



**THE IMPACT OF EMAIL MARKETING, MOBILE MARKETING &  
RETARGETING ON CONSUMER BUYING BEHAVIOR**

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## ABSTRACT

This research identified the impact of Email marketing, Mobile marketing and Retargeting on consumer buying behavior in an online setup. With the growing trend of digitalization and internet, the dynamics of businesses are changing, and consumers are now heading towards online shopping. With these changes, it is very important for marketers to carefully examine their buying behavior and target them accordingly.

Thus study helps in understanding that how with the help of Email marketing, Mobile marketing and Retargeting, online consumer behaviour can be changed. According to the hypothesis, all three variables had a positive effect on consumer purchases made by consumers. However, one of the hypotheses, i.e., Email marketing has a positive impact on consumer buying behaviour was rejected because of some issues; Emails go unnoticed or go in spam/junk, etc.

Retargeting is relatively new concept in online advertising. Hence, the researchers opted for this variable to know its impact, and with the wide use of Retargeting in modern marketing, it showed a positive impact on consumer buying behavior.

**Keywords:** *Digital Marketing, Online Business, Retargeting, Consumer Buying Behaviour, E-mail Marketing, Mobile Marketing, Online Shopping*

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0. Introduction**

We are in the midst of a mobile revolution that demands marketers today rethink their email marketing strategy to account for where, when, and how people are actually engaging with the email campaigns they send.

The digital world has experienced a mobile transformation over the last decade. In the first thirty years since the birth of email 1971, desktop computers were the exclusive way people viewed and interacted with electronic email until now.

Email marketing is the most important marketing channel for any business. It gives chance to tell brand's story connected with audience, grow business while increasing sales. Email Marketing is the lifeline of business and Benchmark Email helps nurture the most valuable aspect of businesses.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0. Introduction**

In the Review of Literature an attempt is made to go through the available research papers to understand how different researchers have explored different aspects of digital marketing communications and social media engagements. For tracking the development, relevant papers were gone through starting with research covering the evolution of the digital and social media marketing.

It is imperative that for a marketing organization, value creation does not necessarily mean only sales transactions. Any development whereby the target audience, the prospect or the consumer gets an opportunity to form a positive impression or create a favourable disposition in his mind, forms a part of the value creation process. This could be irrespective of the way or medium or platform through which this process of value creation occurs, even partly or fully. For example, for a target audience member, getting the first information is a part of the value creation process. Similarly, all the stages, sequences and supporting factors are of interest to marketers in this process of relationship building and value creation.