

# Research Report: A Study of the Effect of E-Marketing on the Purchasing Habits of Young People

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## Abstract

This study investigates the long-term impact of e-marketing strategies on the purchasing habits of young consumers aged 16–30, focusing on how digital engagement shapes their behavior over extended periods. Utilizing a mixed-methods approach, including surveys, interviews, and behavioral tracking, the research examines decision-making processes, brand loyalty, and spending tendencies. Key findings reveal that consistent exposure to

digital marketing, particularly through social media, influencer endorsements, and personalized advertisements, significantly increases impulsivity, strengthens brand affiliations, and fosters a preference for digital-first shopping experiences. The study highlights the role of social proof and user-generated content in enhancing product trust and perceived value. It also identifies a shift toward a digital consumer culture characterized by immediacy, trend responsiveness, and shorter attention spans. Recommendations include adopting ethical marketing practices and developing policy frameworks to ensure responsible digital engagement.

**Index Terms:** brand loyalty, consumer behavior, e-marketing, influencer marketing, social media marketing

## 1 Introduction

The rapid evolution of digital technologies has transformed marketing practices, with e-marketing emerging as a pivotal strategy for engaging modern consumers. Defined by (author?) [1] as the use of digital channels to achieve marketing objectives, e-marketing leverages tools such as social media, email campaigns, and personalized advertisements to target specific audiences. Young consumers, aged 16–30, are particularly susceptible to these strategies due to their status as digital natives, spending significant time on platforms like Instagram, TikTok, and YouTube. This thesis, conducted by Abhishek Keshari under the supervision of Prof. (Dr.) Reji John at Galgotias University, explores how sustained exposure to e-marketing influences the purchasing habits of this demographic over time, with a focus on platforms like Flipkart in the Indian context.

## 2 Research Elaborations

### 2.1 Literature Review

The literature underscores e-marketing's role in reshaping consumer behavior. (author?) [1] highlight its reliance on digital channels for customer acquisition and retention, while (author?) [2] notes that young consumers, with over 95% smartphone penetration in developed nations, are prime targets for digital campaigns. Social media platforms, as emphasized by (author?) [3], significantly influence youth through visual content and influencer endorsements. Theories such as the Theory of Planned Behavior [4] and the Stimulus-Organism-Response model explain how e-marketing stimuli affect attitudes and purchasing decisions. However, gaps remain in longitudinal studies, focus on emerging platforms like TikTok, and analyses of non-Western contexts, which this study addresses.

## 2.2 Research Gap

Existing research often focuses on short-term e-marketing effects, neglecting long-term behavioral changes. Young consumers are rarely studied as a distinct group, and emerging platforms like TikTok are under-explored. Additionally, the psychological drivers of e-marketing's impact and non-Western cultural contexts are insufficiently addressed. This study fills these gaps by conducting a 12-month longitudinal analysis, focusing exclusively on youth aged 16–30, incorporating platforms like TikTok, and including diverse cultural backgrounds.

## 2.3 Objectives

The study aims to:

- Assess awareness and acceptance of e-marketing among youth in Ghazi-abad.
- Evaluate the impact of e-marketing and web ad frequency on youth purchase decisions.
- Determine the effectiveness of internet advertising in creating awareness and recall.
- Analyze the relationship between internet advertising and purchasing behavior.

## 2.4 Methodology

The research adopts a descriptive design, targeting residents of Ghaziabad, India, using stratified sampling based on age, income, and occupation. A sample of 100 participants was surveyed using a structured questionnaire, supplemented by interviews and focus groups conducted over 12 months. Primary data were collected via questionnaires, while secondary data were sourced from academic journals, corporate reports, and Flipkart's marketing campaigns. Data analysis

included quantitative metrics (e.g., purchase frequency) and qualitative insights (e.g., psychological drivers).

## 3 Results and Findings

The study's findings, based on a survey of 100 participants (68% aged 19–25, 60% male), highlight e-marketing's significant influence:

- **Social Media Impact:** Over 75% of respondents purchased products after encountering them on Instagram, TikTok, or YouTube, driven by visual content and influencer endorsements.
- **Influencer Marketing:** 65% trusted micro-influencers (10k–100k followers) more than traditional ads, with FOMO driving impulse purchases.
- **Personalization:** 60% responded positively to personalized ads, increasing conversion rates.
- **Impulse Buying:** Flash sales and countdown timers significantly increased unplanned purchases.
- **Subscription Models:** Services like Netflix and beauty boxes gained popularity, fostering long-term loyalty.
- **Brand Engagement:** Regular online interactions enhanced brand recall and loyalty.

Data analysis revealed that 86% of participants liked advertisements, 88% surfed the internet daily, and 48

## 4 Conclusions

E-marketing profoundly shapes the purchasing habits of young consumers, fostering impulsivity, brand loyalty, and a digital-first shopping culture. However, challenges such as security concerns, distrust in online platforms, and preference for traditional influences (e.g., friends, TV ads) limit its adoption. Companies like Flipkart leverage social media, personalization, and influencer marketing effectively, but must address privacy concerns and enhance ad authenticity to build trust. The study recommends ethical marketing practices, transparent data policies, and promotional schemes to boost e-marketing's appeal. Future research should explore longitudinal effects across diverse regions and integrate advanced behavioral psychology models.

## 5 Limitations

The study's 12-month duration may not fully capture long-term behavioral shifts. Self-reported data may introduce biases, and the focus on Ghaziabad limits generalizability. The rapidly evolving digital landscape and external factors (e.g., economic conditions) may also influence results.

## 6 Suggestions

To enhance e-marketing effectiveness, companies should:

- Prioritize data privacy and transparent practices to build trust.
- Increase ad frequency and authenticity, focusing on informative content.
- Leverage micro-influencers and localized campaigns to engage diverse youth segments.
- Offer significant discounts and seamless delivery/return policies to drive purchases.

## 7 Acknowledgment

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