

**The Impact of Email Marketing, Mobile Marketing and Retargeting on Online
Consumer Buying Behavior**

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<p>This research identified the impact of Email marketing, Mobile marketing and Retargeting on consumer buying behavior in an online setup. With the growing trend of digitalization and internet, the dynamics of businesses are changing, and consumers are now heading towards online shopping. With these changes, it is very important for marketers to carefully examine their buying behavior and target them accordingly.</p> <p>This study helps in understanding that how with the help of Email marketing, Mobile marketing and Retargeting, online consumer behaviour can be changed. According to the hypothesis, all three variables had a positive effect on consumer buying behavior which means that by the effective use of these measures, marketers can enhance purchases made by consumers. However, one of the hypothesis, i.e., Email marketing has a positive impact on consumer buying behaviour was rejected because of some issues; Emails go unnoticed or go in spam/junk, etc.</p> <p>Retargeting is a relatively new concept in online advertising. Hence, the researchers opted for this variable to know its impact, and with the wide use of Retargeting in modern marketing, it showed a positive impact on consumer buying behavior.</p>	
Keywords: <i>Digital Marketing, Online business, Retargeting, Consumer Buying Behaviour, E-mail Marketing, Mobile Marketing, Online Shopping</i>	

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1. Introduction

Technology evolution is changing our world faster than ever before. The impact on business and especially the marketing methods to be precise has been huge. Trends have been changing from traditional marketing methods to new ways where digital channels are now playing the key role. Moreover, there has been a huge shift from the outbound marketing methods to the inbound marketing strategies.

In this study we wanted to test how are consumers reacting to these changes especially picking up those channels which have been traditionally the key channels of outbound marketing method and now are a part of the inbound marketing method as well but with the different approach. For this study the three key channels we have picked are:

- **Email marketing (used for lead nurturing via marketing automation)**
- **Mobile Marketing**
- **Retargeting via Ads**

Outbound Marketing VS Inbound Marketing: For over a decade, outbound marketing has been the choice. Companies tend to use databases to do mass outreach which was intrusive and interruptive for the customers. Internet has played the major role in the change especially the massive penetration of mobile use with high speed internet. Everyone can find anything they want to purchase whenever they want creates the need of marketing trends to change towards being responsive to the searches and avoid being interruptive anymore.

Who is a consumer for us? A consumer is the one who purchases a product or service for his/her personal consumption. He tends to adapt to the ongoing changes in the social and commercial behaviors by which marketers come up with new and unique marketing strategies to build and attract consumers for better results.

The Core of This Research: This research, describes the significance of the picked marketing channels for marketers and see how receptive consumers are towards these. Consumers make buying decisions every day, and every decision that a user makes is influenced by cultural, personal, psychological and social factors. The frequent use of internet, social media, Mobile apps, and other digital communication technologies have become a part of many people's daily lives, around the globe. According to Ryan (2014, 16), consumers are getting increasingly involved in the creation of the product and services which they consume, which has shifted the power from producer to consumer. People are spending more and more time online. Online users are actively increasing due to easy access to Mobile phones which however consumes much of their time.

Digital marketing has now become an integral part for success of every other business. Especially for the small businesses, since they are cost-effective, can be optimized for efficient results and resourceful. It has no boundaries and provide a vast domain to market the products (Yasmin, Tasneem & Fatema, 2015, 79). Marketers can create strategies that effectively target the right set of prospects using relevant content and through effective channels.

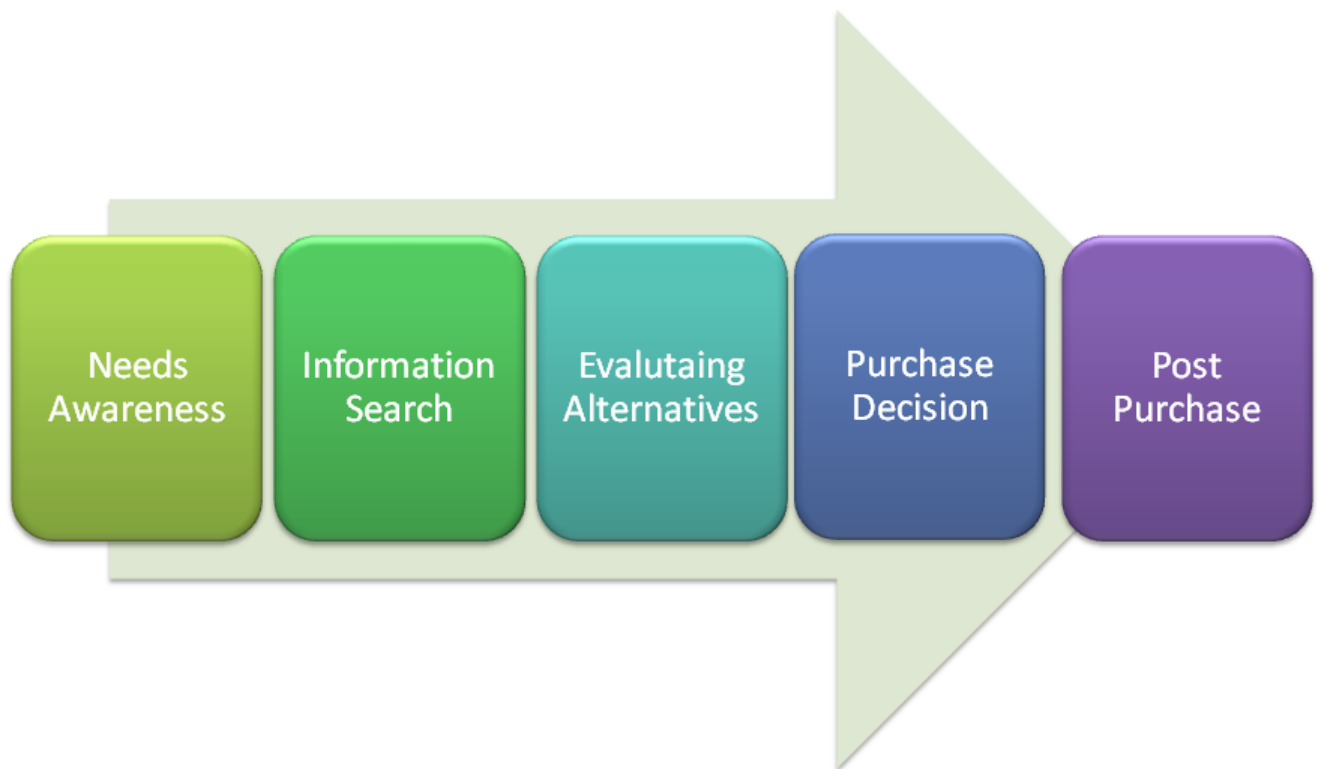


Figure 1. Consumer Buying Decision Process (Seacat, 2014)

As the above figure shows, With the internet, not only the whole framework of marketing has changed, but it also had an enormous impact on the consumer awareness. They are now well informed about the product even before using it. With electronic means, they are reading reviews of a product everywhere, which in turn triggers the consumer buying behavior process which includes:

- Need recognition
- Information search
- Evaluation of alternatives
- Purchase decision
- Post-purchase behavior

1.1. Operational Definitions

1.1.1. Email Marketing

It is a form of digital marketing where consumers are targeted through electronic mails with promotions, advertisements, and discounts, etc. to attract consumers to purchase the product (The Balance, 2016).

1.1.2. Mobile Marketing

Targeting consumers through Mobile such as SMS, MMS, WhatsApp/messages Mobile applications, etc. (Marketo.com, 2017).

1.1.3. Retargeting

Targeting those customers who have already visited a business website, but left without purchasing anything. The marketers then target the visitors again with the offers/promotions for the products on third-party websites and social media channels using paid ads (Retargeter.com, 2017).

1.1.4. Consumer Buying Behavior

Consumer buying behavior is a process by which consumers select, purchase, use and dispose a product based on their taste and preference (Katawetawaraks & Wang, 2011).

2. Digital Marketing-Selected channels

This chapter provides an overview of the variables or channels which were selected for this study and a literature review of past researches conduct on these variables.

2.1. Email Marketing

Email trigger: When viewing a product on the internet, or when a product offer is sent to a customer via Email, purchase intents are triggered simulating them to search for market comparisons and more research. As a prospect gets satisfied with the search results, he finally makes the purchase decision and buys that product. Now, if marketers deliver the promise and the value which they promised in their advertisement, the consumer will be willing to give good reviews, however, if the promise is not met, the consumer can give bad reviews and on top of that, the chances of up-selling or returning is next to impossible. All this is done through the same medium, i.e., the internet.

There are few reasons for the change in consumer buying behavior, that are:

- One of the most significant reasons is the Convenience; the customer can order the product anytime they want. 24/7 service is available if the customer is inclined to purchase online. They can order the product from anywhere, anytime by just click of a finger so the ease factor is there for consumers and that's how marketers are providing convenience benefit to their potential buyers.
- Another important reason is Information; customers can find a variety of information about companies, products, competitors, prices and above all they are getting very clear and information through their Mobile or laptop screens.
- The other reason is the low cost; marketers are intelligent enough to capture the audience with the term 'low cost,' that provides savings to the customers. Online marketers utilize economic techniques to serve the customers. They hold back the store expenses that would cost them high while they maintain a proper franchise for their respective product. They produce digital catalogue which is less than the cost of printed catalogues.

According to the research conducted by Salehi et al (2012, 386), from the past few years, the marketers are arguing over the subject towards the role of digital marketing. According to the study, digital marketing is known as a medium of sharing your content with your prospects using internet while offering your products and services for purchase.

Castronovo, and Huang (2012, 118), contributed to his research about the purchase intention of the consumer that is dependent on the decisions of another person. The purchasing decision is highly dependent on the purchase of peer and the peer to peer communication plays an important role in it. The conversation is nowadays being done with the help of social media channels that include email marketing and other internet marketing ways. The consumers are now totally dependent on the views shared by other via e-WOM and emails.

The electronic marketing has shown an effective increase in the buying decisions that are made upon the decision shared by other people on the internet.

According to the study conducted by Sahni, Wheeler, and Chintagunta (2016, 07) the personalized email contents impact the individuals in order to increase their views towards the email. The personalization helps to target the customer who opens an email and feel attracted towards the content. This gives a reduction towards the unsubscribing behavior of the users who are getting the emails. The writer moreover shared the responsibility of the consumer towards the email that is being opened by the consumer as it leads towards the purchase intention when the user feel attracted towards the content that is shared with him through an electronic marketing technique.

Rehmani, and Khan (2011, 101) shared in his study that the digital media is expanding by breaking every barrier in the marketing industry. The flow of information through the digital marketing that includes mobile marketing, social media marketing, and email marketing is increasing day by day and people are relying on the information that is being shared to them with the digital marketing medium. The digital marketing has changed the way of communication from traditional marketing to the modern marketing that is dependent on the use internet. Online marketing has made it easier for the marketers to target their consumers easily for making any purchase.

As per the research study shared by Tiago and Veri'ssimo, (2014, 704), there are a number of consumers that keep themselves engaged on the internet. With respect to their behavior, the companies are focusing to create marketing strategies based on internet and digital marketing that would be done by doing direct marketing, informational websites, email blasts and much more. Online marketing has transformed the life of marketers to approach easily to the consumers and entice them to make a purchase. This way the marketers are now able to reach to the mass audience with minimum resources and less time. It is known as a strategic advertisement that is being done with the help of online marketing.

According to Smith (2011, 04), the brand is focusing towards the advancement by implementing the strategy of digital marketing. The generation is more focused towards accessing the information of any product with the help of social media. The successful marketers are trying to compete in the market that is digitally active. The digital messages to the consumers are mostly appealing thus creates a decision to make a purchase. The marketing through the internet is known as a pull medium that attracts the consumers through the content that they view on social media and emails. Every consumer can easily get an

access regarding any of the information that is available on the internet. The social marketing channels and emails have created a large platform in order to reach to the audience.

Chi, (2011, 46), contributed in his study about the electronic marketing that is based on social media channels that the brand is marketing and communicating through the help of social media where people are more engaged. The electronic marketing connects the consumers and brand together and transforms the relationship between them. The role of electronic media that is based on email and social marketing executes the message to the consumer in order to grab and attract the consumer. It also provides a connection between the consumer and the product that creates more social interaction and trust towards the brand.

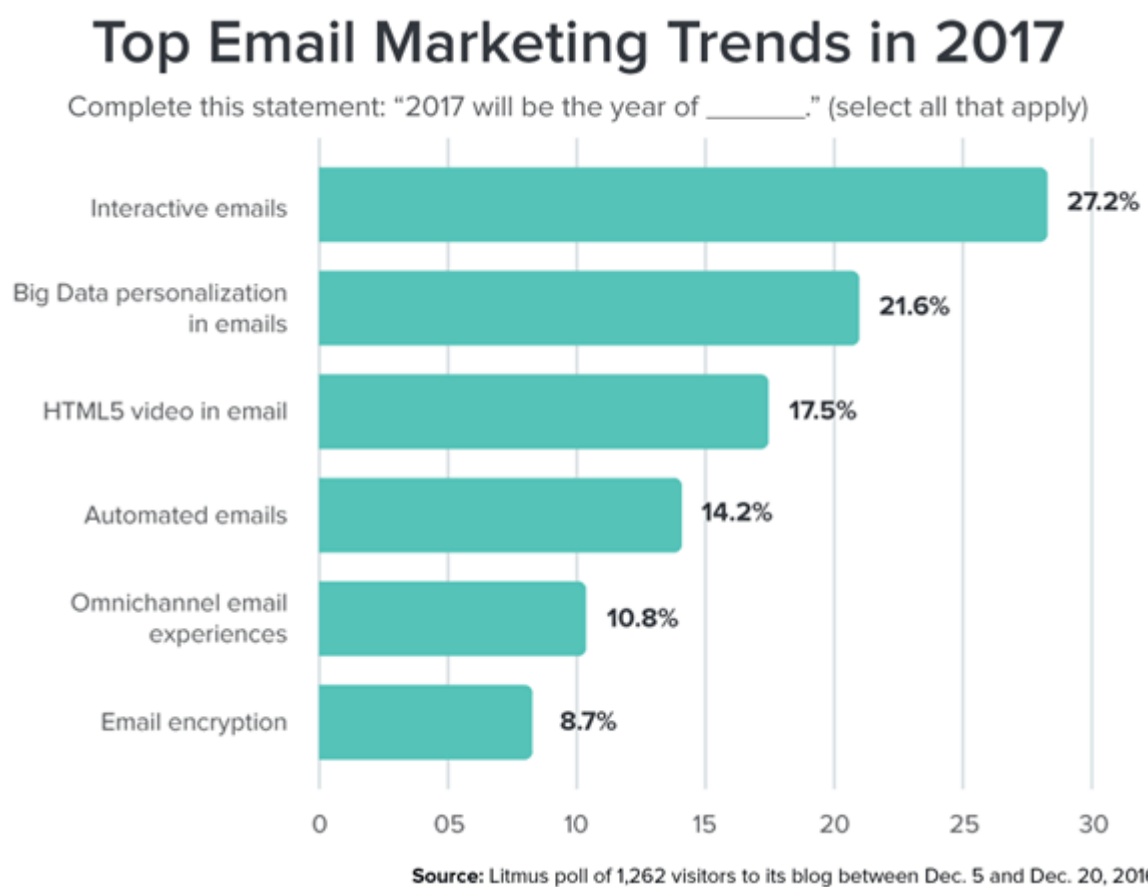


Figure 2. Email Marketing trends in 2017 (White, 2017).

Mirzaei et al (2012, 212) shed the light towards the ideology behind the e-marketing. He shared that e-marketing is not something that is complicated but it is not beneficial in the creation of a relationship between consumer and the brand. E-marketing is just about communicating, creating, and providing values to the customers. E-marketing is not just based towards the selling and communication about the product but there are different things hidden behind the concept of email marketing. It is known as one of the oldest forms of tactics

that were used previously. It also allows people to run a flawless campaign that can attract and grab the customers. It also helps to enhance the sales and make repeated sales from the same customer.

2.2. Mobile Marketing

Prior research on mobile marketing has focused on themes such as mobile phone usage, behaviors, and the Prior study was conducted by Persaud and Azhar (2012, 420-421) the study shared the themes of mobile marketing like the behaviors, usage of mobile phones along with the motivation. There is a difference in the responses of consumers towards the mobile marketing versus another medium of marketing. The mobile marketing creates a user interaction and behavior towards the purchase intention via the discount coupons, gift vouchers and other benefits that can be availed via mobile applications. The consumers have accepted the mobile marketing and it shows a good impact on the sales. Moreover, the writer also focused towards the culture that has influenced the acceptance of mobile marketing.

According to the Watson, McCarthy and Rowley (2013, 02) shared in their research about the marketing and advertising via mobile. They discussed that mobile marketing is known as the cheapest channel for the digital marketing practitioners due to potential growth in the industry. The mobile marketing is on a growing level that is easy to reach the consumers. 90% of the world population can access the applications of mobile that can deliver and communicate the brand's message. The mobile marketing channel has captured the market industry that is accepted by the consumers.

As per the research conducted by Rohm et al (2012, 486) mobile marketing is one of the fastest growing technology for the marketing. Their research discussed that the communication via mobile marketing now becomes a common thing after the penetration of smartphones that has captured a mass market. As the mobile marketing doesn't need to be connected to the desktop or the computers, the wireless factor of mobile communication now becomes the trend as people have accepted this because it is convenient to use. Furthermore, their study shows that in the whole United States of America the consumers are most active and access the advertisement on their mobiles phones. Their study also shared that in the coming era the 90% of the population will be connected with the brands via mobile marketing.

According to Strom, Vendel and Bredican, (2014, 03) the mobile applications and the devices offer the marketers and the shopkeepers an opportunity to offer their product to the consumer with the help of mobile marketing. It creates the interaction with the consumer that develops their purchase intention towards the product. Moreover, the researchers also described the

mobile device as a companion to the users when they are focusing towards the shopping. It creates a strong bond of relationship with the consumer and the retailer. The study also shared the difference that mobile phones are different from the laptops and the PCs that makes it easier for the consumer to interact with the advertising that is shared on mobile devices as it gives the potential to the marketing channels to market their product via mobile marketing.

Bohlel et al (2011, 211) shared their views on mobile marketing and the consumer relationship with the brand. They discussed that this is an era of wireless technology that is creating a hype in the marketing channels and strategies. This gives an opportunity to the marketers to communicate with the consumers easily with the help of mobile marketing. Their paper discusses that how mobile marketing influences the consumer behavior and intention to purchase. The mobile marketing campaigns have a strong influence on the intentions of the consumer towards the brand and the product. It maintains and creates a good relationship with each other.

According to the study shared by Yan and Zhou (2011, 85-86), the mobile marketing is based on the communication of viral messages about the brand to the consumers with the mobile marketing techniques. The viral marketing via mobile has added more values to the digital marketing. The mobile devices allow the users to share the message with their friends and relatives. Thus, the marketing via mobile never stops. It creates the purchasing intention to users and it is not limited to the one person.

Smutkupt, Krairit and Khang (2012, 540), mobile marketing not only creates the several opportunities for the marketing practitioners but sometimes it gives them a tough challenge before the exploration of opportunity. The advertising via mobile SMS now becomes a common thing in the marketing mix. The mobile marketing uses application, advertising through games, vouchers, coupons and the information services. Moreover, the researchers shared few of the example of different brands like Estee Lauder who tried to focus towards the SMS marketing and offer free samples. Another example that they shared was based on the McDonald food industry who offer different competition via mobile advertising. Furthermore, the marketers now have adopted the mobile marketing as the source of communication with their regular customer.

Yousif, (2012, 148), shared the contribution based on the mobile marketing. He shared in his research one of the argument that discussed that the mobile is now become a marketing element and has transformed itself into the channel of marketing. Moreover, he shared that it is easy to target consumers via mobile marketing anywhere and anytime as the mobile marketing is very cheap and cost-effective and can easily reach to the consumer. For the

brand advertising, mobile marketing has now become the first choice of the marketers as they share promotions and coupons with the help of mobile marketing that helps the marketers to easily target the market and create consumer purchase intention. Nowadays the mobile marketing has now become the most usable method in term of marketing and advertising that has transformed the ways of advertising. It has created new opportunities for the brands and the retailers.



Figure 3. Types of Mobile Marketing (Digital Empowerment & Wealth Creation, 2017)

2.3. Retargeting

It is a form of online targeted advertising through which online promotion is made for reaching the prospects, based on their prior internet actions. It is a cookie-oriented technology that uses simple JavaScript to sneakily follow the prospects all over the internet. Retargeting via ads is a power conversion and optimization tool that works best for the marketers when used smartly and efficiently.

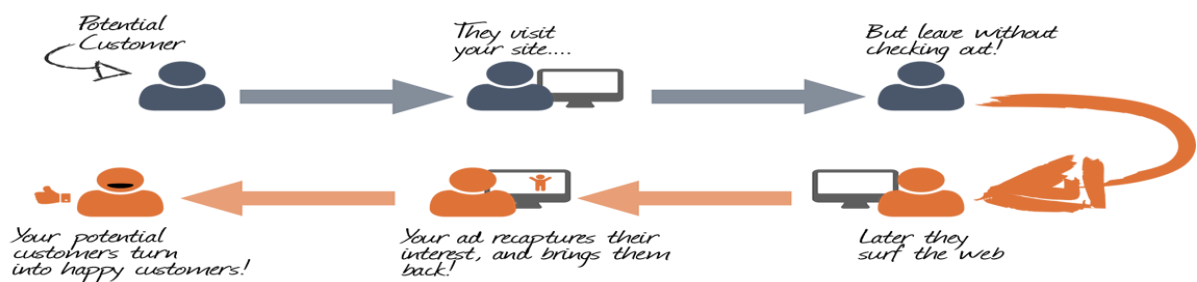


Figure 4. Process of Retargeting (Retargeter.com, 2017)

Marketers need to learn and understand the process of Retargeting. They need to know that how many people are visiting their website and how many of them bounced without interacting much, which is the most beneficial information for the marketers to improve the offers and promotion on their products & services.

As per the definition of retargeting by Retargeter.com, (2017), retargeting is a form of advertising that uses the online data of the customers to keep generating the traffic even if they leave the website. It is like browsing an online store and then make no purchases. The more info was shared about the retargeting that it is not necessary that the visitor purchase something on the first visit, only 2% of the people make purchases on their first visit. Moreover, the writer also shared that retargeting is known as a tool that is specially created and designed for the companies and the organization to retarget the remaining 98% and convert them into a consumer. Furthermore, the web shared that retargeting is becoming very effective in this era.

According to the research conducted by Hurley (2016, 22), to improve the effectiveness of the advertising, brands are now focusing towards the adaption of a tool which is known as retargeting. It targets the specific customers who already visited the store before. The retargeting is a concept that uses the analytics data to retarget the customers and engage the consumers towards making the purchasing behavior.

According to Singlegraincom (2017), retargeting is an essential part of the marketing techniques. It is a key towards marketing and the creation of trust between the brand and the consumers. It uses the data of those consumers who already visited the store before. The visitors are the main target of the online webs to turn them into their customer as it builds the purchase intention and behavior of consumers towards. Creation of awareness and interest is very necessary for the concept of retargeting.

One of the research Ringvald and Garcia (2016,12) about the concept of remarketing shared the case of Adroll, which is known as a retargeting company. Their main focus was towards bringing back the 98% of the visitors who never return to the website in terms of purchasing any product. The company created the strategy of retargeting and displayed the banners and ads of the product that was according to the interest of the customers along with they displayed the ad of the new products too. They use the partnership technique with Facebook and retarget their old visitors of the website through their store that in return created a big revenue to the company.

According to the information shared by Mozcom (2011) retargeting is simply a technique that is used in the strategies created for marketing purpose. It targets those visitors who already visited the website in order to create their intention towards purchase. Moreover, it was shared that retargeting needs an updated and innovative advertisement in order to create the positive behavior of the consumer.

Workhorsecom, (2017) shared in their web page regarding the retargeting that it is not a new technique but it is a transformed technique of marketing that has now become a core concept in the marketing strategies of digital stores. The technology advancement keeps and tracks the record of customers in order to retarget them to generate the traffic and towards making a purchase. It allows the online brands towards the creation of visitors' categories according to their needs and interest and follows them as per their mindset. It gives a chance to pull the visitors back to the website and convert them into the consumer.

As per the Econsultanc (2014, 7) another name of retargeting is re-messaging and remarketing. It is known as a marketing tactics that serve ads.

Koti (2014, 42) discussed the retargeting that it works best with the outbound marketing and inbound marketing. It involves many strategies such as content marketing, targeted displays, ads for generating the traffic for the website. It can be a great source of converting the visitors into the consumers. It has now become a common practice of marketing practitioners in order to create the consumer behavior to purchase.

The websites banners are the most common example of retargeting ads, they highlight the pictures based on the interest of the customers that create their behavior to purchase the product from the online store (Bleier & Eisenbeiss, 2015, 390).

According to the Lambrecht and Tucker (2013, 29), the purchase intention can be developed by the using the retargeting via mobile advertising.

The retargeting through the mobile advertisement creates the purchasing behavior of the visitors. It is a very effective technique that directly targets the visitors according to their need and interests Leppaniemi, Sinisalo and Karjaluoto (2006, 33).

According to the study shared by O'Kane (2013, 88-89) the retargeting is the way that makes marketing practitioners sure about every possible chance that they have adopted in order to interact and engaging the customer by learning their interests and need. This creates a stronger bond and relationship that converts the visitors into the consumer. The data and

information are very necessary for the customer to set the accurate retargeting tactics for the visitor.

2.4. Consumer Buying Behavior

Mihart (2012, 123) defines consumer behavior that the decision making is the behavioral understanding towards the purchase of the product. He more defined consumer as the problem solver. Consumer behavior requires the time and attention of the product towards the products that makes them purchase on the basis of their decision and intention towards purchase. Besides this, the author shared the three-level that impacts the decision making of the consumer. The level that influences the behavior of the consumer is extensive problem solving, routinized behavior response, and limited problem-solving.

One of the research conducted by Malik et al (2013, 118), discussed the role of the image of the brand and the advertising technique that plays a one of important role in the creation of consumer buying behavior. Their study purpose was to identify the impact of the image of the brand that advertisement develops their behavior towards purchasing intention. Moreover, the study discussed that the consumer purchasing behavior of females is more positive as they are the individuals that are attracted by the brand, self-concept about the brand with some more another opinion. Moreover, they defined consumer buying behavior a process that includes the knowledge and understanding of the brand and its products. They said that customers are more influenced if they have a good understanding of the brand.

Goodhope (2013, 165), defines consumer behavior is the representation of those people who are directly involved in making the decision regarding the use of good and the services. The consumer is based on the decision process that on the acts of the individuals. The writer extends his discussion and discussed the behavior of the consumer decision-making process. He further discussed that the consumer behavior is related to the intention towards sale and purchase of any product or the services that satisfy their needs and wants. Moreover, he said that it is directly related to the way that involved exchanging process of production with the money. The people create their intention towards purchasing the product on the basis of the idea they have in their mind related to the services and the product for which they tend to develop their consumer behavior.

Erka and Evans (2016, 49), discussed how the social media users are being targeted either unintentionally or intentionally by the electronic word of mouth that is impacting the consumers towards the creation of purchasing intention. They discussed eWOM as the influencing factor that tends to develop the consumer purchasing behavior. Moreover, they said that the

consumer purchasing intention in the current era is mostly influenced by the social media channel.

Udeledu (2017) defines the consumer purchasing behavior as it is referred to the purchasing intention of the consumer that a firm need to analyze before market the product. The reaction of consumer impacts the marketing strategy of the companies in order to achieve great and undesirable success. Moreover, it was defined that the marketing concepts and the strategies towards the product are very important in order to satisfy the customer that creates their intention to purchase. Besides this, the marketing practitioners focus to forecast upon the reaction of the individuals towards the marketing tactics that may lead to the development of consumer purchasing behavior.

Abideen and Saleem (2011, 57), discussed how consumer purchasing behavior is influenced by advertising and sales technique. Their research was based on the analysis towards the behavior of the consumers. They focus towards the determination of the factor that influences the behavior of the most. Their research found that there are some psychological aspects connected with the behavior of the consumer towards the purchase intention. Their research was based on analyzing the directions towards the advertising and marketing mix strategies that develop the behavior. Furthermore, their research mostly emphasizes that how psychological factors tend to create the consumer purchasing behavior.

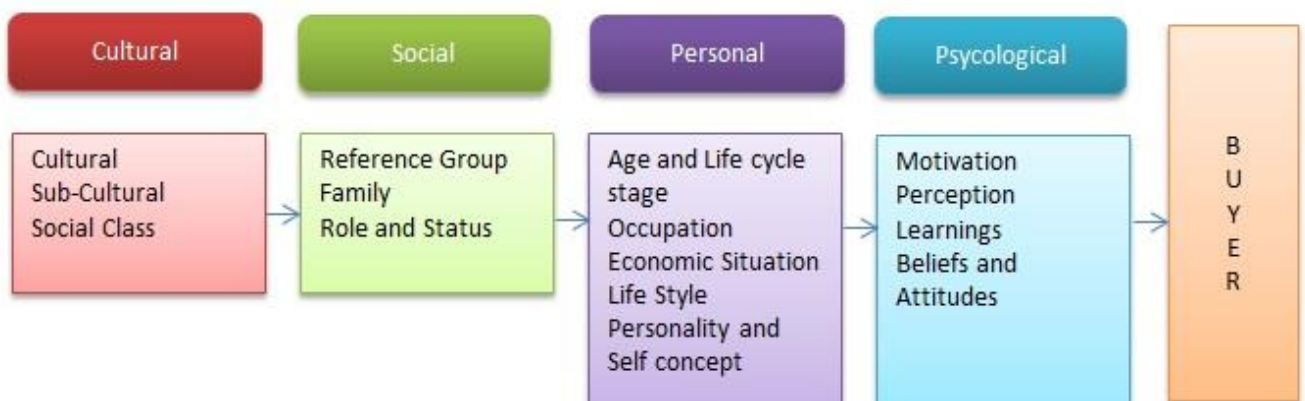


Figure 5. Factors affecting consumer buying behavior (relivingmbadays, 2017)

Pappas (2016, 13) discussed the importance of some factors that are necessary for the development of consumer purchasing intention, one the most important thing that they discussed is the trust toward the brand. Nowadays electronic retailing of products grabs the

attention and attraction of the individual through different techniques in order to create their intention towards purchasing the product. Moreover, the author said that understanding the behavior of the consumer is not an easy task because it is directly related to the buying behavior of the consumer which is not easy to interpret or identify. Furthermore, the author shed the light towards the risks that are integrated with the online purchase that consumer mostly creates their buying behavior on the basis of reviews that are generated by others about the particular product of the brand. He also defines that one more influencing thing to the behavior of the consumer towards purchasing is directly connected with the quality of the product and quantity of the product.

Madhavan and Chandrasekar (2015, 75) discussed the consumer behavior that marketers always focus towards the behavior of the consumer as an interesting factor that tends to increase their sales and revenue. The consumer purchasing behavior inclines to identify what really influence the buying decisions of the consumers. Moreover, it was defined as the knowledge about the consumer behavior is very important for the marketers to set the marketing strategies as per the behavior that how the individual feels and perceive about the product and the brand. The behavior of the consumer is based on the psychological factors, social, personal and the cultural factors. Some of the uncontrollable factors that cannot be managed by the marketers also need to be focused in order to create the intentions and attractions of the consumers towards the purchase of the product.

Chroncom, (2017) defined few consumer purchasing behavior theories that influence the behavior. One of the theories the website quote is based on the influences of culture towards the buying behavior of the individual. It was defined that culture sets the values and beliefs about the product and the brand. The values tend to create the buying behavior of an individual. The culture also includes the few demographics like income, occupation, and education that act as an influencing factor towards the creation of consumer purchasing behavior towards the product or the services. Moreover, the other factor that was discussed was based on the influencing behavior that involves the consumer in the comparison of the product and the price that affects the individuals to create the decision. Besides this, the personality also impacts towards the behavior for purchasing the selected brand that develops the personality of an individual.

Verhagen and Dolen (2011, 320- 321) define online consumer purchasing behavior as it triggered an easy and convenient way to access the products via an online marketplace. There is no pressure on the individual towards the purchasing intention. They further defined that online consumer behavior identification is very necessary for the marketing practitioners. They

discussed few of the previous studies that tested the social media influence on the consumer purchasing behavior.

According to a study conducted by Nazir et al (2012, 488), the informational technology is playing an important role for the consumers in order to provide an online platform for the shopping that can be accessed from anywhere. It provides easiness and convenient to the buyers that triggered their behavior towards the online purchasing intention of the product. It requires lesser efforts and is more valuable.

2.5. Theoretical Model

Based on above literature and theoretical review, following hypotheses were developed

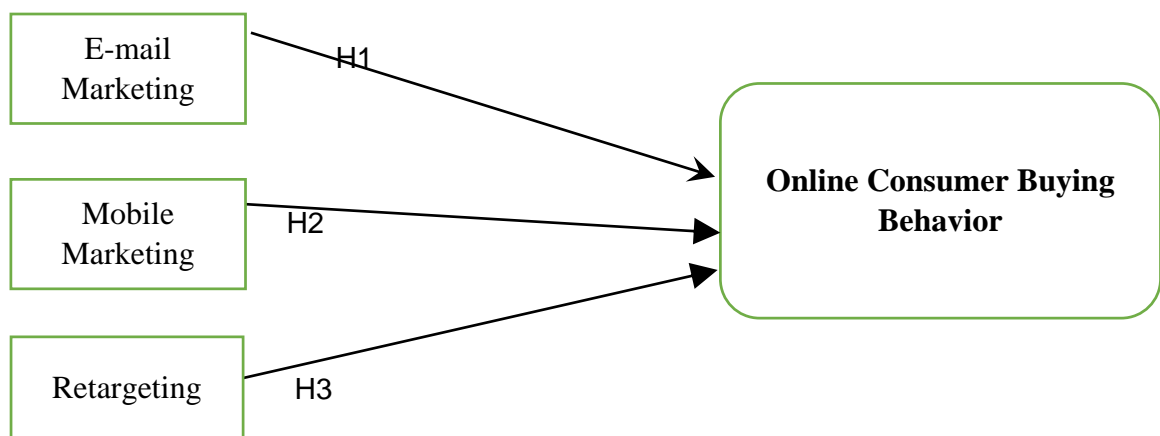


Figure 6. Represents the theoretical model of the research whose hypotheses are as follows:

H1: There is a positive impact of Mobile Marketing on Online Consumer Buying Behavior

H2: There is a positive impact of E-mail Marketing on Online Consumer Buying behavior

H3: Retargeting has a positive impact on Online Consumer Buying Behavior

3. Research Methods

For the research, this phase was helpful to understand the methodology which was used.

2.1. Research Design

Quantitative research is a study involving the use and analyses of numerical data using statistical techniques. They pose questions of who, what, when, where, how much, how many, and how (Balnaves, 2001, 5).

For the research, a quantitative approach was adopted. Moreover, the research design of the study was dependent on causal and cross-sectional along with hypothesis testing and investigation type.

2.2. Population and Sample

The target population is the total group of individuals from which the sample might be drawn. A sample is the group of people who take part in the investigation. The people who take part are referred to as “participants” (Balnaves, 2001, 98-99)

For the research, the selected population was those consumers that understood the digital world, and they preferred online shopping.

The selected sample size of the research involved consumers that do online shopping and were fully aware regarding online marketing techniques. The sample size was 124 respondents who answered our questions.

2.3. Time Horizon

The cross-section depending upon primary data was used because the data is gathered once and the results and interpretation were done only once. The time for this research was approximately 5 months starting from end of June till end of October

2.4. Instrument

For the research, a survey questionnaire was formulated as an instrument which helped in collecting the data. It contained close-ended questions. a questionnaire is a tool designed to survey respondents with specific information. Questionnaires reduces biasness and helps in getting specific data (Balnaves, 2001, 126). There were two different sections present in the questionnaire. Section A consisted of demographic-based information of the respondent including age, gender, profession whereas Section B consisted of close-ended statements of

questions. Likert Scale was adapted including option 1- Strongly Agree to 5- Strongly Disagree. There were total 26 questions.

2.4.1. Questionnaire Design:

The questionnaire was adapted and were selected on basis of our research and operational definitions. The questionnaires were pilot tested before circulating through reliability test which told about the reliability of the questions. the result showed that the questionnaire is reliable. After pilot testing, the questionnaire was circulated to different respondents to know their responses on online consumer buying behavior through online means and printed hard form.

2.5. Data Analysis

For the research SPSS version, 2.0 was used for getting a numerical percentage. In SPSS analysis tests such as regression analysis, correlation analysis and descriptive statistics were used.

2.6. Ethical Considerations

The respect and dignity of respondents for the research were throughout maintained properly. For confidentiality of the participant, the proper guarantee was given for the research purpose.

4. Results

4.1. Background information

Demographics

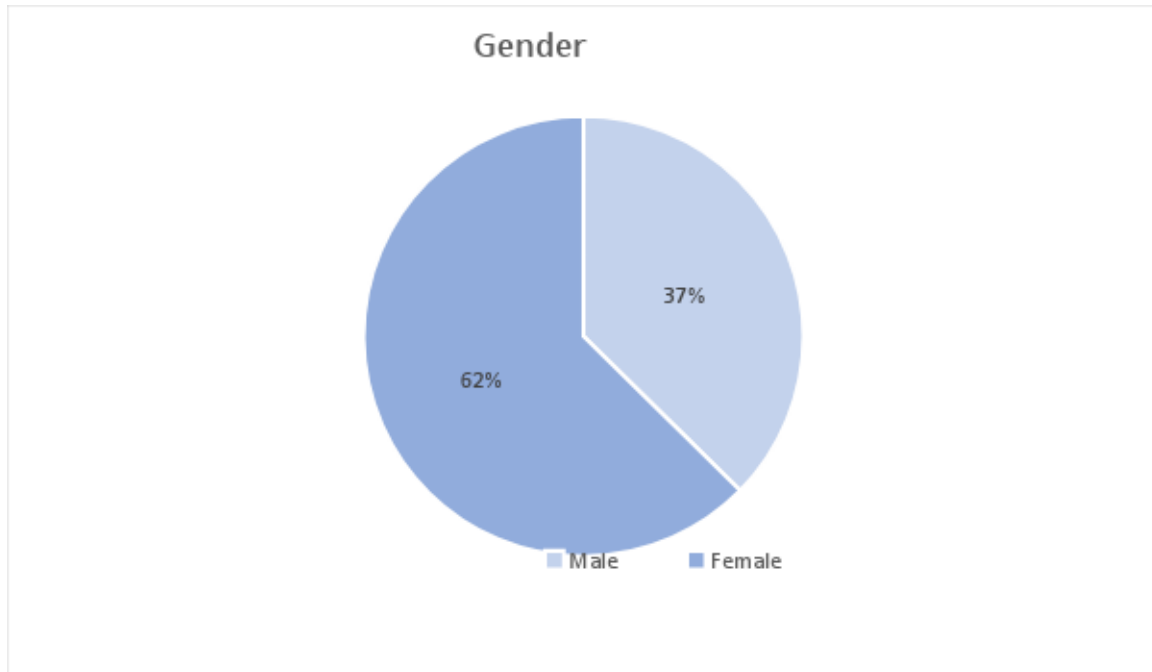


Figure 7. Division of Gender (N=124)

This figure describes the gender ratio of the respondents. According to this figure there were 62% females and 37% male in total respondents.

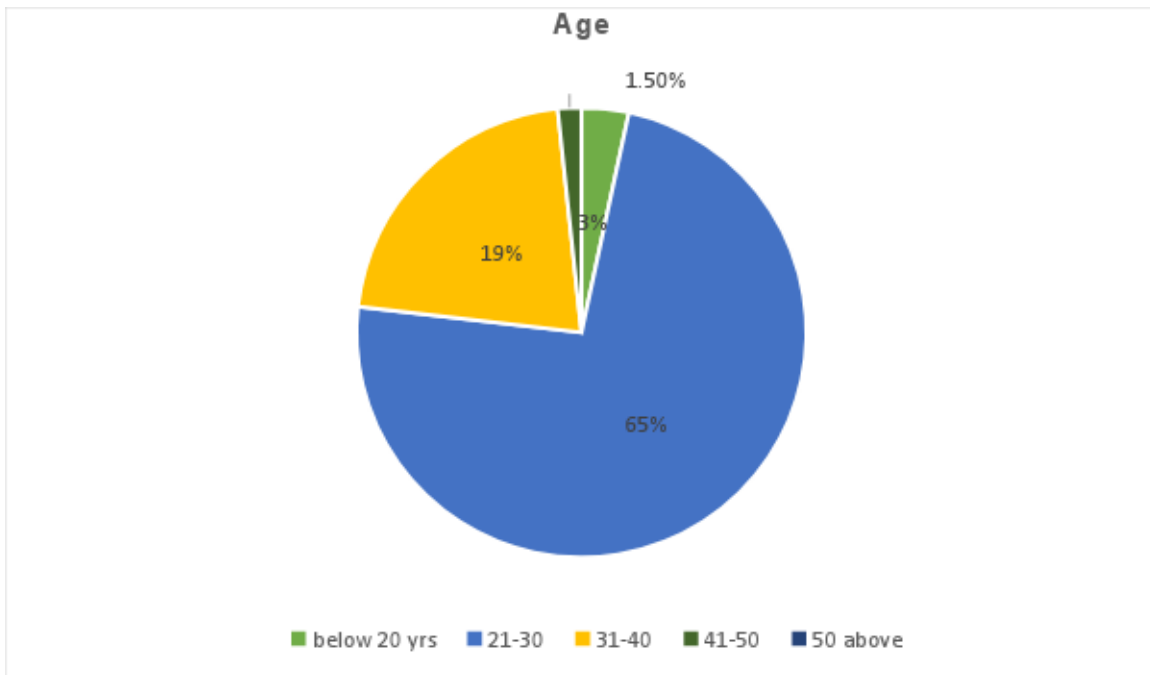


Figure 8. Division of Age (N=124)

Figure 8 shows age frequency of the respondents. Around 65% of the respondents were of the age 21-30, 19% were in 31-40 age group, 1.50% were of age 50 above, 3% were below 20 years and 11.5% were of age 41-50.

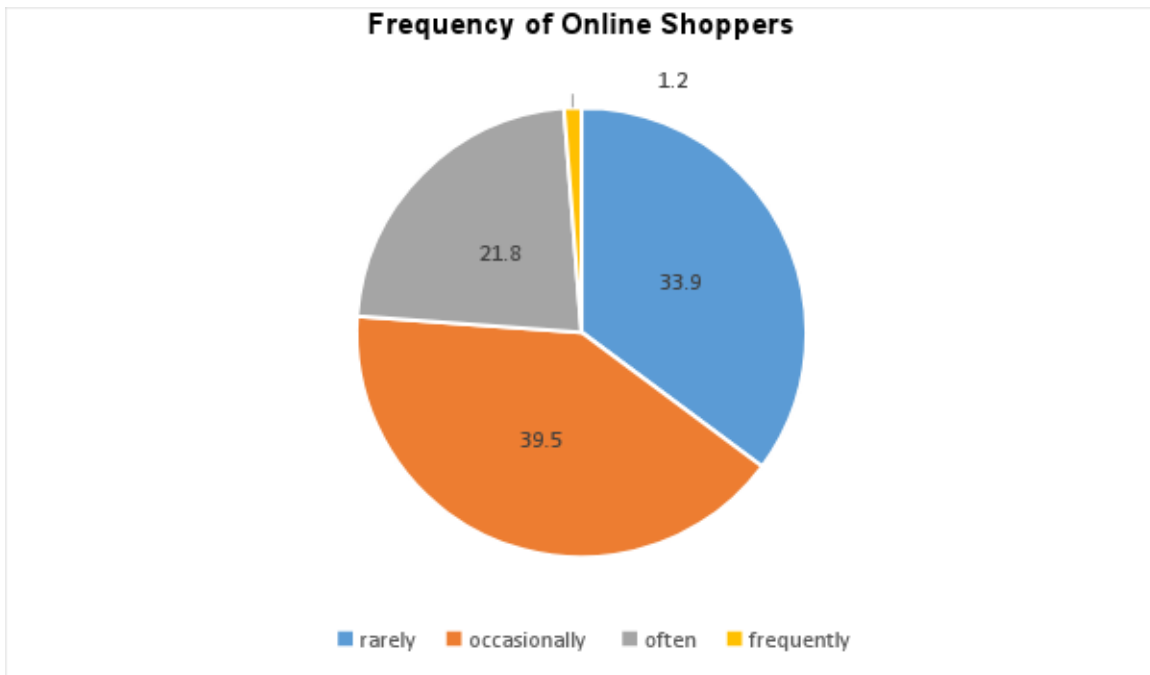


Figure 9. Frequency of online shoppers (N=124)

Figure 9 shows the frequency of online shoppers. 39.5% shopped occasionally on internet, 21.8% were often using online shopping, 33.9% were using online shopping website rarely and 1.2% were frequent online buyers.

4.2. Results of Statements

Responses were given on the questionnaire where the scale was:

1= Strongly Agree

2= Agree

3= Neutral

4= Disagree

5=Strongly Disagree

Q.1. E-Mail marketing contributes in brand names

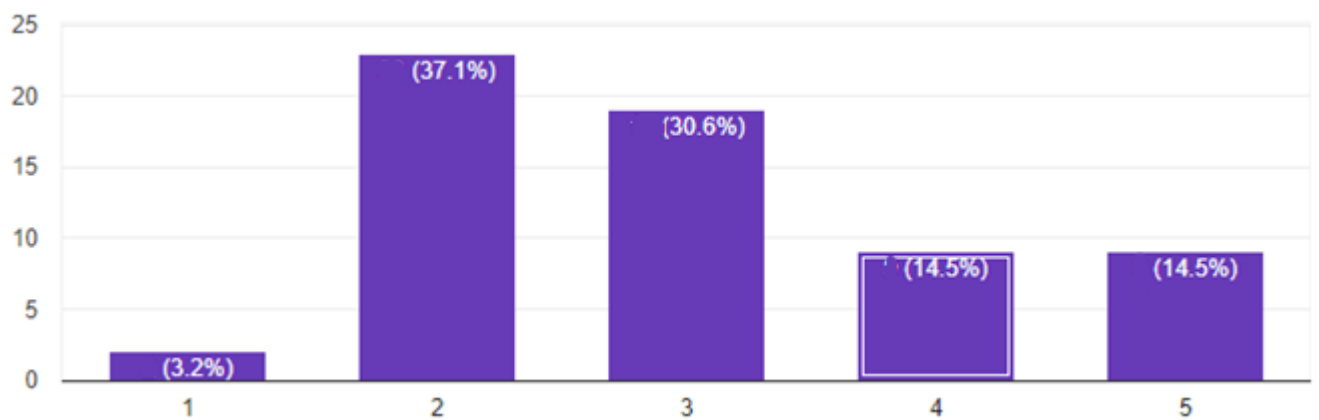


Figure 10. Contribution of E-mail Marketing (N=124).

This figure showed that approx. 14.5% strongly disagreed to the statement, 14.5% disagreed, 30.6% were neutral, 37.1% agreed with the statement and 3.2% strongly agreed with the statement.

Q.2. You tend to purchase online via E-Mail marketing

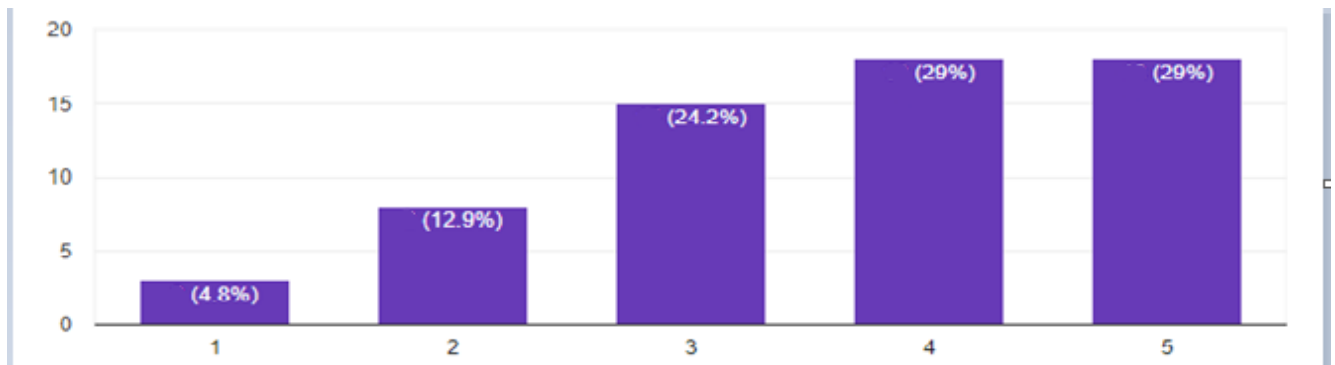


Figure 11. Purchasing via Email Marketing (N=124)

Figure 11 shows that for the above statement, 29% strongly disagreed, 29% agreed, 24.2% were neutral on this statement, 12.9% agreed with the statement and 4.8% were strongly agreeing with the statement.

Q.3. E-Mail marketing contributes to enhance product awareness

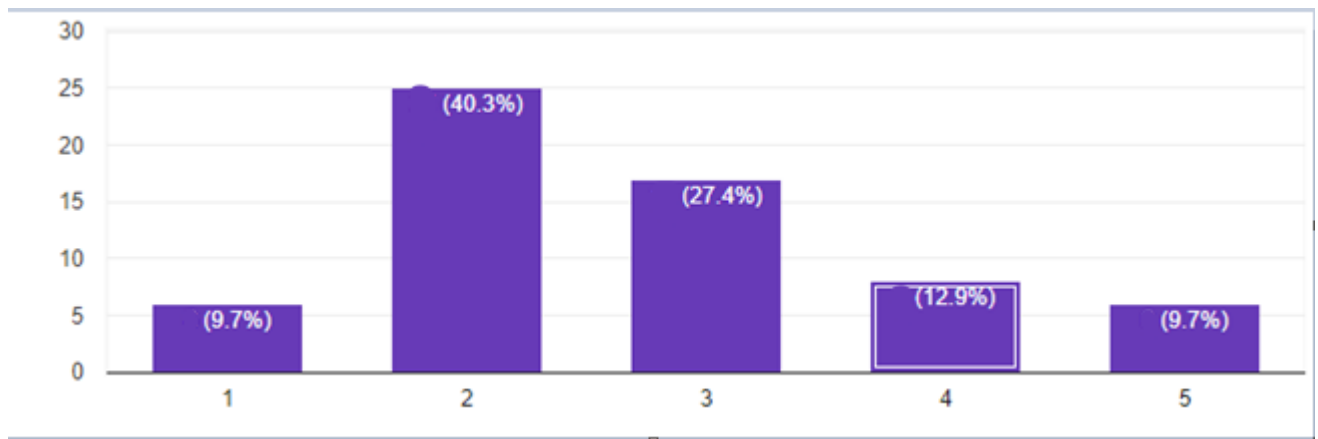


Figure 12. Contribution to enhance awareness (N=124)

For this statement, 9.7% respondents strongly disagreed with the statement, 12.9% disagreed, 27.4% were neutral, 40.3% agreed and 9.7% strongly agreed.

Q.4. E-Mail marketing has played an important role in changing your attitude toward products and services

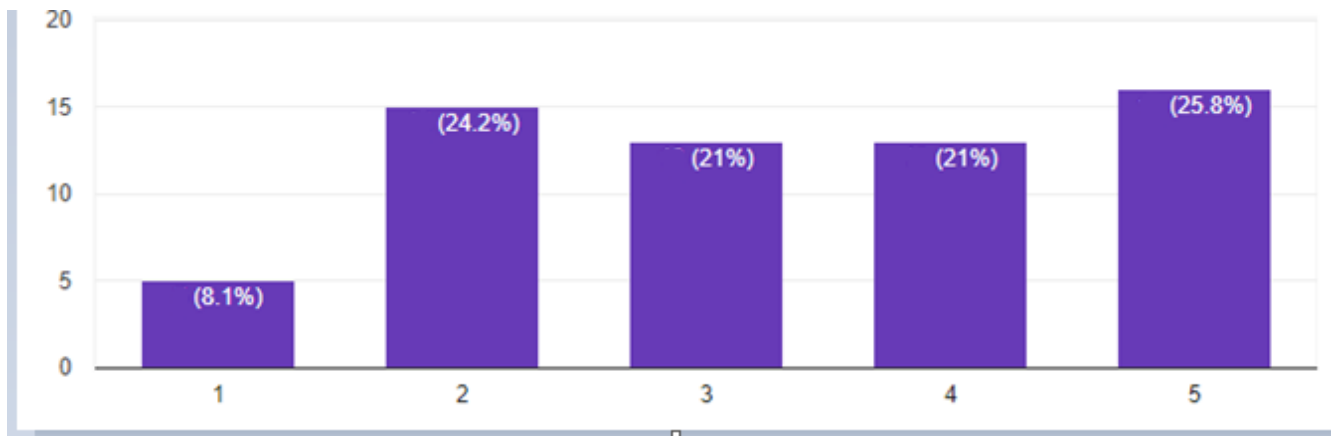


Figure 13. Role in changing attitude towards products and services (N=124)

Figure 13 shows that for the said statement, 25.8% were strongly disagreeing, 21% were disagreeing, neutral were 21% and respondents who agreed were 24% with 8.1% being strongly agree.

Q.5. E-Mail marketing plays an active role in building a relationship between the consumers and the organization

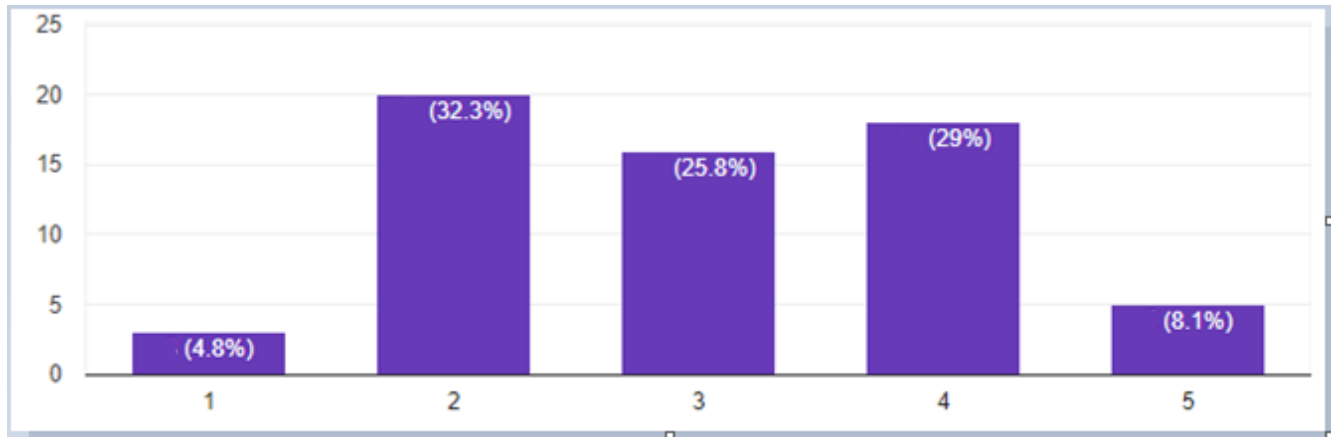


Figure 14. Role of Email marketing to build relationship (N=124)

Figure 14 represented that for the above statement, 8,1% respondents strongly disagreed to the statement, 29% disagreed, 25.8% were neutral, 32.3% agreed with the statement and 4.8% strongly agreed.

Q.6. You trust on that information which is sent to you via the E-Mail marketing

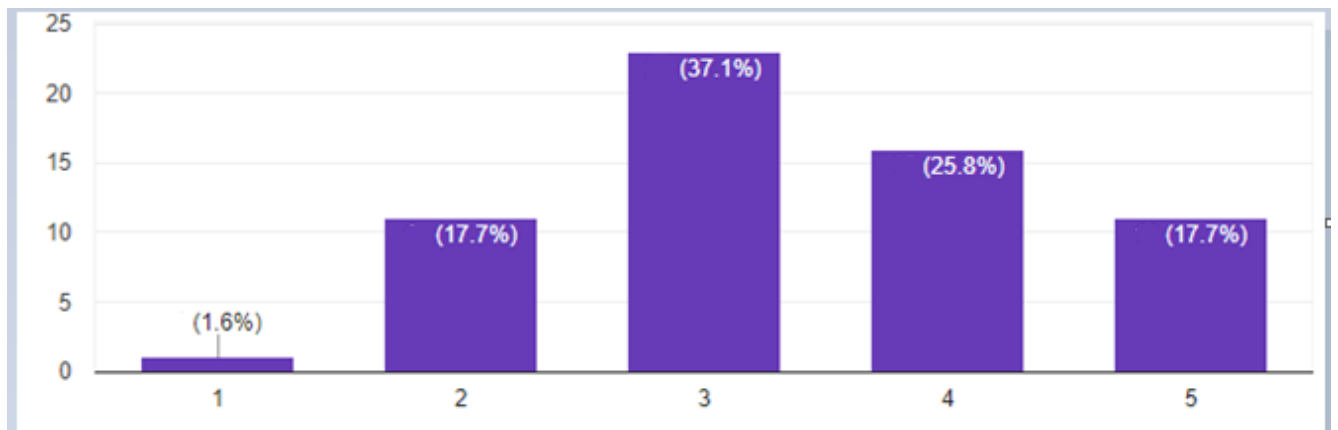


Figure 15. Trust on Information (N=124)

Figure 15 showed that for the above statement, 17.7% strongly disagreed, 25.8% disagreed, 37.1% said they were neutral, 17.7% agreed with the statement and 1.6% strongly agreed.

Q.7. You think that information you receive via the E-Mail marketing is exciting and attractive

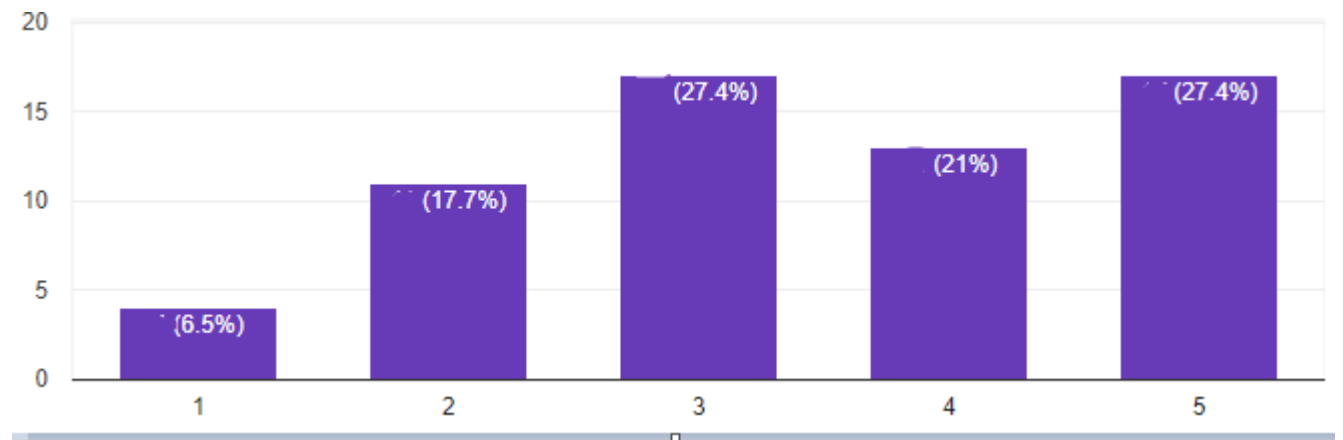


Figure 16. Information as exciting and attractive (N=124)

Figure 16 represents that around 27.4% were strongly disagreeing, 21% were disagreeing, 27.4% were neutral, 17.7 agreed and 6.5% strongly agreed with the statement.

Q.8. SMS marketing provides opportunities for choosing appropriate products

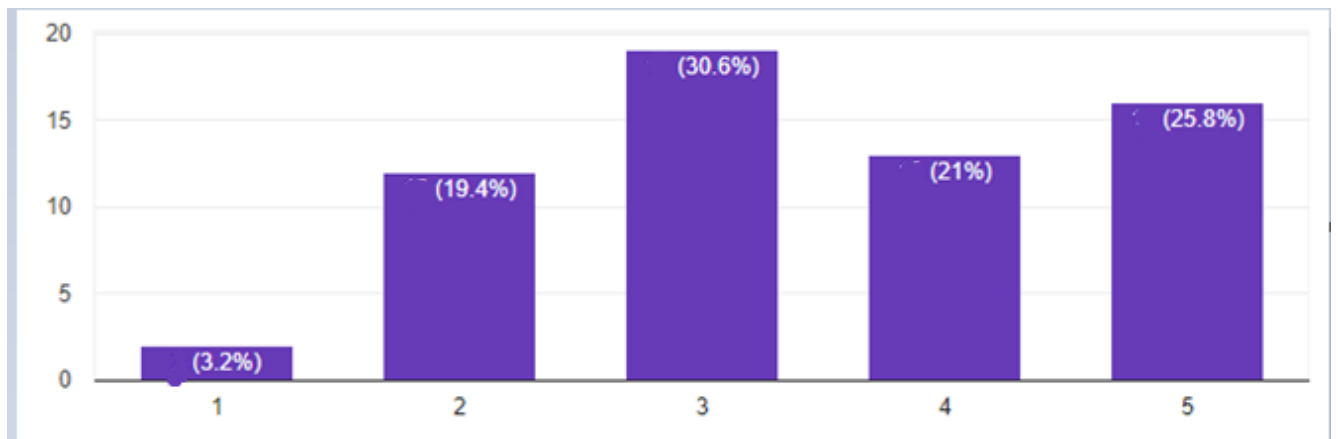


Figure 17. SMS marketing provides opportunity (N=124)

Figure 17 shows that in this statement, 25.8% were strongly disagreeing, 21% were disagreeing, 30.6% were neutral, 19.4% were agreeing and 3.2% were strongly agreeing.

Q.9. You receive SMS regarding products at appropriate times

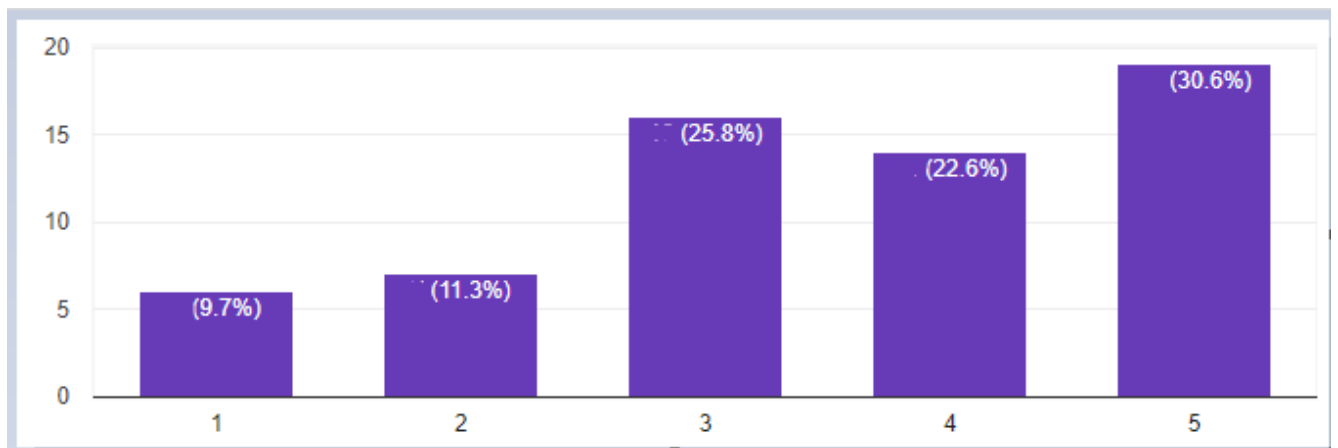


Figure 18. Appropriate timings for receiving SMS (N=124)

Figure 18 represents that for the above statement, 30.6% strongly disagreed, 22.6% disagreed, 25.8% were neutral, 11.3% agreed whereas 9.7% strongly agreed.

Q.10. The SMS marketing is characterized as providing easy accessibility to consumers

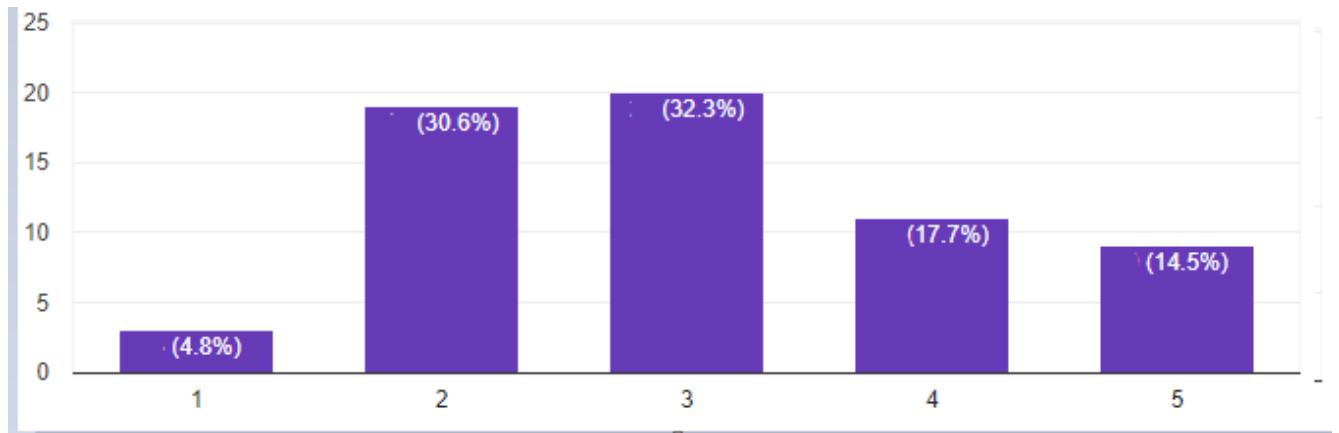


Figure 19. Easy accessibility consumers (N=124)

Figure 19 shows that for the said statement, 14.5% strongly disagreed with the statement, 17.7% disagreed, 32.3% were neutral, 30.6% agreed and 4.8% strongly agreed.

Q.11. You get accurate information you seek about products via SMS marketing

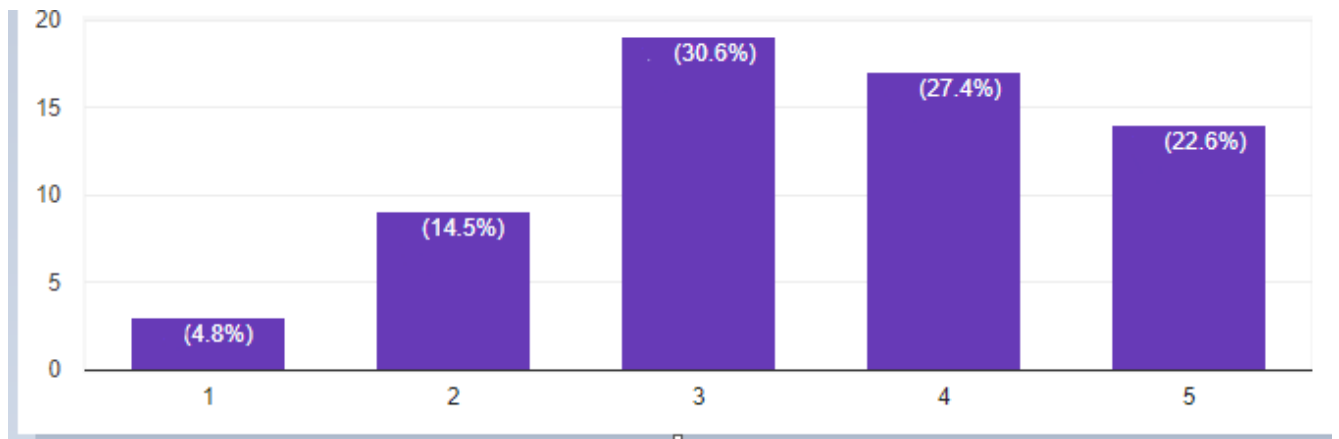


Figure 20. accuracy of information (N=124)

In figure 20, it is shown that 22.6% strongly disagreed, 27.4% disagreed, 30.6% were neutral, 14.5% agreed and 4.8% strongly agreed with the statement.

Q.12. You tend to buy products through mobile apps

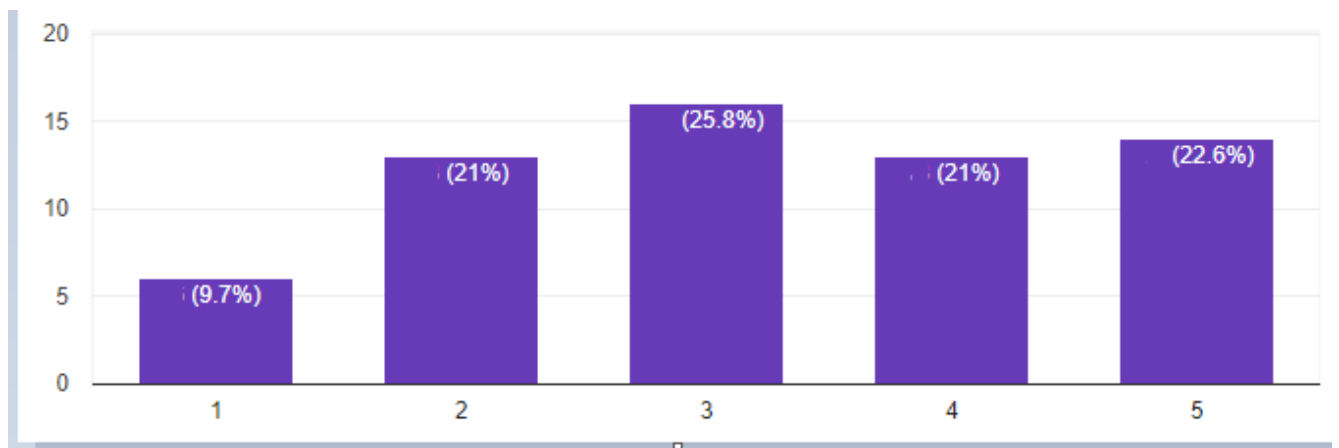


Figure 21. Purchasing products through Mobile Apps (N=124)

Figure 21 shows that in this statement, 22.6% strongly disagreed, 21% disagreed, 25.8% were neutral, 21% were agreeing and 9.7% strongly agreed.

Q.13. You show a great deal of interest in messages disclosing discounts and special offers

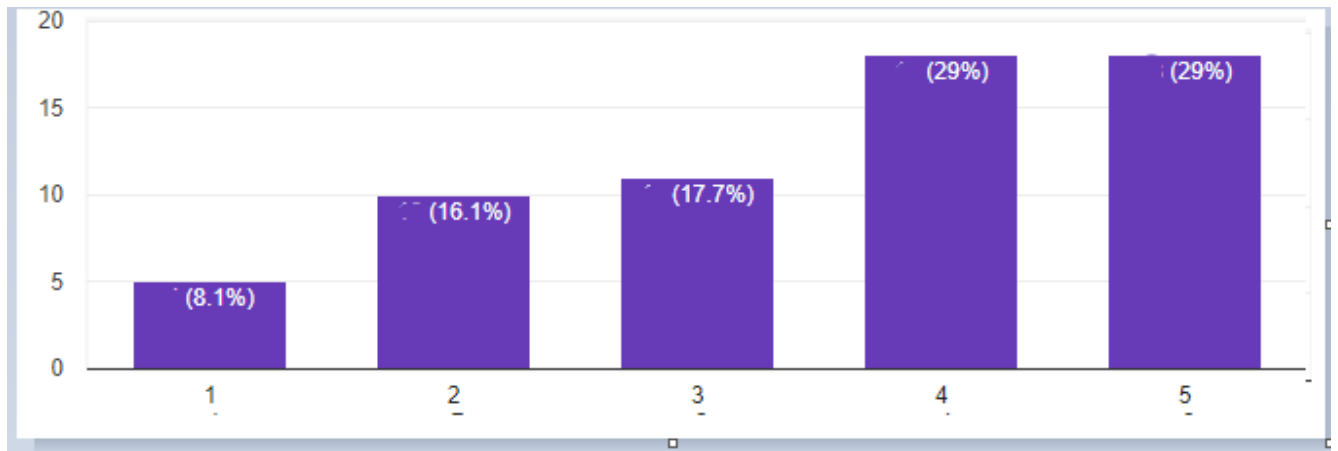


Figure 22. Interest in messages of discounts (N=124)

In this statement, 29% of the participants strongly disagreed, 29% disagreed, 17% were neutral, 16.1% were agreeing and 8.1% strongly agreeing.

Q.14. Price offered via Mobile marketing are clear and affordable

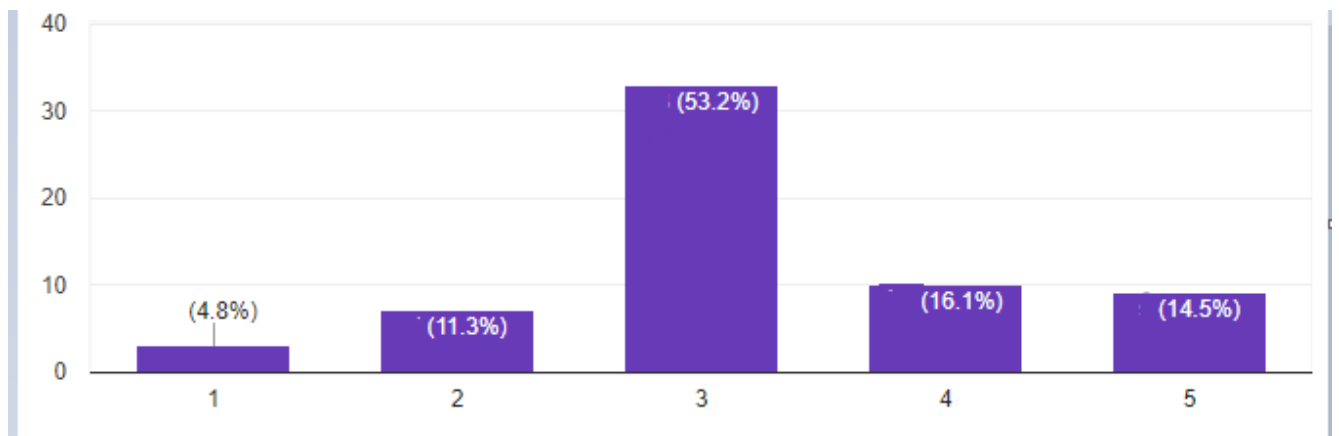


Figure 23. Clear and affordable prices (N=124)

Figure 23 showed that 14.5% were strongly disagreeing with statement, 16.1% were agreeing, 53.2% were neutral. 11.3% were agreeing and 4.8% were strongly agreeing to the statement.

Q.15. You feel special when online website targets you on other social platforms

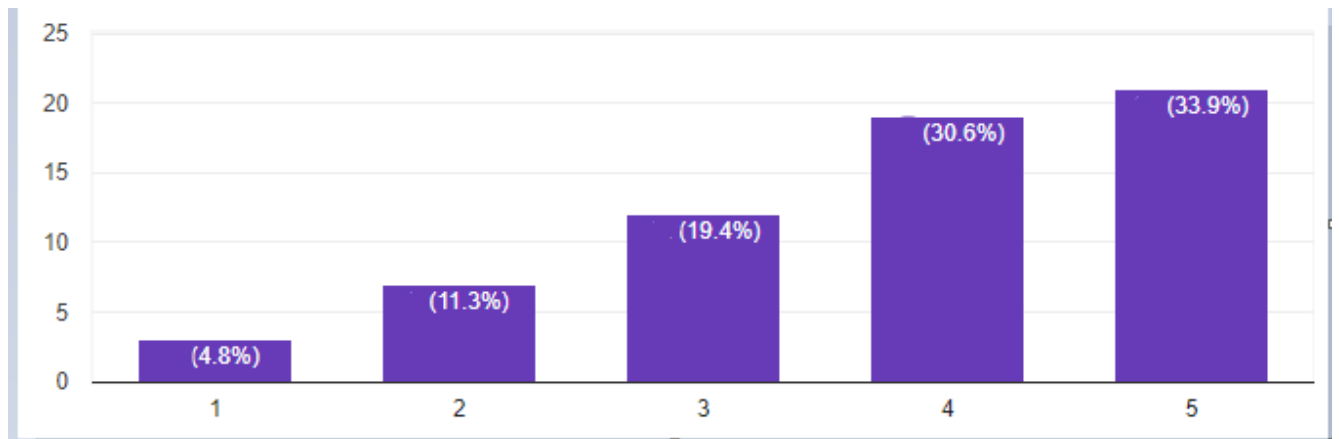


Figure 24. Special feeling when targeted on other platforms (N=124)

Figure 24 shows that in this statement, 33.9% strongly disagreed, 30.6% disagreed, 19.4% were neutral, 11.3% agreed and 4.8% strongly agreed.

Q.16. Given a discount ad in an online platform, you tend to visit that website for purchase intention

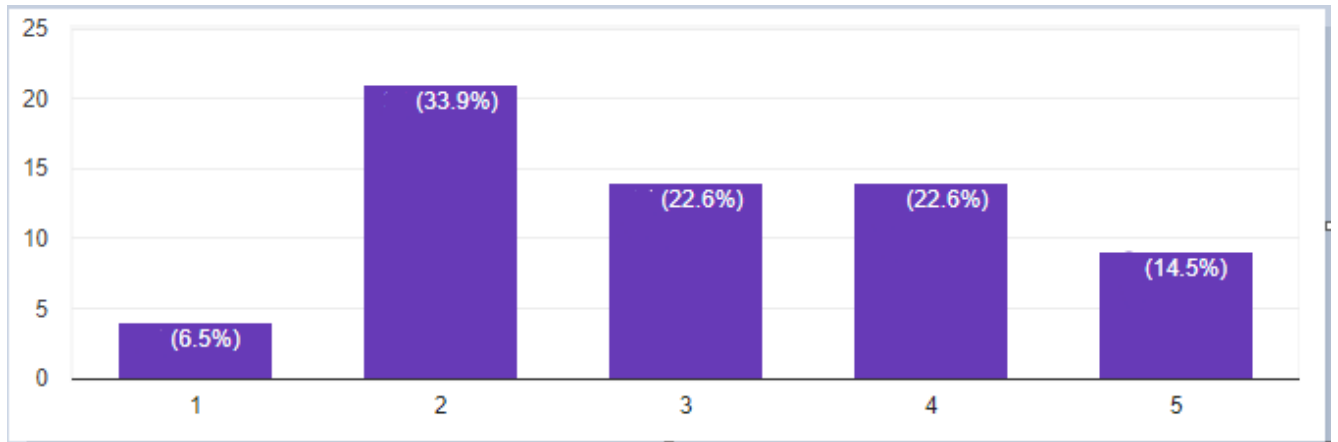


Figure 25. Visiting website when received discounts. (N=124)

Figure 25 showed that for this statement, 14.5% strongly disagreed, 22.6% disagreed, 22.6% remained neutral, 33.9% agreed and 6.5% strongly agreed.

Q.17. Seeing the website ads again and again makes you irritated

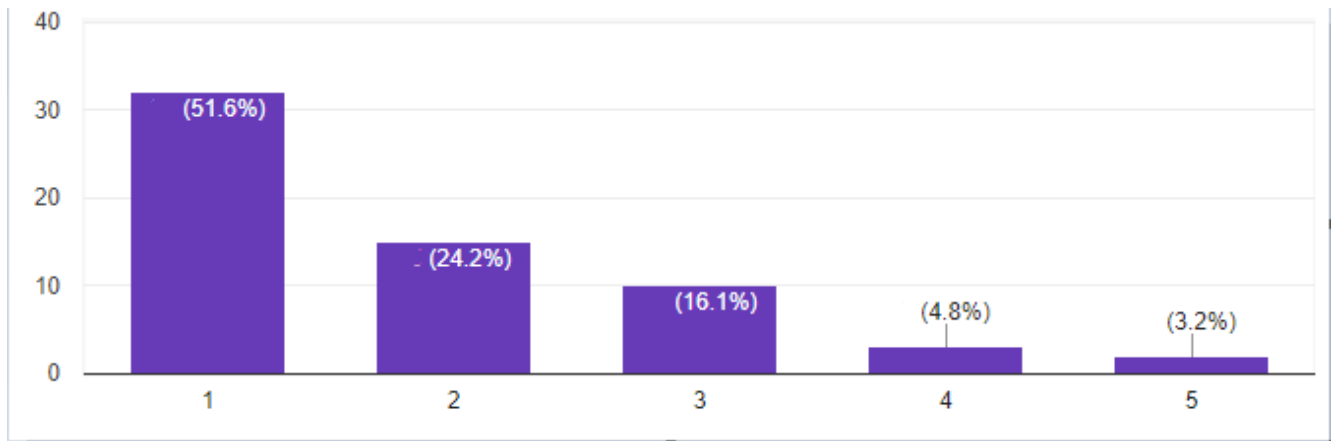


Figure 26. irritation by seeing a website again and again (N=124)

Figure 26 represents that for the above statement, 3.2% strongly disagreed, 4.8% disagreed, 16.1% were neutral, 24.2% were agreeing and 51.6% strongly agreed.

Q.18. It is a pleasure when websites send messages with your name on different platforms

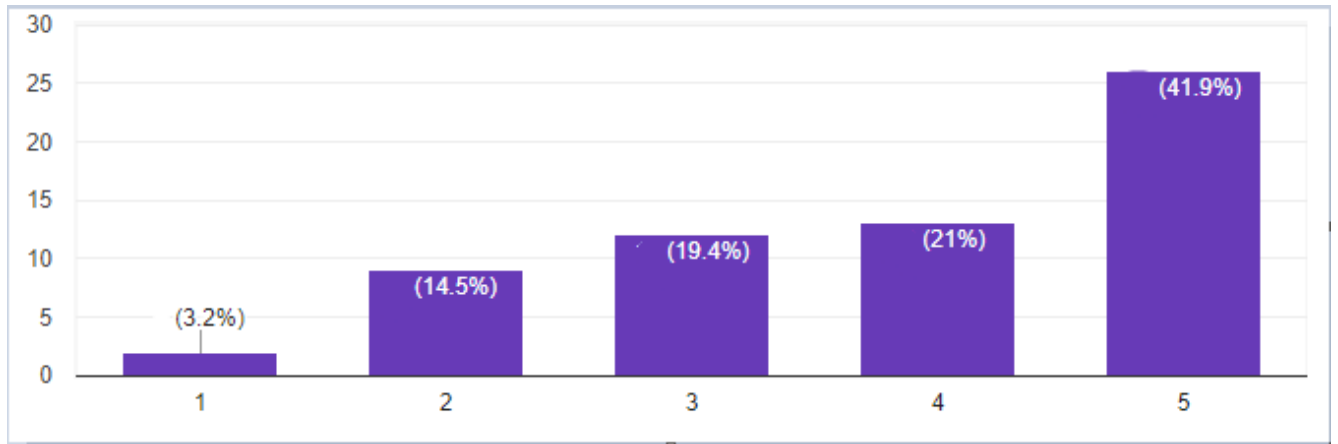


Figure 27. Pleasure when your name is there on different platforms (N=124)

Figure 27 shows that in the above statement, 41.9% were strongly disagreeing, 21% were disagreeing, 19.4% were neutral, 14.5% agreed and 3.2% strongly agreed.

Q.19 You end up buying the product after viewing the ads again and again

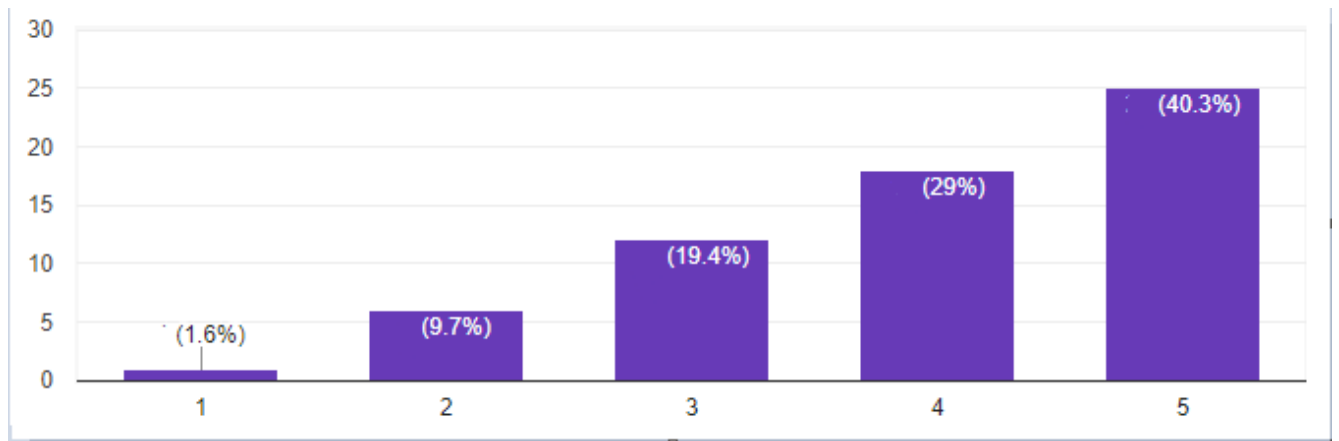


Figure 28. buying products after seeing an ad often (N=124)

Figure 28 showed that in this statement, 40.3% were strongly disagreeing, 29% were disagreeing, 19.4% were neutral, 9.7% were agreeing and 1.6% strongly agreed.

Q.20. Overall, receiving new offers and promotions about the website which you visit often makes you stay connected to the website.

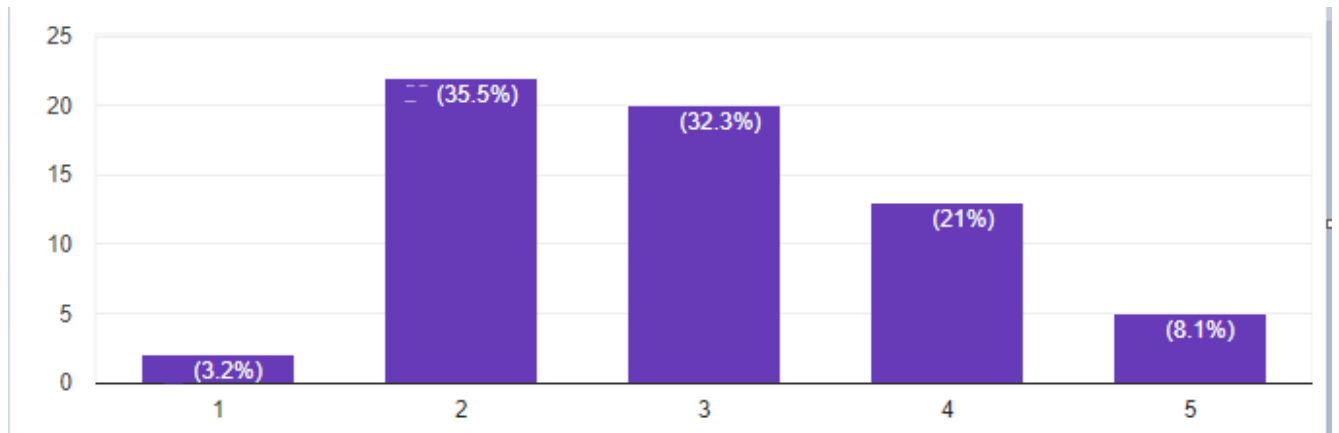


Figure 29. Receiving offers and promotions creates connection (N=124)

Figure 29 showed that for this statement, 8.1% strongly disagreed, 21% disagreed, 32.3% were neutral, 35.5% were agreeing and 3.2% strongly agreed.

Q.21. Shopping on internet saves time

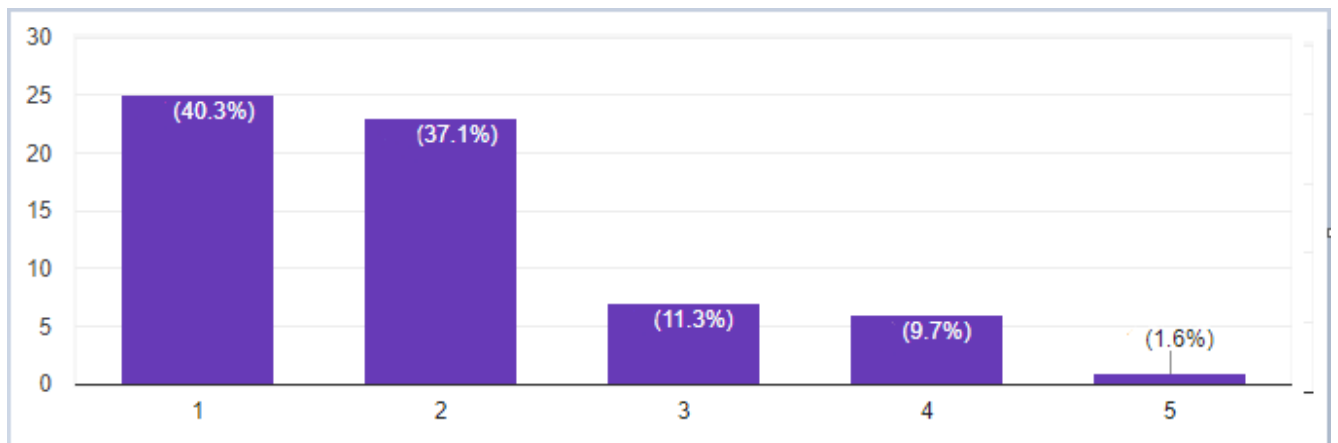


Figure 30. Internet shopping saves time (N=124)

Figure 30 represented that for this statement, 1.6% strongly disagreed, 9.7% disagreed, 11.35 were neutral, 37.1% agreed and 40.3% strongly agreed.

Q.22. Selection of goods on internet is very broad

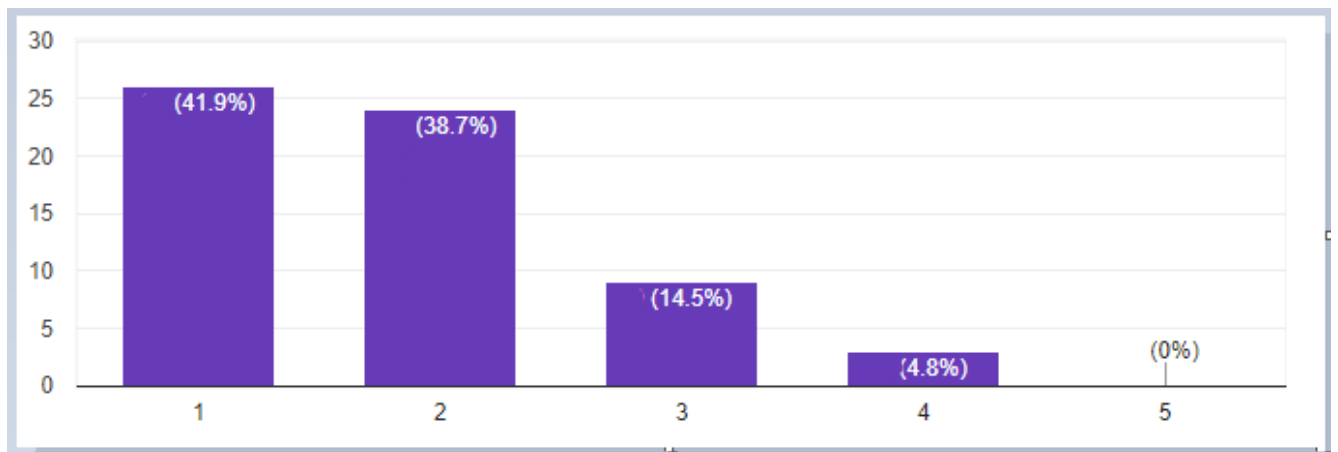


Figure 31. Huge variety on internet (N=124)

Figure 31 shows that 0% strongly disagreed, 4,8% disagreed, 14.5% were neutral, 38.7% were agreeing and 41.97 strongly agreed to this statement

Q.23. Innovation in product is important while buying a product

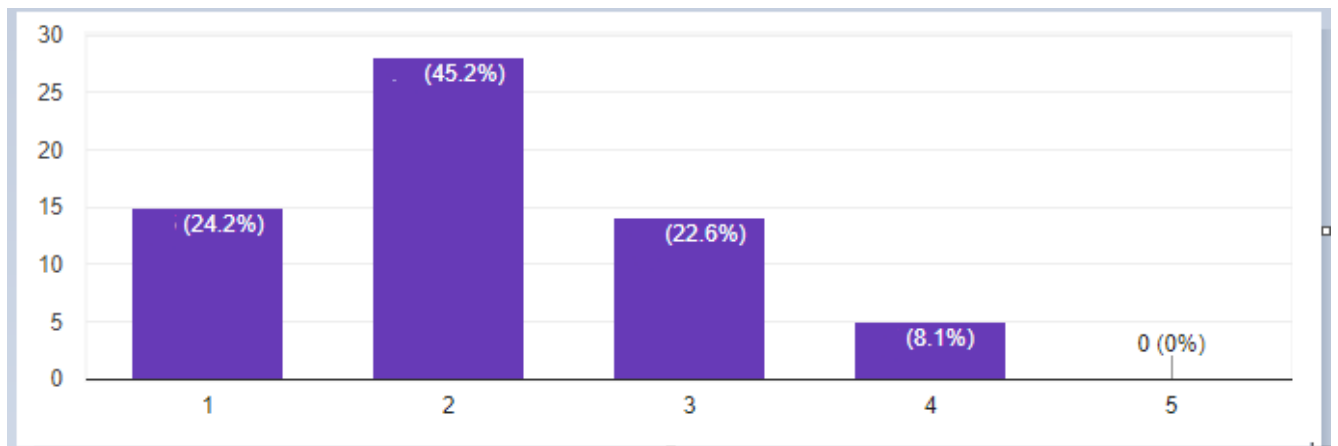


Figure 32. Importance of innovation (N=124)

Figure 32 showed that this statement showed that 0% strongly disagreed, 8.1% disagreed, 22.6% were neutral, 45.2% agreed and 24.2% strongly disagreed.

Q.24. I look for convenience while conducting online shopping

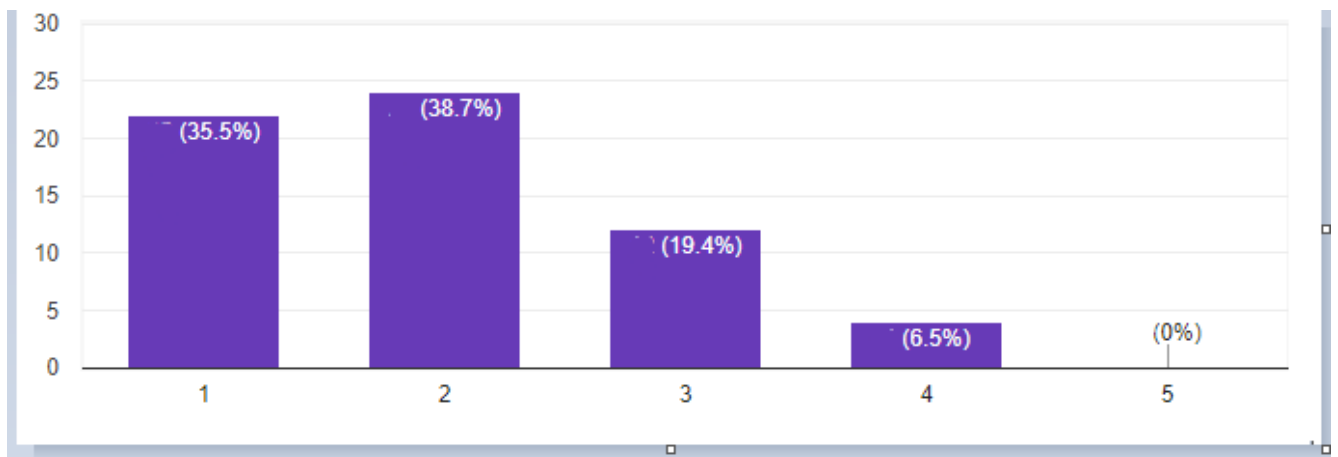


Figure 33. convenience in online shopping (N=124)

Figure 33 showed that in this statement, 0% strongly disagreed, 6.5% disagreed, 19.4% were neutral, 38.7% agreed, and 35.5% strongly agreed.

Q.25. I intend to continue shopping online after positive online buying experiences

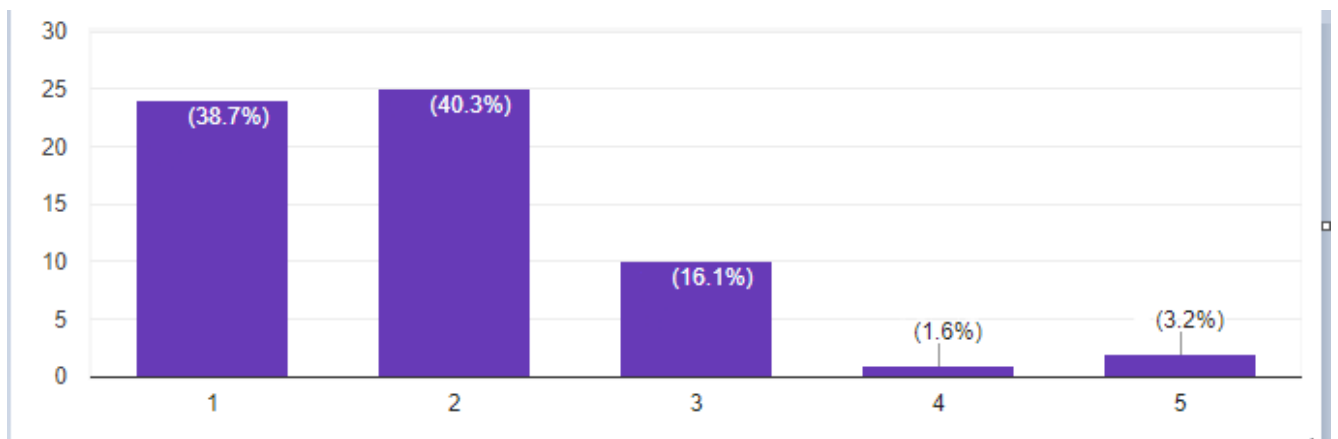


Figure 34. Continuing online shopping after positive experience (N=124)

Figure 34 showed that this figure showed that 3.2% strongly disagreed, 1.6% disagreed, 16.1% were neutral, 40.3% were agreeing and 38.7% were strongly agreeing.

Q.26 Online shopping offers greater discounts and rewards

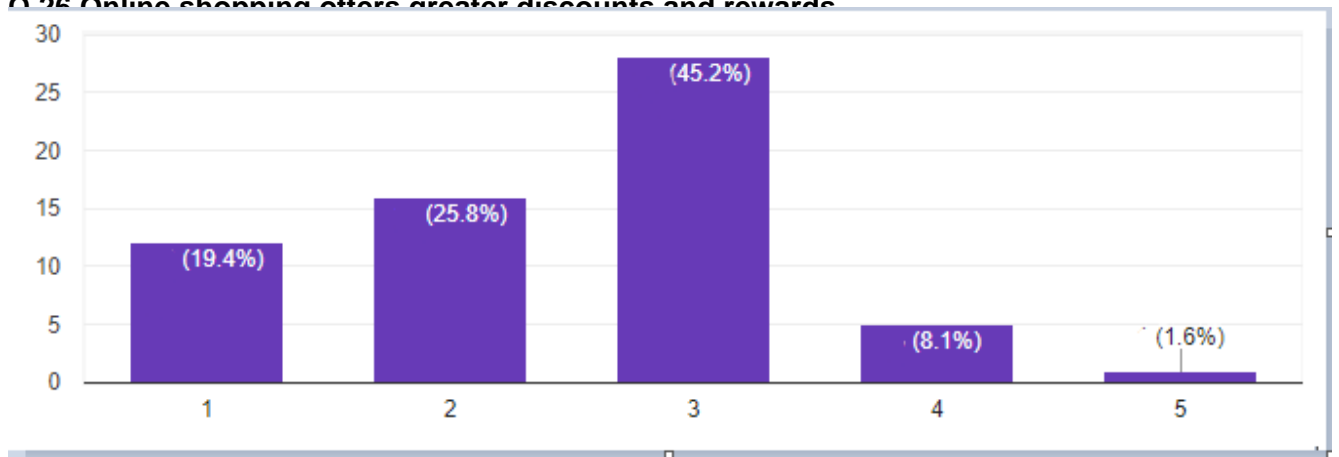


Figure 35. Great discounts for online shopping (N=124)

Figure 35 shows that this statement has 1.6% strongly disagreed, 8.1% disagreed, 45.2% were neutral, 25.8% were agreeing and 19.4% strongly agreed.

Summary of graphs

The reason for conducting this survey was to know how consumer perceived about the suggested channels and how they affected their consumer buying behavior while purchasing online.

With the above graphs, it can be seen that the statement which got the highest agreement was Q.17 which said that **Seeing the website ads again and again makes you irritated.**

Around 51% of the respondents agreed to this statement which means that they were irritated with the ads popping up again and again. According to a research conducted by An (2017) stated that consumer when browsing feels distracted and irritated when they see an ad popping up between an important task and creating a hinderance in their work and browsing.

The statement which got lowest agreement was **You end up buying the product after viewing the ads again and again** where only 1.6% of the total respondents strongly agreed which means that they do not tend to buy products online if they see an ad again and again. According to An (2017), people gets irritated after seeing an ad again and again which creates a negative impact on their mind and they tend to create negative perception about that brand.

Another statement which got lowest agreement was **You trust on that information which is sent to you via the E-Mail marketing** in which only 1.6% of the total respondents agreed

which means that they do not trust the information they receive about a product from Email marketing because they think that mostly emails are spam and just a trap for them

These graphs provided a data which was further analyzed using SPSS software from where the hypotheses were tested. As the data was very diverse and inconclusive, the technique of SPSS was used to determine the status of our hypothesis and whether the claim which was made was accepted or rejected. However, these graphs helped in giving a processed form of responses and weightage for each question which were then entered in the software for further processing.

4.3. Reliability Test

The dataset and the questionnaire are deemed to be reliable because the values of the Cronbach alpha of each variable is within the given acceptable range, i.e., >0.6. which means that our questionnaire was reliable.

Table 1. Reliability test

Sr. No.	Variable	Cronbach Alpha	No. of Items
1	Email Marketing	0.861	7
2	Mobile Marketing	0.876	7
3	Re-Targeting	0.621	6
4	Consumer Behavior	0.793	6

4.4. Correlation

The correlation table shows that there is a correlation among the variables. The dependent variable of Consumer buying behavior is positively correlated with the independent variables, which is, Retargeting and Email marketing. However, it has an inverse correlation with Email marketing

Table 2. Correlation

		CB	RT	EM	MM
CB	Pearson Correlation	1	.011	-.133	.137
	Sig. (2-tailed)		.905	.141	.130
	N	124	124	124	124
RT	Pearson Correlation	.011	1	.496**	.464**
	Sig. (2-tailed)	.905		.000	.000
	N	124	124	124	124
SMS	Pearson Correlation	-.133	.496**	1	.385**
	Sig. (2-tailed)	.141	.000		.000
	N	124	124	124	124
EM	Pearson Correlation	.137	.464**	.385**	1

Sig. (2-tailed)	.130	.000	.000	
N	124	124	124	124

Regression

The results of regression and correlation indicate that two of the hypotheses have been accepted. There is shown a positive relationship between Mobile marketing and consumer buying behavior, suggesting that any change in Mobile marketing will have an impact on consumer buying behavior as well. Similarly, Retargeting has also a direct proportionality here. However, Email marketing is inversely proportions, and any degree of increase in Email marketing will lead to a different consumer buying behavior, which means that our hypothesis was rejected.

Table 3. Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.993	.312		6.384	.000
MM	.162	.078	.212	2.083	.039
EM	-.164	.075	-.227	-2.183	.031
RT	.025	.107	.025	.231	.817

a. Dependent Variable: CB

Table 4. Summary of the hypotheses

#	<i>Hypotheses</i>	<i>Status</i>
1	There is a positive impact of Mobile Marketing on Online Consumer Buying Behavior	Accepted
2	There is a positive impact of E-mail Marketing on Online Consumer Buying behavior	Rejected
3	Retargeting has a positive impact on Online Consumer Buying Behavior	Accepted

5. Discussion

The aim of this thesis was to know the impact of email marketing, mobile marketing and retargeting on online consumer buying behavior.

Hypotheses 2 of our research was rejected, which stated that "There ***is a positive impact of Email marketing on online consumer buying behavior***". By going through the reasoning, we concluded that there could be many factors which resulted in the rejection of this hypothesis mainly because Emails are read on a priority basis, and unimportant Emails are sent to junk or spam folders due to which these targeted Emails go unnoticed. According to (Azeem 2012, 21-22) Marketers are overdoing Emails which cause Emails to go in Spam and irritates the customers. Emails are more professional form of communication, and as compared to Mobile marketing, fewer consumers are using Emails due to which they have less number of customers who are habitual Email users. Also our survey showed that people do not trust the information they receive through email marketing which can also be a factor for rejection of our hypothesis.

This research was a guide for marketers to effectively market their product in an online setup. With changing dynamics of business and trade, everything has become virtual. Without physically visiting a place, a consumer can simply buy a product online for consumption which has saved their time as well as money. Now there are many issues which can arise out of it such as trust factor; whether to trust a brand for purchase through online shopping or not. However, many businesses who have physical existence, choose for online selling as well because of this trust factor. This study will help in understanding that how a business or marketer can target and retarget their products to gain sales and know more about consumer buying behavior. Email marketing, Mobile marketing, and Retargeting effects online consumer buying behavior, i.e., if the retargeting strategies are applied efficiently, it will enhance the consumer buying behavior. However, one of the hypotheses, i.e., **Email marketing has a positive impact on online consumer buying behavior** was rejected. This does not mean that it does not have an impact on the customer behavior, rather the impact of Email marketing is low as compared to other variables of Mobile marketing and Retargeting.

Digital Marketing is a vast field with various factors involved which can reduce or enhance a consumer's buying behavior. There were many limitations which the researcher faced while such as time, respondents attitude for filling the questionnaire and resources, because of which the researcher was not able to have an in-depth research on consumer buying behavior and digital marketing.

For future study, other researchers can consider various other factors such as remarketing, social media marketing, etc. To know its impact on consumer buying behavior with a larger number of respondents.

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Appendix

Questionnaire

Your information please (Tick the appropriate answer)

Gender: Male/Female

Age: below 20, 21-30 Years, 31-40 Years, 41-50 Years, 50+

Years

You do online shopping: Rarely, Occasionally, Often, Frequently

Note: Rate the following scale by assigning a numerical rating according to the following key and be as honest

as you can in responding since that will provide you with the most useful information.

1 = Strongly Agree 2 = Agree 3 = Neutral 4 = Disagree 5 = Strongly Disagree

Questions	Scale				
	1	2	3	4	5
E-mail marketing					
1. E-Mail marketing contributes in brand names					
2. You tend to purchase online via E-Mail marketing					
3. E-Mail marketing contributes to enhance product awareness					
4. E-Mail marketing has played an important role in changing your attitude toward products and services					
5. E-Mail marketing plays an active role in building a relationship between the consumers and the organization					
6. You trust on that information which is sent to you via the E-Mail marketing					
7. You think that information you receive via the E-Mail marketing is exciting and Attractive					
Mobile marketing					
8. Mobile marketing provides opportunities for choosing appropriate products					
9. You receive SMS regarding products at appropriate times					
10. SMS marketing is characterized as providing easy accessibility to consumers					
11. You get accurate information you seek about products via SMS marketing					
12. You tend to buy products through mobile apps.					
13. You show a great deal of interest in messages disclosing discounts and special offers					
14. Price offers via Mobile marketing are clear and affordable					
Retargeting					
15. You feel special when online website targets you on other social platforms					
16. Given a discount ad in an online platform, you tend to visit that website for purchase intention					
17. Seeing the website ads again and again makes you irritated					
18. It is a pleasure when websites send messages with your name in different platforms					
19. You end up buying the product after viewing the ads again and again					
20. Overall, receiving new offers and promotions about the website which you visit often makes you stay connected to the website.					
Consumer buying behavior					
21. Shopping on internet saves time					
22. Selection of goods on internet is very broad					
23. Innovation in product is important while buying a product					
24. I intend to continue shopping online after positive online buying experiences					
25. Online shopping offers greater discounts and rewards					

26. I look for convenience when conducting an online shopping					
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