

EVALUATING THE IMPACT OF E-MARKETING STRATEGIES ON CUSTOMER VALUE CREATION: AN EMPIRICAL STUDY OF E-COMMERCE FIRMS IN BENGALURU

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Abstract—In the evolving digital economy, e-marketing has emerged as a vital strategy for e-commerce firms seeking to enhance customer engagement and create value. This empirical study investigates the impact of selected e-marketing strategies—namely personalized email marketing, social media marketing, search engine optimization (SEO), online advertising, and mobile marketing—on customer value creation among consumers in Bengaluru, India. A structured questionnaire was administered to 350 respondents who regularly engage with e-commerce platforms. The study adopted a descriptive research design and utilized statistical tools including Chi-square test, Pearson correlation, and multiple regression analysis to analyze the data. The Chi-square test revealed no significant association between gender and preference for email marketing. Correlation analysis showed weak and statistically insignificant relationships between the five e-marketing strategies and customer value creation. Regression analysis further confirmed that none of the selected strategies significantly predicted customer value, with only online advertising showing a relatively higher (yet non-significant) positive influence. These results suggest that the current implementation of digital marketing strategies by e-commerce firms in Bengaluru may not be sufficiently aligned with customer expectations to create perceived value. The study highlights the need for improved personalization, relevance, and customer engagement in digital strategies. Findings provide actionable insights for marketers and e-commerce managers to rethink and redesign their digital outreach efforts. The research also identifies a gap for future investigation into additional factors influencing customer value beyond traditional e-marketing approaches.

Keywords: E-Marketing Strategies, Customer Value Creation, E-Commerce, Digital Marketing, Bengaluru Consumers.

INTRODUCTION

In recent years, the rapid evolution of technology and internet penetration has profoundly transformed the landscape of business, particularly through the emergence and proliferation of e-commerce. E-commerce has significantly altered traditional buying and selling behaviors, allowing businesses to operate virtually and enabling consumers to purchase goods and services conveniently from anywhere and at any time. In this rapidly evolving digital economy, effective marketing strategies play a pivotal role in shaping customer perceptions and behaviors, ultimately influencing customer value creation. Given this significance, companies increasingly leverage various e-marketing strategies to attract and retain customers while achieving sustainable competitive advantages.

The concept of e-marketing, often referred to as digital marketing or online marketing, encompasses the strategic use of internet-enabled channels such as websites, search engines, email, social media platforms, and mobile applications. E-marketing strategies have revolutionized the interaction between businesses and consumers by providing platforms for personalized communication, targeted advertising, and enhanced customer engagement. These digital strategies facilitate real-time feedback, customization of offers, and the provision of superior customer service, thereby significantly enhancing perceived customer value.

Customer value creation has emerged as a critical determinant of business success, particularly in highly competitive markets such as e-commerce. It involves generating value through delivering superior quality, competitive pricing, convenience, timely delivery, personalization, and after-sales service. Effective e-marketing strategies can significantly amplify these value propositions by enhancing convenience, personalization, and overall customer experience. For instance, data-driven strategies such as personalized email campaigns, targeted social media advertising, search engine

optimization (SEO), and mobile marketing have demonstrated remarkable effectiveness in generating higher customer satisfaction, retention, and loyalty.

In India, the city of Bengaluru, popularly known as the Silicon Valley of India, stands out as a major technological and e-commerce hub. The city's robust technological infrastructure, highly skilled workforce, and growing consumer base have fostered rapid growth in the e-commerce sector. Bengaluru hosts numerous prominent e-commerce firms like Flipkart, Myntra, BigBasket, Swiggy, and others, each continuously innovating their digital marketing strategies to capture market share and ensure customer loyalty. Given this context, Bengaluru serves as an ideal location to empirically investigate the effectiveness of e-marketing strategies and their impact on customer value creation.

Despite the widespread recognition of the potential benefits of e-marketing, numerous e-commerce firms struggle to effectively integrate and leverage digital marketing channels for value creation. Challenges such as consumer skepticism towards online promotions, privacy concerns, ineffective targeting, inadequate personalization, and inconsistent service quality often hinder the success of e-marketing strategies. Thus, understanding how different e-marketing strategies contribute specifically to customer value creation becomes paramount for practitioners and academicians alike.

Moreover, existing research predominantly explores the broader aspects of e-commerce or general marketing strategies, leaving a critical research gap regarding the empirical assessment of specific e-marketing strategies and their direct impact on customer value creation within the Indian context, particularly in Bengaluru. Addressing this gap, the present study aims to empirically examine various e-marketing strategies utilized by e-commerce firms operating in Bengaluru and their effectiveness in creating customer value. Specifically, the study evaluates the influence of personalized email marketing, social media marketing, SEO, online advertisements, and mobile marketing strategies on perceived customer value.

LITERATURE REVIEW

A comprehensive review of existing literature reveals extensive research on the role of e-marketing strategies and their impact on customer value creation, particularly within e-commerce contexts. This review encompasses key studies examining various dimensions of e-marketing strategies, customer perceptions, satisfaction, and overall value creation.

E-Marketing and Its Strategic Importance

E-marketing has emerged as an essential strategy for businesses aiming to achieve competitive advantage in today's digital era. According to Strauss and Frost (2016), e-marketing involves applying digital technologies and online channels to attract and retain customers. Their study highlights the pivotal role of digital marketing in enhancing customer relationships through interactive communication, improved customer insights, and efficient service delivery.

In their research, Chaffey and Ellis-Chadwick (2019) argued that the successful implementation of digital marketing significantly influences customer engagement, satisfaction, and loyalty. They identified several effective digital marketing strategies including email marketing, SEO, mobile marketing, and social media marketing that enhance consumer engagement and loyalty.

Similarly, Kingsnorth (2019) emphasized that personalized marketing initiatives significantly elevate perceived value among consumers. His study particularly highlighted personalized email campaigns as highly effective strategies that strengthen consumer relationships, thereby increasing retention and loyalty.

Customer Value Creation in E-Commerce

Customer value creation is a fundamental outcome for businesses implementing successful marketing strategies. Kotler et al. (2017) defined customer value as the perceived benefit customers receive in exchange for their spending, which encompasses aspects such as product quality, convenience, personalization, price competitiveness, and customer service excellence.

Research by Homburg, Jozić, and Kuehn (2017) extensively discussed the dimensions of customer value creation, noting that firms capable of delivering superior value through digital strategies tend to achieve higher customer retention rates and competitive differentiation. According to their findings, e-commerce firms specifically benefit from leveraging digital technology-driven strategies to enhance customer experiences and satisfaction.

Email Marketing and Personalization

Personalization in digital marketing has proven crucial in enhancing customer value. Sahni, Wheeler, and Chintagunta (2018) examined the impact of personalized email marketing on consumer behavior, reporting increased customer

satisfaction and purchase frequency due to tailored marketing messages. Similarly, Malthouse et al. (2019) demonstrated that personalized content through email significantly increased consumer engagement, thus enhancing perceived value and loyalty among consumers.

Social Media Marketing

Social media marketing is extensively recognized as a powerful strategy for customer engagement and value creation. According to Felix, Rauschnabel, and Hinsch (2017), social media platforms significantly enhance interactive communication, allowing firms to directly engage customers, provide timely customer support, and effectively build brand trust.

A study by Tuten and Solomon (2017) underscored the role of social media marketing in fostering consumer relationships, generating trust, and ultimately contributing to perceived customer value. Their findings illustrated that proactive and engaging social media interactions significantly boost consumer satisfaction and loyalty.

Search Engine Optimization (SEO) and Online Visibility

SEO has emerged as a crucial e-marketing strategy enhancing brand visibility, web traffic, and customer value. Fishkin and Høgenhaven (2018) argued that well-implemented SEO practices significantly enhance customer trust, perceived credibility, and overall satisfaction by providing relevant and timely information. Their study also pointed out that improved visibility through SEO contributes positively to customer value.

Similarly, Clarke and Jansen (2017) confirmed that SEO strategies effectively increase organic traffic, improve user experience, and consequently enhance perceived customer value by simplifying the consumer decision-making process.

Mobile Marketing Strategies

Mobile marketing has increasingly become an integral part of e-commerce marketing. According to Kaplan (2018), mobile marketing effectively influences customer satisfaction and perceived convenience by providing consumers with personalized, timely, and location-based information. He emphasized that mobile marketing contributes significantly to perceived customer value by enhancing convenience and consumer experience.

Research by Shankar et al. (2016) also highlighted that mobile marketing strategies, such as targeted SMS promotions, mobile applications, and mobile-optimized websites, directly correlate with higher consumer satisfaction, engagement, and loyalty, thereby creating enhanced value for customers.

Online Advertising

Online advertising strategies, particularly targeted digital advertising, are instrumental in value creation. De Haan, Wiesel, and Pauwels (2016) identified a positive impact of targeted online advertisements on consumer perceptions and satisfaction, demonstrating the importance of precise segmentation and tailored advertising messages in value creation. Their findings suggested that customized digital advertisements significantly improve consumer relevance, satisfaction, and overall perceived value.

A similar perspective was echoed by Kim and Han (2018), who emphasized the effectiveness of targeted online advertisements in positively shaping consumer perceptions of value through personalized messaging, enhancing the consumer's overall shopping experience and engagement.

Challenges and Limitations of E-Marketing

Despite these advantages, several studies have pointed out challenges in implementing effective e-marketing strategies. According to Sheehan and Hoy (2017), consumer privacy concerns significantly hinder the effectiveness of targeted online marketing, creating resistance and skepticism towards personalized online content. Similarly, Bleier and Eisenbeiss (2015) noted that insufficient targeting accuracy and excessive advertising could lead to negative consumer perceptions and decreased perceived value.

Empirical Studies Specific to Bengaluru Context

Few studies have explicitly explored e-marketing strategies in Bengaluru, despite the city's prominence as an e-commerce hub. Menon and Suresh (2020) conducted an empirical investigation in Bengaluru's e-commerce sector, concluding that personalized digital marketing significantly impacts customer loyalty and satisfaction. Likewise, a study by Anand and

Krishnan (2021) highlighted how mobile marketing campaigns in Bengaluru improved customer engagement and perceived convenience, ultimately enhancing overall customer value creation.

RESEARCH GAP

While existing literature extensively covers various aspects of e-marketing strategies, personalization, social media engagement, SEO, mobile marketing, and online advertising, there remains a critical research gap regarding the empirical evaluation of these strategies specifically in the context of Bengaluru's e-commerce firms. This gap underscores the importance and relevance of conducting empirical research on how different e-marketing strategies directly influence customer value creation in this specific regional context.

In summary, this extensive literature review covering critical works by Strauss and Frost (2016), Chaffey and Ellis-Chadwick (2019), Kingsnorth (2019), Kotler et al. (2017), Homburg et al. (2017), Sahni et al. (2018), Malthouse et al. (2019), Felix et al. (2017), Tuten and Solomon (2017), Fishkin and Høgenhaven (2018), Clarke and Jansen (2017), Kaplan (2018), Shankar et al. (2016), De Haan et al. (2016), Kim and Han (2018), Sheehan and Hoy (2017), Bleier and Eisenbeiss (2015), Menon and Suresh (2020), and Anand and Krishnan (2021), highlights the importance and relevance of further empirical examination of e-marketing strategies and their impacts on customer value creation within Bengaluru's evolving e-commerce landscape.

This literature review sets the foundation for a structured empirical study designed to address identified gaps, providing practical insights and contributing to the body of knowledge concerning digital marketing and consumer value creation in e-commerce.

STATEMENT OF THE PROBLEM

In the fiercely competitive e-commerce landscape, particularly in metropolitan cities such as Bengaluru, companies extensively adopt various e-marketing strategies to capture customer attention and loyalty. However, despite significant investments in digital marketing initiatives like personalized email marketing, social media engagement, search engine optimization (SEO), online advertising, and mobile marketing, many e-commerce firms fail to adequately realize the anticipated improvements in customer value creation. Issues such as ineffective personalization, inadequate customer targeting, privacy concerns, inconsistent service delivery, and sub-optimal utilization of digital channels present ongoing challenges. Consequently, understanding how effectively different e-marketing strategies contribute to customer value creation remains a critical area of inquiry for e-commerce firms aiming to maintain sustainable growth and competitive differentiation. Thus, this empirical study attempts to investigate and evaluate the actual impact of various e-marketing strategies on customer value creation among e-commerce firms operating in Bengaluru.

OBJECTIVES OF THE STUDY

The primary objectives of this empirical research study are:

1. To evaluate the effectiveness of personalized email marketing and social media marketing strategies on customer value creation in e-commerce firms in Bengaluru.
2. To assess the impact of search engine optimization (SEO) and targeted online advertising on perceived customer value in Bengaluru's e-commerce environment.
3. To determine the role of mobile marketing strategies in influencing customer value creation among e-commerce consumers in Bengaluru.

SCOPE OF THE STUDY

This study focuses specifically on the city of Bengaluru, a major technological and economic hub with a significant presence of national and multinational e-commerce firms. The research scope encompasses a detailed analysis of selected e-marketing strategies including personalized email marketing, social media marketing, SEO, targeted online advertising, and mobile marketing strategies. The respondents for this study include customers who actively engage with e-commerce firms based in Bengaluru. The results are expected to provide valuable insights specifically for marketing professionals, e-commerce managers, researchers, and academicians interested in digital marketing and customer relationship management within the Bengaluru metropolitan area.

RESEARCH METHODOLOGY

Research Design

The research adopts a **descriptive and quantitative research design** to empirically examine the impact of various e-marketing strategies on customer value creation. The design systematically gathers quantitative data from customers of various e-commerce firms, analyzing their perceptions, experiences, and evaluations of digital marketing strategies.

Sampling Technique

The study utilizes **convenience sampling**, a non-probability sampling technique, suitable given the accessibility and availability of customers actively using e-commerce platforms in Bengaluru.

Sample Size

A total of **350 respondents** are selected to participate, ensuring statistical robustness and representation of diverse customer segments.

Sample Unit

The sample unit for the study comprises **individual consumers who regularly purchase products or services from Bengaluru-based e-commerce firms**.

Sample Area

The geographical area chosen for this study is specifically confined to the city of **Bengaluru, Karnataka, India**, given its prominence as a significant e-commerce and technology-driven consumer market.

Data Collection

Primary data is collected through a **structured questionnaire**, designed explicitly based on the objectives of the study and the statement of the problem. The questionnaire is divided into two parts:

- **Part A** contains demographic questions to collect basic information about the respondents (e.g., age, gender, education, occupation, income, and frequency of online purchase).
- **Part B** contains statements regarding various e-marketing strategies (personalized email, social media marketing, SEO, targeted online advertising, mobile marketing) and perceived customer value dimensions (quality, convenience, personalization, satisfaction, loyalty), measured using a five-point Likert scale (1=Strongly Disagree to 5=Strongly Agree).

The questionnaire is distributed electronically via email, social media platforms, and WhatsApp groups to respondents.

Statistical Tools Used for the Study

The following three statistical tools are used:

- **Chi-Square Test:** Used to determine whether there is a significant relationship between demographic variables (gender, age, income) and preferences towards specific e-marketing strategies.
- **Correlation Analysis:** Pearson's correlation is employed to examine the strength and direction of relationships between various e-marketing strategies and perceived customer value variables such as satisfaction, loyalty, and perceived service quality.
- **Regression Analysis:** Multiple linear regression analysis is used to assess the extent to which independent variables (email marketing, social media marketing, SEO, online advertising, and mobile marketing) predict the dependent variable (overall customer value creation).

LIMITATIONS OF THE STUDY

The following limitations are identified in the research:

- The study is geographically limited to Bengaluru, which may restrict the generalizability of findings to other regions or cities with different consumer demographics and digital infrastructure.

- The convenience sampling technique used may introduce sampling bias, potentially limiting the representativeness of the sample.
- Self-reported data from respondents via questionnaires may reflect personal biases or inaccuracies in customer perceptions, potentially impacting data accuracy.
- The cross-sectional nature of data collection restricts the assessment of changes in customer value perceptions over an extended period, limiting understanding of dynamic consumer behaviors.

DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST RESULTS AND INTERPRETATION

Table 1: Chi-Square Test Results – Gender vs. Preference towards Email Marketing

Statistic	Value
Chi-Square (χ^2)	4.634
Degrees of Freedom	4
p-value	0.326

Interpretation:

The Chi-Square test was conducted to examine the relationship between **Gender** and the **preference towards personalized Email Marketing strategies**. The results indicate a Chi-Square statistic (χ^2) of **4.634**, with a p-value of **0.326**, which is greater than the conventional significance level of **0.05**.

- **Hypothesis Testing:**

- Null Hypothesis (H_0): There is no significant relationship between gender and preference towards personalized email marketing.
- Alternative Hypothesis (H_1): There is a significant relationship between gender and preference towards personalized email marketing.

Since the calculated p-value (**0.326**) is greater than 0.05, we **fail to reject the null hypothesis (H_0)**. This indicates that there is **no statistically significant relationship** between a customer's gender and their preference towards personalized email marketing strategies among e-commerce customers in Bengaluru.

Conclusion:

Gender does not significantly influence customers' preferences regarding personalized email marketing strategies in the context of Bengaluru's e-commerce firms. Thus, marketing professionals should focus equally on both genders while framing personalized email marketing strategies rather than adopting gender-specific marketing tactics.

CORRELATION ANALYSIS RESULTS AND INTERPRETATION

Table 2: Correlation Analysis – E-Marketing Strategies vs. Customer Value Creation

E-Marketing Strategy	Correlation Coefficient (r)	p-value
Email Marketing	-0.030	0.576
Social Media Marketing	-0.056	0.297
Search Engine Optimization (SEO)	-0.025	0.645
Online Advertising	0.049	0.357
Mobile Marketing	0.012	0.821

Interpretation:

The Pearson correlation analysis was performed to examine the relationship between various **e-marketing strategies** and the perceived **customer value creation**. The strength and direction of the relationships are indicated by the correlation coefficients (r), while the statistical significance of these relationships is indicated by their corresponding p -values.

- **Hypothesis Testing:**

- **Null Hypothesis (H_0):** There is no significant correlation between e-marketing strategies and customer value creation.
- **Alternative Hypothesis (H_1):** There is a significant correlation between e-marketing strategies and customer value creation.

From the table:

- **Email Marketing** ($r = -0.030$, $p = 0.576$): Indicates a weak negative correlation, not statistically significant.
- **Social Media Marketing** ($r = -0.056$, $p = 0.297$): Indicates a weak negative correlation, not statistically significant.
- **SEO** ($r = -0.025$, $p = 0.645$): Indicates a weak negative correlation, not statistically significant.
- **Online Advertising** ($r = 0.049$, $p = 0.357$): Indicates a weak positive correlation, not statistically significant.
- **Mobile Marketing** ($r = 0.012$, $p = 0.821$): Indicates a very weak positive correlation, not statistically significant.

Since all p -values exceed the standard significance level of 0.05, we **fail to reject the null hypothesis (H_0)**. Thus, the analysis indicates **no statistically significant correlation** between the examined e-marketing strategies and perceived customer value creation among e-commerce customers in Bengaluru.

Conclusion:

These results suggest that the selected e-marketing strategies, as currently implemented by Bengaluru's e-commerce firms, do not demonstrate a significant direct correlation with enhanced customer value perception. Firms might need to reconsider the execution or intensity of these strategies or explore additional factors influencing customer value.

REGRESSION ANALYSIS RESULTS AND INTERPRETATION

Table 3: Multiple Regression Analysis – Impact of E-Marketing Strategies on Customer Value Creation

Predictor Variable	Coefficient (B)	Std. Error	t-value	p-value
Constant	3.378	0.360	9.384	0.000
Email Marketing	-0.017	0.052	-0.335	0.738
Social Media Marketing	-0.047	0.052	-0.904	0.366
SEO	-0.016	0.054	-0.302	0.763
Online Advertising	0.068	0.051	1.328	0.185
Mobile Marketing	0.013	0.052	0.255	0.799

Model Summary (Additional Insights)

- **R-squared:** 0.013 (1.3% of the variance in customer value is explained by the model)
- **F-statistic:** Not statistically significant at the 5% level
- **Significance level (p-value)** for overall model: > 0.05

Interpretation:

A **multiple linear regression analysis** was conducted to evaluate how various e-marketing strategies (Email Marketing, Social Media Marketing, SEO, Online Advertising, and Mobile Marketing) impact **Customer Value Creation**.

- **Hypothesis for Regression:**

- **H₀ (Null Hypothesis):** E-marketing strategies do not significantly predict customer value creation.
- **H₁ (Alternative Hypothesis):** E-marketing strategies significantly predict customer value creation.

From the regression table:

- The **constant (intercept)** value is **3.378**, meaning that when all independent variables are zero, the base perceived customer value is at this level.
- None of the independent variables show a statistically significant effect on customer value, as all **p-values > 0.05**.
- The only variable with a positive (though insignificant) influence is **Online Advertising** ($B = 0.068$, $p = 0.185$).

Since the **p-values for all predictors exceed 0.05**, we **fail to reject the null hypothesis (H₀)**. This implies that **none of the selected e-marketing strategies are significant predictors** of customer value creation in the sample studied.

Conclusion:

The regression analysis reveals that **e-marketing strategies** such as personalized email marketing, social media engagement, SEO, online advertising, and mobile marketing, **do not significantly predict customer value creation** among the surveyed e-commerce customers in Bengaluru. While **Online Advertising** has a relatively higher (though not statistically significant) positive influence, the overall model explains only a small proportion (1.3%) of the variation in customer value.

This indicates a possible disconnect between how these strategies are implemented and how they are perceived by consumers. E-commerce firms may need to **enhance personalization, increase customer engagement, or combine digital strategies with value-driven initiatives** to create meaningful customer experiences.

FINDINGS

Based on the statistical analyses (Chi-Square Test, Correlation Analysis, and Multiple Regression Analysis), the following key findings have emerged from the study:

1. Demographics and E-Marketing Preferences (Chi-Square Test)

- The Chi-Square test conducted between **gender** and **preference towards email marketing** revealed no statistically significant relationship ($p = 0.326$).
- This indicates that both male and female respondents show **similar attitudes towards email marketing**, and gender does not play a critical role in shaping e-marketing preferences.

2. Correlation Between E-Marketing Strategies and Customer Value

- Pearson correlation analysis demonstrated that **none of the five e-marketing strategies (Email Marketing, Social Media Marketing, SEO, Online Advertising, Mobile Marketing)** showed statistically significant correlation with customer value creation.
- The correlation coefficients were weak for all strategies (ranging between -0.056 and $+0.049$), with **Online Advertising** showing a weak positive correlation, while others indicated either very weak or slightly negative correlations.
- These results suggest that **current implementations of digital strategies may not effectively translate into perceived value** for customers.

3. Regression Analysis: Predictive Influence on Customer Value

- The regression model assessing the predictive power of all five e-marketing strategies on **customer value creation** found that **none of the variables were statistically significant predictors** (all p -values > 0.05).
- **Online Advertising** had the highest positive coefficient ($B = 0.068$), but its p -value (0.185) was still above the accepted significance threshold.

- The model's **R² value of 0.013** implies that only **1.3% of the variance** in customer value could be explained by the selected e-marketing strategies.

4. Effectiveness of E-Marketing Tactics

- While respondents are exposed to various e-marketing strategies, they **do not perceive them as significantly contributing to value creation**, possibly due to **lack of personalization, excessive frequency, or generic messaging**.

SUGGESTIONS

Based on the above findings, the following actionable suggestions are made for e-commerce firms operating in Bengaluru and beyond:

1. Redesign and Repersonalize E-Marketing Content

- Email and mobile marketing messages should be more **customer-centric and personalized** based on purchase history, browsing patterns, and demographic preferences.
- Automation tools and AI-powered customer analytics can be used to **dynamically tailor content** that resonates with individual customer needs.

2. Focus on Relevance over Frequency

- Overexposure to digital marketing, especially emails and mobile ads, can cause **customer fatigue and devalue perception**.
- Companies should **limit the frequency** of digital outreach and ensure that each interaction delivers **meaningful and relevant content**.

3. Invest in Interactive Social Media Engagement

- Social media strategies should not merely be promotional but should foster **two-way engagement**, including real-time responses, customer reviews, polls, user-generated content, and influencer collaborations.
- Engagement metrics (likes, shares, comments) should be used to evaluate effectiveness, rather than just reach.

4. Enhance the SEO and Website Experience

- SEO should be integrated with a **seamless and fast-loading website experience**, offering rich content, intuitive navigation, and real-time support options (like chatbots).
- Search engine results should direct customers to **landing pages that fulfill expectations** and reduce bounce rates.

5. Targeted Online Advertising Based on Buyer Personas

- Although not statistically significant in this study, online advertising showed a relatively **higher positive impact**.
- This suggests potential in enhancing ad targeting by developing **refined buyer personas** and using platforms like Google Ads, Facebook, or Instagram with precision targeting.

6. Measure Perceived Value Continuously

- Customer feedback mechanisms, Net Promoter Scores (NPS), and post-purchase surveys should be deployed regularly to **track evolving expectations** and modify e-marketing efforts accordingly.

CONCLUSION

This empirical study aimed to evaluate the **impact of e-marketing strategies on customer value creation** among e-commerce firms in Bengaluru. The results from the Chi-Square Test, Correlation Analysis, and Regression Analysis collectively indicate that **current digital marketing strategies do not significantly contribute to perceived customer value**.

Despite widespread usage of tools such as personalized emails, social media campaigns, SEO optimization, mobile marketing, and targeted advertising, customers do not necessarily equate these efforts with greater value unless they are **highly relevant, personalized, and effectively executed**.

The low R^2 value in the regression model emphasizes that **other factors beyond e-marketing strategies** may play a more pivotal role in determining customer value — such as product quality, delivery reliability, customer service, brand trust, and post-purchase engagement.

Therefore, while digital marketing remains an essential element of the marketing mix, it must be **strategically aligned with customer expectations** and continuously optimized through customer insights. Marketers must go beyond digital presence and strive to **deliver real, experiential value** that enhances customer satisfaction, loyalty, and advocacy.

This study contributes to the growing body of knowledge in digital marketing literature and offers **practical recommendations for e-commerce managers** seeking to refine their strategies for measurable customer impact. Future research may consider expanding to other cities, using longitudinal data, or exploring moderating variables such as brand trust or customer experience to gain deeper insights.

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