

## Email Marketing: Is It Still the Influence Young Adults on Purchase Decision

Dr. T. V. Ambuli<sup>1</sup>, V. Praveen Kumar<sup>2\*</sup>, R. Surendher<sup>3</sup>

<sup>1</sup>Associate Professor, Department of Commerce, SRM Institute of Science and Technology, India

<sup>2</sup>Assistant Professor, Department of Commerce, SRM Institute of Science and Technology, India

<sup>3</sup>Assistant Professor, Department of Management Studies, Jerusalem College of Engineering, India

Corresponding Author: V. Praveen Kumar, Email: praveenv3@srmist.edu.in

### KEYWORDS

Email marketing,  
Digital  
Marketing, Email,  
Purchase Behaviour,  
Purchase Decision.

### ABSTRACT

This study has been undertaken to understand customer's perception towards email marketing. The main aim of this research is to identify customer's opinion in advertisement on email, how it's useful for the customers, how much the customers believe the advertisers, have they brought products based on the advertisement in email. This study is mainly taken to know about the email marketing impacts on youths only. A sample of 100 responses have been collected through questionnaire. Chi-square and Correlation Analysis has been used.

## 1. Introduction

### 1.1 DIGITAL MARKETING:

Digital marketing is the area of marketing that promotes goods and services through the use of the internet and online-based digital technology, including smartphones, desktop computers, and other digital media and platforms. Digital marketing campaigns have become commonplace, utilizing combinations of search engine optimization (SEO), search engine market (SEM), content marketing, influencer marketing, content automation, campaign marketing, data driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertisement, e-books, optical disc, and games. This is because people are using digital devices more frequently than they are physical stores.

### 1.2 EMAIL MARKETING:

Email marketing is the practice of utilizing email to communicate a commercial message, usually to a list of recipients. Email marketing can be broadly defined as any email sent to a prospective or existing customer. It entails sending emails to request business, make sales requests, or beg donations. The three main goals of email marketing techniques are typically to increase brand exposure, loyalty, and trust. The phrase typically refers to email marketing campaigns that aim to share third-party advertisements, build a merchant's relationship with existing or past customers, promote customer loyalty and repeat business, attract new clients or persuade existing ones to make an instant purchase.

### 1.3 TYPES OF EMAIL MARKETING:

#### 1. PROMOTIONAL EMAIL:

Email marketing campaigns are used to advertise your brand overall, new product releases, gated content (such as webinars and e-books), and special offers. A campaign might consist of three to ten emails distributed over a few days or weeks.

Email promotions have a prominent call-to-action, or CTA. Whether it's visiting a page on your website or using a coupon to make a purchase, the CTA stands for the precise action you want the reader to take.

#### 2. INFORMATIONAL EMAIL:

Newsletters: As the name implies, a newsletter disseminates company-related news. Consider: recently accomplished milestones, enhanced product features, or the inclusion of informative content like case studies. Regular newsletters—weekly, biweekly, or monthly—help you stay in constant communication with your email list members.

Announcements: Sending out emails to clients about corporate news, the launch of new products, service updates, etc.

#### RE-ENGAGEMENT EMAIL:

The re-engagement email is a crucial kind of marketing communication. Re-engagement emails, as the name implies, assist in reestablishing contact with clients or subscribers who haven't been active in a while.

#### 1.4 OBJECTIVES OF THE STUDY

- To know the perception of people towards email marketing.
- To analyze how advertisements on email marketing platform are affecting people purchasing decision.

## 2. Review of Literature

DaBrian 2009, "Email Marketing immediate connectivity and instant promotion," Internet marketing is a very vast field. Companies are using this medium to reach to the educated class of customers and those who are using net facility frequently. Email marketing is highly specific, where Companies can introduce this marketing technique for immediate connectivity and instant promotion. Email marketing is one of those advertising techniques, which gives creates instant promotion within no time. Customers can understand that Email, and revert for any confusion.

Lisa 2009, "Is Email Marketing Effective Email," marketing can be extremely effective and is considered the most cost-efficient way to market products or services. Email marketing is a very popular way to advertise, and it is easy to see why. With automated services which will send your emails out for you, your business can save a lot of time.

Kamlesh K Bajaj, Debjani Nag (2016) have found in their research that internet has revolutionized the E-Commerce platform to such an extent that it is almost impossible to ignore because whether it is normal situation or any unprecedented situation like pandemic, it is going to rule the market as it has the latest technology on its side.

Dr.C.S.RAYUDU(2016) has deduced from his findings that digitalization of marketing is the new norm of modern world. From the activity of early access to customers, payment, buying, selling to consulting doctors in apps like Practo, internet and EDI are the new visions of future.

According to Kendra (2017), e-mail marketing is 40 times more effective than socialmedia marketing. Another research emphasized that e-mails were still the most efficient way of digital marketing compared to other social media mediums in term of acquiring customers. Another article by Silva (2018) showed that, for every dollar company spends on email marketing, it will generate a profit worth of \$35 to \$45.

According to Chittenden & Rettie (2003, 203-217), email marketing is recognized as the new and powerful way of digital marketing. It is great and convenient for attracting consumers by delivering advertising, promotional or commercial campaigns directly at targeted consumers' mailbox in no time or effort (The Balance 2016).

## 3. Research Methodology

RESEARCH DESIGN: Descriptive Research

TARGET RESPONDENTS: A sample of 100 respondents was taken into consideration for my study and required data has been collected.

SAMPLING METHOD: Convenience sampling method is used.

PRIMARY DATA: Questionnaire

SECONDARY DATA: Websites, Journals.

TOOLS FOR ANALYSIS

- Percentage analysis is used to determine the ratio of response by the respondents.
- Chi-square test is used to compare observed results with expected results.
- Correlation analysis studies the statistical relation between two or more variables such that systematic changes in the value of one variable accompanied by systematic changes in the other.

## 4. Data Analysis and Interpretation

### 4.1 PERCENTAGE ANALYSIS

Particulars	Measurements	Percentage
Buying decision	Very useful	41
	Somewhat useful	47
	Not useful	12
	Total	100
Receive emails regarding offers	Regular	52
	Monthly once	29
	Weekly	15
	None	4
	Total	100
Brand on email marketing influence your buying decision.	To a large extend	26
	Rarely	55
	Never	19
	Total	100
Promotional email	1 per week	39
	2-6 per week	32
	Everyday	22
	More than 2 times per day	7
	Total	100
Receives an email which irritate while doing other works in mobile.	Read it anyway	28
	Save & read later	25
	Scroll & don't read	32
	Delete it	8
	unsubscribe	7
	Total	100
Decision to open a promotional email	Subject title	54
	Name of the sender	28
	The first part of the email content	18
	Total	100
Advertising email influence your purchase decision	Yes	67
	No	33
	Total	100
Device to Checkyour email	Mobile Phone	57
	Laptop or desktop computer	33
	App enabled in television	10
	Total	100
Buy products and service from marketing/ advertising emails	Never	40
	Once a year	21
	Once a month	32
	Multiple times of month	6
	Once a week or more	1
	Total	100

INTERPRETATION: From the above table it is interpreted that 41% of respondents says promotional emails are very useful on Buying decision and 47% of respondents are somewhat useful and 12% of respondents are not useful. On receiving emails, 52% of respondents are received regular. 32% of them are Scroll & don't read. 54% Decision to open a promotional email for to read subject title alone. Whereas 67% of the respondents says that the Advertising email influence your purchase decision. Respondents uses mobile phone to check the mail are 57%. Buy products and service from marketing/ advertising emails, 40% of respondents are to a never and 21% of respondents are to once a year and 32% of respondents are to once a month and 6% of respondents are to multiple times of month and 1% of respondents are to once a week or more.

### 4.2 CHI- SQUARE

#### HYPOTHESIS

HO: There is no association between frequency of receiving promotional emails and buying decision.

H1: There is association between frequency of receiving promotional emails and buying decision.

		How often do you receive emails regarding offers				Total
		1.0	2.0	3.0	4.0	
Email marketing is useful for buying decision	1.0	29	7	5	0	41
	2.0	18	20	6	3	47
	3.0	5	2	4	1	12
Total		52	29	15	4	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.258 <sup>a</sup>	6	.012
Likelihood Ratio	16.978	6	.009
Linear-by-Linear Association	8.192	1	.004
N of Valid Cases	100		

Interpretation:

The significant value 0.05 lower than .012 (.012<0.05). Hence Ho is rejected H1 is accepted. Therefore, there is association between frequency of receiving promotional emails and buying decision.

#### 4.3 Correlation

#### HYPOTHESIS

Ho: There is no significant relationship between promotional and device used.

H1: There is significant relationship between promotional and device used

Correlations			
		factor that make decision to open a promotional email	Device do you own and use to check your email
factor that make decision to open a promotional email	Pearson Correlation	1	.293**
	Sig. (2-tailed)		.003
	N	100	100
Device do you own and use to check your email	Pearson Correlation	.293**	1
	Sig. (2-tailed)	.003	
	N	100	100

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

The significant value 0.01 is greater than the table value 0.003. H1 is accepted. Therefore there is significant relationship between promotional and device used.

### 5. Findings and Suggestions

- According to the study, 49% of respondents are Male and 51% of respondents are Female.
- 57% of respondents are PG and 35% of respondents are UG and 8% are Higher Education.
- According to the study, 41% of respondents are very useful on Buying Decision and 47% of respondents are somewhat useful and 12% of respondents are not useful.
- Brand on email marketing influence your buying decision, 26% of respondents are to a large extend and 55% of respondents are rarely and 19% of respondents are none.
- According to the study, 39% of respondents are to a 1 per week and 32% respondents are 2-6 per week and 22% of respondents are everyday and 7% are respondents to more than 2 time per day.
- 28% of respondents are to a read it anyway when Receives an email which irritate while doing other works in mobile. and 25% of respondents are save & read later and 32% of respondents are Scroll & don't read and 8% are respondents to delete it and 7% respondents are unsubscribe.
- According to the study, 54% of respondents are to a subject title and 28% of respondents are name of the sender and 18% of respondents are the first part of the email content.
- According to the study, 40% of respondents are to a never and 21% of respondents are to once a year and 32% of respondents are to once a month and 6% of respondents are to multiple times of month and 1% of respondents are to once a week or more.
- The significant value 0.05 lower than .012 (.012>0.05). Hence Ho is rejected H1 is accepted. Therefore, there is association between gender and email marketing.

- The significant value 0.01 is greater than the table value 0.003. H1 is accepted. Therefore there is significant relationship between promotional and device used.

## 5.2 SUGGESTION:

- Use the type of advertisement which have more visual and audio features.
- Use movable advertisements which get more attention than the immovable advertisement.
- Accurate level of information must be provided offers like price reduction, guaranty.,
- Email marketing must be attractive and noticeable. Attractive advertisement can capture the attention of consumer.

## 5.3 CONCLUSION

The study clearly states the acceptance level of email marketing among college students. There are both pros and cons in email marketing from the marketer's side which makes the respondents not to respond in a greater way. People use emails often, and they do receive emails often, but the respondent level is not up to the mark. The remarkable feature about email marketing among college students is the mails regarding job alerts. Email marketing could be made effective by building a proper relationship with the customers. In a nut shell, the result about the study is as follows, "Emails usage is very effective among college students whereas accepting emails as a marketing tool is not as effective when compared with the usage of emails for other purposes."

## References

- [1] Alnsour, M. (2018). Social Media Effect on Purchase Intention: Jordanian Airline Industry. *Journal of Internet Banking and Commerce*, 23(2), 20–28.
- [2] Alzyoud M. F. (2018). Does Social Media Marketing Enhance Impulse Purchasing Among Female Customers Case Study of Jordanian Female Shoppers. *Journal of Business and Retail Management Research*, 13(2), 135–151. <https://doi.org/10.24052/jbrmr/v13is02/art-13>
- [3] Alam, M., AbuFaiz, M., & Aftab, M. (2015). Mobile marketing: a study of buying Intention. *British Journal of Economics, Management & Trade* 7(3), 218–226. <https://doi.org/10.9734/bjemt/2015/16336>
- [4] Afzal, S., & Khan, J. (2015). Impact of online and conventional advertisement on consumer buying behavior of branded garments. *Asian Journal of Management Sciences & Education*, 4(1), 125–135.
- [5] Aqsa, M., & Kartini, D. (2015). Impact of online advertising on consumer attitudes and interests buy Online. *International Journal of Scientific & Technology Research*, 4(4), 230–236.
- [6] Bansal, R., Masood, R., & Dadhich, V. (2014). Social media marketing- a tool of innovative marketing. *Journal of Organizational Management*, 3(1), 1–7.
- [7] Mohamed, S., Mustaffa, C., & Bahtiar, M. (2016). Impacts of online banner advertisement on consumers' purchase intention: A theoretical framework. *Asia Pacific Journal of Education, Arts and Sciences*, 3(1), 75–82. <http://oaji.net/articles/2016/1710-1465285067.pdf>
- [8] Cohen, L. (2013). *Research method in education* (7th ed.). London: Routledge Falmer.
- [9] Dhore, A., & Godbole, S. (2019). A Descriptive Study of the Effectiveness of Internet Advertising on Consumer Buying Behavior in Nagpur City. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3341924>
- [10] Garg, M., Bansal, A., & Single, K. (2021). Impacts of digital marketing on consumer decision making. *International Journal for Scientific Research & Development* 8(3), 213–218.
- [11] Iblasi, W., Bader, D., & ALqurini, S. (2016). The Impact of Social Media as a Marketing Tools on purchasing decisions. *International Journal of Managerial Studieand Research*, 4(1), 14–28. <https://www.arcjournals.org/pdfs/ijmsr/v4-i1/2.pdf>
- [12] Hair, J., Black, W., Babin, B., Anderson, R., & Tatham, R. (2006). *Multivariate data analysis* (6th ed.). Upper Sadle River, NJ: Prentice Hall.
- [13] Hair, J., Money, A., Samouel, F. & Page, M. (2012). *Research method for business*. London: John Wiley and Sons.
- [14] Krishna, K. (2018). Influence of digital marketing on consumer purchase behavior. *International Journal of Trend in Scientific Research and Development*, 3(1), 839–842. <https://doi.org/10.31142/ijtsrd19082>
- [15] Khan, A. R., & Islam, M. A. (2017). The Impact of Digital Marketing on Increasing Customer Loyalty: A Study on Dhaka City, Bangladesh. *International Journal of Economics, Commerce and Management*, 5(4), 521–528. <http://ijecm.co.uk/wp-content/uploads/2017/04/5433.pdf>
- [16] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- [17] Deepa, T., Balakrishnan, S., Devi, P. N., & Thiagarajan, J. (2022). A Study on Online Teaching-Learning Process During Pandemic. *NeuroQuantology*, 20(10), 2924.
- [18] Kovarthini, M., Balakrishnan, S., Kumar, B. P., Laxman, P., Devika, S. S., & Mishra, M. K. (2024). Teacher Training



- and Its Long-Term Effects on Student Success in Higher Education. *Library Progress International*, 44(3), 3210-3215.
- [19] Mishra, M. K., Reddy, C. V. K., Mallikraj, S. V., Kumar, K. S., Balakrishnan, S., & Florence, M. M. V. (2024). Exploring the Role of Nanotechnology in Enhancing Financial Services through Targeted Marketing. *Nanotechnology Perceptions*, 1326-1332.
  - [20] Balakrishnan, S., Punithavalli, R., Padmapriya, G., Priya, Y., Gnanaselvi, G., & Manopriya, V. (2024). Empowering Women Entrepreneurs: Catalysts for Sustainable Business Growth. *Telematique*, 23(01), 492-496.
  - [21] Moorthy, K. S., Balakrishnan, G., Kumar, S. S., Raja, L., & Vijayalakshmi, A. (2024). Embracing Circular Economy Principles for Sustainable Green Supply Chain Management in Manufacturing Industries. In *Convergence of Human Resources Technologies and Industry 5.0* (pp. 85-110). IGI Global.
  - [22] Bibiyana, D. J., Srinivasan, K., & Kannamudaiyar, S. (2024). Influence Of Agricultural Sector On Economic Growth Of Bimstec Countries. *Library Progress International*, 44(3), 15371-15375.
  - [23] Bibiyana, D. J., Punitha, K., & Meeya, N. (2023). SOCIAL INTELLIGENCE OF BANK EMPLOYEES (A COMPARATIVE STUDY BETWEEN PRIVATE AND PUBLIC BANKS) WITH SPECIAL REFERENCE TO TRICHIRAPPALLI DISTRICT. *International Journal of Interdisciplinary Organizational Studies*, 18(1).
  - [24] HEMANATHAN, M., SRIDHARAN, R., & CHITRA, S. (2020). PATIENTS SATISFACTION ON TREATMENT AND ENVIRONMENTAL SERVICES IN PRIMARY HEALTH SERVICES AT KANCHIPURAM DISTRICT. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 17(9), 2795-2802.
  - [25] Chitra, S., & SUTHA, A. (2016). ROLE AND PERFORMANCE OF SELF HELP GROUP IN PROMOTING WOMEN EMPOWERMENT. *CLEAR International Journal of Research in Commerce & Management*, 7(10).
  - [26] Nithya, C., & Maheswari, P. A study on central depository services (india) limited. *Turkish Journal of Physiotherapy and Rehabilitation*, 32(3).
  - [27] Maheswari, P., Vinodhini, R., & Vijayan, S. (2022, August). Analysis of supply chain management in BOP markets. In *AIP Conference Proceedings* (Vol. 2460, No. 1). AIP Publishing.
  - [28] Maheswari, P., Vellaichamy, N. S., Dinesh, R., & Rajalakshmi, J. R. (2020). A study on Auditor's perception towards Goods and Services Tax in Madurai city. *Gavesana Journal of Management*, 13(1), 7-14.
  - [29] Chandramouli, S., & Srinivasan, J. (2022). AN ANALYSIS OF STRESS MANAGEMENT OF HIGHER EDUCATION TEACHERS IN CHENNAI REGION. *International Journal of Early Childhood Special Education*, 14(5).
  - [30] Xavier, K. F., Kabirdoss, D., Seetharaman, C., Mani, K., Veeramani, G., & Thiagarajan, V. K. M. (2025). Monitoring the Manufacturing Operation Process Data through the Cloud Database. *Journal of Advanced Research in Applied Sciences and Engineering Technology*, 50(1), 276-285.
  - [31] Ambuli, T., Surender, R., Praveen, S., & Pavithra, P. (2019). A Study on Fixed Assets Management with Special Reference to Polaris Consulting and Service Limited, Chennai. *International Journal of Research in Management & Business Studies*, 6, 23-27.
  - [32] Ambuli, T. V., & Surendher, M. R. (2024). COMPETENCY MAPPING AND ITS IMPACT ON EMPLOYEE PERFORMANCE AT OO7 TRADE INTERNATIONAL PVT. LTD. *Journal of Philanthropy and Marketing*, 4(2), 59-66.
  - [33] Ambuli, T. V., Vijayalakshmi, R., Lalitha, J., & Surendher, R. (2022). GREEN MARKETING: IMPACT OF MARKETING MIX ON CUSTOMERS PURCHASE INTENTION IN CHENNAI CITY. *International Journal of Early Childhood Special Education*, 14(5).
  - [34] Ambuli, T. V., Venkatesan, S., Sampath, K., Devi, K., & Kumaran, S. (2024, August). AI-Driven Financial Management Optimizing Investment Portfolios through Machine Learning. In *2024 7th International Conference on Circuit Power and Computing Technologies (ICCPCT)* (Vol. 1, pp. 1822-1828). IEEE.
  - [35] Venkatesan, S., Ambuli, T. V., Devi, K., Sampath, K., & Kumaran, S. (2024, August). Data-Driven Decisions: Integrating Machine Learning into Human Resource and Financial Management. In *2024 7th International Conference on Circuit Power and Computing Technologies (ICCPCT)* (Vol. 1, pp. 1829-1834). IEEE.
  - [36] Sampath, K., Devi, K., Ambuli, T. V., & Venkatesan, S. (2024, August). AI-Powered Employee Performance Evaluation Systems in HR Management. In *2024 7th International Conference on Circuit Power and Computing Technologies (ICCPCT)* (Vol. 1, pp. 703-708). IEEE.
  - [37] Goswami, I., Balakrishnan, S., Vinotha, C., Chopra, R., Sivakumar, V., & Chetan, D. M. (2023). Gender And Politics: Examining Women's Representation And Empowerment. *Journal of Namibian Studies: History Politics Culture*, 33, 1980-1994.