

Consumer Decision-Making Process Towards E-Marketing in Erode District

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Abstract—Emarketing refers to the use of internet and digital technologies to promote products and services to consumers. It consists online advertising, social media marketing, email marketing, and e-commerce activities to reach target customers effectively. The consumer decision-making process is the series of steps consumers follow before purchasing a product or service which includes need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. The rapid growth of e-marketing has significantly influenced consumer buying behaviour and purchasing decisions in Erode District. Consumers increasingly depend on online platforms for product information, price comparison, and purchasing activities. However, factors such as trust, security, digital literacy, and promotional strategies affect their decision-making process. Therefore, this study aimed to examine consumer decision-making behaviour towards e-marketing in Erode district. This study followed a descriptive research design and utilized both primary and secondary data sources. A structured questionnaire was administered to consumers in Erode District to collect primary data regarding their demographic profile and perceptions towards the consumer decision-making process in e-marketing. The research instrument was developed using a 5-point Likert scaling technique to measure consumers' opinions and understandings towards various factors influencing e-marketing decisions. A sample of 162 consumers was selected by applying the random sampling technique. The secondary data were collected from published articles, books, journals, websites, and other online sources relevant to the study. The collected data were entered into MS-Excel software and analyzed using statistical tools such as percentage analysis, mean score, standard deviation, and Chi-square test through SPSS version 26.0 software. This study noticed that high level of decision-making process in e-marketing is obtained by the consumers belong to age group of 25–35 years,

qualified professional degree, Rs.40,001–60,000 as monthly family income, spending Rs.4001–6000 monthly through e-marketing, using Amazon mostly and purchase products once in a fortnight.

Index Terms—E-Marketing, Decision-Making Process, Digital Marketing, Consumer Perception, Purchase Intention, E-Commerce, Customer Satisfaction, Buying Behaviour.

I. INTRODUCTION

E-marketing refers to the process of promoting and selling products or services through digital platforms such as websites, social media, email, mobile applications, and online marketplaces. It has become an essential part of modern business due to the rapid growth of internet usage and technological advancement. E-marketing enables businesses to reach a large number of consumers quickly, conveniently, and cost-effectively. The consumer decision-making process towards e-marketing refers to the sequence of steps consumers follow while purchasing products or services through online platforms. With the rapid growth of internet usage and digital technologies, consumers increasingly rely on e-marketing channels such as websites, social media, email marketing, and mobile applications to gather information and make purchase decisions. E-marketing provides convenience, accessibility, and a wide variety of choices, which significantly influence consumer behaviour. The decision-making process generally begins with problem recognition, where consumers identify a need or desire for a product or service. E-marketing strategies such as online advertisements, influencer promotions, and

personalized recommendations often stimulate consumer needs and attract attention. The second stage is information search, in which consumers explore online reviews, product descriptions, websites, and social media platforms to obtain detailed information. The availability of digital information enables consumers to compare products easily and make informed decisions. The third stage involves evaluation of alternatives, where consumers compare various brands, prices, features, and customer reviews available on e-commerce platforms. Attractive website design, discounts, secure payment methods, and positive online feedback strongly influence this stage. After evaluation, consumers proceed to the purchase decision, selecting the most suitable product or service based on their preferences and budget. The final stage is post-purchase behaviour, where consumers assess their satisfaction after using the product. Positive experiences may lead to repeat purchases and customer loyalty, while negative experiences can result in complaints or switching to competitors.

II. REVIEW OF LITERATURE

In view of Stankevich (2017) aimed to review and explain the consumer decision-making process by analyzing various theories, models, and recent trends in consumer buying behaviour. The findings revealed that the traditional five-stage decision-making model continues to remain relevant in understanding consumer behaviour, while factors such as personalization, generational differences, cultural variations, globalization, and information overload significantly influence purchasing decisions. Hence, there should be more sample in the research because nowadays people demand more and more for personalization and it will help to find out common characteristics and interrelations. In case of Kanchan (2026) attempted a study to review how digital technologies have transformed consumer decision-making from traditional linear models into dynamic, interactive, and technology-driven processes. It is showed that digital platforms, AI-enabled personalization, social media influence, omnichannel experiences, and behavioural cues significantly shape consumer buying behaviour. The study further highlighted that modern consumer decisions are influenced not only by cognitive thinking but also by

social, technological, and behavioural factors. The researchers Shukla and Adme (2023) examined that the consumer decision-making process for online shopping and identify the factors influencing consumers' online purchasing behaviour. The study mentioned that perceived benefits such as convenience, personalization, website functionality, product variety, reliability, and financial advantages positively influence online shopping decisions, while perceived risks relating to financial security and privacy affect consumer confidence. The study also indicated that demographic factors like age, gender, education, and occupation significantly influence online shopping behaviour.

According to Thakkar (2024) investigated that the impact of e-marketing on consumer buying behavior and to analyze how digital marketing strategies influence consumer attitudes, preferences, and purchasing decisions. The findings revealed that e-marketing strategies such as personalized recommendations, targeted advertising, interactive experiences, and social media engagement significantly influence consumer behaviour by increasing customer engagement, brand loyalty, and purchase intention. The study also emphasized that ethical concerns such as data privacy and algorithmic bias should be properly addressed to maintain consumer trust and ensure effective digital marketing practices. The study of Sofiya and Nimala (2026) sought that the consumer perception towards personal care products marketed through e-marketing platforms in Erode District and to analyze consumers' awareness, attitudes, expectations, and perceived product quality. The analysis displayed that consumers are highly familiar with online purchasing of personal care products, with social media playing a major role in creating awareness. In addition, consumers gave greater importance to product presentation, customer reviews, packaging safety, and brand reputation rather than price alone. Also, trust, safety, clear information, and service efficiency significantly influence customer satisfaction and online purchasing decisions for personal care products. The author Jain (2025) presented a study to understand the online purchase decision process in e-commerce by examining factors influencing consumer behavior, customer satisfaction, sales promotion strategies, and challenges faced by e-

commerce platforms. It is noticed that convenience, trust, technology adoption, demographic characteristics, and promotional activities significantly influence online purchasing behaviour. The study further emphasized that sustainable growth in e-commerce depends on improving user experience, ensuring secure transactions, enhancing website performance, maintaining data privacy, and providing effective customer service to strengthen consumer confidence and satisfaction.

III. STATEMENT OF THE PROBLEM

The rapid growth of internet usage, smartphones, and digital platforms has significantly transformed the traditional marketing system into e-marketing. Consumers increasingly depend on online platforms such as websites, social media, and e-commerce applications for gathering information, comparing products, and making purchase decisions. In Erode District, the use of e-marketing has grown considerably due to technological advancement, changing lifestyles, and increased digital awareness among consumers. However, consumers still face several issues such as lack of trust, concerns regarding product quality, online payment security, misleading advertisements, delayed delivery, and inadequate after-sales services. Moreover, consumer decision-making in e-marketing is influenced by demographic, psychological, social, and economic factors, which differ from person to person. Therefore, the study focuses on analyzing the consumer decision-making process towards e-marketing in Erode District.

IV. OBJECTIVES OF THE STUDY

- To study the demographic profile of the selected consumers in Erode district.
- To examine the consumer decision-making process towards e-marketing in the study area.

V. HYPOTHESES OF THE STUDY

- There is no significant relationship between spending amount monthly and consumer decision-making process towards e-marketing.
- There is no significant relationship between type

of e-marketing portals using and consumer decision-making process towards e-marketing.

- There is no significant relationship between frequency of purchase a product and consumer decision-making process towards e-marketing.

VI. RESEARCH METHODOLOGY

This study adopted a descriptive research design and employed quantitative methods to examine the consumer decision-making process towards e-marketing in Erode District. Both primary and secondary data sources were utilized for the purpose of the study. The primary data were collected through a structured questionnaire designed to gather information regarding consumers' demographic profile and their opinion towards various factors influencing e-marketing decision-making. The questionnaire incorporated a 5-point Likert scale to convert consumers' opinions into measurable data. A sample of 162 consumers from Erode district was selected using a random sampling technique. The collected responses were entered into Microsoft Excel and analyzed using statistical tools such as percentage analysis, mean score, standard deviation, Chi-square analysis and multiple regression analysis through SPSS version 26.0.

VII. RESULTS AND DISCUSSION

7.1 Demographic Profile of the Respondents

The following table shows the demographic profile and consumer decision-making process towards e-marketing in Erode district.

Table 1 : Demographic Profile and Consumer Decision-Making Process towards E-Marketing

S.No.	Factors	No. of Respondents	%	Mean Score
	Age			
1.	Less than 25 years	34	21.0	3.75
2.	25 – 35 years	63	38.9	4.01
3.	36 – 45 years	46	28.4	3.89

S.No.	Factors	No. of Respondents	%	Mean Score
4.	Above 45 years	19	11.7	3.72
	Total	162	100.0	
	Educational Qualification			
1	No formal education	10	6.2	3.71
2	School level	26	16.0	3.75
3	Graduate	49	30.2	3.91
4	Post Graduate	35	21.7	3.95
5.	Professional	42	25.9	4.00
	Total	162	100.0	
	Monthly Family Income			
1	Upto Rs.20,000	26	16.0	3.85
2	Rs.20,001 – 40,000	61	37.7	3.91
3	Rs.40,001 – 60,000	32	19.8	4.09
4	Above Rs.60,000	43	26.5	3.76
	Total	162	100.0	
	Spending Amount Monthly			
1	Less than Rs.2000	39	24.1	3.89
2	Rs.2000 to 4000	64	39.5	3.81
3	Rs.4001 to 6000	42	25.9	4.07
4	Above Rs.6000	17	10.5	3.93
	Total	162	100.0	
	Type of E-Marketing Portals Using			
1	Amazon	33	20.3	4.13
2	Flipkart	40	24.7	4.01
3	Snap deal	29	17.9	3.69
4	e-Bay	38	23.5	3.86

S.No.	Factors	No. of Respondents	%	Mean Score
5	Shopclues	22	13.6	3.79
	Total	162	100.0	
	Frequency of purchase a product			
1	Once in a week	32	19.8	4.02
2	Once in fortnight	67	41.3	3.63
3	Once in a month	38	23.5	3.89
4	Occasionally	25	15.4	3.87
	Total	162	100.0	

- From the above table, it is observed that 21.0% of the respondents are less than 25 years, 38.9% belong to the age group of 25–35 years, 28.4% belong to 36–45 years and 11.7% are above 45 years.
- It is mentioned that 6.2% of the respondents have no formal education, 16.0% studied school level, 30.2% are graduates, 21.7% are post graduates and 25.9% are professionals.
- The analysis inferred that 16.0% of the respondents earn upto Rs.20,000, 37.7% earn Rs.20,001–40,000, 19.8% earn Rs.40,001–60,000 and 26.5% earn above Rs.60,000.
- It is revealed that 24.1% of the respondents spend less than Rs.2000 monthly via e-marketing, 39.5% spend Rs.2000 to 4000, 25.9% spend Rs.4001 to 6000 and 10.5% spend above Rs.6000 monthly through e-marketing portals.
- From the analysis, it is noticed that 20.3% of the respondents use Amazon regarding e-marketing, 24.7% use Flipkart, 17.9% use Snapdeal, 23.5% use eBay and 13.6% use ShopClues.
- It is depicted that 19.8% of the respondents purchase products once in a week through e-marketing portals, 41.3% purchase once in a fortnight, 23.5% purchase once in a month and 15.4% purchase occasionally.

7.2 Consumer Decision-Making Process towards E-Marketing

The following table presents various factors related to the consumer decision-making process towards e-marketing. The factors include preference for e-marketing portals, convenience of 24/7 shopping, availability of attractive offers and lower prices, use of customer feedback for risk reduction, preference for branded products, trust in e-marketing platforms, product satisfaction and similarity with expectations, and satisfaction with online services. Each factor reflects different aspects influencing consumer behaviour and online purchasing decisions, and is evaluated based on the mean score and standard deviation derived from consumer responses.

Table 2: Consumer Decision-Making Process towards E-Marketing

S.No	Statements	Mean Score	SD
1	I like the idea of using E-marketing portals to shop a product	3.56	1.14
2	I can buy products anytime in a day while shopping	3.91	1.20
3	It's always easy to find good offers and even sometimes cheaper price on selected items	3.95	1.21
4	Before buying a product, I read the feedback from previous users that helps to minimize the risk	3.80	1.20
5	I prefer to purchase quality branded products through E-marketing	4.21	1.10
6	I feel the E-marketing portals are trustworthy	3.93	1.13
7	The product I purchased looks exactly alike	3.85	1.33
8	I am satisfied with the services given by the online portal	3.90	1.27

The Cronbach’s Alpha value for the statements related to the consumer decision-making process towards e-marketing is 0.916, indicating a high level of reliability. The responses were collected using a 5-point Likert scale, confirming that the data is

consistent and suitable for further analysis. It is observed from the above table that the preference for purchasing quality branded products through e-marketing has the highest mean score of 4.21, indicating a strong consumer inclination towards branded products in online shopping. This is followed by the ease of finding good offers and comparatively lower prices with a mean score of 3.95, reflecting the attractiveness of price benefits in e-marketing platforms. On the other hand, liking the idea of using e-marketing portals to shop a product records the lowest mean score of 3.56, indicating comparatively lower initial preference among consumers.

Testing of Hypothesis (Chi-Square Test)

7.3 Relationship between Demographic Profile and Consumer Decision-Making Process towards E-Marketing (Chi-Square Test)

With a view to find the degree of association between demographic profile and consumer decision-making process towards e-marketing, a cross-tabulation has been framed. In order to find the relationship between selected independent variables and consumer decision-making process towards e-marketing, hypotheses are developed and analyzed by applying Chi-square test.

Spending Amount Monthly and Consumer Decision-Making Process towards E-Marketing

H₀: There is no significant relationship between spending amount monthly and consumer decision-making process towards e-marketing.

Table 3: Spending Amount Monthly and Consumer Decision-Making Process towards E-Marketing

S. No	Spending Amount Monthly	Consumer Decision-Making Process towards E-Marketing			Total	Chi-Square Value
		Low	Medium	High		
1	Less than Rs.2000	18 (46.2%)	10 (25.6%)	11 (28.2%)	39 (100.0%)	25.022 (0.000*)

2	Rs.2000 to 4000	14 (21.9%)	16 (25.0%)	34 (53.1%)	64 (100.0%)
3	Rs.4001 to 6000	10 (23.8%)	21 (50.0%)	11 (26.2%)	42 (100.0%)
4	Above Rs.6000	0 (0.0%)	6 (35.3%)	11 (64.7%)	17 (100.0%)
Total		42	53	67	162

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is justified from the above table that the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Hence, there is a close significant relationship between spending amount monthly and consumer decision-making process towards e-marketing.

Type of E-Marketing Portals Using and Consumer Decision-Making Process towards E-Marketing

H₀: There is no significant relationship between type of e-marketing portals using and consumer decision-making process towards e-marketing.

Table 4: Type of E-Marketing Portals Using and Consumer Decision-Making Process towards E-Marketing

S. No	Type of E-Marketing Portals Using	Consumer Decision-Making Process towards E-Marketing			Total	Chi-Square Value
		Low	Medium	High		
1	Amazon	12 (36.4%)	9 (27.3%)	12 (36.4%)	33 (100.0%)	106.691 (0.000*)
2	Flipkart	25 (62.5%)	12 (30.0%)	3 (7.5%)	40 (100.0%)	
3	Snapdeal	3 (10.3%)	23 (79.3%)	3 (10.3%)	29 (100.0%)	
4	e-Bay	1 (2.6%)	3 (7.9%)	34 (89.5%)	38 (100.0%)	

5	Shopee	1 (4.5%)	6 (27.3%)	15 (68.2%)	22 (100.0%)
Total		42	53	67	162

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is illustrated from the above table that the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Therefore, there is a close significant relationship between type of e-marketing portals using and consumer decision-making process towards e-marketing.

Frequency of Purchase a Product and Consumer Decision-Making Process towards E-Marketing

H₀: There is no significant relationship between frequency of purchase a product and consumer decision-making process towards e-marketing.

Table 5: Frequency of Purchase a Product and Consumer Decision-Making Process towards E-Marketing

S. No	Frequency of Purchase a Product	Consumer Decision-Making Process towards E-Marketing			Total	Chi-Square Value
		Low	Medium	High		
1	Once in a week	3 (9.4%)	21 (65.6%)	8 (25.0%)	32 (100.0%)	40.202 (0.000*)
2	Once in fortnight	14 (20.9%)	17 (25.4%)	36 (53.7%)	67 (100.0%)	
3	Once in a month	15 (39.5%)	3 (7.9%)	20 (52.6%)	38 (100.0%)	
4	Occasionally	10 (40.0%)	12 (48.0%)	3 (12.0%)	25 (100.0%)	
Total		42	53	67	162	

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is revealed from the above table that the ‘p’ value is lesser than 0.05 and the null hypothesis is rejected. Hence, there is a close significant relationship between frequency of purchase a product and decision-making process towards e-marketing.

Relationship of Consumer Decision-Making Process towards E-Marketing

The relationship of consumer decision-making process towards e-marketing with selected independent variables is discussed in the following table.

H₀: There is significant relationship with consumer decision-making process towards e-marketing among selected variables.

Table 6: Relationship of Consumer decision-making process towards e-marketing (Multiple Regression Analysis)

No .	Variables	Coefficient	SE	‘t’ value	‘p’ value
	(Constant)	3.876			
1	Age	0.028	0.044	0.636	0.526 ^N _s
2	Education Qualification	-0.001	0.031	-0.043	0.966 ^N _s
3	Monthly Family Income	0.123	0.038	3.258	0.001*
4	Spending Amount Monthly	0.098	0.043	2.274	0.024* *
5	Frequency of Purchase a Product	0.082	0.021	3.905	0.000*
	R Value	0.784			
	R ² Value	0.615			
	F Value	72.855*			

Note: * - Significant at 1% level

From the above table, the multiple regression model is statistically fit, as indicated by the R² value of 0.615, which reveals that the selected independent variables collectively explain 61.5% of the variation

in consumer decision-making process towards e-marketing among the respondents. The F value is statistically significant at the 1 percent level, confirming the overall adequacy and reliability of the model. It is found that monthly family income, spending amount monthly and frequency of purchase a product show statistically significant positive coefficient with consumer decision-making process towards e-marketing. The regression results further emphasize that the consumer decision-making process towards e-marketing is predicted to increase by 12.3% for monthly family income, 9.8% for spending amount monthly and 8.2% for frequency of purchase a product.

VIII. FINDINGS

- It is indicated from the analysis that most of the consumers belong to the age group of 25–35 years. Further, consumers in the age group of 25–35 years reported the high level of decision-making process in e-marketing.
- It is justified that most of the consumers are graduates. Additionally, professional consumers reported the high level of decision-making process in e-marketing.
- It is found that most of the consumers earn a monthly family income of Rs.20,001–40,000. Also, consumers earning Rs.40,001–60,000 recorded the highest level of decision-making process in e-marketing.
- It is measured that most of the consumers spend Rs.2000–4000 monthly through e-marketing portals. Further, consumers spending Rs.4001–6000 recorded the high level of decision-making process in e-marketing.
- It is surmised that most of the consumers are using Flipkart in e-marketing. In addition, consumers using Amazon recorded the high level of decision-making process in e-marketing.
- It is found that most of the consumers purchase products once in a fortnight. Further, consumers purchasing once in a week recorded the high level of decision-making process in e-marketing.
- It is indicated from the mean score test that the ‘prefer to purchase quality branded products through E-marketing’ has the highest mean score of 4.21 followed by the ‘always easy to find

good offers and even sometimes cheaper price on selected items' with a mean score of 3.95 among the selected statements of consumer decision-making process towards e-marketing.

- The Chi-square analysis mentioned that there is a close significant relationship between spending amount monthly and consumer decision-making process towards e-marketing.
- It could be observed from the Chi-square test that there is a close significant relationship between type of e-marketing portals using and consumer decision-making process towards e-marketing.
- It is illuminated from the Chi-square test that there is a close significant relationship between frequency of purchase a product and decision-making process towards e-marketing.
- It is noticed from the multiple regression analysis that monthly family income, spending amount monthly and frequency of purchase a product show statistically significant positive coefficient with consumer decision-making process towards e-marketing. Further, the consumer decision-making process towards e-marketing is predicted to increase by 12.3% for monthly family income, 9.8% for spending amount monthly and 8.2% for frequency of purchase a product.

IX. SUGGESTIONS

- It is indicated that consumers in the age group of 25–35 years recorded the high level of decision-making process in e-marketing. Hence, e-marketing companies should design more innovative and personalized marketing strategies to attract consumers belonging to other age groups and improve their decision-making involvement.
- It is justified that professional consumers recorded the high level of decision-making process in e-marketing. Hence, marketers should create awareness programmes and simplified digital purchasing guidance for non-professional consumers to enhance their participation in e-marketing activities.
- It is found that consumers earning Rs.40,001–

60,000 recorded the highest level of decision-making process in e-marketing. Hence, e-marketing firms should introduce affordable offers, discounts, and flexible payment facilities to encourage consumers belonging to other income groups to improve their online purchasing decisions.

- It is measured that consumers spending Rs.4001–6000 recorded the high level of decision-making process in e-marketing. Hence, marketers should provide attractive promotional schemes and value-added services to motivate consumers with lower and higher spending patterns to actively engage in e-marketing decision-making.
- It is surmised that consumers using Amazon recorded the high level of decision-making process in e-marketing. Hence, other e-marketing platforms should improve their service quality, product variety, delivery efficiency, and customer support to enhance consumers' decision-making process.
- It is found that consumers purchasing once in a week recorded the high level of decision-making process in e-marketing. Hence, e-marketing companies should introduce loyalty programmes, regular promotional campaigns, and personalized recommendations to encourage consumers with lower purchasing frequency to increase their engagement in online shopping.

X. CONCLUSION

This study aimed to analyze the consumer decision-making process towards e-marketing in Erode district. It performs a significant role in influencing consumers' online buying behaviour and purchasing preferences in the e-marketing. This study proved that there is a close significant relationship between consumer decision-making process towards e-marketing and spending amount monthly, type of e-marketing portals using and frequency of purchase a product through via e-marketing. Therefore, this study revealed that e-marketing companies should adopt customer-oriented marketing strategies and personalized services to enhance consumers' e-marketing decisions and satisfaction.

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