

“Impact of E-Marketing on Consumer Behaviour: a Case of Karachi, Pakistan”

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Abstract: *The increase of technologies in the business world marketer’s job changes from billboard and print advertisement to more on e-marketing mediums. The design, the target audience specified with the high increase of online marketing, online buying and selling, and online companies web-design. Today’s companies focused on designing the web-page for marketing their product rather than showing advertisements on TV, billboard, magazines, newspapers etc. e-marketing is the future of marketing, it is quick, less costly and give accurate information on time. This research shows that almost 80-90% people are attracted with the online advertisement which is done mostly on social websites, as social webs users are not specific to gender and age group so everyone see their type of advertisement on their Facebook pages. Today’s customers are buying products mostly after watching online advertisement rather than by reading a newspapers, magazines or watching T.V. As today’s customers are not brand loyal anymore so with the help of online marketing company give updates of their products or services to maintain loyalty with their customers. For staying into the nowadays business world, companies should adopt e-marketing, e-buying and e-selling, online banking facilities to purchase online goods, ATM cards, mobile marketing and other these kinds of marketing tool. E-marketing is the golden success factor for nowadays marketing firms. A good source of capturing the overall world marketing through online marketing is by imposing advertisement on YouTube, Facebook, E-mail, E-webs for both business advertisement and consumer buying products and services advertisements. For the greater success of any business companies are quickly adopting e-marketing style of advertisement because they see more spark in e-marketing rather than advertised on other commercial tools. Because of e-marketing, e-buying and selling increase, and because of e-buying and selling ATM cards and e-buying, e-shopping and e-marketing reach to the best stage of their success.*

I. Introduction

E-marketing which is also known as online marketing can be define as marketing of goods and services done through electronic tool. It’s developing the tools online transactions of business in buying and selling. It’s the modern way of marketing in which technology used drastically. It has now become a huge tool between marketers and customers. (Meng, 2009). E-marketing is new and rising tool in marketing world. It is done through audio, video, 3D, etc. it is effectively adopted by most MNCs and International Business worldwide. Its scope is rising throughout the world. (Hooda & Aggarwal, 2012). Internet has changed the whole concept and view of marketing. Its growth is highly effective the overall world economy. Exchange rate of foreign currency rises. There are different synonym use for online marketing that is e-shopping, e-store, e-web stores, internet shops etc. (Ashwini.N & Manjula., October 2015 - March 2016)

The e-marketing and especially social media marketing has drastically changed the consumer behavior and marketing method. Social media is a path to communicate regarding particular goods or services of any particular brand on its social media page. Social media customers mostly belong to the young or teen-age side rather than business and professional people. The social media is one of the e-marketing tool which attract or capture a wide range of consumers. It’s a path for consumers to communicate regarding product or services online. Those are mostly peers who talk about the brand, style, product type, services etc. As they mostly belong to same age group, approximately same financial background, so the easily or effectively help or guide each other for buying that particular product or availing any services. (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013) E-marketing can be defined as any marketing activity like buying, selling, advertisement, promotion, distribution, customers value and all other kind of marketing activities done with the help of using online technology to transfer goods from seller to buyer online. As e-marketing increasing drastically we have different kinds of e-marketing webs available online like Google, Facebook, Yahoo, Linked in, Blogger, Twitter, YouTube, MSN, Myspace, AOL, e-bay etc. E-marketing its marketing information with the help of online webs. As compare to the traditional market nowadays, consumer attracting more towards e-marketing. E-marketing needs a technology tool that merge the consumer and seller at one place or at one platform. Throughout the world almost 20 to 30% people relaying on e-web, as it’s new so most people do not trust them still now. But if we talk about develop countries almost 80 to 90% people or may be 70 to 80% do online shopping. It’s not just

helpful for buyers but consumers as well. Through e-marketing consumer research detail about product or services after watch advertisement which has been done online at the same time, that's why it is consider less time consuming market, and more variety of people available, their comparison between different companies become easy because you can see different marketing webs at a same time regarding same products. Options are widely open. Through scientific research it is also be found that nowadays people are relaying on e-marketing mostly. Living in this century, everyone is running to achieve their target and goal, nobody have time to survey the market physically, so with the help of e-marketing your time and cost both maintain equally. The reason behind online shopping increment is that our youth is highly depending on technologies, they do not survey physically in the market, they don't read newspaper any more, the trend of watching TV advertisement is declining, because they prefer internet mostly to search for news, movies, dramas, etc rather than the TV, Radio, Novels, and other stuffs, so that's the reason companies preferring online marketing of their product or services advertisement. As online marketing has no time limit, 24/7 availability, safety of your money as well, increases the use of ATM cards and other online shopping cards attract customers effectively and efficiently. You can easily search the product information online, no sales tax for company as everything done online. Different e-shopping and e-marketing coupons are available on different websites as well. The research showed that there is a positive relation between consumer buying decision and internet security. (Dehkordi, Rezvani, & Rahman, 2012)

In today's busy and critical time running period, people want updated information instantly, with the help of just one click on the site. They are floating product and services for marketing purpose on their web pages, that help consumer to find about their products or their services or their company's information. We create a base or a foundation by explaining or defining how e-marketing work. And also how to identify and distinguish it and its components as well. It's a very crucial task for companies or marketing and advertising sectors to build up a website that will define company's products, services and other factors that is link with marketing. Planning and building a web is a crucial and the difficult strategy. For building up a web designing it needs to first build up online web, writing an online articles regarding product or services, established a social media page, and online newspaper or press release and also e-mails, newsletters etc. It helps you to connect with your audience online through search engine, paid and un-paid online advertising channels, social media networking etc. We know that nowadays how powerful social media is now becoming for e-marketing purpose. Social media like Facebook, Twitter, Linked inn, YouTube, Blogger etc. that keep your customers update with product information and details. E-marketing help you to wide up the information throughout the globe. Now web designing of companies become way too necessary. (Ross., 2016)

1.1 Problem Statement:

We identify the positive and negative impact of e-marketing advertisement on consumer purchase intention.

1.2 Significance of the study:

Millions of people nowadays access internet throughout the world. As we know that e-marketing nowadays is the best way for the companies to advertise their product. The target audience increases almost 60% to 70% as compare to the traditional advertisement coz our target audience are mostly youth sector who spend more time internet rather than TV or reading Newspapers etc. As we know the internet mostly used for the working purpose business people or other educational people so the advertisement done on those webs are mostly sophisticated and not loud. The audience of e-advertisement are unlimited, it can be male/female, youth, elders, young, adults etc. so it's easy for the marketers to capture almost everyone through internet marketing or web-marketing. Different professionals, different culture, different audience, all can be captured with online advertisement on Google. In this way company cost decline and revenue maximizes. (Jatin, 2013)

1.3 Objective Of The Study:

- To identify the aim and purpose of e-marketing & consumer behaviour.
- To understand the SMART (Specific, Measurable, Achievable, Realistic, and Timed) E-marketing objectives.
- To find out how Sales Revenue increases with the use of e-marketing methods of selling.
- To analyse how revenue, profit, sales, product types, web visitors, experience increases with the help of e-marketing.
- To achieve company's mission and vision statement with the use of online promotional activities.
- To analyse e-marketing objectives with the better usage of e-marketing tools.
- To utilize different ingredients like (BLOG, Web design, Search engine, Social Media, E-mail marketing, Analytics, & Mobile market) for doing e-marketing in a better or successful way.
- To look keenly on different objectives like increase in revenue, build up a Brand, manage online status and reputation for better e-marketing result.

To become an efficient and smart in the field of e-marketing/online marketing for better e-marketing objectives. (CRAIG & SHEARER, 2015)

1.4 Limitation Of The Study:

The variables like Bench marketing, SWOT analysis, Organizational online Marketing, Online business marketing and some other e-marketing variable which are not included in this study. So if anyone wants to choose this topic for their research so they can choose these variables.

1.5 Scope Of The Study:

The scope of the study is to find out the possible solution regarding online marketing solution. The positive impact of e-marketing on consumer buying behavior and help them in their decision making process. The study will help the business and organization to adopt e-marketing method for promoting and advertising their product or services worldwide with the help of internet marketing websites of the companies. They can easily collect facts and figure from the research paper.

II. Literature Review

Study shows that online shopping not only effecting ease of use, and enjoyment but also by other factors like product feature, characteristics, and trust towards online marketing, (al & al, 2014). According to the researcher e-marketing starts from 19th century, e-marketing is to transfer goods and services from seller to consumer through electronic media by different methods. It over take television, radio, and newspaper advertisement. According to different business journals of America, internet advertisement is quicker than traditional one. (Howard, October 2011). With dramatic increase in online advertisement company started to do or spend more on e-marketing rather than traditional one. (Bakshi & Dr. Surender Kumar Gupta, January 2015). E-marketing cybernetic societies have changed consumer, society and corporate sector to information, social networking and educational sector. (Krishnamurthy & Sin, 2014). Social networking sites have huge target market and audience. Huge amount of spectators and users throughout the world. They mostly get information of product and services that have been marketed online through Facebook, YouTube videos, and other social networking sites. (Elisabeta Ioană, 2014).

Study shows by research that online marketing can be done by different online tools like E-marketing, Mobile Marketing, Social Networking Sites, Web Marketing, and E-mails. (Dehkordi & Javadian, 2012) E-commerce and E-marketing shows that internet marketing is way easier rather the traditional marketing. It decrease the marketing cost and target marketing increases. They get low cost without physical appearance. Result also show that people feel more relax and comfortable by e-marketing and e-commerce rather than Newspaper, and TV and magazine advertisement. (Nazir, Tayyab, Sajid, Rashid, & Javed, 2012) Study shows that in social media marketing, company have their own social links, facebook page and other networking sites to target the audience. Through social media advertisement the target audience increased through their social appearance. E-mails, social networking sites company receive online information from their customer's feedbacks. By liking the companies facebook pages you and your friends also get information of that company's products or services. Through this way company's target market increases and cost decreases. (Yasmin, Tasneem, & Fatema, 2015)

The study shows that developing countries have less impact on online marketing and selling activities. They still trust or believe on those old traditional marketing method. Nowadays in digital era consumers are greatly effecting traditional marketing then e-marketing. Research has showed that online buying and selling are dramatically increase, because in this fast moving research on goods and services consumers don't relay easily on any product before they completely research on it. (K & M, 2015) E-marketing is the future of globalization and online marketing industry. Study showed that online word of mouth has greatly effecting on consumer purchase behavior and decision. Study also showed that 70% of the U.S population trust online shopping by experiencing them personally, through dealing with different buyers, sellers, and other legally online shopping websites. There is high percentage of increasing online buying in developed countries rather than developing ones. For eg. Companies like Walmart is highly effectively and efficiently dealing with their online customer and consumer, getting their feedbacks on time, capturing a huge marketing at same time with their traditional buyers and with their online buyers. This is the reason their sales activities increase rapidly at a limited time. (Chen, Fay, & Wang, 2011).

Khan and Mahapatra (2009) said that nowadays living in global village technology plays a dynamic role in enlightening the quality of services provided by the business elements. Internet technology has widely spread over the world. They cut-down the borders and unite then on one global platform. E-marketing cut down the excessive cost which we have to pay if we are physically doing that. Living in the 21st century people research a lot before buying or totally relay on whatever the company and marketer said. It also cut down the cost of having a physical place for their company to sell their product. Through e-marketing your target market highly increase and you have to deal all of them at a time. Nowadays all top level business relay on e-marketing rather than traditional marketing and selling method. Like old traditional advertisement, companies now have to pay the cost only if the customer really wants to buy that product. It reduce customers and seller time as well.

Thompson (2005), said that e-marketing has a huge target audience, growing e-technology has a high potential to cut-down the cost and increase revenue. E-commerce, carry day today activities by having low cost and shrinking the time for both buyers and sellers. Dealing with different business sectors and departments it unite them at one platform, through internet companies all departments deal with customers at a time. As compare to the old traditional marketing e-marketers has low cost to bare. Through this if you want to buy products from different countries you can get them on your home place. (Gangeshwer, 2013).

Research said that online marketing have some goals and objectives with which they have to deal with. Companies and organization use e-marketing technique for their customers and users to get them all up to date information at one point. As we know that e-marketing is available 24/7 shopping or advertisement, so they are not bound with time limit period. They don't have day/night or time issue. As compare to the traditional advertisement, they focus on number of time you click on their web as they increase their points, rather than their physical appearance. Through e-marketing and e-selling our economy and global economy has increased positively, money floating and foreign currency coming into our country has highly boost up our countries economic level as well. (Gangeshwer, 2013) As we are living in 21st century, people have less time and more work to do that they planned up. So for those busy people internet marketing is a huge benefit, they feel more comfortable with that. It cut down their travelling cost and other expenses. This web marketing help consumer to be updated and get their product on time with safely. This kind of consumer attitude effect the business men also. Their techniques and ideas changes regarding e-marketing and other websites regarding online marketing as well. Through the study we analyzes that e-marketing relay on 4 dimensions, that is e-mail marketing, web marketing, e-marketing and internet marketing as well. (Ali, Ejaz, Aleem, Saeed, & Tahir, 2015)

Online shopping nowadays has become a great asset for the E-marketer and online shops. The study shows that nowadays consumers are highly effected through online shopping, product types, and promotional offers which they receive from online shops. The researcher used statistical technique and multiple regression for collecting the data through Simple Random Sampling Method. E-consumers are increasing rapidly throughout the world. Through study we analyze that internet marketing has become a norm all over the world. People are bounded with internet shopping and online marketing. As we know that living in this fast moving marketing place, it's hard to for the customers to get all information by survey physically throughout the market. E-marketing help consumers to be in-touch with latest fashion without going and visiting market place physically. If you get access with shop online, or if they have your personal contact number, they give you updates and direct information regarding marketing, new-trends, price, new deals, latest design, fashion etc. you get all the updates by just sitting at your home through messages. Nowadays customers are relying mostly on e-shopping rather than the traditional shopping. They are relaying on these online shops and their online marketing technique. This way consumers are free to check different websites of the same product of different companies, easily check the price difference, design difference, uniqueness etc. As these online marketing is available 24/7 you are not bound to search only for limited time period. As compare to traditional shopping, e-marketing help consumers to buy latest product and services without any physical stress for surveying the whole market. (Norazah & Norbayah, 2013)

Internet is a great marketing tool for nowadays in the marketing purpose. E-Marketing nowadays is a fast growing field for marketing firms. For the global marketing change internet has played a great role in it. Through the research we found that e-marketing effect and increase the sales tremendously. Because of this mostly companies are trading and supplying goods from one country to another. The consumer response changes for buying goods and services through E-marketing techniques. With the help of E-marketing the products of one country can easily transfer to other country. Through the help of E-marketing mostly every countries are getting some benefits and products from other host countries. For better understanding the online consumer behavior we have to learn their ethics, belief, norms, values, culture, religion and tradition as well. For this major differences most of the companies have to follow the host norms and beliefs to sell their products in that country. For this cross-cultural study is very necessary. Nowadays the developing and develop both kinds of countries are equally realizing the importance of E-marketing. The study shows the positive relationship between e-marketing and consumer purchase behavior. Social and cultural influence also impacting customers buying method. Through social websites customers easily get the different culture, tradition and they try to implement them on their own personality and their own culture. In this survey, the target audience of the researcher is mostly in all age group. They teach the importance of e-marketing from different types of lecture form or conducting seminar, or other different teaching ways. In this case the study shows the positive relationship between e-marketing and consumers. The study also shows that the e-marketing used In a very formal method , because advertisement are mostly seen by business people rather than the general audience, as business people use internet more often as compare to the general audience. The e-marketing design and advertisement formed very formally, so it won't get business people to get distracted. They have to use formal words and techniques. The study also shows that the price of e-marketing has a positive relationship between buyer and seller. It is highly dependent on each other. As todays customers are researchers themselves, they do

not easily attracted towards anything without doing a survey and research. Today's customer are smarter than the old ones. This is the reason company wants that internet marketing should be user friendly, so general public can also get attracted towards them. As Facebook is nowadays used by 70 to 80% of the users of internet throughout the world. So Facebook is a greater tool for e-marketers to advertise their product or service on the same time to professional and general public. The e-marketing strategy should be general, so it can be effected by everyone who use electronic medium for buying products. (Singh, 2015).

Digital or online marketing is also called an Umbrella in marketing. E-marketing can be done through different e-marketing tools like Mobile phone, Internet, and other digital marketing tools. Digital marketing use variety of search engine web like Google, Yahoo, Hotmail or social web like Facebook, Instagram and Snapchat or videos through You Tube and other these kinds of search engine and social website to attract a huge market through online. Study shows that nowadays living in Digital era 50% to 60% of the customers get the knowledge of products and services through online marketing, TV commercials, or newspaper, magazine, billboards etc. Nowadays retailers are also focusing to advertise their product and services through online rather than billboards, TV commercials, Magazines, or Radio advertisement. As we know that nowadays market is changing rapidly by adopting new trends and technologies. The old method of marketing and advertisement is getting slowly and gradually out of the market now. As today's generation are not too much brand loyal now because of e-marketing which give them information and knowledge of new brands very quickly. People are switching from one brand to another very rapidly. That is the reason companies have adopt new changes very rapidly to stay in the market. That's the reason people of this generation are not brand loyal any more. Today's companies are focusing on using social web advertisement more rather than Billboards or newspaper or TV commercials. As these websites are free of cost and it unite the overall population of the world or maximum population of the world at one platform. Consumer buy high value products or services from digital web advertisement rather than TV or Radio commercials. They can easily get anything from any place in the world through online shopping and e-marketing. (Baltes & Loredana, 2015,)

E-marketing has been increases very quickly from 2000 till now. E-marketing Increase Company's profit from \$8.2 billion to \$12.7 billion from 2005 up till now. E-marketing has basically started from late 19's to early 20's. The e-marketing has different advertising method like they impose their advertisement on social networks ads trickily capture customers. In e-marketing company puts short ads on Social or other networks that would not distract them but to get attraction and willingness to search for more about that ad. Sometimes different pop-up open at your desktop, jut to remind you about their product or services for you. On the same time when you are working, you don't have to go specifically to their web. Once those pop-up opens you may not check at that time but in your mind it would stay and you wish to check once you get free. Because of social websites companies not just advertise on their own page but also show at your social page as well with free of cost. E-marketers just not only be done from particular website of the company but also Facebook, Smartphones, Social media messenger, Pinterest etc. for their advertisement through SMS and other tools. Study shows that by doing research that e-marketing become standard advertisement plat form for nowadays market. It has globally accepted. (Gaurav, Gupta, & Kumar, 2013)

Through different research books also we found out that e-marketing is a Golden success factors for many marketing firm, its working on a digital platform, it's a permission based market. We have various key factors regarding e-marketing effecting consumer. Ask politely and nicely, Grow your list according the market demand, You should lead your brand name and image properly, Serve your customers with dignity and respect and work out on those issues which they highlighted, Try to convey your goods and services to your customers with over lifetime value. (Peter & Robin, 2015) Electronic transaction of goods and services are new in the marketing field. People nowadays because of e-marketing research very keenly before buying those products or services. As we search through online, we get many options at a time, without any hard work and less time consuming. You can survey competitors' products together at a time. They easily choose the best one between different companies without paying a single amount. Number of companies nowadays influencing their customers to buy their product from the company's official websites. Almost nowadays young people from 16 to 26 years old attracted towards e-marketing as compare to elders, because elder people still believe in traditional shopping rather than the e-marketing. But those elders who do jobs and other professional activities they don't have time to survey the market for the product, so those professional also attracted towards e-marketing. Developed countries highly prefer e-marketing because they highly do massive research before buying anything so that's why the online marketing help to analyze the best product or services for themselves. (Sen & Argha, 2014)

As we all know that technology gives the power to survey about that product or services which they willing to buy before final purchase. Social media marketing highly effect consumer's perception for buying particular products or services. Today's consumers are highly effected by e-marketing mostly rather than TV or Newspaper advertisement. Social media marketing help companies to gather potential customers of their particular products or services. In past years, through survey we found out that today's customers are mostly

watched advertisement on mobile, Whatsapp, Facebook, twitter, YouTube etc. As we all know that online shopping and advertisement are growing too fast in nowadays market, the industries and business are highly focusing now on e-marketing advertisement rather than other advertisement tool. Through research we assume that as e-marketing is more convenient rather than traditional as it has no limits of advertisement, no limit to whom they are advertising because they target global market through the help of internet as well. The author survey different places of the world regarding the impact of e-marketing on consumer because they float research question on internet and different social media, the survey result shows that e-marketing is highly motivating consumers for e-buying and selling. The global economic crisis is highly effecting economies of both home and host countries. So by e-marketing consumer can directly call the companies to buy that companies product and get those products from shipments or other international buying tools. The cost and expenses totally paid by companies or individual who is purchasing that product, so that's the reason government also help and support them. Although nowadays government and private sectors understanding the importance of e-marketing, so they also help consumers how to get product through online marketing. It also help host countries companies by giving them as a middle-man profit. They appreciated that because they earn high profit in this way. Develop business and economic countries like U.S.A, Canada, and other developed countries do high research regarding e-marketing's companies so they can generate maximum profit with lack of risk. In Malaysia consumer and seller both research and appreciate e-marketing tool because it help to get the exact what the market and customers are demanding for. It changes the host countries selling methodology as well. Because both have different taste and preferences for buying that same product as well. The major the e-marketing use in the world the higher the economy of that particular country rises and foreign currency float in that country. (Jin, Abdullah, Nizam, Rahim, & Safizal, 2016)

III. Research Questions

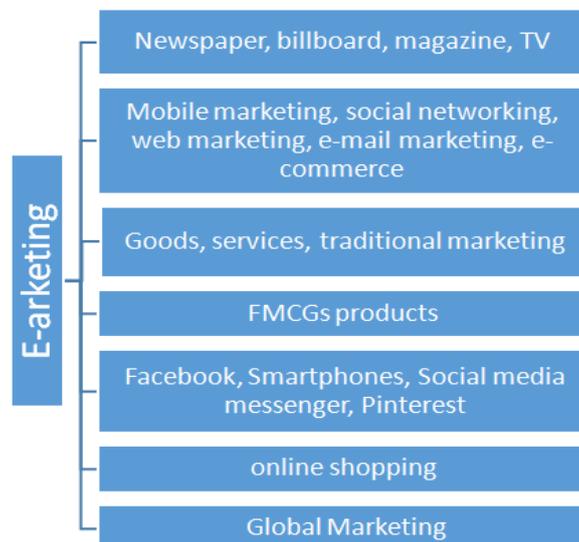
- 1) What are the impacts of Newspaper, billboard, magazine, TV advertisement on E-marketing and consumer behaviour?
- 2) What are the impact of Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has a positive impact on e-marketing and consumer behaviour?
- 3) What are the impact of goods, services, traditional marketing on e-marketing and consumer behaviour?
- 4) What are the impact of FMCGs products one-marketing and consumer buying behaviour?
- 5) What are the significant relation between Facebook, Smartphones, Social media messenger, Pinterest on E-marketing and consumer behavior?
- 6) What are the impact of online shopping on e-marketing and consumer buying behavior?
- 7) What are the impact of Global Marketing advertisement on e-marketing and consumer behavior?

IV. Methodology

Quantitative research is design to disclose a target audience's range of behavior and perception that drive it with specific references. Data collection and survey analyzes done through Google Form questionnaire survey collection. We use SPSS version 20.0 for analyzing survey data result.

4.1 Research Model:

Conceptual Framework:



4.2 hypothesis:

H0: There is no significant impact on Newspaper, billboard, magazine, TV advertisement on E-marketing and consumer behaviour

H1: There is a significant impact on Newspaper, billboard, magazine, TV advertisement on E-marketing and consumer behaviour.

H0: Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has no direct impact on e-marketing and consumer behaviour.

H2: Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has a direct impact on e-marketing and consumer behaviour

H0: There is no direct relation between Goods, services, traditional marketing on e-marketing and consumer behaviour

H3: There is a direct relation between Goods, services, traditional marketing on e-marketing and consumer behaviour

H0: FMCGs products has no direct relation between FMCGs products and e-marketing

H4: FMCGs products has a direct relation between FMCGs products and e-marketing.

H0: There is no significant relation between Facebook, Smartphones, Social media messenger, Pinterest on E-marketing.

H5: There is a significant relation between Facebook, Smartphones, Social media messenger, Pinterest on E-marketing.

H0: There is no direct relation between online shopping and consumer buying behavior

H6: There is a direct relation between online shopping and consumer buying behavior.

H0: Global marketing has no direct impact on e-marketing and consumer behavior.

H7: Global marketing has a direct impact on e-marketing and consumer behavior.

4.3 Data Description:-

This study is based on primary data collection. The data is gathered through the Google form questionnaire for survey to collect online data. The data is collected within the state of Karachi, Pakistan.

V. Data Analysis

The purpose of the paper is to identify the impact of e-marketing on consumer buying behaviour. The analyses of the study is discussed below with their statistical values. Outcomes of all tests against all hypothesis are presented in the table and the discussion about the acceptance and rejection of hypothesis. It is followed by a version of SPSS 20.0 is used to find the outcome of the research. Skewness, Anova, Pearson, correlation, coefficient are used for data result.

Descriptive Statistics							
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Electronic Marketing	202	1	5	1.98	.864	.787	.171
Print Media	202	1	5	1.81	.650	.975	.171
Network Marketing	202	1	5	1.75	.690	.920	.171
Good Seervice	202	1	5	1.88	.875	.964	.171
Fast Moving Consumer Goods	202	1	5	1.88	.867	.788	.171
Social Media	202	1	5	1.78	.849	1.035	.171
Online Shopping	202	1	4	1.87	.885	.875	.171
Global Marketing	202	1	5	1.81	.715	.870	.171
Valid N (listwise)	202						

H0. There is no significant impact on Newspaper, billboard, magazine, TV advertisement on E-marketing and consumer behaviour

H1: There is a significant impact on Newspaper, billboard, magazine, TV advertisement on E-marketing and consumer behaviour.

Correlations			
		Electronic Marketing	Print Media
Electronic Marketing	Pearson Correlation	1	.286**
	Sig. (2-tailed)		.000
	N	202	202
Print Media	Pearson Correlation	.286**	1
	Sig. (2-tailed)	.000	
	N	202	202

** . Correlation is significant at the 0.01 level (2-tailed).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.292	.173		7.452	.000
	Print Media	.380	.090	.286	4.220	.000

a. Dependent Variable: Electronic Marketing

Analysis 1:

Reference to the table, the level of significance is 0.00, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is a relation between print media and e-marketing. It shows that there is a positive relation between print media and e-marketing because the correlation is 0.286

Equation 1:

$Y = mx + c$ $\text{E-marketing} = 0.380 + 1.292$

Ho2: Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has no direct impact on e-marketing and consumer behaviour.

HA2: Mobile marketing, social networking, web marketing, e-mail marketing, e-commerce has a direct impact on e-marketing and consumer behaviour.

Correlations			
		Electronic Marketing	Network Marketing
Electronic Marketing	Pearson Correlation	1	.234**
	Sig. (2-tailed)		.001
	N	202	202
Network Marketing	Pearson Correlation	.234**	1
	Sig. (2-tailed)	.001	
	N	202	202

** . Correlation is significant at the 0.01 level (2-tailed).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.467	.162		9.051	.000
	Network Marketing	.293	.086	.234	3.403	.001

a. Dependent Variable: Electronic Marketing

Analysis 2:

Reference to the table, the level of significance is 0.01, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is a relation between network marketing and e-marketing. It shows that there is a positive relation between network marketing and e-marketing because the correlation is 0.234.

Equation 2:

$Y = mx + c$ $\text{E-marketing} = 0.293 + 1.467$

Hypothesis 3:

Ho3: There is no direct relation between Goods, services, traditional marketing on e-marketing and consumer behaviour

HA3: There is a direct relation between Goods, services, traditional marketing on e-marketing and consumer behaviour

Correlations			
		Electronic Marketing	Good Seervice
Electronic Marketing	Pearson Correlation	1	.280**
	Sig. (2-tailed)		.000
	N	202	202
Good Seervice	Pearson Correlation	.280**	1
	Sig. (2-tailed)	.000	
	N	202	202

** . Correlation is significant at the 0.01 level (2-tailed).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.462	.139		10.545	.000
	Good Seervice	.276	.067	.280		

a. Dependent Variable: Electronic Marketing

Analysis 3:

Reference to the table, the level of significance is 0.00, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is relation between Goods, services, traditional marketing and e-marketing. It shows that there is a positive relation between Goods, services, traditional marketing and e-marketing because the correlation is 0.280.

Equation 3

$Y = mx + c$ $\text{E-marketing} = 0.276 + 1.462$

Hypothesis 4:

H04: FMCGs products has no direct relation between FMCGs products and e-marketing

HA4: FMCGs products has a direct relation between FMCGs products and e-marketing.

Correlations			
		Electronic Marketing	Fast Moving Consumer Goods
Electronic Marketing	Pearson Correlation	1	.409**
	Sig. (2-tailed)		.000
	N	202	202
Fast Moving Consumer Goods	Pearson Correlation	.409**	1
	Sig. (2-tailed)	.000	
	N	202	202

** . Correlation is significant at the 0.01 level (2-tailed).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.214	.133		9.126	.000
	Fast Moving Consumer Goods	.407	.064	.409		

a. Dependent Variable: Electronic Marketing

Analysis 4:

Reference to the table, the level of significance is 0.00, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is a relation between F.M.C.G and e-marketing. It shows that there is a positive relation between F.M.C.G and e-marketing because the correlation is 0.409.

Equation 4

$Y = mx + c$ $\text{E-marketing} = 0.407 + 1.214$

Hypothesis 5:

H05: There is no significant relation between Facebook, Smartphones, Social media messenger, Pinterest on E-marketing.

HA5: There is a significant relation between Facebook, Smartphones, Social media messenger, Pinterest on E-marketing.

Correlations				
			Electronic Marketing	Social Media
Spearman's rho	Electronic Marketing	Correlation Coefficient	1.000	.254**
		Sig. (2-tailed)	.	.000
		N	202	202
	Social Media	Correlation Coefficient	.254**	1.000
		Sig. (2-tailed)	.000	.
		N	202	202

** . Correlation is significant at the 0.01 level (2-tailed).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.501	.136		10.995	.000
	Social Media	.270	.069	.265	3.891	.000

a. Dependent Variable: Electronic Marketing

Analysis 5:

Reference to the table, the level of significance is 0.00, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is a relation between Social media and e-marketing. It shows that there is a positive relation between social media and e-marketing because the correlation is 0.265.

Equation 5

$Y = mx + c$ $\text{E-marketing} = 0.270 + 1.501$

Hypothesis 6:

H06: There is no direct relation between online shopping and consumer buying behavior
 HA6: There is a direct relation between online shopping and consumer buying behavior.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Online Shopping	202	1	4	1.87	.885
Electronic Marketing	202	1	5	1.98	.864
Valid N (listwise)	202				

Correlations				
			Electronic Marketing	Social Media
Spearman's rho	Electronic Marketing	Correlation Coefficient	1.000	.254**
		Sig. (2-tailed)	.	.000
		N	202	202
	Social Media	Correlation Coefficient	.254**	1.000
		Sig. (2-tailed)	.000	.
		N	202	202

** . Correlation is significant at the 0.01 level (2-tailed).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.477	.137		10.784	.000
	Online Shopping	.270	.066	.276	4.068	.000

a. Dependent Variable: Electronic Marketing

Analysis 6:

Reference to the table, the level of significance is 0.00, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is relation between online shopping and e-marketing. It shows that there is a positive relation between online shopping and e-marketing because the correlation is 0.276

Equation 6

$Y = mx + c$ $\text{E-marketing} = 0.270 + 1.477$

Hypothesis 7:

H07: Global marketing has no direct impact on e-marketing and consumer behavior.
 HA7: Global marketing has a direct impact on e-marketing and consumer behavior.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Electronic Marketing	202	1	5	1.98	.864
Global Marketing	202	1	5	1.81	.715
Valid N (listwise)	202				

Correlations						
			Electronic Marketing	Global Marketing		
Spearman's rho	Electronic Marketing	Correlation Coefficient	1.000	.303**		
		Sig. (2-tailed)	.	.000		
		N	202	202		
	Global Marketing	Correlation Coefficient	.303**	1.000		
		Sig. (2-tailed)	.000	.		
		N	202	202		

** Correlation is significant at the 0.01 level (2-tailed).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.201	.155		7.730	.000
	Global Marketing	.430	.080	.356	5.393	.000

a. Dependent Variable: Electronic Marketing

Analysis 7:

Reference to the table, the level of significance is 0.00, which is smaller than 0.05 therefore the null hypothesis is failed to accept. Hence there is a relation between online shopping and e-marketing. It shows that there is a positive relation betweenonline shopping and e-marketing because the correlation is 0.276

Equation 7

$Y = mx + c$ $\text{E-marketing} = 0.430 + 1.201$

VI. Conclusion

With the overall survey and research we come to the point that all independent e-marketing variables such as print media marketing, network marketing, goods & services marketing, fast moving consumer goods marketing, social media marketing, online Shopping marketing and global marketing all are positively relating to e-marketing, that is why all hypothesis has been accepted in this research paper. Survey statistics shows that the growth of e-marketing has rapidly increase since past few years, with the increase of technologies and its multiple usages. We use three type of test Descriptive analysis, Correlation test and coefficients test which has clearly shows that print media, network marketing, goods & services advertisement, fast moving consumer goods, social media, online Shopping plays an important role in the success of e-marketing. Different online business and social webs has highly effecting e-marketing to grow more. Today’s business is totally depending on online buying and selling so the companies for selling online products are relaying on E-marketing, advertising, promotion of their product throughout the world. That is why e-marketing become a key for success for online or global business. With the study we analyzes that people are more interesting to see e-marketing rather than watch advertisement on TV, billboard, magazines, books, pamphlets, newspapers etc. It update customers time to time on different apps by showing them short ads on Facebook, Whatsapp, Google, Twitter, YouTube, e-mails, e-webs LinkedIn and other online marketing tools. And also doing online shopping through online shopping webs like daraaz.pk, Oracle, ebay, amazon, flipkart.com etc.

Survey shows that e-marketing has reach to the point where it become compulsory for companies to adopt it if they want to stay in the business world. With the high usage of internet customers demand and choices fluctuated very quickly and that is why e-marketing has been adopted in today’s advertisement agencies and sectors. With the use of e-marketing companies market their product or services throughout the world. As we know the internet nowadays mostly used for the working purpose of business people or other educational people so the advertisement done on those webs are mostly sophisticated and not loud. E-marketing does both ways as per the demand of the customers. It can be too loud or too sophisticated as per the demand of the customers and businesses. With the use of e-marketing can advertise their product 24/7, because there is no time duration fix for internet marketing, and any customers can go to the internet at any time and any part of the world. If anyone wants to advertise their product online they can use different e-marketing tools like web, e-commerce, internet, content, website, advertising, mail, news, links, http, and other these kind of stuffs for doing online advertisement. The web marketing, electronic marketing, e-mail marketing, e-business relationship

marketing, e-product and e-service marketing, mobile marketing all increase dramatically since past few years, and it has been a major research topic nowadays for doing research in the marketing field. With the acceptance of all my hypothesis during a research survey also shows that people are frequently nowadays adopting e-marketing style for the business and customers buying and selling purpose. With the increase of e-marketing online 24/7 banking facilities adopted and increased usage of Debit card, credit card, ATM card, and other financial and banking cards for shop online with the huge safety and security. E-marketing works like gold for the marketing sector as it is the future of the business. If companies want to stay on the success platform they should adopt e-marketing otherwise their chances of fall down in the business is way too high.

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