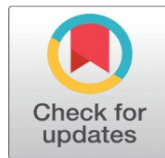


FACTORS INFLUENCING E- MARKETING FOR PURCHASE IN ONLINE SHOPPING IN CHENNAI

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ABSTRACT

Consumer purchase behaviour is a highly pursued area of study within marketing analytics, aimed at comprehending consumer buying behaviours to ultimately augment business revenues and facilitate increased growth rates. In contemporary society, marketing extends beyond basic tools and strategies for promotional reasons; it encompasses a profound comprehension of customer behaviour and the precise anticipation of their subsequent actions. The companies that can foresee with greater accuracy are those driving global market trends and, consequently, are establishing their own trends via enhanced understanding. E-marketing is an optimal domain for readily discerning the effects of various strategies. The research utilises both primary and secondary data, employing methodologies such as factor analysis and correlation to assess its accuracy. This research examines e-marketing elements influencing online purchases in Chennai. A sample of 150 customers evaluating internet shopping in Chennai and their replies to the study-related questions were gathered. This study used a questionnaire as the research instrument. Exploratory Factor Analysis is utilised to ascertain the e-marketing determinants influencing online purchases. Data compilation and analysis are conducted via SPSS v25. The elements influencing e-marketing for online retail purchases in Chennai include perceived usefulness, perceived convenience, perceived enjoyment, information about e-marketing, privacy and security, and website quality.

Keywords: Consumer Behavior, E-Marketing, Consumer Decision-Making

1. INTRODUCTION

The evolution of digital technology has revolutionized marketing practices, giving rise to electronic marketing (e-marketing) as a core component of business strategy. In India, and particularly in urban hubs like Chennai, there has been a significant shift in consumer purchasing behavior towards online platforms. With the increasing penetration of smartphones and internet services, businesses now rely heavily on e-marketing techniques to attract and retain customers.

Understanding the factors that influence consumer decision-making in this digital context is crucial for businesses aiming to remain competitive.

1.1. DIGITAL SHIFT IN CONSUMER BEHAVIOUR

In the contemporary, rapid-paced environment, individuals anticipate immediate access to current information with a mere click. Businesses have responded to this demand by marketing their products and services via digital media. E-marketing, referred to as internet marketing, digital marketing, or online marketing, has become a formidable instrument in this context. It enables enterprises to disseminate information, enhance brand recognition, and interact with consumers through various digital platforms, including websites, emails, online publications, social media, and digital press releases. Establishing and sustaining a robust online presence has become an essential undertaking for enterprises across all sectors. It encompasses the creation of an aesthetically pleasing website as well as the formulation of methods such as composing digital content, overseeing social media accounts, initiating email campaigns, and executing search engine marketing. The amalgamation of technology enables organisations to engage with their audience via both paid and organic advertising, thereby enhancing their market presence and reach.

1.2. ROLE OF SOCIAL MEDIA IN E-MARKETING

Social media platforms have emerged as essential instruments in contemporary e-marketing. Platforms such as Facebook, Twitter, LinkedIn, YouTube, and Instagram are essential for informing consumers about product changes, promotions, and brand stories. These platforms facilitate real-time communication, customer feedback, and direct consumer engagement, rendering them essential for augmenting brand loyalty and stimulating sales.

E-marketing is not merely a marketing strategy; it constitutes an ecosystem that empowers both enterprises and consumers. It enables options for bidirectional interactions, data tracking, customisation, and real-time campaign oversight.

1.3. CONSUMER BUYING BEHAVIOUR AND E-MARKETING

Consumer behaviour in the digital age is shaped by multiple aspects, such as convenience, product diversity, cost-effectiveness, and accessibility. Online purchase, an element of e-commerce, has broadened the marketing process beyond conventional limits. Digital platforms enable consumers to make informed judgements by effortlessly comparing costs, reading reviews, and discovering alternative products.

E-marketing has provided enhanced benefits, including increased return on investment, decreased campaign expenditures, expedited results, and the capacity to monitor consumer behaviour in real time. In comparison to conventional marketing, it is more economical, scalable, and efficient. However, it also comes with challenges, such as the need for digital skills, trust in online payment systems, and limitations in checking products (like not being able to see or try them before buying).

1.4. CHALLENGES IN E-MARKETING ADOPTION

Notwithstanding the myriad advantages, the implementation of e-marketing encounters several constraints. A considerable number of customers continue to voice apprehensions about online payment security, website intricacy, absence of product trials, and excessive reliance on high-speed internet connectivity. Moreover, customers who are unfamiliar with contemporary digital technologies or lack confidence in digital systems may be reluctant to utilise online platforms.

1.5. KEY FACTORS INFLUENCING E-MARKETING

Several factors significantly influence the success of e-marketing strategies. These include:

Product Quality Awareness: Consumers are highly quality-conscious and compare multiple options before purchasing.

Brand Preference: Many customers prefer sticking to their favourites or familiar brands.

Trend Sensitivity: Some consumers actively seek the latest trends and innovations in products and services.

Variety and Price Comparison: The ability to compare a wide variety of products and prices is a strong motivator.

Purchase Involvement: The degree of consumer involvement in the buying process affects decision-making and loyalty.

Understanding these behavioural tendencies is crucial for businesses that aim to align their marketing strategies with consumer expectations, especially in urban markets like Chennai, where digital engagement is rapidly expanding.

1.6. FEATURES OF E-MARKETING

- **Interactivity**

E-marketing promotes two-way communication between the business and consumers. Customers can interact via chatbots, feedback forms, comments, or reviews.

Example: Amazon's customer review section allows buyers to share their feedback and experiences.

- **Personalisation**

Marketing content is customised based on user behaviour, preferences, and past purchases.

Example: Netflix and Amazon recommend products or shows based on browsing and buying history.

- **Global Reach**

E-marketing breaks geographical boundaries, allowing businesses to connect with a worldwide audience.

Example: A small boutique in Chennai can sell to international customers through platforms like Etsy or Shopify.

- **Cost-Effectiveness**

Online marketing campaigns are often more affordable than traditional marketing (TV, radio, newspapers).

Example: A startup can run social media ads with minimal budget and reach thousands of potential customers.

- **Real-Time Tracking and Analytics**

Businesses can monitor campaign performance, user engagement, click-through rates, and conversions instantly.

Example: Google Analytics and Facebook Insights help brands evaluate which ads are working best.

- **24/7 Availability**

E-marketing platforms operate round the clock, enabling customers to access products or services at any time.

Example: E-commerce websites like Flipkart and Myntra are accessible at any hour for shopping.

- **Search Engine Optimisation (SEO)**

Helps in increasing visibility of websites on search engines like Google or Bing.

Example: A travel agency in Chennai using SEO techniques can appear in top search results when someone searches for “best travel packages in Chennai.”

- **Content Marketing**

Valuable digital content (blogs, videos, infographics) is used to attract and engage customers.

Example: Nykaa’s blog offers skincare tips, helping drive traffic to its product pages.

- **Email and Automation Tools**

Businesses can send bulk emails or automate personalised offers, reminders, and newsletters.

Example: Zomato sends promotional emails and reminders about favourite food deals.

- **Social Media Integration**

Platforms like Facebook, Instagram, and YouTube are integrated into e-marketing to increase visibility and engagement.

Example: Instagram shopping tags allow users to buy products directly from a brand’s post.

1.7. ADVANTAGES OF E-MARKETING

- **Cost-Effective:** E-marketing campaigns are more economical than traditional marketing (TV, newspapers, billboards).
- **Wide Reach and Global Access:** Businesses can reach a global audience regardless of their location.
- **Real-Time Performance Tracking:** Tools like Google Ads and Facebook Ads allow marketers to track impressions, clicks, conversions, and ROI instantly.
- **24/7 Availability:** Digital platforms allow customers to access products and services anytime.
- **Personalisation of Messages:** Businesses can send targeted offers based on customer data like location, interests, or past purchases.

- **Quick Implementation and Adjustments:** Campaigns can be launched or modified instantly.
- **Enhanced Customer Engagement:** Social media, emails, and websites allow ongoing communication and relationship building.
- **Data Collection and Analysis:** Digital marketing helps in gathering consumer data to understand preferences and behaviours.

1.8. DISADVANTAGES OF E-MARKETING

- **Security and Privacy Concerns:** Online transactions may expose users to data theft and fraud.
- **Dependence on Internet and Technology:** Poor internet connectivity can disrupt shopping experiences.
- **Lack of Personal Touch:** No physical interaction with products or salespersons, which can reduce buyer confidence.
- **Digital Illiteracy:** Not all consumers are comfortable using apps, websites, or online payment methods.
- **Over-Saturation and Competition:** The internet is crowded with ads and promotions, making it harder for brands to stand out.
- **Negative Feedback Is Public:** One bad review or comment can harm a brand's reputation instantly.
- **Spam and Information Overload:** Excessive emails or ads may annoy users, leading them to unsubscribe or ignore the brand.

2. REVIEW OF LITERATURE

2.1. PERCEIVED USEFULNESS AND CONVENIENCE

Kumar and Singh (2025) conducted a longitudinal panel study on social commerce platforms and discovered that utilitarian value (perceived usefulness) and hedonic value (convenience and enjoyment) jointly enhance consumer trust and commitment to purchase. Over time, the integration of seamless navigation, real-time assistance, and quick reordering options further reinforced the perception of convenience. Martínez-López et al. (2024) on mobile commerce platforms emphasized that digital assistants and voice-based technologies significantly enhance perceived usefulness, especially as users become more accustomed to them. The study revealed that consumers associate such innovations with improved efficiency and decision-making, which in turn strengthens their overall online purchase attitude. Dwivedi et al. (2021) highlighted that digital and social media marketing profoundly impacts customer behaviour, especially when campaigns are tailored and interactive. Their research indicates that perceived usefulness—the consumer's conviction that internet shopping improves efficiency—is a primary factor influencing purchase intentions. Verma and Verma (2021) conducted an empirical study in India, demonstrating that factors such as utility and convenience, including rapid product search, seamless navigation, and delivery options, positively influence online purchasing decisions. Sharma and Mehrotra (2020) demonstrate their point by recognising that attributes such as user-friendly websites, adaptable payment methods, and efficient promotional strategies enhance and enhance the appeal of e-marketing. Their research indicated that convenience—having the ability to shop at any time and from any location—is among the most esteemed features of e-commerce.

2.2. WEBSITE QUALITY AND TRUST

Thekkat et al. (2025) explored luxury e-commerce and found that website reputation, design aesthetics, and third-party security assurances are particularly important in building trust among high-value customers. Djuuna et al. (2024) demonstrated that website quality had a direct and statistically significant effect on consumer trust ($\beta = 0.418$, $p < 0.001$). Their study concluded that users associate well-functioning websites with professionalism and authenticity, which reduces perceived risk and increases the likelihood of purchase. Patel and Shah (2023) conducted a meta-analysis demonstrating that website quality—encompassing layout, load speed, product content, and user interface—is a critical factor influencing consumer happiness. They also observed that confidence in payment gateways and the accessibility of customer care are crucial in influencing a favourable e-marketing experience. Raj and Thomas (2021) examined the impact of website navigability and perceived risk, indicating that inadequately designed websites dissuade users and diminish conversion rates. Reddy and Banu (2021) assert that precise product descriptions and openness in online transactions markedly diminish consumer scepticism, particularly in the Indian market where trust is paramount.

2.3. PERCEIVED ENJOYMENT AND ENGAGEMENT

Chin et al. (2025) examined the use of augmented reality (AR) in online shopping and found that hedonistic factors such as entertainment and visual interactivity had a strong impact on the purchasing behaviour of young consumers. Their study concluded that AR-enhanced e-marketing environments stimulate enjoyment and trust, thereby influencing repeat purchase behaviours. Suhud and Wibowo (2024) demonstrated that visual attractiveness, social presence, and involvement in live-stream settings enhance delight, thus elevating the probability of impulsive purchases. The findings indicate that entertainment-oriented components in digital marketing evoke emotional responses that positively influence consumer behaviour. Consumer satisfaction includes both functional and emotional dimensions. Mishra and Dey (2021) examined the impact of app performance and mobile-optimised interfaces on the enjoyment and engagement levels of younger users. Their findings indicate that interactive elements, vivid images, and captivating information enhance the enjoyment of online purchasing.

Ali and Nath (2022) endorsed this perspective by indicating that visual content, product films, and detailed photos enhance customer connection to the business and affect their purchasing intent. Yadav and Trivedi (2020) point out the importance of digital trust and visual marketing, particularly for millennial consumers who depend extensively on online reviews, star ratings, and influencer endorsements.

2.4. INFORMATION AND PROMOTIONAL FACTORS

Sundararajan and Ravi (2023) examined the preferences of urban consumers in South India and discovered that language accessibility, real-time order tracking, and promotional offers substantially influence purchasing behaviour. Jain and Kapoor (2023) investigated email marketing and remarketing, determining that prompt and tailored promotional communications enhance consumer conversion and loyalty. KPMG (2022) emphasised that delivery timeliness, liberal return policies, and data protection assurances are primary factors influencing platform preferences among Indian internet consumers. This corresponds with the

increasing consumer desire for convenience, reliability, and security in electronic marketing platforms.

2.5. SECURITY AND PRIVACY CONCERNS

EY India (2025) observed that e-commerce companies encounter compliance difficulties, especially concerning grievance redressal mechanisms, cross-border data transfers, and secure data storage procedures. The paper highlighted that compliance with these upcoming standards will be essential for preserving customer trust. The Economic Survey 2023–24 recognised data privacy issues and online fraud as significant obstacles to the swift growth of India's e-commerce sector. It underscored the necessity for digital infrastructure that facilitates access while guaranteeing user safety and data security. An EY India (2024) indicated that 77% of Indian consumers are significantly concerned about data breaches, with 73% specifically apprehensive about the exploitation of personal data during online buying transactions. Ghosh and Sen (2022) studied post-pandemic changes in customer attitudes and discovered that apprehensions over data privacy, secure payment mechanisms, and the safe handling of items had intensified. Their research indicates that consumers have become more prudent and want systems that provide secure transactions and transparency.

3. OBJECTIVES OF THE STUDY

- 1) To identify key e-marketing components that impact consumer purchasing behaviour.
- 2) To determine which e-marketing strategies build consumer trust in online transactions.

4. METHODOLOGY OF THE STUDY

This research focuses on e-marketing elements influencing online purchases in Chennai. A sample of 150 customers evaluating internet shopping in Chennai and their replies to the study-related questions were gathered. This study used a questionnaire as the research instrument. This survey includes customers engaged in internet buying. The questionnaire consists of two sections: the first gathers respondents' personal information, while the second includes measures pertaining to e-marketing. Exploratory factor analysis (EFA) is used to determine the e-marketing variables affecting online purchases. Cronbach's alpha is employed to assess the trustworthiness of the acquired data. Data compilation and analysis are conducted with SPSS version 25.

5. ANALYSIS AND INTERPRETATION

The data collected from 150 respondents was analysed using SPSS Version 25. The reliability of the study was tested using Cronbach's Alpha, and the value was found to be 0.836 (83.6%), indicating a high level of internal consistency among the questionnaire items.

Table 1

Table 1 Demographic Profile of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	102	68.00%

	Female	48	32.00%
Age Group	30–40 years	51	34.00%
	Other age groups	99	66.00%
Education	Graduate	40	26.70%
	Others	110	73.30%
Marital Status	Married	82	54.70%
	Unmarried/Other	68	45.30%
Annual Family Income	Rs. 4–6 Lakhs	48	32.00%
	Other income groups	102	68.00%

5.1. FACTORS INFLUENCING E-MARKETING

In this section, the factors influencing e-marketing towards online shopping in Chennai have been identified and analysed. A total of 35 variables related to consumer perception of e-marketing were measured through the structured questionnaire. The data collected from 150 respondents were subjected to Exploratory Factor Analysis (EFA) to identify the underlying dimensions influencing e-marketing.

The analysis was conducted using the Principal Component Method with Varimax Rotation, a common technique used to simplify the interpretation of factor loadings and ensure the extracted components are distinct and meaningful.

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy was found to be 0.827, which is above the acceptable threshold of 0.6, indicating that the sample size is adequate for factor analysis. Furthermore, Bartlett's Test of Sphericity produced a Chi-square value of 354.178 with $p = 0.000$, which is statistically significant. This confirms that the correlation matrix is suitable for factor extraction.

Based on the analysis, six major factors were extracted, which are the key influencers in shaping consumer behaviour toward online shopping through e-marketing platforms in Chennai. These factors are:

- 1) Perceived Usefulness
- 2) Perceived Convenience
- 3) Perceived Enjoyment
- 4) Information on E-Marketing
- 5) Privacy and Security
- 6) Website Quality

These six components collectively explain a significant portion of the variance and provide insights into what aspects of e-marketing consumers consider most important while making online purchases.

The detailed results of the factor analysis, including factor loadings for the grouped variables, are presented in [Table 2](#).

Table 2

Table 2 Eigen values for Factors of E-Marketing			
Factor No.	Eigenvalue	% of Variance	Cumulative %
1	10.874	29.126%	29.126%
2	3.568	16.043%	45.169%
3	2.184	9.104%	54.273%

4	1.733	6.842%	61.115%
5	1.356	5.973%	67.088%
6	1.192	5.412%	72.500%

In this analysis, 35 variables related to e-marketing were reduced into 3 major factors by analysing the correlation between variables. These 3 factors effectively represent most of the original data. As seen from the cumulative percentage column, the extracted factors together account for 72.202% of the total variance. The identified factors and their corresponding components are presented in Table 3.

Table 3

Table 3 Factor scores of E-Marketing		
Factors	Components	Factor Loadings
Factor 1: Perceived Usefulness	E-marketing saves time in choosing the product	0.794
	E-marketing supports exclusive launch through flash sale	0.738
	E-marketing provides return and refund within a stipulated time	0.617
	E-marketing provides free shipping and delivery at home	0.589
	E-marketing supports services of customer care executives	0.566
	E-marketing is adventurous as compared to traditional market	0.509
Factor 2: Perceived Convenience	User-friendly website for easy navigation and shopping cart storage	0.745
	Access to online platforms is made easy through E-marketing	0.701
	Detailed product descriptions with multimedia images	0.668
	Reasonable shipping charges with doorstep delivery	0.615
	Easy to search products via E-marketing ads	0.531
	Advanced website to track previous shopping behaviour	0.508
Factor 3: Perceived Enjoyment	Contents on E-marketing ads are engaging and interesting	0.757
	Satisfied with E-marketing platforms that enhance product awareness	0.699
	E-marketing helps to stay updated about new product trends	0.628
	Exchange of views or opinions is possible through e-marketing	0.558
	E-marketing sites build trust toward online products	0.506
	Product information is clear and systematically presented	0.802
Factor 4: Information on E-Marketing	Promotional offers such as cashback and flash sales attract attention	0.774
	Feedback and ratings are available for most products	0.741
	E-marketing enables price comparison and better deals	0.713
	Helps identify needs based on lifestyle and preferences	0.589
	Products endorsed by celebrities enhance visibility	0.509
	Personal data is protected and not misused	0.765

Privacy and Security	Secure payment methods through certified wallets	0.689
	Transaction details are confidential	0.597
	Payment links function effectively	0.534
	Refund procedures are smooth and timely	0.512
Factor 6:	Websites offer accurate and working links	0.781
Website Quality	Loading speed of the site is satisfactory	0.759
	Platform is accessible 24x7	0.732
	Information provided is verified and authentic	0.698
	Overall site accessibility is user-friendly	0.649
	Product details are comprehensive and precise	0.612
	Customer data is protected from unauthorised modifications	0.519

It is noted from Table 3 that Factor 1 is a combination of six variables such as “E-marketing saves time in choosing the product”, “E-marketing supports exclusive launch through flash sale”, “E-marketing provides return and refund within a stipulated time”, “E-marketing provides free shipping and delivery at home”, “E-marketing supports services of customer care executives”, and “E-marketing is adventurous as compared to traditional market”, which is known as the Perceived Usefulness factor.

Factor 2 is a combination of six variables such as “User-friendly website for easy navigation and store in shopping cart”, “Access to the online made easy through E-marketing”, “Detailed product description with multimedia images”, “Reasonable shipping charges and delivery at home”, “Easy to search products in online through E-marketing ads”, and “Advanced form of website to track past shopping searches”, which is known as the Perceived Convenience factor.

Factor 3 is a combination of five variables such as “Contents shown on E-marketing ads are interesting”, “Satisfied with the E-marketing Sites which help in increasing my knowledge”, “E-marketing keeps me up to date about new products”, “Conversion or opinion exchange is possible through E-marketing sites”, and “E-Marketing sites increased my trust on the products”, which is known as the Perceived Enjoyment factor.

Factor 4 is a combination of six variables such as “Product information are neatly and clearly explained”, “Promotions, cashback, referrals, flash sale with attractive offers and discounts”, “Feedback is given about the product to the online marketer”, “E-marketing helps in getting the competitive reasonable price of the product”, “E-marketing helps to identify the need based on living standards”, and “E-marketing endorses promotions by celebrity for the products”, which is known as the Information on E-Marketing factor.

Factor 5 is a combination of five variables such as “Personal information are not misused by the E-marketing links”, “Use of e-wallet having certified and secured multiple payment options”, “Transaction details are kept as confidential”, “Payment gateways links are working properly”, and “Refunds are made promptly”, which is known as the Privacy and Security factor.

Factor 6 is a combination of seven variables such as “Appropriate links are provided in the website”, “Speed of the website is good”, “The website is available 24x7”, “Information provided is always genuine”, “Easy to access”, “Details provided for the products are accurate”, and “Preventing unauthorized alteration of customer data”, which is known as the Website Quality factor.

Thus, Perceived Usefulness, Perceived Convenience, Perceived Enjoyment, Information on E-Marketing, Privacy and Security, and Website Quality are the six significant factors influencing E-Marketing for online shopping purchases in Chennai.

Among them, variables such as “saves time in choosing the product”, “user-friendly website for easy navigation”, “contents shown on ads are interesting”, “product information is clearly explained”, “personal information is not misused”, and “appropriate links are provided in the website” are found to be the most influential.

Further, features like exclusive flash sale, secure payment options, knowledgeable site content, cashback offers, and fast website speed contribute to enhancing consumer trust and satisfaction with E-marketing platforms.

6. CONCLUSION

The swift advancement of digital technology has altered the marketing landscape and consumer behaviour, especially in urban centres like Chennai. This study sought to determine the principal characteristics that affect consumer perception of e-marketing in online buying. The study analysed responses from 150 online consumers and identified six principal characteristics: Perceived Usefulness, Perceived Convenience, Perceived Enjoyment, Information on E-Marketing, Privacy and Security, and Website Quality. These characteristics collectively constitute a substantial element of consumer decision-making when interacting with online platforms. Consumers prioritise time-efficient features, intuitive navigation, captivating content, and confidence in data protection. Promotional tactics such as cashback incentives, comprehensive product descriptions, and rapid-loading websites significantly improve the online purchasing experience. Secure payment mechanisms and precise, accessible information are critical to building consumer trust. This study's findings are significant for e-marketing strategists, digital marketers, and e-commerce platforms seeking to enhance customer engagement and boost online purchase conversions. Businesses that adeptly incorporate these influencing variables into their e-marketing strategies are more likely to attract, please, and keep customers. Future studies may investigate behavioural trends across several locations or demographic segments to gain greater insights into online consumer dynamics.

CONFLICT OF INTERESTS

None.

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