



**The Influence of Email Marketing on Customer Loyalty in the
E-Commerce Retail Arena in India**

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Abstract

The study analyses the influence of email marketing on customer loyalty in the Indian e-commerce retail industry. In the fast-paced digital market, email strategies play a crucial role in developing lasting customer relationships and strengthening brand loyalty. Using quantitative methodology, this study examines the responses of a survey of Indian consumers, to evaluate their beliefs and behaviours in relation to email marketing initiatives. Results show that personalized, timely, and relevant e-mail communications have a great impact on consumer engagement and loyalty. This paper covers practical implications for e-commerce businesses in relation to the email marketing strategy improvement that is aimed at increasing customer satisfaction and retention within the highly competitive digital environment. The research provides to the general knowledge of digital marketing in strengthening customer loyalty and offers beneficial information for both academics and practitioners in the field of electronic commerce.

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Chapter 1 – Introduction

1.1 Research Background

E-commerce has arisen as a revolutionary force in the dynamic digital age that we are now living in, disrupting the conventional conventions of purchasing and selling goods and services Gojiya (2023). E-commerce, at its heart, is the process of exchanging products and services via the internet. It encompasses a broad range of activities, ranging from the acquisition of books and music to the functioning of financial processes such as stock trading and online banking. The flexibility of this digital marketplace across a variety of platforms, such as computers, tablets, and smartphones, distinguishes it as being highly user-friendly and accessible. Gojiya (2023) notes that the ease and extensive choices that are accessible online have had a big impact on the purchase behaviour of consumers. This is because internet shopping provides an unrivalled shopping experience that can be done from the comfort of one's own home. The U.S. Census Bureau report of e-commerce activities in the fourth quarter of 2023 has a key result which retail sales are still growing through the internet with a high penetration across the retail sector. The e-commerce sales for this quarter were around \$284.2 billion, rising by 0.8% from the third quarter of 2023 and 7.5% from the fourth quarter of 2022. Thus, the increase rate of e-commerce is almost twice that of the total retail sales which was 0.4% compared to the previous quarter and 2.8% against the same period a year ago. The total e-commerce turnover for 2023 would be \$1,118.7 billion which is 7.6% higher than in 2022. It is a second rise of the share in the retail market, this time the share is 14.4% unlike 13.7% in 2022. Further, data shows the increasing role of e-commerce in retailing caused by behaviour of the consumers, including the fact that they choose to shop online instead of in traditional stores. This is an evolving situation that reflects a strong trend towards digital channels, what the retailers need to take advantage of, through their focused e-tailing visibility and e-commerce platforms. Development of e-commerce sales, in its turn, underlines importance of such a business for retail in the customer's attention and loyalty to the brand in the rapidly changing digital world (US Department of Commerce, 2023)The core of e-commerce rests not only in its technical capabilities, but also in its capacity to link companies with a wide range of customers. Using this platform, sellers are able to target clients that range from individual consumers to other enterprises and even governmental bodies, all of which need different business strategies (Khosla and Kumar, 2017). E-commerce allows for a wide range of commercial operations to be carried out, including selling products or services directly to end users, supplying businesses with large quantities of supplies, and delivering specialized consultation services. This inclusiveness opens the way for a number of online endeavours, including wholesale operations and subscription services, and it marks a substantial change in the manner in which transactions are carried out and connections with technology are developed.

The sector has the potential to become the next "sunshine industry," as shown by the arrival of international giants and the emergence of enterprises that are based in the respective country (Sur, 2018). When businesses use novel approaches to enhance the experiences of their customers, the objective goes beyond just satisfying those customers; rather, it is to achieve joy among those customers. The continued development of e-commerce offers the potential to

reshape the economic fabric of India, to drive efficiency in supply chain management, and to provide a shopping experience that is both smooth and pleasurable to an increasing number of digital consumers. This is not only a demonstration of the efficacy of digital transformation, but it also provides a view into the future of business, which will be characterized by the convergence of technology and human desires, resulting in the creation of a digital marketplace that is thriving, welcoming, and profitable.

1.2 The Emergence of Digital Marketing

In the digital era, digital marketing plays a crucial role in shaping the landscape of business promotion and brand visibility in e-commerce. According to Sathish et al. (2022), adopting it has become crucial due to the rapid expansion of online commerce, offering businesses numerous strategies and channels to connect with their target audience through electronic media (Sathish et al., 2022) . Digital marketing goes beyond traditional advertising by promoting brands and enhancing shopping experiences for consumers worldwide. Essentially, digital marketing acts as the connection between businesses and consumers in the digital world, providing a direct avenue for communication and interaction. The internet world marketing provides a direct communication of business and its consumer and personalizes the interaction. Email marketing is the top practices in digital marketing and also offers one of the highest ROIs. Email marketing is one of the most ROI providers globally based on digital marketing statistics. The supplementary targeted video material contributes one more success factors of the digital marketing campaigns - 81% of the marketers believe that the video material has impacted the sales. The numbers also show how digital marketing strategies have influenced and contributed particularly in customer engagement and sales through personalized and media-rich contents. You can now read complete articles and useful to obtain more details and statistics (Anon, 2022).

Digital marketing has the unique capability to reach customers worldwide, breaking free from geographical limitations. Businesses can connect with a wide and varied audience through the internet, mobile devices, and other digital channels, extending their market reach beyond conventional limitations (Ahmad & Khan, 2023). This worldwide connection allows businesses to engage directly with consumers, providing tailored messages and customized offers that align with their interests and preferences. In addition, digital marketing enables instant interactions, enabling businesses to quickly address customer inquiries, feedback, and concerns, ultimately boosting customer satisfaction and loyalty (Ahmad & Khan, 2023).

According to Sharma (2021), Aside from its worldwide reach and ability to engage in real-time, digital marketing provides exceptional convenience and accessibility for businesses and consumers. Thanks to the widespread use of mobile devices, people can easily find information, shop for products, and complete transactions on the go, all with a few taps on their smartphones. This accessibility at any time and place has revolutionized how consumers shop, leading to the rise of online and mobile commerce. Businesses can leverage digital marketing to efficiently reach their target audience, allowing them to allocate their marketing budget strategically and measure campaign effectiveness more precisely.

Although digital marketing offers numerous advantages, businesses may face difficulties in adapting to the constantly changing digital environment. In today's fast-paced digital landscape, businesses must remain flexible and innovative to keep up with changing

technologies, platforms, and consumer trends. (Rastogi, 2010). To fully leverage the potential of digital marketing, companies need to create a thorough strategy that is in line with their business goals and objectives (Rastogi, 2010). Making sure the strategy covers various digital marketing channels and tactics, such as SEO, social media, content marketing, email marketing, and paid advertising. Through utilizing a combination of these channels and strategies, companies can develop a unified and seamless digital marketing campaign that optimizes their audience reach, interaction, and conversion rates.

Ultimately, digital marketing is essential for the success of e-commerce, equipping businesses with the necessary tools and strategies to excel in the digital era. Digital marketing provides numerous advantages for businesses and consumers, including global reach, real-time engagement, convenience, and accessibility. Yet, to successfully maneuver through the intricacies of the digital world, companies must remain flexible, versatile, and creative in their strategies (Ha, 2004). Through creating a well-rounded digital marketing plan and utilizing a variety of channels and strategies, companies can successfully reach their desired audience, boost interaction, and accomplish their marketing goals in the digital age.

1.3 Email Marketing as a Digital Marketing Tool

In the middle of the ongoing digital transformation, email marketing has become a vital tool for e-commerce businesses, providing direct and customized consumer engagement. Considering the expected global e-commerce sales to surpass seven trillion dollars by 2025, it is becoming more and more essential to implement successful marketing strategies (Shettar, 2023). This integration not only offers significant returns on investment but also improves the shopping experience, proving to be essential for urban customers and businesses looking to stay ahead in the market (Shettar, 2023).

From its origins in direct mail of the 1990s to its current position as a key player in digital marketing, the transformation of email marketing is truly impressive (Hoekstra & Zwart, 1993; Chittenden & Rettie, 2003). Today, email marketing in the digital world has unmatched reach and effectiveness, with billions of emails being exchanged globally every day (The Radicati Group, 2018). Studies have shown that email marketing is much more effective than social media marketing, outperforming other digital channels by a significant margin (Silva, 2018)

In addition to its promotional function, email marketing is essential for building customer loyalty and enhancing brand engagement (O'Brien & Jones, 1995; Peppers & Rogers Group, 2001). Through the use of personalized and targeted messages, email campaigns allow businesses to establish consistent communication with customers, ultimately building stronger relationships and fostering loyalty (Reichheld & Schefter, 2000). Although there is potential, there is still a lack of empirical evidence on its effectiveness in customer retention.

Aside from building customer relationships, email marketing has various functions, such as sharing details about promotions and new items, as well as enabling personalized interactions with customers (Tian, 2014). Customizing email campaigns enables personalized communication based on individual preferences, boosting engagement and conversion rates. Moreover, email marketing enhances the convenience and accessibility for businesses and consumers, ensuring quick delivery of promotional messages and updates.

1.4 Email Marketing for Leveraging Customer Loyalty

Through consistent and focused communication, email marketing is an essential component in the strengthening of consumer loyalty (Berger & Mitchell, 1989). Based on findings in customer relationship management (CRM) and direct marketing literature, it's clear that staying in touch with customers is crucial for building loyalty. Direct mail, a forerunner to email marketing, has been used to encourage customer responses and foster loyalty through cross-selling, up-selling, and special offers. It's a straightforward concept: the more a customer engages with a brand, the higher the chances of their loyalty (Berger & Mitchell, 1989). In addition, theories on communication and consumer behaviour indicate that consistent engagement with a brand can have a favourable impact on brand perceptions. When individuals have a preference for a brand, they are more open to receiving information from it and typically seek out more details about it. Being exposed to a brand multiple times can improve brand attitudes as it enables customers to gather more information, resulting in positive emotional reactions and strengthening brand loyalty (Dick & Basu, 1994; Newman & Staelin, 1972).

According to advertising research, customers who are more loyal to a brand are more responsive to its messages than those who are not as loyal (Raj, 1982; Sawyer, 1973). This finding contributes to the theory that loyalty mediates communication efficacy. This indicates that consistent email communication can also positively influence brand loyalty, especially with customers who are already loyal. Furthermore, brand literature highlights the significance of engaging in active communication to strengthen consumer-brand connections. Customers receive essential information from regular communication, which not only saves them time and effort in their search for the information elsewhere. Furthermore, consistent communication aids in comforting customers regarding their brand selection, ultimately lessening conflicting thoughts and streamlining their purchase choices (Aaker, 1996; Fournier, 1998; Kapferer, 1998; Keller, 1998). Additionally, email communication can maintain clients' interest in the company by offering a variety of relevant and engaging information content. It is crucial to maintain consumer satisfaction to prevent disengagement and decreased loyalty, especially when relationships become monotonous.

Ultimately, email marketing is essential for strengthening customer loyalty through consistent and tailored communication, building favourable brand perceptions, and strengthening connections between consumers and brands. Through the strategic use of email, marketers can establish enduring relationships with customers and foster strong brand loyalty in a highly competitive market.

Customer loyalty is the customer's propensity to continue patronizing a company repeatedly, because of the positive usage or value they derive from the engagement (Kotler and Keller, 2016). This has a special application in the e-commerce sector where competition is intense, and loyalty can cut marketing and acquisition costs greatly and push up revenues (Reichheld and Scheffer, 2000). The customer loyalty can be measured using several metrics such as repeat purchase behaviour, customer lifetime value, net promoter scores, and retention rates. These measures offer measurable approaches for evaluating the performance of loyalty-generation activities (Kumar and Reinartz, 2016). Within the sphere of e-commerce, these metrics become more relevant as they directly link to the ability of a business to maintain its competitive edge and profitability in the long run.

Both empirically and theoretically, email marketing and customer loyalty are related. Regular and personalized emails are critical in improving customer satisfaction and trust, which are the key drivers of loyalty (Chaffey, 2015). For example, a research of Zhang, Kumar, and Costumer (2017) showed that personalization of email campaigns raises the customer purchase probability by reinforcing their perception of brand value and relevance. Moreover, personalized recommendations and loyalty rewards via email marketing can increase retention rates dramatically (Liu, 2007). Email marketing tactics that work well for cultivating loyalty are the use of segmentation and personalization to ensure relevance, sending valuable offers at the right times rather than bombarding customers with excess communication, and building feedback mechanisms into emails that enable ongoing service quality improvements (Peppers and Rogers, 2004). Additionally, post-purchase emails can confirm transaction details, offer more product information, and request customer feedback, thus, promoting a sense of satisfaction in shopping and repeat purchases (Godin, 2001).

Many of marketing theories confirm these practical manifestations, for example, the Commitment-Trust Theory that underlines the need of relationship development by means of constant, reliable, and valuable communication accomplishing loyalty (Morgan and Hunt, 1994). The Theory of Planned Behaviour also explains how emails marketing attitude influences the subsequent behaviour of the customers including the loyalty (Ajzen, 1991).

In brief, using email marketing to improve customer loyalty in e-commerce consists of a tactical blending of personalized, targeted communication with adherence to the consumer's choice and time. It necessitates a sophisticated comprehension of the behaviour and preference patterns of the target audience, substantiated by strong data analytics. If marketers embrace these practices, customer loyalty levels will be greatly boosted thus guaranteed sustainability in the highly competitive digital market.

1.5 Research Aims, Rationale & method

Digital technologies are emerging at very fast pace and are being the catalyst for a revolution in the world of e-commerce, consequently how business owners relate to their consumers is changing as well. Now in this context, email marketing platform has proved as a right tool for driving customer-engagement and loyalty, particularly when all the e-commerce brands of India are such busy! In general, the primary target of this study is the in-depth examination of the email marketing field of activity working in the Indian retail e-commerce area, in particular its special abilities to support the growth of consumer's loyalty that has turned into a must have for businesses to survive in the present day battlefield of the market.

The motivation for this research comes from the fact that the consumer behaviour theories have shifted greatly to accommodate the current tech-savvy consumer market. Dillman, Smyth, and Christian (2007) point out that the digital environment provides entrepreneurs with the chance to bypass traditional strategies and assimilate their marketing activities into the online world. The email marketing is the most direct and responsible personalized way that can be scalable and cost-effective which means that will be an indispensable strategy in the marketer's toolkit (Dillman et al., 2007). This research is to identify if email marketing is a strong tool for maintaining attractiveness of customers, especially in growing and competitive field of eCommerce.

While the predominant rationale for my research stems from the exceptional growth in Indian e-commerce industry with a significant rise in digital literacy and prevalence of online shopping practices by Indian customers there are further reasons for this such as negative psychological effects and need for sustainable development. The distinctive features of the Indian market – demographic diversity like the massive population and also constant technological penetration across different regions – necessitate the need to innovate and adapt specific marketing tactics. (Adams et al., 2007). Within this study, the research team proposes nuanced analysis of how email marketing could be improved to increase relevance and convenience in the Indian context, which will contribute towards the rise of customer engagement and loyalty.

The methodology of this research is configured to the online survey spread as it is shown to be the most effective way to reach a large number of people from different outcomes within a short period. This approach falls in line with the suggestions made by Kelly et al. (2003) which stress more versatile application and advantages such as cost effectiveness, speedy internet, and minimization and automation of data entry errors (Kelly et al., 2003). The survey will be carried out among Indian e-commerce customers who are active internet users, to guarantee that the respondents will be familiar with not only online shopping and its shipments but with email marketing as well. Applicant requirements include that they are Indian citizens and this is to protect the appropriateness of the feedback gathered being specific to India's e-commerce domain.

Through studying the role of email marketing in retention of customers in the online retail business scene in India, this research is intended to provide usable tactical input which could help marketers to develop their strategies a bit further to meet the demands of customers more precisely. Therefore, this research is expected to strengthen the scientific research on digital marketing and increase the empirical evidence that can serve to guide the e-commerce retailers in developing the strategies of fostering and increasing their customer retention in a market with high level of competition among the players and the demands that are ever growing in this era.

1.6 Research Methodology

Amidst the ever-changing realm of electronic commerce, email marketing emerges as an indispensable instrument for fostering consumer engagement and loyalty. With the rapid expansion of the e-commerce retail industry in India, it is crucial for firms in this sector to recognize the significance of email marketing in fostering client loyalty. The objective of this study is to investigate the impact of email marketing on customer loyalty in the Indian e-commerce retail industry. Online Survey been chosen as the major means of gathering data because of its many benefits, especially in the digital environment that the e-commerce industry thrives in. Thanks to the accessibility and interactivity of online survey tools, researchers can increase respondent engagement and data collection (Dillman, Smyth & Christian, 2014).

The proposed strategy focuses on Indian e-commerce customers who are extensively engaged in the online marketplace, taking into account their substantial presence and possible impact on customer loyalty dynamics. This research is directed towards analysis of the customer loyalty change process in the Indian electronic commerce sector. The fact that Indian consumers are extremely engaged in online shopping, this study will be determined to analyze

how digital marketing strategies can influence their purchase behaviour and brand loyalty. This study will investigate the peculiar consumer behaviours of this fast-growing e-commerce market in India, and evaluate the effectiveness of various marketing approaches in keeping customer and winning over their loyalty. This demographic group is selected based on their extensive utilization of digital platforms and their inclination to participate in diverse online activities.

This study aims to examine the influence of email marketing in retaining as well as enhancing the customer loyalty in the Indian e-commerce retail industry. Its objective is to offer practical insights to marketers and retailers who are looking to improve their email marketing strategies and increase customer retention in a highly competitive market.

1.7 The Research Objectives and Questions

1.7.1. Research Objectives

1. To Analyse the Role of Email Marketing in the E-Commerce retail
2. To Evaluate Customer Perceptions Towards Email Marketing
3. To Examine How Email Marketing Techniques Can Improve Customer Loyalty in the E-Commerce Industry
4. To Explore the Future Trends and Potential of Email Marketing in E-Commerce retail

Does email marketing effectively enhance customer loyalty in the Indian e-commerce retail industry?

Research Questions

1. What is your educational qualification? - In order to segment respondents according to their educational level.
2. How frequently do you check your email inbox each week?- To assess the pattern of email usage among respondents.
3. On average, how many marketing emails do you receive weekly? - To measure the volume of marketing emails received by the survey participants.
4. At what point do you find it frustrating to receive marketing communications from the same company? - To find out what point email frequency goes from okay to becoming bothersome.
5. What is the probability of your engagement in opening a marketing email originating from a reputable brand? - To consider the possibility of viewing emails from known brands.
6. To what extent would you be inclined to open a marketing email originating from an unfamiliar brand? - To measure the intention to interact with a new or unknown brand.
7. Which primary factor impacts an individual's inclination to open a marketing email?- To figure out the main incentives that cause email engagement.
8. In general, how would you rate your experience applying email as a marketing channel?- The aim is to measure the general opinion regarding email marketing effectiveness.

9. Do promotional emails adequately apprise recipients of the essential attributes and caliber of a product? - To determine how well promotional emails convey a product's quality and features.
10. To what extent do promotional emails assist in the evaluation of the value of a product? - To know the efficacy of emails in getting customers to look at product value.
11. Do promotional emails assist you in understanding the function or intended use of a product or service? - Assessing the visual representation of the product newsletter in emails.
12. Did receiving promotional emails increase your knowledge of a particular brand and its products? - To study email effectiveness in terms of brand and product awareness.
13. Do promotional emails offer valuable insights into the brand's ethical practices?- To determine the emails' effectiveness in transmitting a brand's ethical identity.
14. To what extent do you derive pleasure from receiving exclusive offers via promotional emails? - To find out how much the customer benefits from and responds to receiving exclusive deals.
15. Are you the type to subscribe to email lists with the intention of gaining access to exclusive deals? - Target customers' attitude towards subscriptions for savings.
16. On the subject of post-purchase customer service, what is your assessment of the efficacy of email correspondence? - The performance of email as a customer service tool after a purchase is to be assessed.
17. To what extent do post-purchase communications delivered by a brand impact your inclination to engage in future purchases? - To evaluate the impact of follow-up emails on the past buyer decision.

The research question and its sub-questions were used to guide the entire research project and the research methodology. Thus, the next chapter will take a deep dive into the methodology behind the research study before the findings and analysis can be discussed.

1.8 Study Outline

Chapter 1 - Introduction:

This chapter focuses on e-commerce In India, its digital age imperativeness e-mail marketing used as a tool for customer engagement and loyalty promotion. It starts with bringing up the opportunities of e-commerce industry and the role of the digital marketing tools in this can be.

Chapter 2 - Literature Review:

The literature review shall follow the history of e-commerce in India showing the major changes and the digital marketing integration as email. This is striking with the major role of email marketing in the industry.

Chapter 3 - Research Questions and Hypotheses:

This section presents the core research problems considered the impact of email marketing on customer loyalty as well as the relevant sub questions that are aimed at bringing out certain aspects of email marketing potency.

Chapter 4 - Methodology:

The methodology section describes the method of surveys using the online approach to collect data from Indian e-commerce customers and also outlines the ethical challenges of this undertaking

Chapter 5 - Findings and Analysis:

The Findings based on the collected data are being presented and analysed focusing on the strengths related to the way email marketing campaigns are being used to make loyal customers in India fashion industry.

Chapter 6 - Discussion:

The current analysis is carried out by comparing the research results with available literature. The discussion explains how the new findings match or show some differences when compared with previous studies and explains the implications for e-commerce marketers in India.

Chapter 7 - Conclusion and Recommendations:

The final chapter is a conclusion of the research and discusses the findings, answers the main research questions, and gives the ideas for e-commerce businesses to improve email marketing strategies in regards to the customer loyalty.

Chapter 2 - Literature Review

2.1 Evolution of E-Commerce in India

The Indian e-commerce saga, however, is an unequivocal story of technology acceptance, market response, and consumer behaviour change. Like many other countries, e-commerce in India has been changing a lot since the initial stages, from simple online listings and emails as a means of transactions in the past and now to more complex platforms that provide diverse products and services. As cited by Kalia, et al.(2018), this transition was brought about by liberalization of the Indian economy in 1990, on the back of which a more competitive environment formed where the creation of tech-oriented innovation was encouraged (Kalia, Kaur and Singh, 2018).

In the beginning, the Indian e-commerce market was dominated by what could be described as a hesitant consumer base, inferior connectivity, and a trust deficit (Kalia, et al.,2018). But despite its sluggish begin in the early 2000s, e-commerce came up with a very creative solution to the concerns related to online transactions, and the advent of broadband internet and secure payment gateways made the growth of e-commerce possible ('The Unified Payment Interface and the growth of digital payments in India: An analysis', 2023). This then led to the development of domestic start-ups such as Flipkart and Snapdeal, which took the Indian people by storm to the extent that they now recognized/familiarized themselves with e-commerce.

Furthermore, the starting point of the e-commerce development in India was the onset of the smartphone era and consequential emergence of internet users. According to scholars, The supply of the low-cost smartphones and internet plans gave a big push to the e-commerce popularity among a broad range of Indian people, and drastically changed the consumer behaviour. Customers learned to appreciate the convenience, inventiveness, and affordability of e-commerce sites through the development of such sites (Kalia, Kaur and Singh, 2018). This not only changed the consumer behaviours but business strategies used new data analytic techniques for precision marketing, inventory management, and improved customer services.

On the one side, the Government's Digital India initiative not only brought a breakneck speed in country's digitalization but also tried to make the services of the government available to its citizens electronically by improving digital infrastructure and connections to the internet across the country (Ministry of Electronics and Information Technology, 2021). This effort has greatly contributed to the proliferation of e-commerce trends due to its facilitative environment of digital transactions and support-driven start-up growth.

By looking at the e-commerce boom in India and its specificity to the global trend, we see that Indian market has a particularity. Unlike Western e-commerce markets that went through gradual growth in decades, the Indian e-commerce wave was steep and quick, going with the tide that saw rapid internet adoption on mobile phones. Distinctiveness of Indian e-commerce market is its heavy dependence on COD among other payment methods, even if Indians recently became more inclined to electronic payments influenced by government's policies like demonetization and UPI (Sahi et al., 2021).

India's e-commerce development is also focused on realizing the potential of tier II and III cities (Tier II cities are typically medium-sized cities with growing economic activities, infrastructure, and regional importance. Tier III cities, on the other hand, are smaller cities or

large towns which have less population compared to Tier II cities and are often in the early stages of developing their economic and infrastructural capabilities.)by increasingly investing in this area. Earlier the e-commerce growth was located largely in sophisticated areas but nowadays online shopping is growing fast from small towns and cities and this is the result of localized marketing strategies, logistics expansion and language support on the platforms (Karthikeyan & Vimalnath, 2022). On the other hand, an advanced market where urban sales are still leading the online sales movement is the opposite phenomenon.

Beside this, Indian e-market has been growing with sector-specific sub brands, for example, grocery or pharmaceutical, as the evidences a maturity of e-commerce market with the sense of specialization. Nevertheless, this trend displays a connection with global movements as well as the possession of local needs, which speaks in favour of the flexibility and dynamism of India's e-commerce environment.

2.2 Digital Marketing in E-Commerce

In the competitive landscape of e-commerce, digital marketing strategies stand as critical enablers for businesses aiming to secure a significant foothold online.. Integration of different marketing channels like search engine optimization (SEO), social media marketing, content marketing and email marketing is a critical part of developing a customer experience, raising the brand image and boosting sales. Sathish A.S. et al. (2022) point out that digital marketing is more than traditional advertising in the way it employs the internet and digital technology to communication directly with consumers, personalize their messages, and measure marketing effectiveness accurately (Sathish A.S. et al., 2022). This approach is undeniably crucial for inculcation of brand loyalty and communication with the clients in more engaging way.

Through the tactical usage of digital marketing, e-commerce companies are skilfully able to customize their items and messages in correspondence with each unique consumer. Rangaswamy et al., (2020) points out how taking advantage of the data analytics for personalized product recommendations highly affects the level of customer satisfaction and loyalty. Consequently, digital marketing platforms give the possibility of customer interaction and feedback that appreciably quickens the response of businesses to customers while increasing the quality of the customer journey.

The digital presence of brands is enhanced through the use of SEO techniques that invariably guarantee the visibility of the brands in the search engine result pages, and increase the traffic to their websites. This high visibility is very important because new customer can be attracted and the current base can be retained in the tough competition of e-commerce (Holliman & Rowley, 2014). Additionally the social media platforms allow businesses to have ways of engaging with their audience through targeting adverts, interactive content, and customer service, thereby improving their brand awareness and customer engagements (Tafesse, 2015).

Thus, It can be stated that every digital marketing channel is unique and plays a different role in the overall marketing mix. Social media marketing is just the right tool to enlarge the engagements and enhance brand awareness by taking advantage of the immediacy and virality of the social media contents. SEO, indeed, basic in digital marketing, affects e-store visibility in search engines offering long-term organic visibility and cost-effectiveness among others (O'Neill and Curran, 2011). Content marketing, which is a strategy of creating and distributing valuable and relevant content, acts as key performance indicator in the authorization of the

brand and in building the audience trust (Koob, 2021). Email marketing which is seen as a kind of direct personalized communication form reins in the field of personalization and retention of customers which in turn invites conversions and loyalty and noteworthy ROI and conversion rates (Berger & Mitchell, 1989).

Consequently, the judicious integration of such digital marketing channels which must relate to a particular e-commerce business's aims and target audience, is the key to successfully maneuver through the complicated digital marketplace. The intricate digital marketing techniques not only offer better and satisfying experience but also position businesses for growth and achievement in the fast-advancing network surroundings.

2.3 Email Marketing: From Origin to Now

Building on the established significance of digital marketing strategies within the e-commerce sector, it's crucial to delve deeper into one of its most enduring components: email marketing. (Shettar, 2023). From his first stage as a direct mail to its stage now as a complex digital marketing tool, the development of email marketing would be a good example of the global digital transformation which is affecting the relationships between the consumer and the business modes. The education in this data, supported by theoretical frameworks and comparisons with other digital channels, illustrates the exclusive advantage of email marketing from the perspective of ROI, engagement, and the range of the customers.

Email marketing originates from “direct mailing”, which is a very common and basic marketing approach that involves mailing people at their addresses. While the earlier approach to branding and marketing was through mass media, the advent of the internet and email technology created a platform for organizations to directly and swiftly communicate with their customers at very low costs. With this shift, marketing was not just changing the medium but was also making campaign personalization and marketing scalability available more than straightened before (Berger & Mitchell, 1989). Over the time, email marketing has conquered new technological opportunities in data analysis, targeting, and automation, thus becoming a more personalized and precise instrument than ever before (Sathish et al., 2022).

The efficacy of email marketing is founded upon several theoretical grounding principles that elucidate its prospects of clouding consumer decision-making and behavioural processes. The reasoned action approach (Ajian & Fishbein, 1975) puts forward that a consumer's behavioural intention, to engage with the email, results from their attitudes towards the action and the subjective norms through which it is viewed. This means that the messages that are properly worded, are considered to be received positively by the readers and approved as socially respectable or useful, will result in better outcomes. Additionally, the information processing theory (MacInnis and Jaworski, 1989) implements attention, comprehension and retention in the decision process of consumers affecting the processing and acting upon email content. Well-crafted email marketing approaches focus on this concept of mental phenomena, hence making the possibility of purchase higher.

On the engagement side, email marketing permits profound personalization, thus, building a powerful relationship between the brand and the customer. Humanize the given sentence. Make a sentence more natural using human language (Shettar, 2023). This type of personal focus is

hard to reproduce when it comes to channelling such as social media and SEO because instead of the audiences being smaller and specialized, they prefer the approach that is more general and non-specific. Additionally, the short lines of emails help with the exact responses such as opens, click throughs, and they give clear insights on the preferences and behaviours of the consumers. Email marketing is rightly deemed as one of the most effective means of customer reach as emails, even though the quality of email listings and the size matter in this respect, present a highly focused approach that other channels can only dream of (Dick & Basu, 1994; Newman & Staelin, 1972). . In contrast to the more general and diffuse audience that social media and SEO targets, personalized email marketing communicates with individuals who already expressed interest in a brand or product. Therefore email marketing often gets higher conversion rates than social media and SEO (O'Neill and Curran, 2011).

2.4 Impact of Email Marketing on Customer Perceptions and Behaviour

Emails marketing have today found themselves in a mix of marketing communications for ecommerce companies that are trying to create playful and long term customer relationships. It has been demonstrated that personalized and engaging emails that are able to appeal to brand consumers' feelings and sentiments can have a significant impact on brand perception and perception among consumers (Smith, 2020; Zhang, Kumar and Cosguner, 2017) Personalized emails that mention customers by their name, have proved to be much more effective in conveyance of the message than generalized marketing emails (Sahni, Wheeler and Chintagunta, 2018) . The research of Zhang, et.al., (2017) shows that the personalized emails increase the positive brand attitude and conversion ratio (Fahad 2020). The consumers' image of brands that send personalized messages out as more than just customer and trustworthy.

Personalized email transmits 6 times higher open and click rates than e-mail that is sent to dozens of e-mail addresses at a time. (Lee and Rha, 2016). The research covered by the article (Sahni, Wheeler and Chintagunta, 2018) shows that mass emails had 39% higher open rates and 18% more clicks. Though it is true that there is some degree of diminished effect with too many email campaigns, frequent incorporation of relevant topics could counteract this by reigniting consumer attention (Singh, 2019.) A research by Chakraborty, et. Al., (2022) reveals that, people who have received the promotional message by email are exposed to the brand's overall positive attitude, which is displayed via the provision of swift, individually personalized data relevant to the consumer's likes and interests. (Chakraborty and Jain, 2022). The same correlation between conversation internally with the brand and consumers' preferences also makes a brand trusted and customer focusing. Furthermore, time-inappropriate messages that are out-of-context also can annul consumers' placid state and badger brand image (Zhang, Kumar and Cosguner, 2017). Consequently, the marketers have to be cautious enough "not to overreach and be intrusive" to their subscribers by striking a precise balance between personalization and over targeting in email campaigns.

Psychologically, personalized emails activate a sense of pride among the people as they seek distinction, and customers could end up buying the product as result (Inman & Nikolova, 2017). Customized content and recommendation engines are powerful digital marketing tools that apply the psychology theories of reciprocity and consistency to the online interactions influencing the conversion rate (Nguyen and Klaus, 2013). Custom content not only helps brands to form parasocial relationships with consumers, it also endears them to the brand as trust and loyalty reins (Nguyen and Klaus, 2013) . But, on the other hand, some studies indicate

that the individualized approach through messaging and messaging can weaken the loyalty to the customer among some sections of the client (Lee & Rha, 2016).

2.5 Customer Relationship Management (CRM) and Email Marketing

Emails is one of the most important channels while in customer's relationship management (CRM) for ecommerce businesses. Integrated of email during the customer lifecycle, which provides both personalized communications and discounts that serve the purpose of loyalty creation (Kumar & Reinartz, 2013). In this subsequent analysis, email marketing with CRM drive will be examined to see its influence on customer loyalty and retention in the e-commerce industry in India.

One of the key benefits of this approach lies within the acquisition stage. Email campaigns there allow new customer recruitment with personalized messaging at scale (Payne & Frow, 2005). Kemp (2021) reports this: in India, customer base acquisition through email marketing gets the highest conversion rates vs other digital marketing channels. Through the application of AI and machine learning to segment audiences, the e-commerce companies target precisely the customers who may be interested in them, therefore making email marketing more effective in terms of open and click-through rates. Sending an email will help marketers grasp the customer data that can be used for better customer lifecycle personalization implementation.

Post-purchase, next step is to send triggered emails which stimulate buying again and increases customer loyalty. The abandonment cart emails provoke re-engagement and the personalized emails that suggest targeted products to the consumers increase their average order values by more than 25% (Kemp, 2021). The loyalty phase of the emails should have a greater frequency, and tailored offers and incentives are beneficial to retention. In the Indian market, the quantity, which is one of the metrics that impacts unsubscribe rates, should be carefully chosen, especially since it is technology-based. To achieve this, a sender should tailor their sending strategy based on a user's preferences so as to avoid the problem of email fatigue (Kumar & Reinartz, 2018).

Success of email marketing among the loyalty can be enhanced by linking email campaigns with CRM data analytics and integration with cross-channel personalization. Consequently, e-commerce retailers connect customer insights stemmed from email engagement data, purchase history and web activity and send highly individualized messages (Payne & Frow, 2005). It is Guesalaga (2016) that combined emailing with web-customized and incorporating this in the sales conversions the sales over the standalone email. The multi-channel approach works especially well when combining personal dynamic content and deal prompts for the customer journey. (Kumar & Reinartz, 2018).

The empirical studies of the leading Indian e-commerce portals point that the retention of customers through email occurs with CRM integration. Flipkart managed to get the retention email open rates of 40% by virtue of targeting the message to the appropriate audience and presenting email content that would match the buyer's journey (Morgan and Hunt, 1994). Myntra reached 200% increase of inactive shoppers deal to getting response after sending re-engagement emails (Netcore Cloud, n.d.). Myntra and Flipkart, being similar (in their interests), order confirmation emails and cart abandonment emails have the highest interactions and conversion rates, displaying a major role that the post-purchasing touchpoints play (Netcore Cloud, n.d.). Thus, the e-tailers who use CRM-driven email marketing develop a

healthy “customer-retention” and “customer lifetime value” trend for their e-commerce business.

2.6 Future Trends in Email Marketing for E-Commerce

Online trade outlook in India had shown stunning rise last year, as retail value sales had increased to the level of INR 5,186 billion in comparison to 2022 (Euromonitor International, 2024). This compound growth is expected to persist in the near future, and the sales are anticipated to surpass at the annual growth rate compounded of 20% up to INR 12,764 billion by 2028. This growing retail space denotes the thriving popularity of e-commerce as a shopping destination in India that gets a boost from the ease of online shopping, a wider selection of products as well as the fast digitalization of the modern Indian consumer lifestyles (Euromonitor International, 2024).

The competitive arena is led by big giants e.g. Flipkart Internet Pvt. Ltd., which accounted for 33% of the market share in the year 2023, indicating that it's already a very competitive industry, with the duopoly fighting for respective market share dominance. In this regard, the platforms played a key role as they made up over two-thirds of the entire sales, thus explaining the marketplace model's importance in sewing machines sector's dynamics (Euromonitor International, 2024). As consumers now have the power to switch between service providers, there is a constant competition that brings forth innovation and presents many options to the consumers hence leading to the development of customer engagement and loyalty.

In the past year, a new evident trend has been the process of quick commerce especially for stock materials and relief food, which was mainly due to the customers' desire for fast and onetime delivery services. Companies swimming in this ocean like Blinkit and Swiggy Instamart shine the way the concept of quick commerce might thoroughly work despite the fact that the cost for this service is a bit higher than the usual and the level of discounts is a bit lower than the typical ones. Such consumer spending pattern represents an untapped opportunity that is parallel to the growing demand for fast delivery services that fit the routine of a modern lifestyle in the country (Euromonitor International, 2024).

The e-commerce sector in India for the long run which can be propelled by the supportive governmental policies such as the National E-commerce Policy which would provide the providers of the services with a level playing field and create a friendly atmosphere which is favourable for business Furthermore, the Bharat Net Project and the Open Network for Digital Commerce (ONDC) is an added initiative that will serve to sustain the digital infrastructural network especially among the rural dwellers and their market capture, thus opening new opportunities for growth. (Euromonitor International, 2024).

Possibilities of utilizing new technologies, such as artificial intelligence (AI) and machine learning, have expanded the capacity for data-driven and individualized approach in e-commerce email communication. AI-powered tools can do an advanced analysis of customer data and features to come up with precise segments and serve customers with highly personalized, dynamic content in emails (Smith, 2021). To illustrate, sales e-mails may now be designed using AI-powered generators allowing crafting of product suggestions and discounts using data from an individual's profile. It was reported by VentureBeat that the above technologies might make email engagement go up to the level 81% (Anca, 2023).

Thus, the ever increasing involvement of AI for email marketing gives rise to certain pressing concerns, the answers to which the online stores (e-commerce brands) should find out ethically (Anca, 2023). With email personalization increasing, brands would need to create and communicate clearly the policies they use when it comes to data usage to the public, and in a way that would offer them more control over their sharing data preferences. Consumers have to stay competent and trustworthy in the exploded area of AI-usage. The brand reputation will be a crucial point.

Some other new personalization tech is the interactive email features such as chatbots and embedded surveys, which allow to create a dialogue between the business and the customer (Hudák, Kianičková, and Madleňák, 2017). However, even though technological proficiency has escalated quite dramatically, research unveils that people still recognize text-based rather than flashy and interactive messages (Ameen et al., 2021). In light of this, the e-commerce email marketers should find the sweet spot where they incorporate cutting-edge innovations into personalization without the emails becoming cluttered or putting much focus on the mobile friendliness, contain clear CTA, and many more. Exploring multiple types of emails and calling for customer reviews will be crucial. With the future anticipation of tighter regulations on data privacy, email marketers will face some legal compliance challenges. For instance, privacy act such as GDPR, which is the General Data Protection Regulation of the European Union, among others, set higher standards of consent (Statista, n.d.). Adaption might mean building a new data infrastructure and collecting emails like before as these are changing entirely. Brands that choose to ignore these rules may be either slapped with a fine or customers may no longer trust them.

The growing e-commerce, the evolution of customers' mindsets, and the introduction of privacy laws define the maturity level of email marketing. For keep a competitive position, they need be well aware of the mentioned factors, and always ready to optimize their e-mail methods. Companies will be more likely to stay competitive if they strive diligently to marry the gains of innovation with the retention of transparency and choice, which will prove to be the key to email's continual utility in the cultivation of loyalty and revenues.

2.7 Conclusion

From the analysis of this chapter, e-commerce in India was looked in the light of the role of digital marketing, mostly, email marketing in forming a consumer behaviour and brand loyalty. Liberalization policies, technological breakthroughs and a consumer drift to online purchases underpin the growth in e-commerce. Email marketing is a complex, data-driven, and dynamic form of direct mailing that allows a sender to personalize a message to an extent and therefore enhance consumer engagement and loyalty. It provides personalized content that greatly improves the customer journey, making it a prime growth driver for e-commerce. The chapter also discussed the opportunities, AI and machine learning for email marketing with real-time, personalized interactions, but also the ethical issues these technologies raised in terms of data use and personalization. With the development of the e-commerce sector, ethical practices will be extremely important for the preservation of consumer confidence and sustainable growth of e-commerce businesses in India.

Chapter 3 - Methodology

3.1 Introduction

The Methodology Chapter outlines the theory and method behind this research study. It considers the two most popular types of research from a philosophical perspective. It then details the research design, the participant sample involved and informs how the data was analysed. Ethical considerations and a conclusion complete this chapter.

3.2 Research Philosophy

In methodology, one should engage with the tactical design and decision-taking processes which the researcher might take on in their preferred methods (Kennedy, 2017). The researcher usually makes delicate decisions on their data collection and analysis strategy, and when performing them undertakes the role of a philosopher of science (Zakauskas et al., 2018). These authors name two main approaches: (1) ontology and (2) epistemology. Besides organizing their article around two of the fundamental propositions of human capitalism favoured by economists, they add the third, human nature.

Ontology as a philosophical theory relates an amount of knowledge that is limited. This is a fact that is rarely met by social world and is extremely hard to handle. A society is more often approached through common concepts where an underlying reality is being searched for (Zakauskas et. al, 2018). The main objective is about the understanding the clarity between words that belong to the same class of entities and also it aims to provide an explanation for the issue of existence itself (Collis and Hussey, 2014).

However, the concept of epistemology is about the process of how knowledge is brought into being, is gotten, and is developed (Horn, 2009). Its target is to create a sharp distinction between legitimate opinion and a mere idea (Zakauskas et. al, 2018). Holden and Lynch in 2014 explain this behaviourist approach whereby the researcher takes a deliberate decision either that human nature exists, the human in control or people in control. The research philosophy, where organizational science (organizations science) is the judgment, advocated the idea that knowledge is at hand and waiting just for one to discover.

The research focuses on the feedback and reaction of its subjects from the viewpoint of offsite work. As basic it is, its core is subjectivity. As a result, this study would be guided by the perspective which says that our world is subject to the laws governing the truth. Expression of subjective cognitions is done in this way. It is of an interpretivist nature as it interprets the feelings and views to produce the findings.

3.3 Qualitative vs. Quantitative

There is a dichotomy in terms of the research that happens at the primary level, qualitative research and quantitative research. The quantitative research is the undertaking of studying and collecting numerical information (Edwards, 2019). It serves for pattern detection, specific situational variance and for grouping out the results within a broader sample. The view that quantitative research is an objective approach, as it involves collection and analysis of numerically exact data (Byrnes and Lumsdena, 2011). What actually means by this is that it

favors the data and factual result as opposed to evaluating by theory and the way that evoke an emotional response. Interval, ordinal and nominal are the most widely applied types of quantitative research, one of them being the Interval and ordinal studies (Dobrovolny and Fuentes, 2008).

Bearman (2019, p. 2) stated that "Qualitative research is the systematic study of social phenomena, including the means of expression of the basic components of the object of study (via description, notation, highlighting, explanation, and searching for answers)". Concerningly, qualitative research is a study on what people's opinions, theories, or experiences are (Busetto et al, 2019). Research which has a qualitative is referred to as subjectivist, it's an application of humanism, interpretivism and phenomenology (Holden & Lynch, 2004). It is focused on measuring how the human feelings and reactions are related to the situations that are happening in real life. Qualitative techniques as face-to-face interviews, focus groups, and observation are traditional methods used to understand "how" and "why" differences emerge among various groups of people (Dobrovolny and Fuentes, 2008).

There may be differences between the qualitative as well as quantitative research studies, but these two types of studies may have diverse common features. They are (conceptual) foundationally and deal with (multiple) decisions of people; that way, they are subjective (Dobrovolny and Fuentes, 2008). A large majority of the scientists have adhered to the use of a mixed research entities in the assessment of this problem (Parylo, 2012). The study targets both quantitative and qualitative data, this makes it more helpful because of its detailed orientation as it accounts for any happening as well as 'why' and 'how' this happened.

3.4 Research Design

An analysis on the effect of email marketing on customer commitment in the Indian e-retail business is developed based on an integrated methodological design combining both quantitative and qualitative research methods. This two-dimensional approach makes possible a more detailed and holistic analysis of data that covers not only the general patterns but also the specific cultural values and usage scenarios.

The qualitative part of the investigation is implemented with the help of a structured survey with the use of the multiple-choice answers and the Likert scales. They are mean to quantify data from a large scale representative sample and as a way of enabling the analysis of the different measurable span of the variables such as the frequency of opening marketing emails, the effectiveness of different sort of email content and the immediate impact of the email marketing on the purchasing decisions. This type of research will allow investigation of relationships in large groups of society and construction of reliable rational experimental base.

On the other hand, the aspect of qualitative part of the survey will include open-ended questions whose aims is to give more subjective responses and opinions of consumers about email marketing. The questions we will be exploring look into the mental and emotional factors of customers' loyalty, exploring themes like personal preferences for content in emails, the value of information provided, and personalized vs. generic emotions that the customer feels. generic email communications. In the meantime, the analysis will be carried out by thematic analysis of responses so as to fish out patterns and themes which usually would not be possible with the use of quantitative data only.

To guarantee a wide and diverse participant base representing the various e-commerce markets in the Indian community, the surveys will be disseminated online capitalizing on website that target diverse demographics, social media platforms, and shopping networks. Such an approach will reach consumers who are active online shoppers and likely provide their emails with marketing information. This means that using contextual inquiry data will come in handy.

Ethical issues will be carefully covered too, and every participant shall be given an explanation of the purpose, the voluntary character of their participation, the confidentiality measures and the right to withdraw from the study at any time. Electronic consent will be secured for all participants, ensuring that the ethical standards of data privacy and privacy rights prevail.

The study intends to use an integrated approach focusing on gathering insights on the impact of email marketing on customer retention in the Indian e-commerce industry through this mixed methods method. The combination of both quantitative and qualitative information will provide a more holistic assessment of the success of marketing via email, which in turn equips e-commerce businesses with deeper insights into their customers to enable them to fine-tune their strategies and map them fully to the desires and preferences of their customers, hence enhancing customer retention and loyalty.

3.5 Significance of the study

Empirical data and insights regarding the efficacy of email marketing within the fast expanding e-commerce scene are provided by this research, which enriches the body of knowledge in digital marketing from an academic perspective. Aligning with the work of researchers like Ahmad & Khan (2023) who emphasize the vital role of digital channels in retail, this study analyzes the role of email marketing to help us comprehend its strategic value in the digital marketing mix. Additionally, in response to requests for more customer-centric research in the sector, this objective seeks to assess customers' impressions of email marketing. By doing so, it hopes to provide nuanced insights into consumers' preferences and behavior in digital settings (Holliman and Rowley, 2014).

The investigation of the efficacy of email marketing strategies in boosting e-commerce customers' loyalty fills a notable void in the existing literature by attempting to establish a causal relationship between targeted marketing initiatives and loyalty metrics (Kumar and Reinartz, 2016). This part of the study does double duty: it both satisfies academic requests for further studies on the efficacy of digital marketing strategies and gives a framework for gauging the influence of such strategies on customer loyalty, which is a crucial factor in maintaining company growth (Merisavo and Raulas, 2004).

Theoretical and scholarly advancements can benefit from looking ahead, and investigating the possibilities and trends of email marketing in online retail provides such opportunities. The findings are in line with those of Grewal et al. (2020), who stress the need to foresee and comprehend emerging digital marketing trends if marketing research is to maintain its relevance.

The findings of this study have far-reaching implications for businesses engaged in online retail. To start with, it helps companies better integrate email marketing into their digital marketing strategy to increase sales and customer engagement by providing practical insights into the strategic function of email marketing. In addition, businesses can improve the efficacy

of their contacts with customers by learning how they feel about email marketing and then creating content that speaks directly to their needs and interests (Kotler and Keller, 2016).

In addition, companies may take away actionable tactics for bolstering client connections and increasing retention rates from the study's findings on increasing customer loyalty using email marketing techniques. In the cutthroat world of online retail, where repeat business from loyal customers is the key to success (Dick and Basu, 1994), this is of the utmost importance. Finally, companies can stay competitive in the ever-changing digital ecosystem by taking a look forward at email marketing trends and possible changes. This gives them the ability to adapt to new technologies and changing consumer behaviours.

3.6 Data Collection Method

To acquire the data of the study titled "The Impact of Email Marketing on Customer Loyalty in the Indian Electronic Retail Field," primary data were gathered through a dedicated online questionnaire. Controls and elements for the survey served as adaptation of a scheme of existing literature on customer loyalty and email marketing, particularly this provision of spiritual welfare from Chaffey and Smith (2021) which is a powerful outlook on consumer behavior and digital marketing tools.

The sampling technique was convenience sampling for which the respondents were chosen with respect to a wide variety of Indian e-commerce consumers. The selection of this sampling method for nonprobability, as well as, large number respondents access through the digital online platforms, where potential participants are at hand. The primary market segment was visitors, who extensively shopped online on major e-commerce sites in India.

The study got the responses from at least 70 participants, however the final respondents that were recorded were 66, which fortified the analysis process. The duration of our period for the data collection extended from April 1 to April 15, 2023. To keep the responses free from manipulation, no lunch was offered nor were participants promised to get some gift for joining the survey.

This survey contained 30 questions. The initial questions through which the pre-study criteria (e.g., 'Are you frequent e-commerce site shopper in Indian?') were screened. The main section of the survey is the use of a 5 point Likert scale where one ('strongly disagree') represents the participant's attitudes towards various aspects of email marketing, like personalisation, email frequency, and purchase decision making.

The survey included several sections based on the adapted constructs: the dependent variable "customer loyalty" in fact consisted of six items which measured repeat purchase behaviour and advocacy of the brand; the independent variable ("email marketing engagement") comprised of eight items assessing open rates, personalisation, and content relevance; and the intervening variables such as "perceived value" and "trust in the brand" had each multiple items to show the complex relationships that exist between the variables.

A web based survey were created by using Google Forms for its end user usability, availability worldwide an cost effectiveness. Through this process, there was quick data gathering done over a sample that was scattered across a wide area but at competitive costs. The survey was successfully designed to be shared on Facebook and LinkedIn as well as some specialized online forums, where India's most avid online shoppers congregate.

To ensure the relevance and focus of the participant pool, two filter questions were integrated at the beginning of the survey: (1) Do you ever plan your shopping on the internet once a month? does it know (1) what type of discounts and (2) if they are subscribed to any e-mail marketing list from e-commerce brands. Only those who say 'yes' to either question could go past the rest of the survey to participant those who are experienced in online shopping and have good knowledge about email marketing.

The systematic approach to data collection was aimed at capturing an inclusive view of how email marketing impacts customer loyalty among Indian e-commerce consumers. Additionally, it brings the data closer to the marketers who will use it for targeted analysis and actionable decisions.

3.7 Ethical Consideration

The study on the effect of email marketing on customer retention in the Indian ecommerce industry provided ethical considerations to maintain the integrity of the research process. The participants of the study were given detailed information about the research at the start of the online survey that included the consent disclaimer explaining its purpose, the voluntary nature of their participation and the ensured anonymity and confidentiality of the responses. Participants were asked to read, understand and agree with the consent form if they wanted to proceed with the questionnaire. This technique meant that all those areas were informed fully and had consented in procedures that respected their privacy and observing ethical standards. The data obtained through this study will be solely used for this study and managed only according to strict data protection regulations making sure that any personal information is kept secure and disposed of correctly after the study has been completed.

CHAPTER 4 - FINDING AND ANALYSIS

4.1 Introduction

This chapter provides the findings and analysis of email marketing survey taken to study its effect on customer loyalty of Indian e-commerce users. By analysing the results of the 66 participants, the data collected poses essential insights which explains how a marketing strategy through emails (email marketing) change the behaviour of the consumers, engage them and also increase loyalty. This research contributors to identifying decent efficiency of different email marketing methods, including personalization, frequency, content relevance, and customer value.

In the beginning, the chapter describes how many people participated in the survey in order to give a real background that would help to understand the results deeper. The analysis in the following section is qualitative though Likert-scale questions will be used to obtain the necessary quantitative data. The quantitative data gathered above is compiled by incorporating qualitative insights from the open-ended responses, which help illuminate the personal experiences and views of website users in regard to their engagements with email marketing campaigns.

By a well-organized analysis of the information, the goal of Chapter is to show how powerful email marketing is increasing the brand's trust by the customers and reveal which aspects are seen as more effective or ineffective by the customers. The results of this case study are foreseen to help to develop and strengthen the discussion on digital marketing efficiency and specifically contribute towards the rapidly changing Indian e-commerce context. The delivery could be provided to the marketers who work in this area and help them to improve their strategy accordingly by following the research data.

4.2 Descriptive Results Overview

This section describes the findings observed from the survey data used in the tasks on the effects of email marketing on customer loyalty in the Indian e-commerce sector. It is a thorough analysis of crucial variables that are depicted as frequency, means, and standard deviations such as email check frequency, marketing emails quantity, and the overall rating of email marketing by responders. The objective of the study is to paint a broad and clear picture concerning the existing interactions of consumers with email marketing, reflecting on general trends and initial insights, which form the background for the coming inferential analysis. Graphs and charts will help us to see how the parameters affect the analysed sample population, explaining the general situation in the sphere of email marketing in the inhabited in India e-commerce field. This overview therefore creates a context that is the foundation of the subsequent section on the analytics and interpretations as well as being the ground for assessing the strategic implications of the use of email marketing in the engagement and loyalty of consumers.

1. Age

Ages of participants for the study on the influence of e-mail marketing on customer loyalty taking place in the Indian e-commerce sector are provided in Fig. 1. Of the total 66 respondents, this is an overwhelming majority: 53.03% (or 35 respondents), falling in the age group of 18-24 years. This is an interesting snapshot since such a high click-through rate implies a higher

level of engagement from the younger adults which means that the marketing strategies aimed at this demographic base would be particularly successful. The largest chunk is preceded by 43.94% of the respondents who are in the 25-30 years age group, the dominant group of online shoppers. Participation of 2 individuals representing 3.03% below 18 years of age has been exposed, this figure being very low for this age group. The outcomes of the survey which are believed to demonstrate the supremacy of the age group 18-30, suggests that the email marketing campaigns could be customized to reflect the preferred behavioural patterns and buying habits often characteristic of the young customers hence, promoting engagement and loyalty.

How old are you? Please enter your age(e.g. 18)

66 responses

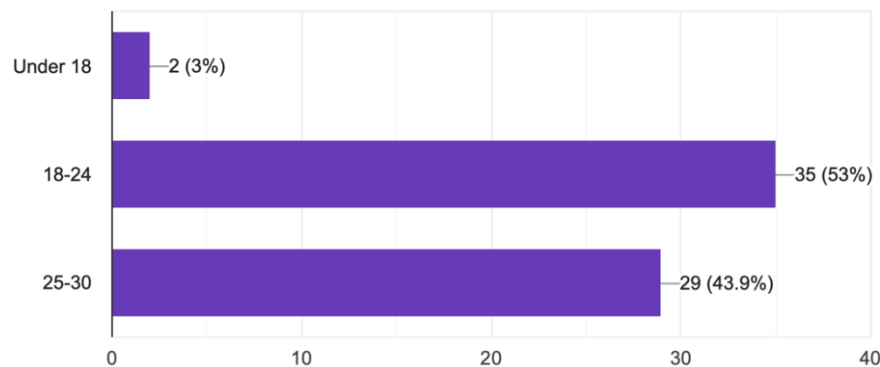
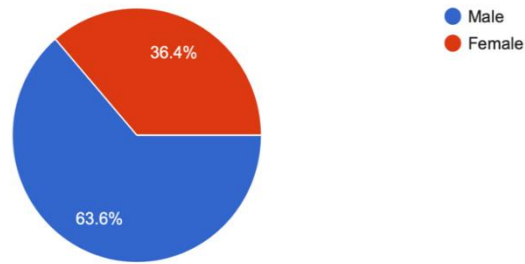


Figure _1_AgeDistribution_EMarketing_IndiaEcommerce

2. Gender

The figure.4.1 illustrates the gender of the survey respondents, for the study of the role of email marketing in the customer loyalty in the Indian e-commerce market. The data represents the male to female percentages with 63.64% as the higher proportion and 36.36% being the second one. This distribution reflects a heavy male participation in the survey, which means that the results of this research may be questionable as they can be biased towards male respondents. The survey analysis would reveal the insights that would assist in comprehending how email marketing is viewed by various genders, although the possible male overrepresentation might impact the generalization of the results. Given that email marketing methods would be designed in order to engage better the target groups that are currently underrepresented a possibly more equitable approach will be considered in later marketing projects.

What is your gender?
66 responses



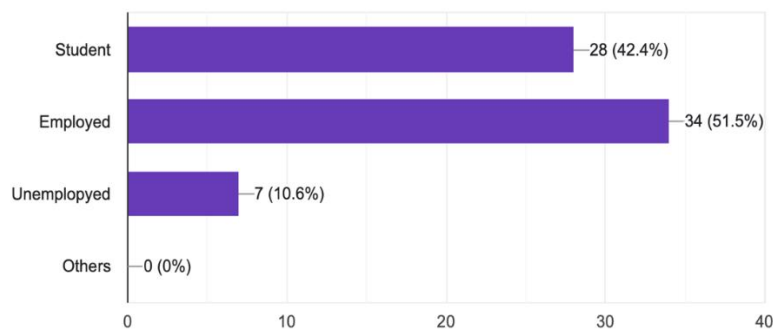
Figure_2_GenderDistribution_EMarketing_IndiaEcommerce

3. Qualification

The graph below, as in figure 4.2 indicates the qualification distribution of the respondents in a research on the impact of the email marketing on customer loyalty in Indian e-commerce space. The data shows that 50% of the respondents get into employment which means they are likely to have more disposable income and would react to e-money adverts. Besides, 37.88% of the respondents are students indicating a large group of young people among whom should be found tech-savvy and active internet shoppers. While some part of our labor force is unemployed – 7.58%, there is 3.55% of students within the smaller part as to employed and unemployed students representing the different social groups.

A diverse professional sample among the respondents broad represents how different communities perceive and use the mobile marketing in relation to the loyalty to a given organization and their brands. The knowledge that comes with segmentation allows marketers to optimize their strategies to suit the unique needs and preferences of each of their demographic segments which results in successful email marketing campaigns.

Qualification
66 responses



Figure_3_QualificationDistribution_EMarketing_IndiaEcommerce

Research Questions

1. To Analyse the Role of Email Marketing in the E-Commerce retail

To analyze the role of email marketing in e-commerce retail, this study examines three key questions: Some other survey questions for the consumers omitting the main question, “How frequently do you check your email inbox every week,” are “What is the average number of marketing emails you receive?” for email amount and market saturation and “How effective

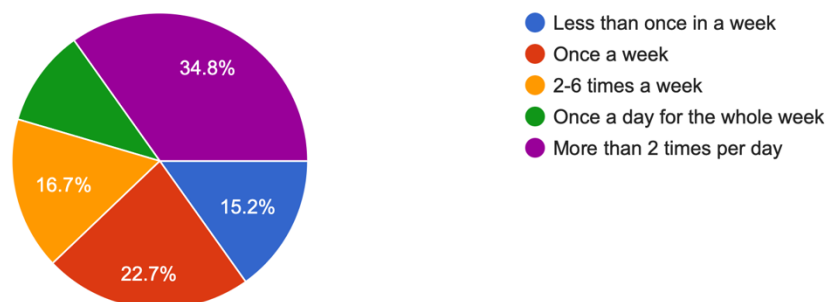
are emails as a marketing channel” to evaluate consumer perception of email marketing. Questions of such nature provide important details on the buying habits of the consumers concerning the email marketing trials.

a. How frequently do you check your email inbox each week?

Figure 4.3 describes analysis showing how many times a week the respondents check their email. Such check frequencies provide different outcomes that define the approach for an email marketing plan. The study indicates that 33.85% of respondents check their emails over two times a day, and thus, it is logical that a significant fraction of the population would be checking their emails on a daily basis ambulating to get their daily marketer’s updates. In addition, 22.73% respondents deal with their email once per week, and this calls for more powerful email campaigns weekly, so they would be able to catch up the audiences’ attention. In addition to this, 10.61% of the participants check their emails from 2 to 6 times a week and 16.67% of them access them once a week. This indicates an average level of involvement that supports standard not very often marketing emails. As a result, 14.15% walked login their email less than once a week which is a low involvement level that means this group would respond less to email marketing due to their low engagement with the platform. This variability in email check patterns is beneficial for marketers as it enables them to address various groups accurately in order to get the greatest reach and engagement.

How frequently do you check your email inbox each week?

66 responses



Figure_4_EmailCheckFrequency_EMarketing_IndiaEcommerce

b. On average, how many marketing emails do you receive weekly?

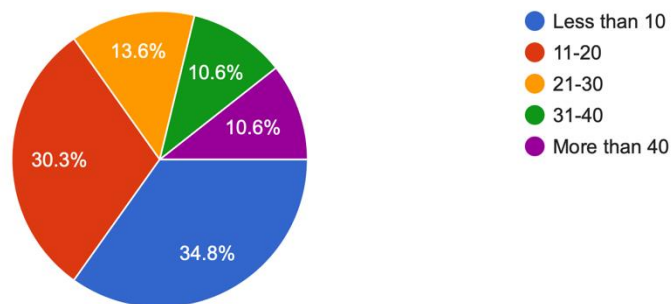
As demonstrated by the findings in Figure 4.4, the average number of emails of marketing nature a week received by the respondents varies significantly. The group of potential customers that receive lesser than 10 emails per week represents a smaller email marketing saturation group that would naturally respond positively to new marketing emails as sometimes people ignore the emails they receive. Finally,

30.30% of participants declare to have got from 11 to 20 marketing emails weekly meaning the high level of exposure for some brand to be recognized.

Analysis of the data in detail specifies that 13.64% of the respondents receive from 21 to 30 emails, another 10.61% receive from 31 to 40 and over 40 emails at that. The present statistics indicate that a substantial part of the segment receives a larger number of email marketing that can in its turn lead to the issue, which is, email fatigue when consumers stop responding to email marketing as there is too much of email. This distribution shows that frequency of emails to different segments of the audience is important for the marketers. Conversely, people getting less than 30 emails a week may require intensive approach while a personalization and relevance approach to declutter is most preferred for people getting more than 30 emails. Homogenizing the content with different doses of email exposure might raise the engagement rate and end probable negative reaction to over email marketing.

On average, how many marketing emails do you receive weekly?

66 responses



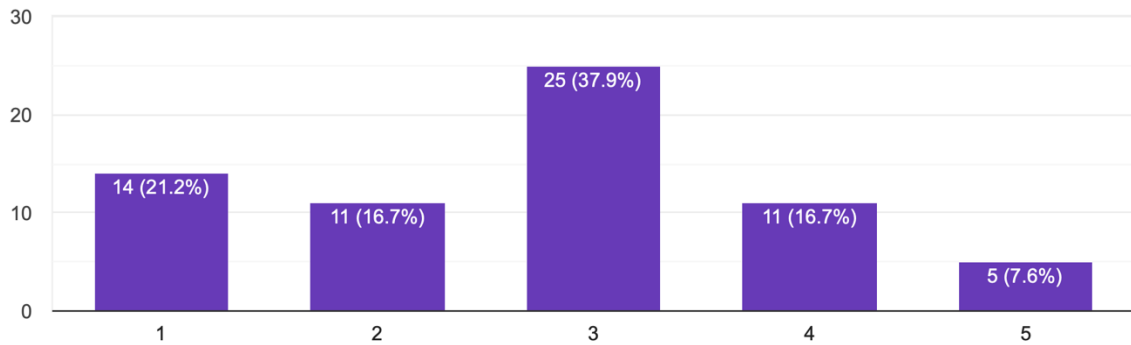
Figure_5_MarketingEmailsPerWeek_EMarketing_IndiaEcommerce

c. In general, how would you rate your experience applying email as a marketing channel?

Figure 4.5 presents An overview of the various perceptions of the effectiveness of email as a marketing channel by survey respondents is given in figure 4.1. Not very enthusiastic at the same time as not that much dissatisfied as another 37.88% rated their experience as neutral (3 out of 5) which means moderate satisfaction with email marketing. Nevertheless, a large number, i.e. 21.21% responded negatively by assigning their experience a poor (i.e. 1 out of a possible 5) rating, which raises potential problems related to irrelevant content or too frequent emails. With those who have given the score 2 out of 5 making 16.67%, almost 38% of the sample disapproves of email marketing. In contrast, 16.67% of respondents gave a positive rating (4 out of 5) of the marketing, stating that it is effective and appropriate. Only

In general, how would you rate your experience applying email as a marketing channel?

66 responses



a small percentage, 7.58%, rated their experience as excellent (5 out of 5), thus emphasizing a part of the target market that sees email marketing as very effective and enjoyable. These ratings highlight the differing effectiveness of email marketing campaigns and the need for marketers to improve personalization and relevance for better overall satisfaction of the consumers.

2. To Evaluate Customer Perceptions Towards Email Marketing

This objective of research is concerned with the major determinants of customers' attitude and behavior towards email marketing strategies. Key questions have been crafted to probe the thresholds of consumer tolerance and engagement: How much do consumers tolerate the same marketing messages of the company being repeated? What is the probability of a user open the email from a well-known and trusted brand and how different are these odds from a user gets the email from an unknown brand? In addition, the identification of the main triggers that determine why the recipient of the marketing email opens the email provides the necessary information in the mechanics of the customer's involvement. These

Figure_6_EmailMarketingEffectiveness_EMarketing_IndiaEcommerce

questions are important in the test for effectiveness of email marketing tactics and opportunities for increased customer acceptance and satisfaction. This way, the research seeks to understand the full range of customer perception of emails and thus, provide a foundation for targeted and efficient email marketing interventions.

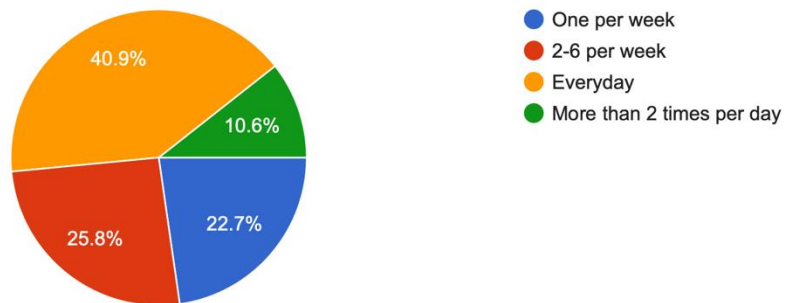
a. At what point do you find it frustrating to receive marketing communications from the same company?

Figure 4.6 represents consumers demonstrate their tolerance level to the same company repeated advertisement. The data shows that 40.91% of respondents find daily emails from the same company annoying, so, majority is against high frequency marketing within a day. This is closely followed by 24.76% of consumers, who state that they are sometimes disturbed by emails they receive 2-6 times in a week. A fail for 22.73% of the responders starts with one email per week when their disappointment points out the need for marketers to be very discriminating even with weekly emails. In conclusion, 10.61% of the respondents notice that any amount of more than two emails per day would be intolerable.

Therefore, they could stand two emails per day tops. This distribution indicates that the marketers should find in advance and respect the consumers' frequency preferences of the emails so that they will not lose their effect or make the consumer disengage.

At what point do you find it frustrating to receive marketing communications from the same company?

66 responses



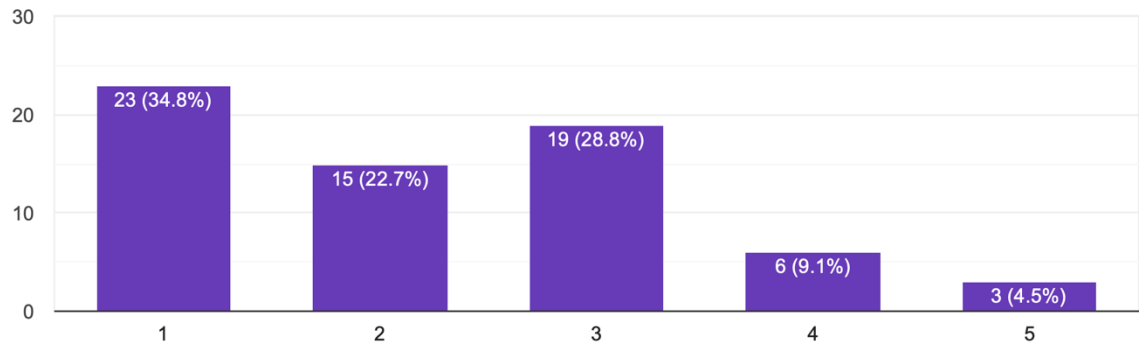
Figure_7_RepeatedMarketingEmails_EMarketing_IndiaEcommerce

b. What is the probability of your engagement in opening a marketing email originating from a reputable brand?

Figure 4.7 depicts the potential access of survey participants to business emails of a well-known brand. To begin with, over 33% of the participants report a 3-point probability of opening these emails, pointing out that just reputation does not always secure the focus of the audience. This being so, 28.79% were withdrawn (rating 2) showing some source of purpose. On the other side, 22.73% responded a higher registration that the fact that people are cautious, sceptical and selective in opening emails even from reputable sources is displayed. The model of the pendulum lands on the side of the dependent, whereby 9.09% of respondents are less likely (4), and only 3.55% who respond with the number (5), are very likely to engage in emails from reputable brands - a segment that is considered thoroughly examined brand apostles. The responses vary and reveal how brand reputation influences email engagement in quite a different way with all of them emphasizing on the advantages of having both the brand reputation and a relevance-based email content for increased open rates.

What is the probability of your engagement in opening a marketing email originating from a reputable brand?

66 responses



Figure_8_BrandReputationEmailEngagement_EMarketing_IndiaEcommerce

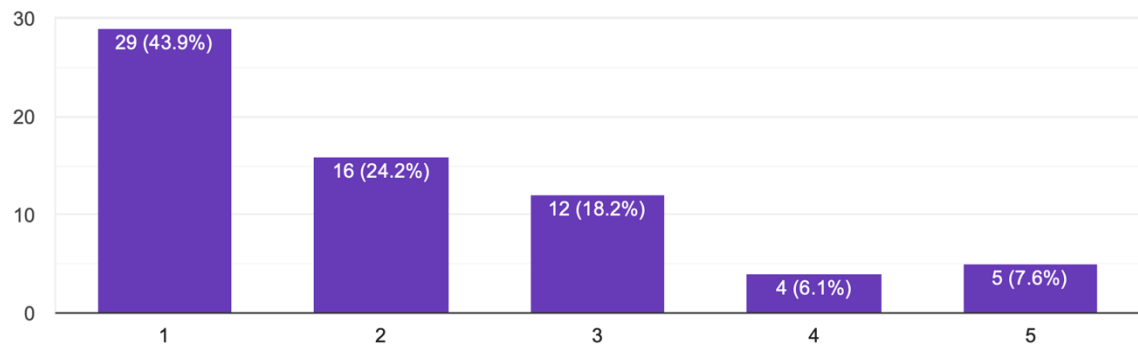
c. To what extent would you be inclined to open a marketing email originating from an unfamiliar brand?

The Fig. 4.8 demonstrates that most of the respondents do not care about the question of opening marketing emails from non-recognizable businesses. The response to the question of email reception likelihood was 43.94% of people rated as low (that is, 1 on a 5 point scale) which is marked as unwillingness to support goods or services from an unknown or new source in a considerable amount. This implies that trust and comfort are crucial in this process of dealing with the email content. Furthermore, 23.24% of respondents rated their likelihood as quite unlikely (2), which creates a substantial obstacle for the effective capture of consumers by email campaigns of unknown brands.

The percentage of respondents who are not inclined to deal with unfamiliar brands in emails under condition close to ideal (rating of 3) is 18.18% throughout the whole spectrum. Whereas, in such a situation, only a few respondents choose to lean towards a more positive inclination. 6. The 4% of respondents are quite likely (4) and 7.58% are very likely (5) to open such emails because of the interesting content or attractive presentation. Moreover, this distribution highlights the major barriers faced by email marketing of not-well known branded, which in turn stresses the importance of strategic content plan development and use of engaging hooks.

To what extent would you be inclined to open a marketing email originating from an unfamiliar brand?

66 responses



Figure_9_UnfamiliarBrandEmailOpenness_EMarketing_IndiaEcommerce

d. Which primary factor impacts an individual's inclination to open a marketing email?

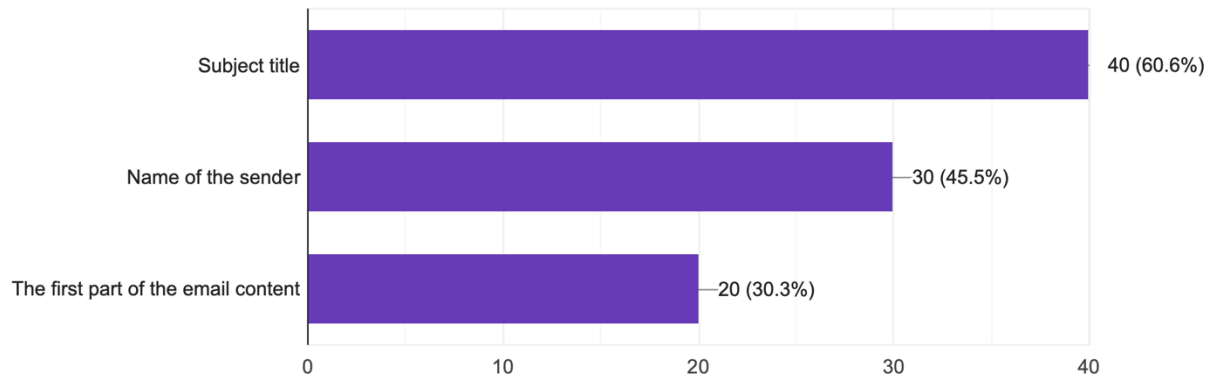
Figure 4.9 reveals the principal determinants for subscribers' decision to open a marketing Email, focusing on the main things that divert consumer interest. The "Subject title" is the first factor which can be proved by the data – 37.88% of the people will typically click on such an email. This leads us to the vital importance of developing appealing and relevant subject lines in ensuring email engagement.

Adding to this, 27.27% singled out the "Sender Name" as the most important element to consider, which represents the fact that sender reputation and recognition are significant factors in the email open rate. This shows that emails from remembered sources and trusted people tend to get the response of the recipients and hence brand familiarity and trust services in e-mail marketing.

More so, respondents estimate 12.12% to be the weightage of the factors such as the subject title, the sender name and the first part of content that affect the decision to engage to the extent that some of the consumers pass a general judgment of the email preview. Isolated, 10.61% responses value the part of the email content in preview pane only, it means that content exposed in the preview pane serves as the determinant of email engagement. In reality, the lower numbers suggest either mixed effects, where few respondents chose both subject title and sender name in their reply (3.55%), or similar effects, when the majority used all items given. Genetic algorithm proves that there are many ways that marketers may use in order to maximize the open rates. This factor distribution is valuable advice for marketers allowing them to make their email campaigns more efficient. Attention should be paid to the beginning of every email.

Which primary factor impact an individual's inclination to open a marketing email?

66 responses



Figure_10_EmailOpenDecisionFactors_EMarketing_IndiaEcommerce

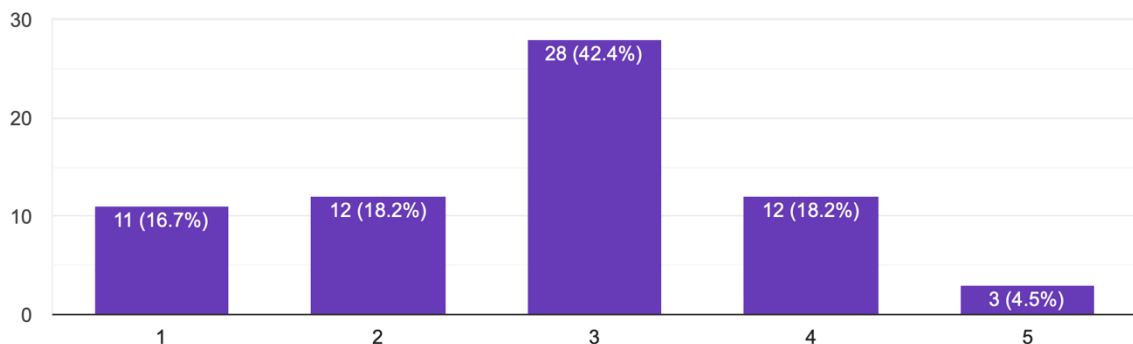
3. To Examine How Email Marketing Techniques Can Improve Customer Loyalty in the E-Commerce Industry

a. Do promotional emails assist you in understanding the function or intended use of a product or service?

The analysis of Figure 4.10 shows that there are a variety of perspectives concerning the usefulness of such emails in informing consumers about the intended function or use of the products and services. The feeling of neutral is expressed by 42.42% of respondent, who give the rate of '3' for the usefulness of these email. In contrast, 18.18% of them somewhat unhelpful while 16.67% consider them not helpful at all, which nearly covers 35% considering these emails as harmful. In contrast, 18.18% are fairly helpful, and only a few of 3.55% find them extremely helpful. This implies that although a large number of the customers receives moderate to the high benefits, the vast majority of them consider them insignificant. These emails have potential to be more useful to the customers so as to get enhanced effectiveness.

Do promotional emails assist you in understanding the function or intended use of a product or service?

66 responses

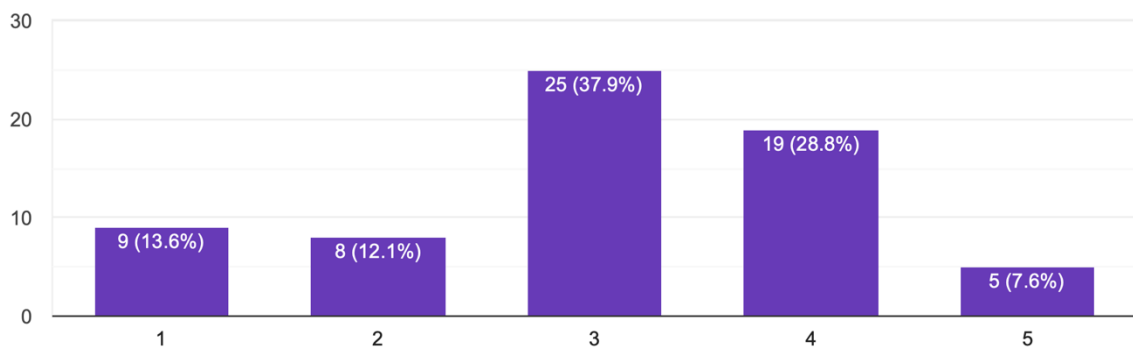


Figure_11_PromotionalEmailProductUnderstanding_EMarketing_IndiaEcommerce

b. Did receiving promotional emails increase your knowledge of a particular brand and its products?

Figure 4.20 expounds on the content of promotional emails and provide more detail about the products and brands that the respondents are being asked to provide their perspective on. By analyzing how the customers rate the impact of promotional emails on their brand and product awareness, one can learn that, almost all of them consider these emails to be moderately to greatly useful. Specifically, 37.88% rated their improvement as moderate, which is 3, and 28.79% rated it as substantial, which is 3. However a substantial sub group of respondents do not perceive any significant change in their brand awareness, 13.64% and 12.12 percent respectively are those who rate it as '1' and '2'. The customer profile '5' for understanding promotional email feature is valid only for 7.58% of all respondents world-wide who rated it as does not really help to understand the topic. Despite that, there are still customers who claim that they find promotional emails related to product promotion is helpful, leaving a niche open for brands to enhance their content vehicle, making sure that they truly satisfy customer's needs and hence enhance the educational impact of their marketing strategies.

Did receiving promotional emails increase your knowledge of a particular brand and its products?
66 responses



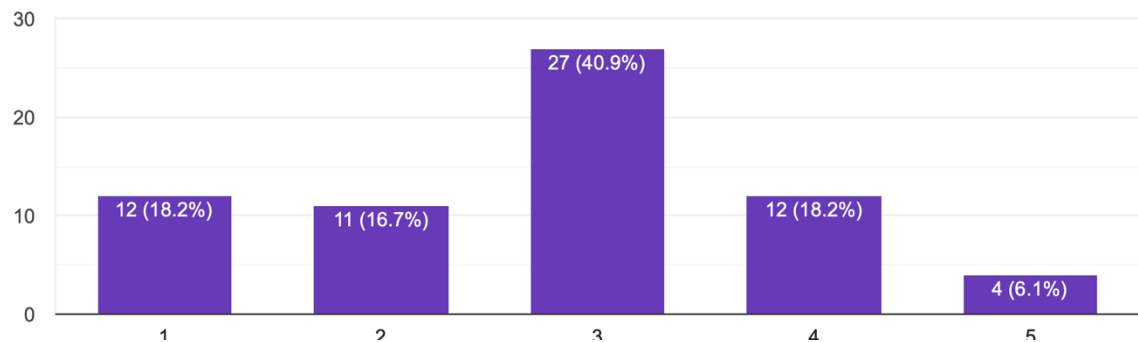
Figure_12_BrandAwareness_PromotionalEmails_EMarketing_IndiaEcommerce

c. To what extent do post-purchase communications delivered by a brand impact your inclination to engage in future purchases?

The analysis of the feedback of customers on the effect of post-purchase communication on the next purchase event is given in Figure 4.11, demonstrating different opinions. The neutral impact is recognized by 40.91% of respondents and is scored with '3' and is quite noticeable but not significant in their buying behaviour. With regard to the bright vision, 18.18% of responders consider very good to be their best work (4), while 6.06% defined better than very good as the right score (5). The reason for this is that well-executed post-purchase communications usually cause some of your customer base to buy more of your products. On the other hand, 33.85% of the respondents regard small or no positive influence with 18.18% rating it as '1' and 16.67% as '2' showing the potential of further influence. It highlights the necessary for brands to develop a better post-purchase communication so that they interact more with their clients and have them come back.

To what extent do post-purchase communications delivered by a brand impact your inclination to engage in future purchases?

66 responses



Figure_13_PostPurchaseCommunication_EMarketing_IndiaEcommerce

4. To Explore the Future Trends and Potential of Email Marketing in E-Commerce Retail

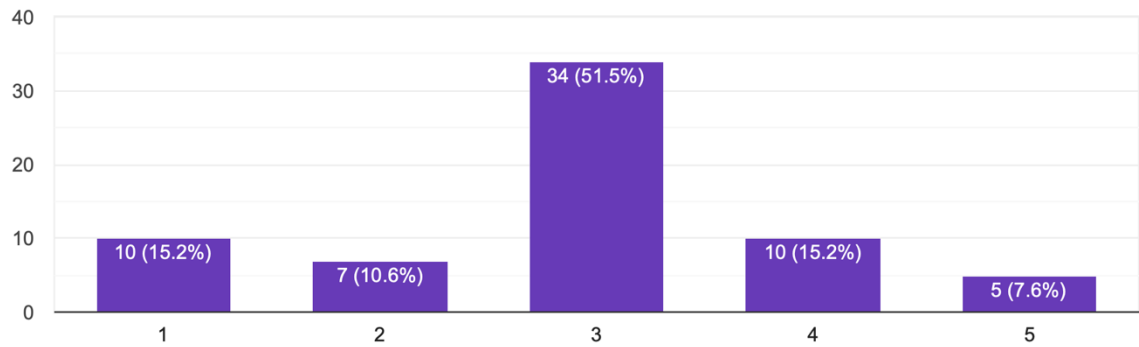
This objective is dedicated to the influence of email marketing on e-commerce consumer behavior and brand loyalty. The latter analyzes consequences of email on consumer attitudes and behavior and deals with ethical communication conduct, satisfaction from bargains, subscription motivations, and post-purchase services. The aim is to access the impact of use of email marketing in promoting customer loyalty in the fast paced e-commerce environment.

a. Do promotional emails offer valuable insights into the brand's ethical practices?

The analysis of consumers' responses concerning the information that promotional emails provided them about ethical operations of a brand is given by the Figure 4.12 shows that there is an inconsistency of consumers' opinion on ethics of the company. The middle majority, or neutral, make up 51.52 percent, the only neutral value by 3 which means they consider these emails to be information that neither misleads nor is fully informative about ethical standards. Also in the course of that period 14.15% of respondents value these emails, rating their value as '4' and a small proportion only 7.58% find them very informative, rating them as '5'. Nevertheless, as opposed, the whole 24.76% of the respondents found the e-mails unattractive, where 14.15% gave the score of '1', and 10.61% provided with '2', thus, these e-mails do not educate much about ethical practices. This void implies a big room for the brands to introduce limitations on the ways through which they inform the public about their code of ethics. This can result in a better trust and loyalty relation, as humans like organisations that behave similar to themselves.

Do promotional emails offer valuable insights into the brand's ethical practices?

66 responses



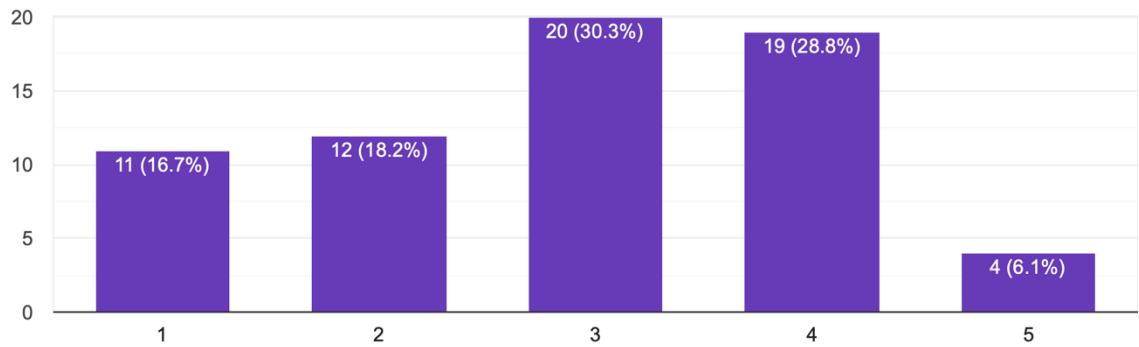
Figure_14EthicalInsights_PromotionalEmails_EMarketing_IndiaEcommerce

b. To what extent do you derive pleasure from receiving exclusive offers via promotional emails?

Figure 4.12 presents The customer feedback concerning the pleasure of receiving exclusive offers through the promotional emails represents an extremely wide range of experience. Some 30,30% of respondents have a moderate sensation of fun such as '3' and 28,79% of respondents who have the highest sensation of fun such as '4'. This data proves that for most people, approximately 59.09%, the offers positively influence the email's engagement rate. However, on the opposite pole, only 18.18% state that they do not find the offers attractive, and 16.67% prove that they do not get any pleasure out of the offers, so, approximately 33.85% do not consider such offers really appealing. 6.06% opt for rating of '5,' which indicates their enormous happiness. Hence, this kind of distribution suggests that special offers work well to increase the level of customer satisfaction for most, but the significant portion of the target audience is indifferent to the promotion. These skills point out opportunities for brands to develop new exclusive offers and harmonize them with wide-ranging customer preferences that will boost overall effectiveness of their promotional activities.

To what extent do you derive pleasure from receiving exclusive offers via promotional emails?

66 responses



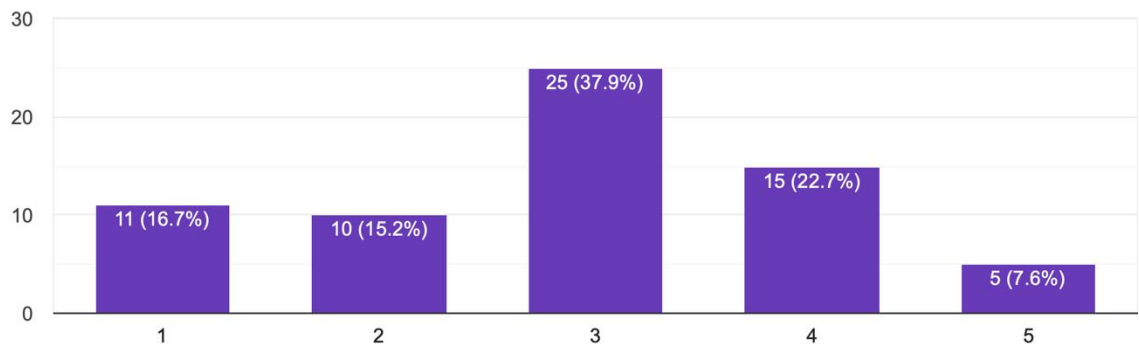
Figure_15_ExclusiveOffersEnjoyment_PromotionalEmails_EMarketing_IndiaEcommerce

c. Are you the type to subscribe to email lists with the intention of gaining access to exclusive deals?

Figure 4.13 illustrates a spectrum analysis of customer responses on their willingness to subscribe to email lists in order to receive exclusive offers. Among the respondents, 37.88% remain neutral with score '3' and 22.73% exhibit a clear tendency with score '4'. A smaller part of 7.58% indicates a highest probability, i.e. a '5' status. It depicts that from the respondents, 30.31% is ready to subscribe to email lists for the purpose of getting the deals, denoting involvement with the promotions. On the contrary, this is also, the case, 31.82% of the respondents in fact revealed their unwillingness to subscribe, 16.67% getting a rating of 1, and 14.15% as 2, this means with consideration to this description, that quite many audience are less interested in these email offers. The important lessons here are that brands have to make sure they are doing segmentation correctly and their email strategy should be made to attract not only the satisfied but also indifferent or dormant people by making their offers more attractive.

Are you the type to subscribe to email lists with the intention of gaining access to exclusive deals?

66 responses



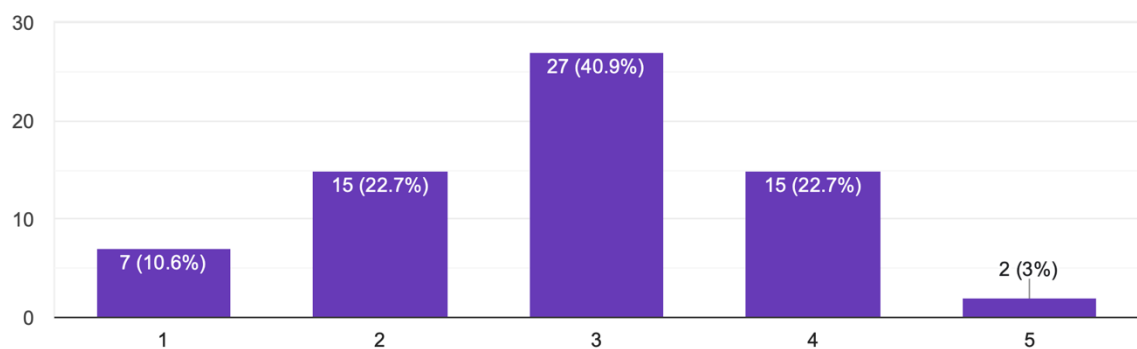
Figure_16_SubscriptionMotivation_ExclusiveOffers_EMarketing_IndiaEcommerce

d. On the subject of post-purchase customer service, what is your assessment of the efficacy of email correspondence?

The Figure 4.14 shows the evaluation the customer feedback on the effect of emails in post-sale care after sale shows the variety experience. Most of the respondents are from 40.91% who assign the effectiveness of the messages with '3' and most likely the indifference to such messages. Additionally, email conversation has a good rating in the amount of 22.73%, which is 4, and excellent in the amount of 3.03% rates of 5. This indicates that emails are an appropriate solution to part of the customer's post purchase problems. Still, others, 33.34% of the respondents give a rating of '2' to 'less effective' and a '1' to 'not effective' in relation to the email communication. These discoveries provide a huge opportunity to alter the communication profile in emails during the post purchase period. Emails that are empathic, brief, and accurate will create a better fit with what customers expect, thus the need for emails that will improve customer satisfaction and the efficiency of brands' customer service endeavours.

On the subject of post-purchase customer service, what is your assessment of the efficacy of email correspondence?

66 responses



Figure

_17_PostPurchaseService_EmailEffectiveness_EMarketing_IndiaEcommerce

4.3 Conclusion

The responses of 66 respondents who come from Indian e-commerce sector highlight the promotional power of email marketing with regard to building the level of engagement and brand loyalty. The results have indicated the number of people who appreciated the promotional information and content that was sent to them via email, was high, yet it was disappointing to realize a substantial part of the population was either uninvolved or indifferent, therefore improvements should be made to the email strategy. Critical element for effectiveness of email marketing is email that is personalized, relevant and sent at the right time that leads to boosting of the open rate and customer retention. Additionally this perception will not only extend the existing knowledge base in this area but also provide practical recommendations for the digital marketers who are competing in the industry in India.

Chapter 5 - Results and discussions

5.1 Introduction

This chapter explores the answers of 66 respondents from the Indian e-commerce sector on whether effective email marketing strategies improve consumer engagement and loyalty. It emphasizes the role of personalized and interactive email content in creating healthy customer relationships and brand loyalty. The survey also reveals that though there are people who value information and promotions which they receive from the email, there are still others who are indifferent meaning that email marketing strategy needs to be refined. The analysis also addresses the role of post-purchase communications and promotional offers on future purchases, referring to them as areas of strategic importance that need to be improved in order to fulfil consumer expectations and maintain loyalty in the long run.

5.2 Discussion

1. Objective -1 To Analyse the Role of Email Marketing in the E-Commerce retail

In analysing the role of email marketing within the e-commerce retail sector, this study meticulously explores three pivotal areas: the consumers email check frequency, marketing emails volume and perceived email effectiveness as marketing channel. From here, the areas offer an integrated portrait of consumer email marketing behaviours and are the major areas for examining its effects on engagement and retention.

Email Checking Frequency: The data shows diverse consumer email checkout intervals that significantly impact the timing strategy of email campaigns. Many consumers do check their emails several times a day, which means an opportunity window for daily messages or reminders. But the existence of the consumers who not look at emails often demands the balanced approach in frequency of emails to avoid getting tired from them and still be interested. This variability forces the marketers to segment the audience by their engagement levels and adjust email frequency respectively.

Volume of Marketing Emails Received : This study unveils a variety in the count of marketing emails, per week, received by customers therefore, underlining the likelihood of email fatigue in recipients who are regularly exposed to high amounts of marketing content. This saturation highlights the need for refining email content to be unique and a consistently relevant aspect of the consumer interest. Marketers should take into account not only the frequency, but also complexity and individualization of emails to keep the interest and avoid the decline of open rates and response.

Effectiveness of Email as a Marketing Channel : Consumer ratings for email marketing effectiveness were mixed: a notable part of the participants were either neutral or dissatisfied. This version signals the need for improving the content's timeliness and customization. Consumers' mixed experiences seem to indicate that email works well for

some, but still much improvement is required to make the content more closely related to each persons' preferences and behaviours.

To sum up, the result indicates that email marketing has the potential to increase consumer engagement and loyalty in the e-commerce industry but it is dependent on deep understanding of consumer behaviour and preferences. Marketers are required to use the data driven insights to create personalized, compelling, and strategically timed email campaigns for different consumer segments that will ultimately maximize the effectiveness of their email marketing activities. Further research in the future could help to delineate the particularities of content personalization and time optimization in order to make email marketing strategies more effective in the dynamic e-commerce environment.

2. **Objective -2 To Evaluate Customer Perceptions Towards Email Marketing**

In the evaluation of customer perceptions towards email marketing, this part of the research deeply investigates the consumer's response to the various elements of email marketing strategies, and in particular, their tolerance to frequency, acceptability of emails from known and unknown brand as well as the primary factors that influence the possibility of a consumer engaging with email content. The evaluation is critical in knowing the points of consumer engagement and in finding out how to improve email marketing for better consumer acceptance and satisfaction.

Consumer Tolerance for Email Frequency: The study brings into focus the range of consumer tolerance towards the periodicity of emails from the same company. It seems that daily emails are unbearable for the majority of people after some time, and, therefore, marketers should pay attention to the frequency of email sending to prevent consumer irritation and eventual disconnection. This result highlights the need for a well-balanced email schedule that takes consumer preferences into account and increases interaction without bringing about fatigue.

Engagement with Emails from Reputable and Unfamiliar Brands: The study also investigates the likelihood of email recipients opening messages depending on the sender's credibility. However, emails from reputable brands have only a higher chance of getting opened but do not assure engagement itself because that attention span of the users is decreasing. The contrast is more significant when emails are from unknown brands as consumers are not willing to interact, hence, this describes the struggle of new brands with email trust. This dimension of the research demonstrates that brand identity together with appropriate and creative content is critical for dispelling consumer cynicism.

Primary Drivers Influencing Email Open Rates: The subject line, sender's name, and first part of the email content play an essential role in determining whether an email will

be opened. Subject lines act as the main bait, and a large percentage of consumers admitting that an interesting or relevant subject line would make them more likely to open an email. Likewise, sending the sender's name boosts trust and makes the probability of the email being open higher. This part of the results emphasizes the need to include a clear, but interesting and personalized element at each email location to catch an eye and improve open rate.

In general, these findings provide a more nuanced view of the intricate interplays in email marketing consumers' behavior. The findings emphasize the importance of marketers taking the consumer-oriented strategy that places a premium of the personalization, the relevance, and the respect for consumer preferences. Marketers can achieve a lot by attending to such basics, in particular, the email campaigns as they increase customer satisfaction and have better engagement results.

3. Objective -3 To Examine How Email Marketing Techniques Can Improve Customer Loyalty in the E-Commerce Industry

This part of the research scrutinizes how the email marketing techniques can be maximized in order to increase customer loyalty in the e-commerce market. This analysis aims to present effective strategies and areas for potential optimization of email marketing practices through concentration on three particular areas: product function and intended use, brand awareness, and post-purchase communication impact.

Understanding Product Function and Use Through Promotional Emails: A research study shows mixed performance in the way promotional emails communicate the purpose and intended uses of the products. While the neutral view is a leader with more than 42% of respondents, 35% perceive these emails as not helpful. This discrepancy highlights an important chance for marketers to improve clarity and informativeness of their messages. Adjusting the content to better match customer needs and expectations can turn neutral and negative perceptions into potential opportunities, thus, raising the educational value of these communications.

Increasing Brand Knowledge: The data shows that promoting emails have a divergent effect on the consumer's awareness of brands and products. The bulk of the respondents find these emails from moderate to highly beneficial, however, there is still a large minority who find them of little to no benefit. This implies that although email campaigns are usually successful in increasing brand awareness, room exists to maximize their effects through content that is more directed and meaningful. Through customizing email content to individual customer segments, marketers can improve the perception of value and relevance among their audience.

Impact of Post-Purchase Communications: The post purchase communications play a critical role in maintaining consumer engagement and cultivating repurchasing. However, 40.91% of consumer's neuter feeling about such communications is not that negligible since most of them still believe that such type of communications can result in their future purchase perception. On the other hand, almost 35% consider them futile, therefore, strengthening the requirement for impactful and conducive post-purchase engagements. Improving the quality and relevance of the post-purchase emails would aid in turning the indifferent and unfavourable attitudes into successes, which cements customer loyalty.

Therefore, even though email marketing is quite promising in boosting customer loyalty in the ecommerce sector, the success of such techniques varies greatly in different locations. Through attention to the effectiveness and quality of education offered in promotional emails, the relevance and personalization, and post purchase communication strategy improvement, marketers are able to satisfy customer's needs, achieving customer loyalty. Further studies should consider novel applications for personalization in order to optimize content of email so that it would be more relevant to different consumer segments and, as a result, generate more commitment and loyalty.

4. **Objective - 4** To Examine How Email Marketing Techniques Can Improve Customer Loyalty in the E-Commerce Industry

This research is centred on the perspectives and future prospects of email marketing in e-commerce retail, involving the impact of digital communication strategies on consumer behaviour and brand loyalty. The study also concerns the impact of e-mail marketing, which includes more than just ethical or unethical and what consumers feel when there are ethical practices, the joy of receiving exclusive offers, reasons for subscribing to e-mail lists due to unique offers, and effectiveness of post-purchase communication.

Ethical Practices Conveyed Through Promotional Emails: The findings showed that consumers interpret transparency and ethical standards in promotional e-mails in different ways. The majority of e-mails are neutral, therefore, there is a deficiency in how efficiently these e-mails convey the ethical practices of the company. The setting gives the brands a chance to improve the transparency and to elaborate on their ethical undertakings and commitments and this can lead to them being the faithful customers.

Pleasure Derived from Exclusive Offers: The evidence reveals that most of the customers prefer to get special offers in emails that boosts their brand engagement. Nevertheless, a significant number of consumers do not find such offers attractive suggesting that promotions need to be more in line with what consumers like. This can also lead to

improved audience segmentation and provides gratification by making it personalized which will in turn, improve relevance and satisfaction.

Subscription to Email Lists for Exclusive Deals: Subscriber interest in email lists represents levels of involvement. Finally, most of them are enticed by proprietary offers while others are indifferent or undecided. It implies that brands may be required to improve their email list subscription approaches by either adding more value to their offers or implementing more personalized marketing tactics to reach a wider audience.

Effectiveness of Post-Purchase Email Communications: The impact of effectiveness of post purchase communications to consumer is not defined. Those who respond find these communications rather effective, while those that do not. This alternative indicates that brands have to refine their post-purchase messaging strategy so that these messages are both timely and relevant but, at the same time, personalized for higher levels of customer satisfaction and repeat purchases.

To summarise, the research has a strong influence with the email marketing under the conditions of customers' engagement and loyalty in e-commerce. Personalization, transparency, and relevance are the key principles of email marketing, and how brands implement this approach will determine the percentage of benefit that they gain from email marketing. Such processes are in line with the new e-commerce industry dynamics in that they determine the consumer attitudes, engagement, and long-term loyalty.

Limitations of the Study and Recommendations for Further Research

This research, though being rich with data about the function of email marketing to improve the consumer engagement and loyalty in e-commerce, has some constraints which make the results less generalizable and deep. First, with a sample size of 66 respondents, even though this is reasonable for a preliminary analysis, it is rather small and might not reflect the wide range of different consumer behaviours in various regions and demographic groups in the broader e-commerce market. Moreover, the research mostly covers consumer perspectives and claimed behaviours that may not always match real consumer actions because of reporting biases or inconsistencies in consumers' comprehension of questions asked.

Recommendations for Further Research

Drawing from a bigger and more varied sample size would help future research to build on these findings and provide a more holistic picture of the influence of email marketing across consumer segments. While if the studies are longitudinal, they will bring into light changes in the consumer behaviour over time in relation to email marketing campaigns what

correspond enable to derive the long-term consequences for customer loyalty and engagement.

For instance, integrating quantitative data from real consumer in association with email engagements, as clicks and conversions numbers, could afford an objective email marketing success criteria. Research could also consider the application of advanced technologies, such as artificial intelligence and machine learning, to personalize email content dynamically and examine the impact of these developments on consumer engagement and satisfaction.

By resolving these issues, subsequent research will rather provide more solid answers to the strategic optimization of email marketing that meets the changing behavior of consumers and increase efficiency of digital marketing campaigns in the e-commerce sector.

5.3 Conclusion

The study has provided a holistic report on email marketing in the e-commerce industry in the context of improving consumer engagement and loyalty. The paper identified critical elements like email frequency, brand acquaintance and post-purchase communications, thus revealing that personalized and targeted email strategies can largely influence consumer behavior and satisfaction. The results highlight the importance of marketers using consumer insights to improve email content and delivery so that it remains consumable and effective in nurturing long-term consumer relationships which are continuously changing in a digital landscape.

Chapter 6 - Conclusion

6.1 Introduction

This chapter will present the final outcomes of the research conducted for this study and conclude with the overall results that have been obtained. Recommendations and other implications of the study will be addressed in this part of the chapter, concluding with an personal learning statement.

6.2 Conclusion

The research study has delivered a great deal of understanding on the interplay of e-mail marketing in the context of Indian e-commerce through its influence on consumer engagement and loyalty. The research systematically investigated various questions of email marketing like the frequency of checking email by people, the ratio of marketing emails sent and the precise attitude towards email as one of the powerful marketing channels in overall. All the factors above determine the relations of a modern consumer to digital marketing activities and to the loyalty to the e-commerce brands. Despite the fact that email marketing holds a lot of potential in leading consumers into the reign of engagement, the effectiveness of such strategies also depends on consumer behaviour and their preferences. The figures showed that personalized and targeted email content has a huge impact on customer relationships promoting brand loyalty. But it found out as well that there is a large group of consumers in general, who are indifferent or unengaged. This fact shows that the practices of email marketing require constant improvement and innovation. The study showed that good email marketing campaigns are sent often enough you keep the brand top-of-mind and not too often to avoid consumer fatigue. The tenuous equilibrium calls for the marketers to use advanced segmentation and personalization techniques to comply with the diverse tastes and needs of their market. Moreover, the feedback concerning the efficiency of email as a marketing medium was broad in respect to client satisfaction, and therefore, supports the inclusion of the feedback into continuous optimization of the email campaigns that could result in major improvements in their effectiveness.

Moreover, the research emphasized the role of post-purchase communications, identified as the key element in keeping consumer attention and securing repurchase. Results validate the strategic use of post-purchase emails not only as the confirmatory communication but as an instrument of subsequent communication where good, relevant content strengthens the value proposition of the brand.

Essentially, this research expands our understanding on strategic needs of email marketing within the growing Indian E-commerce market and questions how these digital interactions

also impact wider consumer behavioural patterns in the future research. As e-commerce evolves so should the e-mail marketing strategies employed by brands. This research will be a foundation document for e-commerce marketers who want to improve in the application of email marketing to generate long term customer relationship and keep sustained business growth in the market place that is becoming more competitive with time in digital.

6.3 Recommendations

Email marketing maintains its position as one of the most important engagement tools even with the constant changes in digital commerce. Findings of this study on the Indian e-commerce industry provide some improvements in email marketing strategies that can increase consumer engagement and loyalty. In this regard, we provide the specifics of email marketing in different aspects to enhance the fullness of its coverage and impact.

Advanced Personalization and Segmentation: Email marketing can't be limited to the sole use of salutations when it comes to personalization. The advanced analytics should be utilized by businesses to dig deeper into the behaviours and preferences of the consumers, and content should be customized to address the varied needs of different segments of the audience. Tactics like predictive analytics can be used to predict customer needs and preferences, thus, providing more focused and relevant content. Segmentation should follow the dynamic nature of consumer behaviours and lifecycle stages by being a living process.

Optimized Email Frequency and Timing: Choosing the right frequency of email campaigns is a key issue, so that people will not become bored with such messages. A data-driven approach should be followed by businesses, through A/B testing of different frequencies and their influence on engagement metrics. The testing should also include different day and time combinations to know when subscribers are most likely to engage, thereby improving open and click-through rates.

Content Relevance and Engagement: Email content quality is crucial in getting consumer attention. Marketers should concentrate on developing the content that informs as well as entertains and adds value, this could be done through personalized offers, informative content, and interactive elements such as polls and quizzes. Adding rich media like videos and user-generated content is another way of boosting interactivity and offering a richer and more dynamic user experience.

Leveraging Emerging Technologies: Adoption of the state-of-the-art technologies, for instance, artificial intelligence (AI) and machine learning may transform email personalization and timing. It is the AI that can help to create subject lines that appeal to

people, determine the time when most of the users open their emails for sending emails and even arrange the content based on a customer's behaviour in the past.

Mobile Optimization: Due to the rise of mobile devices use in email access, email campaigns have to be mobile friendly. It incorporates responsive design that fits various screen sizes, simplified content that loads instantly, as well as distinct calls-to-action that are easy to follow on a mobile device.

Lifecycle Email Marketing: The creation of all-encompassing lifecycle email campaigns can increase customer retention and satisfaction. Starting from welcome emails used for onboarding up to re-engagement campaigns that focus on reviving inactive customers, every stage has unique content that helps the customer through the process, improving his or her relationship with the brand.

Continuous Skill Development: The digital marketing landscape is a changing field which demands constant training and development of the marketing teams. This covers information on new email marketing instruments, trends, and adherence to new data protection laws such as GDPR. Regular workshops and training sessions will guarantee that teams are competent and qualified to perform successful and compliance email marketing campaigns.

Feedback Mechanisms and Adaptation: It is essential to gather and analyze consumer feedback on email marketing campaigns on a regular basis. This kind of feedback is used to smooth the rough edges of marketing strategies and bring the satisfaction of the consumers even higher, which means it should be an integral component of continuous refinement of the marketing strategies.

Interactive and Innovative Elements: Incorporation of interactive elements, also called scratch cards, foldable sections, or embedded games, in emails effectively boosts engagement by providing a fresh user experience. Email contents' innovations make email more interesting, and more activity is expected, which may strengthen the dwell time on email content.

Ethical Marketing and Transparency: Considering the increasing concern about data protection and ethical marketing, transparency in email communications should be complied by enterprises. Transparency on how consumer data is utilized to individualize content helps in gaining trust and making the brand's ethical promises stronger.

Adopting these recommendations will allow the enterprises to maximize the benefit of email marketing in line with the fast pace of digitalization in e commerce. Through promoting a clear comprehension and interaction with consumers, enterprises are able to

sustain growth and enjoy a competitive advantage in an Indian e-commerce industry that is heavily populated.

6.4 Implications of Findings

The results of this research concerning email marketing in the Indian e-commerce market have several implications for both academic research and practical use that would help to extend knowledge on digital consumer engagement. Academically, the present study contributes to the available literature by supplying actual data on how email marketing strategies influence different consumer perceptions and actions. This will create a large theoretical examination of consumer engagement in digital medium, which will focus on many consumer perceptions of email marketing according to demographic and psychographic variables.

This research draws out the importance for marketers in using insight driven data to optimise email strategy. A thorough study of the preferences of the consumers in the context of the frequency of the emails and relevance of the content gives the useful information for increasing the engagement rates. The importance of adapting communication techniques to segmented needs of the audience is highlighted to marketers as people react in different ways to emails from well-known brands and unknown entities. It would help to understand how to smoothly introduce new subscribers to brand communications and sustain interaction with informative post-purchase follow-up.

This study also has broader implications on the e-commerce strategy development. It implies that email marketing should be positioned as a crucial touchpoint in the larger customer journey, with a focus on the incorporation of personalized emails in building and maintaining customer relationships and strengthening brand loyalty. The findings indicate the rightful place of e-mail marketing in the overall consumer experience and though the role is not merely that of promotions, but e-mail is a strategic engagement tool through the consumer lifecycle. Also, the research outlines the policy and compliance issues, especially with respect to the privacy of data and consumer rights. The data achieved from the consumer feedback to email marketing campaigns brings forward the struggle e-commerce businesses have to find the balance between customer targeting and compliance with the laws on data protection such as GDPR. It is essential for the consumer confidence and the ethics in the marketing practices.

Finally, the implications for consumer education are clear. Transparency of information and knowledge needs to be given in order to utilize the effect of email marketing upon the consumers so they know what to do in interaction with email advertisements. The

comprehension of usage of their data and email interaction dynamics will help the customers in managing their digital footprints and responses to brands.

Thus, this research is providing elemental ideas that are likely to guide the growth of more individualized, ethical, and effective email marketing strategies that are in consonance with the customer preferences and governing laws. This study is a platform for further development in the manner in which e-commerce entities interact with their clients, through which relationships are bettered, hence leading to great satisfaction among the consumers in the digital market.

Personal Learning Statement

My learnings throughout this research project was one of the highlights, combining comprehensive academic research with practical application in an emerging field of email marketing in e-commerce. I chose the topic because I wished to combine my love of digital marketing with my academic endeavours and the study concentrated on the effects of strategic e-mail communication on consumer behaviour and business results. Having a quantitative nature this research process made me aware of the precision in data collection and analysis, which improved my quantitative research skills. After having analysed big data sets in order to research consumer engagement and success of email marketing, I have developed a sound understanding of statistical tools and software essential for management professional involved in data driven decision making. Furthermore, this study also honed and improved my critical reasoning and analysis skills. The analysis of traditional marketing approaches involved the determination of sophisticated data patterns and actionable insights by the thorough review of theoretical frameworks and real-world applications of marketing strategies in e-commerce. The detailed analysis made it possible to write a paper that did not only meet academic standards, but also presented some distinct views supported by data about effectiveness of diverse email marketing techniques.

Moreover, the project was an ideal opportunity to develop my writing and presentation skills in the academic context. Arguments' organization ability with respect to quantitative data has developed my skill to deliver complex information professionally and in a clear way. Also, the process of drafting and revising of the research paper depicted the importance of writing clearly and precisely that can be used in any professional setting. Project management was another essential skill area improved by this research. The effective time management and organizational skills are necessary in managing a demanding research project along with other academic and personal duties. It taught me how to set right deadlines, correct tasks choosing, and to work at a constant pace to finish

the job in time. Data-related ethical challenges, particularly those involving respect for privacy and confidentiality in online research, fostered in me the value of data ethics. In an era of data privacy concerns, this information is crucial.

To conclude, conducting this quantitative research project as a part of my MSc in Management has been a great experience. Although, it was a challenge, but the gained are essential and have made me a powerful tool box of skills and knowledge that support my capability in digital marketing and data analysis. They are very significant in my work progress, allowing me to have a strong foundation to face the new requirements of management and marketing in the variable world.

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Appendices

Appendix One – Survey Questions

1. Qualification?
2. How frequently do you check your email inbox each week?
3. On average, how many marketing emails do you receive weekly?
4. At what point do you find it frustrating to receive marketing communications from the same company?
5. What is the probability of your engagement in opening a marketing email originating from a reputable brand?
6. To what extent would you be inclined to open a marketing email originating from an unfamiliar brand?
7. Which primary factor impact an individual's inclination to open a marketing email?
8. In general, how would you rate your experience applying email as a marketing channel?
9. Do promotional emails adequately apprise recipients of the essential attributes and caliber of a product?
10. To what extent do promotional emails assist in the evaluation of the value of a product?
11. Do promotional emails assist you in understanding the function or intended use of a product or service?
12. Did receiving promotional emails increase your knowledge of a particular brand and its products?
13. Do promotional emails offer valuable insights into the brand's ethical practices?
14. To what extent do you derive pleasure from receiving exclusive offers via promotional emails?
15. Are you the type to subscribe to email lists with the intention of gaining access to exclusive deals?
16. On the subject of post-purchase customer service, what is your assessment of the efficacy of email correspondence?
17. To what extent do post-purchase communications delivered by a brand impact your inclination to engage in future purchases?