



Impact of Email Marketing on Consumer Engagement in Online Shopping Apps

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ABSTRACT

This study seeks to provide a comprehensive examination of the effectiveness of email marketing strategies in the context of online shopping applications in Coimbatore. The primary objective is to assess the extent to which social media platforms leverage email for product promotion and to determine whether recipients engage with these promotional emails. Given the rapid evolution of the digital business landscape, understanding the scope and impact of email marketing in online shopping has become both relevant and essential. The research is based on data collected from 122 respondents through a structured questionnaire. The collected data were analysed using statistical techniques, including percentage analysis, Chi-square test, and one-way ANOVA, with the aid of SPSS software.

Keywords: Data Analytics, Social Media Platforms, E Mail Marketing and Campaign Effectiveness

Introduction

This study aims to analyse the effectiveness of email marketing campaigns in enhancing sales, customer engagement, and retention within the online shopping industry. It focuses on evaluating key performance indicators such as open rates, click-through rates, conversion rates, and customer feedback to identify best practices for optimizing email marketing strategies in the context of online retail. Furthermore, the research will examine the influence of factors such as personalized content, optimal timing, frequency of communication, and audience segmentation on the overall success of email marketing initiatives in the online shopping sector.

Scope of the Study

The scope of examining email marketing in the context of online shopping is both broad and highly significant in today's digital business environment. As a strategic communication tool, email marketing enables online retailers to build and maintain strong relationships with their customers. It



encompasses diverse approaches, including personalised promotional campaigns, product recommendations, and targeted messaging, all designed to engage audiences and drive sales. Studying email marketing within the online shopping sector involves assessing the effectiveness of these strategies in achieving customer acquisition, retention, and higher conversion rates. Furthermore, the role of analytics and data-driven decision-making is central to optimising campaign performance. As consumer behaviour continues to evolve, such research offers valuable insights into refining email marketing strategies to meet shifting preferences and expectations, thereby enabling online retailers to maximise customer satisfaction and overall business success.

Objectives of the Study

- To examine the frequency with which respondents check their email and their level of engagement with promotional emails from online shopping applications, including the extent to which these emails influence purchase decisions.
- To identify the social media platforms that utilise email for product promotion and to determine whether recipients open and engage with such promotional emails.
- To analyse the factors that motivate respondents to make purchases through email promotions—such as discounts, exclusive offers, or personalised recommendations—and to identify the product categories most frequently purchased via this channel.
- To evaluate the significance of personalised recommendations in email marketing, assess satisfaction levels with purchases made through email promotions, and determine the frequency of such purchases.
- To assess the influence of email subject lines on open rates and to identify respondents' preferred timing for receiving promotional emails.
- To measure satisfaction levels with email marketing features, including discount notifications, ease of finding deals or promotions, clarity on deal durations, and perceptions of product value.



REVIEW OF LITERATURE

- **Mr. Albin Baby and Dr. Suma Mathew (2021)**, in their study *A Study on Consumer Behaviour towards Email Marketing*, highlight that email has become a vital component of an organization's marketing mix. It is regarded as one of the most effective technologies for enhancing promotional success and strengthening brand image. To begin with, the study aims to conduct a population survey to gather responses in the context of email marketing.
- **Ryan, D., & Jones, C. (2021)**, **Marketing Strategies for Engaging the Digital Generation**. Ryan and Jones provide insights into how email marketing fits into the broader landscape of digital marketing, with examples and case studies to illustrate key concepts.
- **Smith, R.(2020)**, **Build a Massive Mailing List, Write Copy that Converts, and Generate More Sales**. Smith delves into practical strategies for maximizing the effectiveness of email marketing campaigns, drawing on case studies and industry research.
- **Chaffey, D., & Ellis-Chadwick, F(2019)**, **Strategy, Implementation and Practice**. **Pearson Education Limited**. This comprehensive textbook discusses email marketing as a fundamental component of online marketing strategies, providing insights into its effectiveness and best practices.

RESEARCH METHODOLOGY

Haphazard execution of the study will end up itself in chaotic result, so to evade such happenings, the scholar is also required to plan well before he can start his work. The researcher is required to prepare a system operating procedure of action which is known as research design. It ensures that

- (1) the study will be germane to the problem and
- (2) the study will employ economical procedures

Descriptive research design

The descriptive research is secondhand for this study. The main objective of consuming



descriptive research is to pronounce the state of affairs as it exists at present. It mainly involves surveys and fact verdict enquiries of different classes.

Statistical Tools and Techniques

The collected data were edited and consolidated using simple statistical tools, which were employed for the analysis,

- Percentage analysis
- Chi-square test
- One-Way ANOVA

DATA ANALYSIS AND INTERPRETATION

The collected data has been analyzed through simple percentage analysis ,Chi Square Test and ANOVA. The inferences presented in the table help the reader understand both the problem and its potential solutions.

Percentage Analysis Method

Table showing Gender of respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	54	44.3	44.3	44.3
	Female	68	55.7	55.7	100.0
	Total	122	100.0	100.0	

Inference

The survey data depicts the gender-wise distribution of the sample population. Among the 122 respondents, 44.3% were male and 55.7% were female, indicating a higher representation of females compared to males. This demographic breakdown offers useful insights for understanding the



composition of the surveyed population and may hold significance for interpreting research findings or informing decision-making processes.

Table showing email motivates you to buy in online shopping apps

What type of product does email motivates you to buy in online shopping apps					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clothing	49	40.2	40.2	40.2
	Beauty care	32	26.2	26.2	66.4
	Electronics	31	25.4	25.4	91.8
	Home goods	10	8.2	8.2	100.0
	Total	122	100.0	100.0	

Inference

The findings indicate that email marketing is most effective in motivating purchases of clothing, with 40.2% of respondents selecting this category. Beauty care products rank second at 26.2%, followed by electronics at 25.4% and home goods at 8.2%. These results suggest that clothing and beauty care products benefit most from email marketing campaigns, possibly due to their strong visual appeal and the ease with which they can be showcased in promotional emails.

Chi-Square Test

Chi square test for the respondent of gender with what type of product does email motivates they to buy in online shopping apps

Null hypothesis (H0) : There is no association between gender of the respondent and what type of product does email motivates they to buy in online shopping apps

Alternate hypothesis (H1) : There is an association between gender of the respondents and what type of product does email motivates they to buy in online shopping apps



Chi square test for the respondent of gender with what type of product does email motivates they to buy in online shopping apps

gender * What type of product does email motivates you to buy in online shopping apps Crosstabulation						
Count						
		What type of product does email motivates you to buy in online shopping apps				
		Clothing	Beauty care	Electronics	Home goods	Total
gender	Male	18	9	21	6	54
	Female	31	23	10	4	68
Total		49	32	31	10	122

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.434 ^a	3	.006
Likelihood Ratio	12.610	3	.006
Linear-by-Linear Association	6.676	1	.010
N of Valid Cases	122		
a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.43.			

Interpretation

The p-value of 0.006 is less than the significance level of 0.05; therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. This indicates a statistically significant



association between the gender of respondents and the type of product that email marketing motivates them to purchase in online shopping applications. Similarly, the likelihood ratio value of 0.006 is below 0.05, leading to the rejection of the null hypothesis and acceptance of the alternative hypothesis, further confirming the presence of an association between gender and product preference influenced by email marketing.

ANOVA

Anova test for age with are they more likely to make a purchase if the email contains personalization recommendations

Are they more likely to make a purchase if the email contains personalized recommendations					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.592	3	.197	.906	.441
Within Groups	25.474	117	.218		
Total	26.066	120			

Interpretation

The analysis of variance (ANOVA) results indicate no significant effect of personalized recommendations in emails on purchase likelihood. The between-groups sum of squares is 0.592, reflecting minimal variation in purchase likelihood among groups exposed to different types of email recommendations. The F-value of 0.906 is below the critical threshold, and the p-value of 0.441 exceeds the 0.05 significance level, confirming the absence of a statistically significant difference between groups receiving personalized recommendations and those that do not. These findings suggest that the inclusion of personalized recommendations in emails does not have a meaningful impact on purchase behavior.

Findings



- The majority of the respondents (58.2%) fell within the age range of 20 to 30 years, indicating that a significant portion of participants are young.
- The majority of the respondents (68.9%) indicated that they are more likely to make a purchase if the email contains personalized recommendations.

Suggestions

- **Emphasize social media marketing:** Since the majority of respondents use social media as their primary digital media channel, it is crucial to focus on building a strong social media presence. This can include regular posting of content and engaging with customers through social media accounts.
- **Invest in digital media marketing strategies:** The majority of respondents have adopted digital media marketing strategies, indicating that it is essential to stay competitive. Companies should consider allocating resources to digital marketing to increase their customer base and brand awareness.
- **Pay attention to customer engagement:** Since almost half of the respondents use social media accounts for customer engagement, it is crucial to prioritize customer service through these channels. This can include responding to customer inquiries promptly and addressing customer complaints.
- **Consider the importance of digital media platforms:** The vast majority of respondents think that digital media platforms are essential for SMEs, indicating that businesses cannot ignore their importance. Companies should prioritize building a strong digital presence to remain competitive and attract new customers.
- **Focus on increasing sales and brand awareness:** The majority of respondents agree that digital marketing increases sales and helps in brand awareness. Companies should focus on creating effective digital marketing campaigns that can boost sales and improve brand recognition.



Conclusion

The study highlights the critical role of email marketing in the online shopping sector, underscoring its importance for e-commerce businesses aiming for sustained growth in the contemporary digital marketplace. As a direct and personalised communication channel, email marketing influences purchasing decisions, fosters brand loyalty, and drives sales. This research evaluated key aspects of email marketing effectiveness, including consumer engagement, purchase motivation, satisfaction levels, and communication preferences. Insights into how consumers interact with promotional emails, the platforms they engage with for product promotions, and the factors influencing their purchase decisions can help businesses refine strategies to better meet customer needs and enhance overall marketing impact. Nonetheless, certain limitations must be acknowledged. Factors such as spam filters, shifting consumer trends, and the difficulty of accurately tracking conversions across devices present challenges in email marketing research. Despite these constraints, the findings of this study offer actionable guidance for online retailers to optimise email campaigns, adapt to evolving consumer behaviour, and remain competitive in the dynamic e-commerce landscape. Ultimately, email marketing continues to serve as a cornerstone of effective digital marketing strategies, offering unparalleled opportunities for engagement, relationship-building, and revenue growth. As technology advances and consumer preferences shift, ongoing research and strategy refinement will be essential to fully leverage the potential of email marketing and maintain a competitive advantage.

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