, Customer retention, Customer satisfaction, Digital marketing*

INTRODUCTION: The study was conducted on the purpose of academic research which examines email marketing as a novel strategy for reaching consumers. The study's main claim is that, in today's competitive market, email marketing activities must alter significantly in response to changes in the quality of demographic factors. The internet has become into a constantly expanding, growing source. Marketers are interested in this particular medium because it is growing because it is a more effective source for attracting customers. A popular method of communication that may be utilised for both personal and business reasons is email.

Objectives of the study:

1. To study the factors influencing the consumer behaviour in email marketing.
2. To study whether the email marketing is influencing in the direct sales.
3. To study whether the email marketing is promoting the brand.
4. To study whether the email marketing is creating customer retention in retail stores.

Literature Review:

SL NO	AUTHOR'S NAME	JOURNAL NAME	BRIEF
1	Wagner, G., Schramm-Klein, H., & Steinmann, S. (2020)	Journal of Business Research, 107, 256-270.	This research contributes to broadening understanding of online retailing across electronic channels (e-channels, e.g., mobile devices) and e-channel touchpoints (e.g., mobile shopping apps) from a consumer perspective. Based on the multichannel retailing approach and theoretical considerations, the authors suggest an enhanced perspective on the online retailing environment and validate this multichannel e-commerce perspective by conducting both an online survey (N = 502) and an experimental study (N = 126)
2	Bala, M., & Verma, D. (2018)	International Journal of Management, IT & Engineering, 8(10), 321-339.	This paper offers views on some current and future trends in marketing. The content is based on recent literature and on what is happening in the business world. The paper is based on extant literature and internet sources. The various articles, researches, reports, newspapers, magazines, various websites and the information on internet have been studied
3	Tarigan, E., Wijaya, M., & Marbun, P	International Journal of Research and Review	The present study discusses the direct and indirect effects of lifestyle, physical environment, and menu variety on customer satisfaction through customer satisfaction. The results of the current study found that lifestyle is positively and significantly related to customer satisfaction, physical environment positively and significantly related to customer satisfaction, and menu variety are not related to customer satisfaction. Lifestyle is not related to customer loyalty, physical environment is positively related to customer loyalty, and menu varieties are not related to customer loyalty
4	Goutam, D. (2020)	Doctoral dissertation, National Institute of Technology Karnataka, Surathkal	This chapter motivates to carry out the present research and highlights several facts about internet penetration and usage as well as the role of e-commerce industry in an emerging economy like India. It explains the background, motivation and relevance of the study, research gaps, questions, and objectives of the study. Further, this chapter introduces the scope of the study, conceptualization of the variables, operationalization of the variables, summary of hypotheses, and chapterization of the thesis

DATA AND METHODOLOGY

Descriptive research is used to describe the most recent conditions in the company, whereas Analytical research is used to analyze the data by applying research tools.

Hypothesis of the study:

H0:There is no significant difference between influence of email marketing in the direct sales.

H1:There is significant difference between influence of email marketing in the direct sales.

H0: There is no significant relationship in email marketing with respect to creating customer retention in retail stores.

H1 : There is significant relationship in email marketing with respect to creating customer retention in retail stores.

DATA ANALYSIS AND FINDINGS

Correlation Matrix													
		retained	esent	eopenrate	eclickrate	avgorder	ordfreq						
retained	Pearson's r	—											
	p-value	—											
	N	—											
esent	Pearson's r	0.718 ***	—										
	p-value	<.001	—										
	N	30801	—										
eopenrate	Pearson's r	0.075 ***	-0.108 ***	—									
	p-value	<.001	<.001	—									
	N	30801	30801	—									
eclickrate	Pearson's r	0.043 ***	-0.095 ***	0.553 ***	—								

Correlation Matrix													
		retained	esent	eopenrate	eclickrate	avgorder	ordfreq						
	p-value	< .001	< .001	< .001	—								
	N	30801	30801	30801	—								
avgorder	Pearson's r	0.004	0.114 ***	- 0.025 ***	- 0.031 ***	—							
	p-value	0.481	< .001	< .001	< .001	—							
	N	30801	30801	30801	30801	—							
ordfreq	Pearson's r	0.011	0.036 ***	0.039 ***	0.062 ***	0.060 ***	—						
	p-value	0.058	< .001	< .001	< .001	< .001	—						
	N	30801	30801	30801	30801	30801	—						

Regression

Model Fit Measures

Overall Model Test						
Model	R	R ²	F	df1	df2	p
1	0.0669	0.00448	138	1	30791	< .001
2	0.7540	0.56852	20285	2	30790	< .001

Model Comparisons

Comparison							
Model	Model	ΔR ²	F	df1	df2	p	
1	-	2	0.564	40250	1	30790	< .001

INTERPRETATION

The p-value indicates the correlation's significance. A statistically significant correlation is shown by a p-value less than .05. This means that the results are unlikely to be the result of chance. The significance level is denoted in the table by an asterisk (*), with *** denoting p .001, ** denoting p .01, and * denoting p .05

CONCLUSION

The analysis leads to the conclusion that customer retention and open rates are important indicators of how many emails will be sent throughout an email marketing campaign. The number of emails sent and the open rate were shown to be negatively correlated, while the number of emails sent and client retention were found to positively correlate. These results underline how crucial it is to keep an eye on open rates and client retention in email marketing strategies because they have a big impact on how successful an email marketing campaign is overall. Businesses can effectively boost the number of emails sent and enhance their entire marketing efforts by concentrating on increasing these KPIs.

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