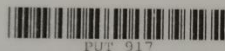


IMPACT OF E-MAIL MARKETING, MOBILE MARKETING, RETARGETING
AND ONLINE CONSUMER BUYING BEHAVIOR AMONG SELECTED
MARKETING STUDENTS IN UM PANABO COLLEGE

A Thesis
Presented to the Faculty of
UM Panabo College
Panabo City

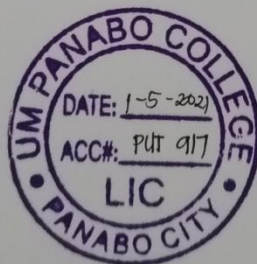
In Partial Fulfilment
of the Requirements for the Course
Marketing Research
(Mktg. 222)

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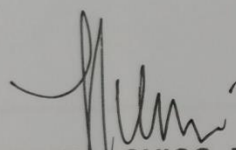
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September 2020

ACCEPTANCE SHEET

This thesis entitled "IMPACT OF E-MAIL MARKETING, MOBILE MARKETING, RETARGETING AND ONLINE CONSUMER BUYING BEHAVIOR AMONG SELECTED MARKETING STUDENTS IN UM PANABO COLLEGE" prepared and submitted by Joy Ann G. Baldado, Keanu D. Chuan and Leila Ysabelle O. Jimenez in compliance with the requirements in the Research subject under the Department of Accounting and Business Management Education, UM Panabo College, Panabo City is hereby accepted.



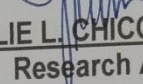
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This thesis entitled "IMPACT OF EMAIL MARKETING, MOBILE MARKETING, RETARGETING AND ONLINE CONSUMER BUYING BEHAVIOR AMONG SELECTED MARKETING STUDENTS OF UM PANABO COLLEGE" prepared and submitted by Joy Ann G. Baldado, Keanu D. Chuan, and Leila Ysabelle O. Jimenez in partial fulfilment of the requirements for the course Marketing 222, has been examined and accepted, and is hereby endorsed.

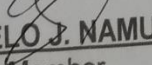


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PANEL OF EXAMINERS

Accepted and Approved after examination during the final defense as per requirements of Mktg 222.

Favourably endorsed for approval to Dr. Liezel V. Chan, Dean of College of (UMPC) UM Panabo College, Panabo City.



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ABSTRACT

The study aimed to determine the relationship between e-mail marketing, mobile marketing, retargeting and online consumer buying behavior among selected marketing students of UM Panabo College. The independent variables of the study were e-mail marketing, mobile marketing and retargeting. On the other hand, the dependent variable of this study was online consumer buying behavior. The researchers used the descriptive correlation method and random sampling in determining the number of respondents and the statistical tools using the study were Mean and Pearson-r. The result of the computation using r-value for e-mail marketing is 0.626, for mobile marketing is 0.72 and for retargeting is 0.802 associated with the significant value of 0.000 of P-value which is less than the alpha of 0.05. Moreover, there is a significant relationship between e-mail marketing, mobile marketing, retargeting and online consumer buying behaviour among selected marketing students of UM Panabo College. It implies that e-mail marketing, mobile marketing and retargeting has an impact in online consumer buying behavior. In other words, e-mail marketing, mobile marketing and retargeting could affect the online consumer buying behavior among selected marketing students of UM Panabo College.

Keywords: E-mail marketing, Mobile Marketing, Retargeting, Online Consumer Buying Behavior

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To **the Almighty Father** for showering his blessings, wisdom and strength to the researchers to finish this study. And to their ever loving parents for lending their full trust and support in financial, emotional and spiritual aspects;

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Above all, to the selected Marketing Students of UM Panabo College who have been the respondents of this research for allowing the researchers to conduct this study.

-The Researchers

Dedication

"Challenge your schedule of procrastination and then see who's winning? You or the laziness in you". There were a lot of times when I let the laziness won over me and I totally regret that I let it happen. And one day, I just woke up that I should not lose again to procrastination and I thank God for that. This thesis is dedicated to Him for doing all things possible. To Arnold and Seth who were there literally in during the process, I love you both! To the professors who helped and guide us throughout this study, I owe you a lot. I also dedicate this to my thesis buddies, I am so proud of you because you didn't took the wrong turn and stayed with me until we've done doing this piece of hard work. And I would like to dedicate this thesis to myself who has been through a lot but still managed to get back up. Cheers to success! God bless!

Leila Ysabelle Jimenez

I dedicate this study to the people who gave me full support and specially to our Almighty God who is always there for me no matter what happened and guided me as well. I would like to thank my parents who gave me financial support and to my loving friends who encouraged me to do this work. I will never forget this research for the rest of my life.

Keanu Chuan

First and Foremost I Thank God for letting me live in this wonderful world I would like to dedicate this accomplishment to my dear husband who is there to support me from the beginning of term moral and financial also to parents who give me their unconditional love who have been source of my inspiration and gives me strength and to my loving group mates who never leaves me in times that I need them and lastly to our Professor who shared their words of advice and encouragement to finish this research, thank you so much.

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Chapter 1

THE PROBLEM AND ITS SETTING

Background of the study

Globally, there has been a dramatic change in the way consumers have altered their way of shopping. Most people use the Internet to purchase goods online, but there are still reasons for which consumers are reluctant. Consumers continue to procure from a brick and mortar store, feel very convenient to shop online since it frees the consumer from personally visiting the store. However, some consumers are unhappy to shop online. Lack of trust and negative word of mouth communication seems to be the key factor that hinders consumer from shopping online. This factor may affect the consumer's decision that affects their online consumer buying behavior.

In Bangladesh, online shopping has been evolving fast and has the potential to grow exponentially in time to come, as Internet penetration reaches far and wide across the rural areas. However, it is also true that Bangladeshi people are traditionally conservative in their approach to shopping due to modernization and fast-paced life, dependence on online shopping will increase. Thus, the people in Bangladesh are disliking, and unmet their satisfaction level in online consumer buying behavior (Rahman, Islam, Esha, Sultana, Chakravorty & Molnar, 2018).

With the continuous development of e-commerce, online shopping has become a rising trend today in the Philippines. Filipinos are starting to spend lesser time shopping in a traditional way. Though internet provides a quick

and easy way to purchase a product, Filipinos prefer to use this technology only in a limited way. Filipinos fear about delay on delivery, lack of touch and feel of the product and frauds of digital marketing are some factors that resulted in negative influence about online consumer buying behavior (Maala, Novenario, & Muya, 2018).

In Panabo City, digital marketing is accessible but has a lot of processes. Online shopping is more convenient and comfortable. But as per interview, Ms. Myles said that her decision changes over time resulting to negative feedback about online consumer buying behavior.

The researchers are motivated to study the impact of e-mail marketing, mobile marketing, retargeting, and online consumer buying behavior. Thus, the researcher conducted this study to determine the relationship between e-mail marketing, mobile marketing, retargeting, and online consumer buying behavior among selected students in one of the tertiary schools in Panabo City.

Statement of the Problem

This study aims to determine the relationship between e-mail marketing, mobile marketing, retargeting, and online consumer buying behavior among marketing students. Specifically, it sought answers to the following questions:

1. What is the level of e-mail marketing, mobile marketing, and retargeting among marketing students?
2. What is the level of online consumer buying behavior among marketing students?

3. Is there any significant relationship between e-mail marketing, mobile marketing, retargeting, and online consumer buying behavior among marketing students?

Hypothesis

The null hypothesis of the study was tested at 0.05 level of significance. There is no significant relationship between e-mail marketing, mobile marketing, retargeting, and online consumer buying behavior among selected marketing students.

Theoretical and Conceptual Framework

It is anchored on the theory of Khan and Mahapatra (2009) stated that nowadays living in global village technology plays a dynamic role in enlightening the e-mail marketing, mobile marketing, and retargeting through online consumer buying behavior. All top level business rely on digital marketing that has a positive influence of online consumer buying behavior.

This study is further supported by the theory of Iftikhar and Khan (2009) that with the help of email marketing, mobile marketing and retargeting, online consumer buying behavior can be resulted positively. All three variables had a positive effect on consumer buying behavior which means that by the effective use of these measures, marketers can enhance purchases made by consumers.

Significance of the Study

The findings of the study would provide an understanding and valuable information to the following:

Business Owners. The survey can provide information to business owners on consumer buying patterns specifically for on-line buyers. It will help owners decide on the improvement of their marketing strategies..

Marketing Professionals. This study can help marketing professionals who are the marketing managers, advertising managers and the academe who are teaching marketing in understanding how e-mail marketing, mobile marketing, retargeting and online consumer buying behavior.

Future Researchers. This study will help the future researchers by providing them accurate data about the impact of e-mail marketing, mobile marketing, retargeting and online consumer buying behavior and how other businesses gain their consumer through the use of digital marketing.

Definition of Terms

In this research, the following terms are used to understand the context.

E-mail Marketing. Is a new mindset and an innovative and practical participation in the marketing of products, services, information, and even ideas through the Internet and other electronic means of communication. (El-Gohary, 2010).

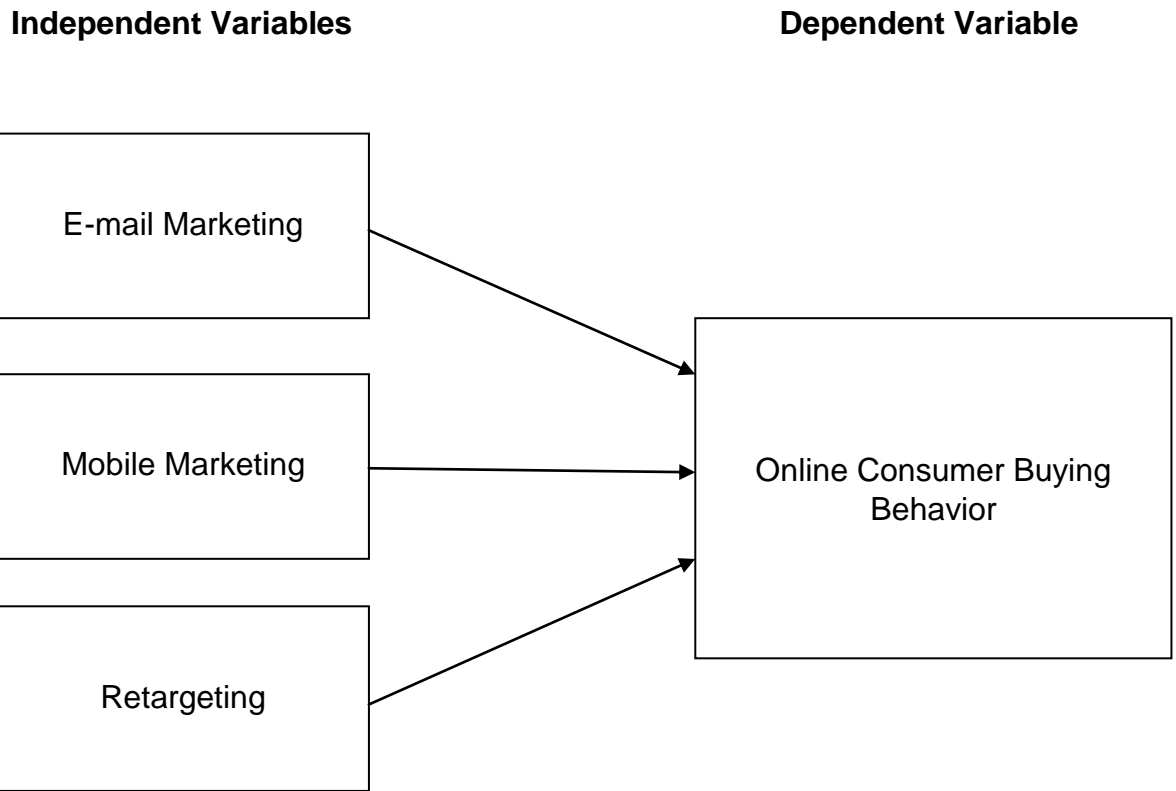


Figure 1 The Conceptual Paradigm Showing the Variable of the Study.

Mobile Marketing. Any form of marketing communication that creates potential opportunities and benefits for consumers, including mobile location services and mobile content delivery services (Andrews, Drennan, Russell-Benett, 2012).

Retargeting. It analyze customer buying history and future purchase objectives using data from the company's customer information databases (Marinova, Murphy & Massey, 2002).

Online Consumer Buying Behavior. The level of purchasing products and services via the internet. The process consists of five steps (problem recognition, information search, alternative evaluation, purchase and post-purchase) similar to those associated with traditional shopping behavior (Liang and Lai, 2000).

Chapter 2

REVIEW OF RELATED LITERATURE

Online consumer behavior is an essential aspect to business and marketers to examine the buying behavior, especially with the growing trend of digitalization and the Internet. The following are the variables that are important to the study and its related literature.

E-mail Marketing

In the study of Chittenden & Rettie (2003), the exponential boom in e-mail marketing is no longer unnoticeable in scholarly literature. E-mail marketing had the very best rate of growth of the other sort of marketing communication.

Also, as described by Sheth & Sharma (2005), e-mail marketing is similar to agricultural marketing, but there is a further reduction of cost. E-mail marketing requires the use of information technology for traditional marketing activities. The purpose of internet marketing is to accelerate the effectiveness of marketing, and its efficacy has not evolved in the context of conventional marketing. As a result, e-mail marketing and all its tricks have brought more value to consumers than what traditional marketing could achieve.

Moreover, as expressed by Duquenoy (2006), that widespread use of e-mail marketing as a means of delivering advertising messages has the advantage of lower setup and delivery costs, targeted distribution of promotions such as sales and coupons, and affordability in small and medium sized enterprises.

On the other hand, McCloskey (2006) stated that e-mail marketing is an essential means of marketing communication, especially for companies that want to build and maintain customer loyalty. It will help the organization ensure its future success. Therefore, e-mail marketing is an effective way of reaching audiences.

Consequently, as added by Moustakas, Ranganathan, & Duquenoy (2006), e-mail marketing offers an inexpensive tool for creating stronger consumer relationships than traditional marketing approaches such as direct mail and cataloging and telemarketing have been able to do. E-mail marketing can build long-term relationships with customer.

However, Pavlov, Melville, & Plice (2007), explained that the e-mail marketing campaign offers double the investment in other primary forms of online marketing, such as web banners and online directory advertising. With the cheapest method, the most cost-effective and highly efficient, e-mail marketing is considered as a unique way to deliver promotional messages and create value for business users.

Also as noted by Jenkins (2009), e-mail marketing uses messaging tools to send recipients electronic commercial or other business correspondence with a view to build, buy, or leverage relationships. E-mail marketing can be an essential element for the marketing strategy, and it is increasingly becoming one of the most marketing methods.

Moreover, as expressed by El-Gohary (2010), worldwide, e-mail marketing is a new mindset and an innovative and practical participation in the

marketing of products, services, information, and even ideas through the Internet and other electronic means of communication.

Furthermore, as stated by Van Boskirk, Spivey & Takvorian (2011), e-mail marketing continues to grow, although growth has slowed significantly. However, it is a clutch, but the fact is there is an e-mail to stay here. There are even some ambitious predictions that advertisers will invest just as much on interactive marketing as they do on television by the end of 2016.

Lastly, Mirzaei, Jaryani, Aghaei, Salehi and Saeidinia (2012) concluded that e-mail marketing is about connecting, building, and delivering customer values. E-mail marketing not only focuses on sales and product discussions, but there are many secret elements behind the idea of e-mail marketing. It is considered one of the oldest techniques used to date. It also helps people to run a flawless program that attracts and keeps customers. It also helps increase profits for the same customers and enable regular purchases.

Mobile Marketing

In a study by Shaw, Subramaniam, Tan & Welge (2001), they discussed that mobile marketing is an increasingly important area of interest. While there is still little evidence of mobile marketing effectiveness, marketers around the world are spending more and more money on mobile media marketing activities. This is mainly because companies are looking for ways to maximize their marketing investment in a rapidly changing marketing communications environment.

However, as Dushinski (2009) points out, it is appropriate for mobile marketing companies to communicate with each of their customers at the right

time, in the right place, and with the right direct message through their mobile devices.

Besides, as expressed by Smutkupt, Krairit and Esichaikul (2010), mobile marketing helps companies to make product delivery more efficient. Customers can also track the progress of their product delivery through mobile devices. In addition, mobile marketing allow advertisers to understand consumer needs better.

Furthermore, as pointed out by Becker and Arnold (2010), based on the concept of mobile marketing, which is presented by the Mobile Marketing Association states that mobile marketing is a series of processes that enable interactive and relevant communication via mobile devices with target group of companies. Fashion awareness of mobile devices is growing day by day, so mobile marketing should be one of its priorities.

Besides, as supported by Tanakinjal, Deans and Gray (2011) mobile marketing is a new medium of marketing developed during the development of e-commerce. When target audience can be reached through mobile marketing, it is essential to try to find prospects to make it work. Excellent marketing skills through mobile marketing make the company feel smart and the customer feel smart.

Consequently, as Hazlett (2011) explained, one person owns mobile marketing that communicates with a specific person, and the message sent to them can be instantly accessible. Mobile marketing represents the convenience of marketing professionals and provides effective communication between the company and the consumers. Marketing professionals need to

understand how mobile marketing connects with people and helps them retain valuable customers.

In the study of Andrews, Drennan, Russell-Benett, (2012), they clarified that mobile marketing is any form of marketing communication that creates potential opportunities and benefits for consumers, including mobile location services and mobile content delivery services. Mobile marketing creates customer satisfaction by answering their queries, questions and complaints. In this way, it can be of great help for the company to get in touch with people.

On the other hand, as noted by Persaud and Azhar (2012), mobile marketing capabilities allow businesses to easily engage in knowledge exchange with current and future customers to enhance their existing products. Mobile marketing gives consumers the satisfaction of choosing which mobile devices to buy. It can be a pleasure for customers if the company makes them feel that they are kings and queens.

Meanwhile, Chinomona and Sandada (2013) report that marketing experts agree that on-going mobile marketing activities have had a significant impact on the development of marketing strategies and potential customers purchases over the past decade. Marketing experts say that mobile marketing is the fastest and most reliable technology in the digital age.

Lastly, as concluded by Joshi (2013), new information technology has developed a new strategy – mobile devices can implement mobile marketing. He explained that mobile marketing is a significant innovation, and its impact on the company is unlikely to stop soon. He called mobile marketing a “strategic development” to highlight their significance and critical role in the

industry. Mobile marketing often has the emotional consequences of being close to its owner.

Retargeting

In the theory of Marinova, Murphy & Massey (2002), retargeting is the most successful marketing tool that can be accessed on many online advertising platforms. For retargeting purposes, it has been argued that one of the most common ways to create targeted advertising lists is to analyze customer buying history and future purchase objectives using data from the company's customer information databases. Therefore, consumers are more current and active in accessing advertising, products and services on mobile phones.

As added by Hu (2004), he was the first to use of retargeting to help marketers solve the marketer problem, as described in a famous quote "Half the money you waste on advertising spending, the problem I just don't let it be half-known." by Lord Lever. Retargeting can target customers who have already expressed an interest in a product, with advertising content that is highly relevant to them. Retargeting influences the customer on the product and services. It maintains a good relationship with the company and its customers.

Also, as expressed by Helft and Vega (2010) that retargeting can be a remarketing or even a recombination; this is a strategy that presents ads in a highly customized way and is considered auspicious. Banners are often retargeting ads, and usually feature product photos based on customer interest.

Additionally, Goldfarb (2013), describes it as a method of behavioral targeting, which involves displaying ads to users looking for (or displaying) a specific type of content. Users viewing shoes on the online retailer's website may be targeted at the same or similar footwear. Retargeting has its drawbacks, so it's not so good.

As expressed by Meyer (2011), the disadvantage of retargeting is that advertisers have to give up power over specific advertising parameters that have been programmed with advance algorithms to achieve a high degree of flexibility in advertising. It is easy to address customers with mobile marketing anywhere, anytime.

As added by Mozcom (2011), retargeting is better for outbound and inbound marketing, and it is only a marketing technique or tactic. Visitors who have already visited the website are intended to create their purchase purpose. Besides, it was shared that retargeting required updated and innovative advertising to create positive consumer behavior.

Also, as Lambrecht & Tucker (2013) highlighted, retargeting is essential to the advertising industry as a whole, but limited research on retargeting is limited. The overall effectiveness of retargeting advertising has already been studied but no study has been done on the most successful calls for referring a consumer to a website. The intention to purchase can be reached by using retargeting via mobile advertising.

Moreover, as expressed by Lambrecht and Tucker (2013), the last stage of the technological process of retargeting has been the innovative production of advertising using technical methods similar to the study of

personal navigation data to make recommendations to consumers inside a web store. This data can be used in retargeting by retargeting ads that show the same items that customers have already seen on the website.

However, as explained by Lambrecht and Tucker (2013), it allows interactive advertising content to be more targeted and customized. To be more effective than general retargeting advertising, retargeting has been found to contain accurate details about the customers' actions and the level of purchase intention. This is an excellent source for turning visitors into the customers.

Lastly, as concluded by Merchenta (2014), he noted that retargeting platforms and devices such as Adroll and Merchenta, support literature that show that retargeting increases click-through rates, conversion levels, brand value and customer loyalty because of these increased performance indicators, so advertiser must be willing to do more to pay advertising price.

Online Consumer Buying Behavior

In a study by Mullen (2001), he stated that online consumer buying behavior is described in the book "Psychology of Online Consumer Buying Behavior", a decision-maker or action in the online place of services and goods. Using psychology, sociology, and analytics, advertisers can understand why consumers influence online behavior and make purchasing decisions. Online consumer buying behavior focuses on both the payer and the consumer.

Furthermore, as demonstrated by Peter & Olsen (2005), the book "Online Consumer Buying Behavior" refers to consumer buying behavior as online activity and the decision to accept, judge, dispose, or use services and goods. Consumer online buying behavior is often goal-oriented and intentional. Each user has the freedom to choose the purchase they make. Online buying behavior is the process by which the consumer begins with the impulse of his environment and ends with the purchase transaction.

Nevertheless, as Solomen (2006), demonstrated, online consumer buying behavior is shaped by consumers' feelings, thoughts, actions, and experiences. Online consumer buying behavior also has additional environmental factors, such as advertising, costs, and commends. The buying behavior of online consumers is a dynamic phenomenon for market research and is a sophisticated understanding.

Moreover, as Shankar & Mahesh (2006) stated, recently, marketing has begun to shift the attention of individual consumers to the online market. Online consumer buying behavior often relies on the effort, time, and money of the customers. Therefore the user interacts with the online marketplace and ultimately buys online.

Also, Hawkins, Mothersbaugh and Best (2007) expressed in the book of "online consumer buying behavior, developing marketing strategy," the online consumer buying behavior is also the study of mechanisms and customers used to pick, dispose of and consume services and products. Both marketing decisions are combined with the awareness and expectations of online consumer buying behavior.

On the other hand, Weidmann, Hennigs, & Siebels (2007) explained that research studies were carried out by educators and scholars on identifying and investigating those factors affecting the online consumer's buying behavior of consumers. As a result, various types of factors were found. Different authors have categorized these factors in different kinds and categories in different ways. For example, they categorize by children's clothing, lifestyle, accessories and more.

Consequently, Williams & Plouffe (2007) expressed that the changes led to the latest online consumer buying behavior survey, analyzing where, how, and why problems existed. As with any other sector, a regular view of online consumer buying behavior's awareness development status is essential for future growth.

Also, in the study of Hoyer and MacInnis (2008), online consumer buying behavior reflects consumers' entire decisions about the purchase, supply, and disposal of goods, services, activities, individuals, ideas and experiences from decision-making units. Online consumer buying behavior involves more than what they buy, when they buy, how often they buy, and how a person buys goods. Understanding how a business responds to different product features, ads, and costs is essential to ensure a robust competitive advantage.

Additionally, Hawkins (2008) supported that online consumer buying behavior is an analysis of the selection of resources, devices, ideas, or experiences by organizations to satisfy organizations, individuals, or groups.

This view of online consumer buying behavior is more focused on the buyer, seller, and supplier.

Meanwhile, Lake (2009) stated within his paper "Online consumer buying behavior for dummies", he explained that online consumer buying behavior defines the analysis of people and the online activities that are performed to satisfy defined needs. This satisfaction occurs when the processes used in the acquisition, security, and use of services or products meet or exceed customer expectations with the advantages achieved by these processes. When a person determines that there is requirement, the psychological process initiates the online customer's decision-making process. In this way you begin to predict how to achieve your satisfaction.

Besides, MacInnis & Folkes (2010), noted that online consumer buying behavior is fascinating to social scientists. It has always exploded in the last 50 years. The online consumer buying behavior is complicated and broad, and essential changes in society, economy, and technology affect consumer behavior.

As Hoyer et al. (2012) explained, factors of influencing online consumer buying behaviour occur from customer experiences with others at different levels and in different circumstances. The goal of community members viewed as a leading opinion, as a rule, proves an effective strategy to sell goods and services on the Internet due to the ability of opinion leaders to consider the actions of other members of society as clients.

Lastly, Kotler & Keller (2012), concluded that it is notable that online consumer buying behavior is seen as part of marketing and its primary goal is

to understand people, groups or organizations how to select, purchase and dispose of the products and factors such as their past experience, taste, and quality of the consumers who place their purchase online.

The previous published related literature readings sufficiently support the variables in this study. Additionally, reviews are related to the discussion are herein presented to give absolute definition and understanding of this proposal. Thus, it helped the researchers to illustrate and figure out if there is a significant relationship between e-mail marketing, mobile marketing, retargeting and online consumer buying behavior among selected marketing students in UM Panabo College.

Chapter 3

METHOD

This chapter contains the discussion of research design, research subject, research instrument, data gathering procedures, and statistical treatment of data.

Research Design

The researchers will be using descriptive-correlation (Creswell, 2009) method in investigating the research problem of this study. This study will be using descriptive-correlation research allows the researcher to investigate naturally occurring variables that may be unethical or impractical to test experimentally and it also allows the researcher to clearly and easily see if there is a relationship between variables.

Hence, this study is descriptive because new ideas and theories are discovered and presented and at the same time correlation in the sense that it explores the relationship between e-mail marketing, mobile marketing, retargeting and online consumer buying behavior.

Research Subject

The respondents of this study were the selected 150 students over the total population of 245 marketing students of UM Panabo College. The researchers chose and believed that the respondents were able to respond appropriately in order to determine the level of e-mail marketing, mobile marketing, retargeting and online consumer buying behavior. This study used random sampling in determining the number of respondents.

Research Instrument

This study used adapted questionnaires from *The Impact of Email Marketing, Mobile Marketing and Retargeting on Online Consumer Buying Behavior* (Fahim Iftikhar and Imran Khan, 2017) in gathering and collecting data. This study will be used convenience sampling. The questionnaires were undergo modifications and were be checked by the validators composed of the adviser and the member of the panel so that the items will be fit on the objective of the study.

To determine the impact of e-mail marketing, mobile marketing, retargeting and online consumer buying behavior among marketing students in UM Panabo College, the following rating scales are used:

Scale	Descriptive equivalent	Interpretation
4.21 – 5.0	Very High	This means that e-mail marketing, mobile marketing, and retargeting has a significant impact.
3.41 – 4.20	High	This means that e-mail marketing mobile marketing and retargeting has an impact.
2.61 – 3.40	Moderate	This means that e-mail marketing, mobile marketing and retargeting has a neutral impact.
1.81 – 2.60	Low	This means that e-mail marketing, mobile marketing and

		retargeting has no impact.
1.00 – 1.80	Very Low	This means that e-mail marketing mobile marketing and retargeting has no significant impact.

To determine the level of online consumer buying behavior among selected marketing students in UM Panabo College, the following rating scales will be used:

4.21 – 5.0	Very High	This means that the online consumer buying behavior has been dramatically influence.
3.41 – 4.20	High	This means that the online consumer buying behavior has been an influence.
2.61 – 3.40	Moderate	This means that the online consumer buying behavior has been relatively influential.
1.81 – 2.60	Low	This means that the online consumer buying behavior has not been an influence.
1.00 – 1.80	Very Low	This means that the online consumer buying behavior has not significantly been an influence.

Data Gathering Procedure. The process in conducting the study involved the following steps:

Seeking Permission to Conduct a Study. Letter of permission to conduct survey will be sent to the Directors Office of the tertiary school.

Validation of the Instrument. Questionnaires and formulation of secondary data was constructed by the researchers and validated by the experts. Revisions will make and the questionnaires and secondary sheet was polished and ready for administration.

Administration of the Instrument. Upon approval, the researchers personally administered the questionnaire. The distribution was done during free time. Personal interviews were conducted for clarity of the answers from the respondents.

Retrieval of the Questionnaire. After the researcher's administration of the questionnaire, the data was immediately collected, tallied and statistically interpreted.

Statistical Treatment of Data. The following statistical tools were used in the study:

Weighted Mean. This was used to determine the level of the impact of e-mail marketing, mobile marketing, retargeting, and online consumer buying behavior.

Pearson-r. This was used to determine the significant relationship between e-mail marketing, mobile marketing, retargeting and online consumer buying behavior.

Chapter 4

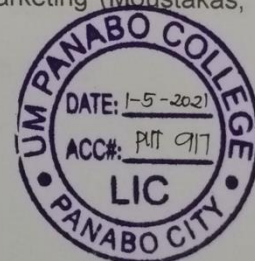
PRESENTATION AND ANALYSIS OF FINDINGS

This chapter is composed of the presentation and analysis of data relevant to the queries in the statement of the problem. Each problem resolved according to the degree of responses by the respondents. They are presented both in tabular and textual forms with the corresponding logical and profound description of the result.

Level of E-mail Marketing, Mobile Marketing and Retargeting among selected marketing students

Shown in Table 1 is the level of e-mail marketing, mobile marketing and retargeting among selected marketing students of UM Panabo College. Computation reveals that among the selected marketing students of UM Panabo College under this study, e-mail marketing got an overall mean of 4.30. In contrast, mobile marketing gained an overall mean of 4.28 and retargeting got an overall mean of 4.23. That gave a grand mean of 4.27 described as very high for the independent variable. This means that e-mail marketing, mobile marketing and retargeting have a great impact.

Also, e-mail marketing is an essential medium of marketing communication, especially for companies seeking to develop and maintain closer relationships with customers McCloskey (2006). This study further indicates that e-mail offers a cost effective medium to build better relationships with customers than has been possible with traditional marketing methods such as direct mailings, cataloging, and telemarketing (Moustakas, Ranganathan & Duquenoy, 2006).



On the other hand, mobile marketing has had a significant impact on the retail environment as most initial applications involved in reminders and promotions when a shopper is close to a physical store or is in a shopping mode while in motion (Shankaret, 2010).

Lastly, retargeting needs an updated and innovative advertisement to create the positive behavior of the consumer. Therefore, e-mail marketing, mobile marketing and retargeting have been a trend nowadays for consumers.

As reflected in Table 1 , in **e-mail marketing**, item 1 *e-mail marketing contributes in brand names* got the highest mean of 4.48 which is described as very high. It implies that the e-mail marketing significantly helps in creating awareness about the product, which is one important and vital way in promoting brand names. While item 2 you tend to purchase online via E-Mail marketing got the lowest mean of 4.11 described as high. It means that consumers does not often use e-mail marketing as means of purchasing goods and services.

The remaining items are no. 3, which has a mean of 4.33 described as very high in *E-mail marketing contributes to enhance product awareness*. It means that e-mail marketing has very high impact. On the other hand, item 4 got the mean of 4.33 described as very high in *E-mail marketing has played an essential role in changing your attitude toward product and services* and item 5, with a mean of 4.34 described as very high in *E-mail marketing plays an active role in building a relationship between the consumers and the organization*. It means that e-mail marketing has very high impact.

Table 1

Level of E-mail Marketing, Mobile Marketing and Retargeting among selected marketing students of UM Panabo College

	Mean	Descriptive Equivalent
Email Marketing:		
1. E-mail marketing contributes in brand names	4.48	Very High
2. You tend to purchase online via E-mail Marketing.	4.11	High
3. E-mail marketing contributes to enhance product awareness.	4.33	Very High
4. E-mail marketing has played an important role in changing your attitude toward product and services.	4.38	Very High
5. E-mail marketing plays an active role in building a relationship between the consumer and the organization.	4.34	Very High
6. You trust on that information which is sent to you via the e-mail marketing.	4.21	Very High
7. You think that information you receive via the E-mail marketing is exciting and attractive.	4.25	Very High
Mean	4.30	Very High
Mobile Marketing:		
1. Mobile marketing provides opportunities for choosing appropriate products.	4.35	Very High
2. You receive SMS regarding products at appropriate times.	4.23	Very High
3. SMS marketing is characterized as providing easy accessibility to consumers.	4.32	Very High
4. You get accurate information you seek about products via SMS marketing.	4.24	Very High
5. You tend to buy products through mobile apps.	4.23	Very High
6. You show a great deal of interest in messages disclosing discounts and special offers.	4.31	Very High
Mean	4.28	Very High
Retargeting		
1. You feel special when online website targets you on other social platforms.	4.26	Very High
2. Given a discount ad in an online platform, you tend to visit website		

that website for purchase intention.	4.17	High
3. Seeing the website ad again and again makes you irritated.	4.31	Very High
4. It is a pleasure when websites send Messages with your name in different platforms.	4.27	Very High
5. You end up buying the product after viewing the ads again and again.	4.11	High
6. Overall receiving new offers and promotions about the website which you visit often you stay connected to the website.	4.23	Very High
Mean	4.22	Very High

Legend:

Scaling	Descriptive Equivalent
4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low

Lastly, item 6 and 7 got a mean of 4.21 and 4.25 respectively described as very high in *You trust on that information which is sent to you via the E-mail marketing* and *You think that information you receive via the E-mail marketing is exciting and attractive* respectively.

In **mobile marketing**, item 1 got the highest mean of 4.35 described as very high in *Mobile marketing provides opportunities for choosing appropriate products*. It means that mobile marketing has very high impact on consumers in selecting products online. While item 2 and 5 got the lowest mean of 4.23 which described as very high in *you receive SMS regarding products at appropriate times* and *You tend to buy products through mobile apps*.

The remaining item no. 3 with the mean of 4.32 described as very high in *SMS marketing is characterized as providing easy accessibility to consumers*. It means that mobile marketing has very high impact. On the other hand, item 4 got the mean of 4.24 described as very high in *You get accurate information you seek about products via SMS marketing* and item 6 got the mean of 4.31 described as very high in *You show a great deal of interest in messages disclosing discounts and special offers*. This two items mean that mobile marketing has very high impact.

In **retargeting**, item 3 got the highest mean of 4.32 described as very high in *Seeing the website ads again and again makes you irritated*. This implies that retargeting has a very high impact on consumers although it irritates some of them. While item 5 got the lowest mean of 4.12 described as high in *You end up buying the product after viewing the ads again and again*.

This implies that retargeting has high impact on consumers that some of them ends up buying the product they always saw on the ads.

The remaining item no. 1 with the mean of 4.26 described as very high in *You feel special when online website targets you on other social platforms*. It implies that retargeting has very high impact on consumers. On the other hand, item 2 got the mean of 4.17 described as high in *Given a discount ad in an online platform, you tend to visit that website for purchase intention*. It implies that retargeting has high impact on consumers. Lastly, item 4 and 6 got the mean of 4.27 and 4.23, respectively described as very high in *It is a pleasure when websites send messages with your name in different platforms and Overall, receiving new offers and promotions about the website which you visit often you stay connected to the website*. It implies that retargeting has very high impact on consumers.

Level of Online Consumer Buying Behavior among selected Marketing students

Table 2 shows the descriptive data on the level of online consumer buying behavior among selected marketing students with an overall mean of 4.36 described as very high. This means that online consumer buying behavior among selected students has been greatly influenced. As stated by Verhagen & Dolen (2011), online consumer purchasing behavior triggers an easy and convenient way to access the products via an online marketplace. They further defined that online consumer behavior identification is essential for marketing practitioners.

As reflected in table 2, item 3 got the highest mean of 4.44 described as very high in Innovation in product is vital while buying a product. It means that online consumer buying behavior has been greatly influenced. It implies that innovativeness is important to consumers as it represents how flexible a product can be. While item 2 got the lowest mean of 4.26 described as very high in Selection of goods on internet is very broad. It means that online consumer buying behavior has been greatly influenced. It implies that there are many selections of products that a consumer can choose from the internet.

While the remaining item 1 and 4 got the mean of 4.42 and 4.38 respectively described as very high in *Shopping on internet saves time, and I intend to continue shopping online after positive online buying experiences*. It means that online consumer buying behavior has been greatly influenced. It implies that consumers shops online to save time than going to physical stores. On the other hand, item 5 got the mean of 4.32 described as very high in *Online shopping offers greater discounts and rewards*. It means that online consumer buying behavior has been greatly influenced. Lastly, item 6 got the mean of 4.35 described as very high in *I look for convenience when conducting an online shopping*. It means that online consumer buying behavior has been greatly influenced. It implies that consumers feel convenient in shopping online.

Table 2

Level of Online Consumer Buying Behavior among selected Marketing students

Online Consumer Buying Behavior	Mean	Descriptive Equivalent
1 .Shopping on internet saves time.	4.42	Very High
2. Selection of goods on internet is very broad.	4.26	Very High
3. Innovation in product is important while buying a product.	4.44	Very High
4. Intend to continue shopping online after positive online buying experience.	4.38	Very High
5. Online shopping offers greater discounts and rewards.	4.32	Very High
6. Look for convenience when conducting an online shopping.	4.35	Very High
Over-all Mean	4.36	Very High

Legend:

Scaling	Descriptive Equivalent
4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low

Significant Relationship between email marketing, mobile marketing, retargeting and online consumer buying behavior among selected marketing students

Table 3 presents a substantial relationship between email marketing, mobile marketing, retargeting and online consumer buying behavior among selected marketing students.

As to the data revealed among selected students, the result of the computation of Pearson-r of email marketing and online consumer buying behavior is 0.626 with P-value of 0.000. At the same time, the result of the computation of Pearson-r of mobile marketing and online consumer buying behavior is 0.72 with P-value of 0.000. Lastly the result of the computation of Pearson-r of retargeting and online consumer buying behavior is 0.802 with P-value of 0.000. Since P-value is less than 0.05, the null hypothesis is rejected. It can be stated therefore that there is a significant relationship between email marketing, mobile marketing, retargeting and online consumer buying behavior among selected marketing students. This implies that e-mail marketing, mobile marketing and retargeting has a greater impact on online consumer buying behavior.

The overall result of this study is supported by Rehmani and Khan (2011), who stated that digital media is expanding by breaking every barrier in the marketing industry. The flow of information through the digital marketing that includes mobile marketing, social media marketing, and e-mail marketing is increasing day by day and people are relying on the information that is being shared to them with the digital marketing medium. Digital marketing has made it easier for the marketers to target their consumers easily for making any purchase.

Table 3

Significant Relationship between Repurchase Intention and Customer Satisfaction in Online Shopping among selected marketing students

Correlation Coefficient

	Online Consumer Buying Behavior
E-mail Marketing	0.626 **
Mobile Marketing	0.72 **
Retargeting	0.802 **

p-value (0.000) < 0.05

Moreover, this study is further supported by the theory of Iftikhar and Khan (2009) that with the help of email marketing, mobile marketing and retargeting, online consumer buying behavior can be resulted positively. All three variables had a positive effect on consumer buying behavior which means that by the effective use of these measures, marketers can enhance purchases made by consumers.

Chapter 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter presents the findings, conclusions, and recommendations of the study.

Summary of Findings

1. The variables e-mail marketing, mobile marketing, and retargeting got an overall mean of 4.30, 4.28 and 4.23 respectively which all of the variables interpreted that has a significant impact.

2. The overall mean rating obtained by online consumer buying behavior is 4.36 means dramatically influenced.

3. The computed r-value of email marketing is 0.626, the computed r-value of mobile marketing is 0.72, and computed r-value of retargeting is 0.802 and with the same P-value of 0.000. Thus, the null hypothesis is rejected.

Conclusions

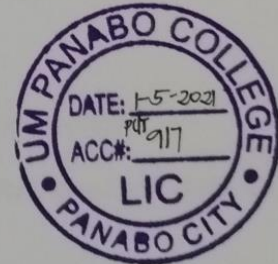
Based on the finding of the study the following conclusions were drawn:

1. The level of e-mail marketing, mobile marketing, and retargeting is very high.
2. The level of online consumer buying behavior is very high.
3. There is a significant relationship between e-mail marketing, mobile marketing, retargeting and online consumer buying behavior among selected marketing students.

Recommendations

Based on the finding and conclusion of the study, a recommendation was drawn.

1. Business owners using e-mail marketing may provide promotional activities such as coupons, sales discounts, and freebies to their target customers. Companies should minimize sending their ads to their potential customer. They should create mobile applications for offline shopping.
2. Business owners may classify their products according to their categories, such as Health and Lifestyle, Women's Accessories and Clothing, Babies' Stuff and the like.
3. The researchers proposed that future researchers may conduct a similar study to other digital marketing using other variables and indicators to identify if there are relationships between e-mail marketing, mobile marketing, retargeting, and online consumer buying behavior.



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APPENDIX A

Letter of Permission to Conduct the Study

January 11, 2020

DR. CELSO L. TAGADIAD
School Director
UM Panabo City

*Approved
Tagadiad*

Dear Sir:

The undersigned are currently working on our thesis entitled "**Impact of Email Marketing, Mobile Marketing, Retargeting and Online Consumer Buying Behavior among Marketing Students in UM Panabo College**" for our Marketing Management Research subject.

In line with this, we would like to ask permission from your office to allow us to conduct a survey in your school, the students coming from BSBA major in Marketing Management.

We hope that this request be given favorable action and preferential attention. Thank you very much.

Respectfully yours,

Joy
Joy – Ann G. Baldado

Keanu
Keanu D. Chuan

Lela
Lela YeeBelle O. Jimenez
Researchers

Noted by

Amelie
DR. AMELIE CHICO
Adviser

APPENDIX B-1
Letter for Validation

December 03, 2019

PROF. ANGELO J. NAMUAG
Program Head
UM Panabo College


Dear Ma'am;

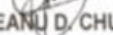
You are one of the chosen evaluators of our questionnaire on our research study entitled "**Impact of Email Marketing, Mobile Marketing, Retargeting and Online Consumer Buying Behavior among Selected Marketing Students in UM Panabo College**".

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write your comments, suggestions and recommendations that will improve the above mention questionnaire.

Thank you very much for your assistance and valuable contribution in this request.

Respectfully yours,


JOY ANN G. BALDADO


KEANU D. CHUAN


LEILA YSABELLE O. JIMENEZ
Researchers

Noted by


DR. AMELIE L. CHICO
Adviser

APPENDIX B-2
Letter for Validation

December 03, 2019

PROF. APRIL ROSE L. SAM 
Faculty-DABME
UM Panabo College


Dear Ma'am,

You are one of the chosen evaluators of our questionnaire on our research study entitled **"Impact of Email Marketing, Mobile Marketing, Retargeting and Online Consumer Buying Behavior among Selected Marketing Students in UM Panabo College"**.

In view of this, it would be appreciated very much if you can share your expertise by rating this content. It would be a great help also for the understanding if you could write your comments, suggestions and recommendations that will improve the above mention questionnaire.

Thank you very much for your assistance and valuable contribution in this request.

Respectfully yours,


JOY ANN G. BALDADO




KEANID CHUAN


LEILA YSABELLE O. JIMENEZ
Researchers

Noted by:



DR. AMELIE L. CHICO
Adviser

APPENDIX C-1
Validation Sheet

 UM The University of Manitoba	RESEARCH AND PUBLICATION CENTER <input type="checkbox"/> Main <input checked="" type="checkbox"/> Branch <u>Winnipeg</u> QUESTIONNAIRE VALIDATION SHEET																																																
<p style="text-align: center;">IMPORT OF REPLY, ANSWERS, RECORD ANSWERS, ERREAS AND DATE CORRECT</p> Title of Research: <u>BRIBRIBI MIAI GIBRIBI MIAI GIBRIBI MIAI GIBRIBI MIAI GIBRIBI MIAI</u> Proponents: <u>BRIBIBI, TIB-TIB, CRIBI MIAI, JIBIBI, LUBI YIBIBI</u>																																																	
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APPENDIX C-2

Validation Sheet

 The University of Missouri	RESEARCH AND PUBLICATION CENTER [] Main [] Branch _____ QUESTIONNAIRE VALIDATION SHEET																																																
TITLE OF YOUR RESEARCH, RESEARCH QUESTION, AND IDENTIFYING AND COURSE COURSE Title of Research: <u>WILL EXERCISE MEDICAL STUDENT PRACTICE SKILLS IN AN ONLINE COURSE</u>																																																	
Proponents: <u>BRAND, JEFF, CHAN, KENNEDY AND TALA JORDAN</u>																																																	
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_____ Signature Above Printed Name																																																	

APPENDIX D
Survey Questionnaire

Impact of E-mail Marketing, Mobile Marketing, Retargeting and Online
Consumer Buying Behavior among Selected Marketing Students in UMPC
(Fahim Iftikhar and Imran Khan) (2017)

Part 1. Profile of the Respondents

Name: _____ Date: _____

Age: _____ Gender: _____

Instruction: Rate the following scale by assigning a numerical rating according to the following key and be as honest as you can in responding since that will provide you with the most useful information. Tick the appropriate answer.

5- Strongly Agree 4- Agree 3- Neutral 2- Disagree 1-Strongly Disagree

Part 2. E-mail Marketing

Questions	5	4	3	2	1
1. E-Mail marketing contributes in brand names					
2. You tend to purchase online via E-Mail marketing					
3. Email marketing contributes to enhance product awareness					
4. E-mail marketing has played an important role in changing your attitude toward product and services.					
5. E-mail marketing plays an active role in building a relationship between the consumers and the organization.					
6. You trust on that information which is sent to you via the E-mail marketing					
7. You think that information you receive via the E-mail marketing is exciting and attractive.					

Part 3. Mobile Marketing

Questions	5	4	3	2	1
1. Mobile marketing provides opportunities for choosing appropriate products					

2. You receive SMS regarding products at appropriate times					
3. SMS marketing is characterized as providing easy accessibility to consumers					
4. You get accurate information you seek about products via SMS marketing					
5. You tend to buy products through mobile apps.					
6. You show a great deal of interest in messages disclosing discounts and special offers					
7. Price offers via Mobile marketing are clear and affordable					

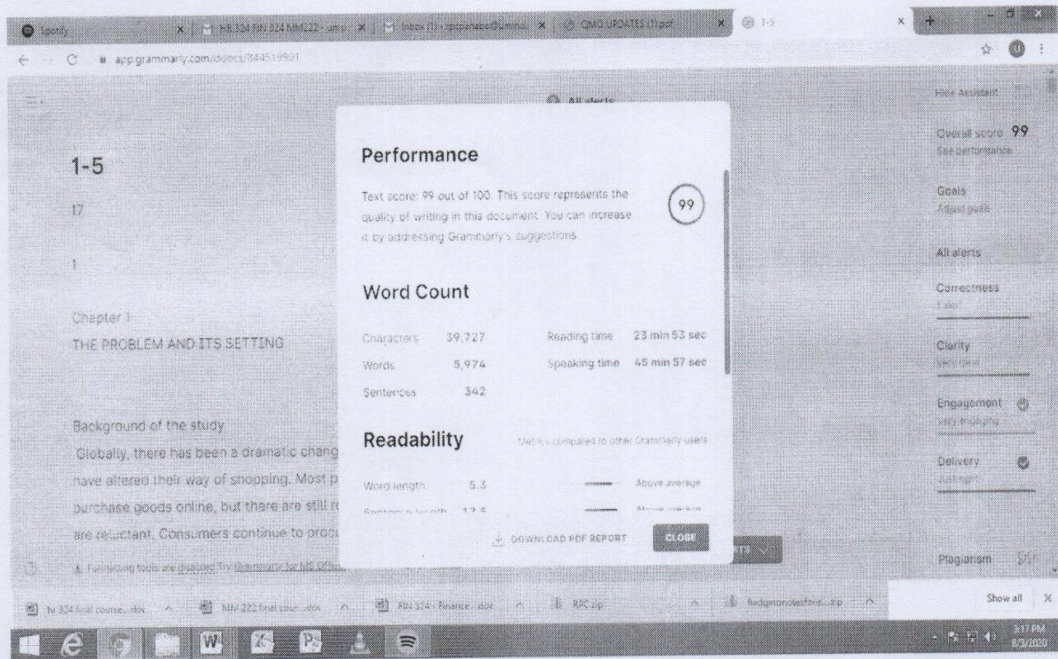
Part 4. Retargeting

Questions	5	4	3	2	1
1. You feel special when online website targets you on other social platforms					
2. Given a discount ad in an online platform, you tend to visit that website for purchase intention					
3. Seeing the website ads again and again makes you irritated					
4. It is a pleasure when websites send messages with your name in different platforms					
5. You end up buying the product after viewing the ads again and again					
6. Overall, receiving new offers and promotions about the website which you visit often you stay connected to the website.					

Part 5. Consumer buying behavior

Questions	5	4	3	2	1
1. Shopping on internet saves time					
2. Selection of goods on internet is very broad					
3. Innovation in product is important while buying a product					
4. I intend to continue shopping online after positive online buying experiences					
5. Online shopping offers greater discounts and rewards					
6. I look for convenience when conducting an online shopping					

APPENDIX E
Certificate of Grammarly




CHUAN BALDADO JIMENEZ (MM)

CONGRATULATIONS GRAMMARLY RESULT 99%

DR. AMELIE L. CHICO
RESEARCH COORDINATOR

DR. AMELIE L. CHICO
ADVISER

APPENDIX-F
Certificate of Appearance



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the
UM PANABO COLLEGE and conducted (SURVEY)
(Name of Office/Agency) (State activity)

In relation to their thesis/FS entitled "IMPACT OF FBAL MARKETING, MOBILE MARKETING, RETAIL MARKETING AND ONLINE MARKETING
" BUYING BEHAVIOR AMONG SELECTED MARKETING STUDENTS IN UM PANABO COLLEGE"
during the period 1
(State inclusive dates)

Enchay D. Cuyaban
Name and Signature of Authorized Personnel



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the
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" BUYING BEHAVIOR AMONG SELECTED MARKETING STUDENTS IN UM PANABO COLLEGE"
during the period 1 02/09/2020
(State inclusive dates)

Furn D. Inactor
Name and Signature of Authorized Personnel

Plagiarism Result

The screenshot shows a plagiarism report interface. The main document is titled "Chapter 1 THE PROBLEM AND ITS SETTING" and contains the following text under the heading "Background of the study":

Globaly, there has been a dramatic change in the way consumers have altered their way of shopping. Most people use the internet to purchase goods online, but there are still some reasons for which consumers are reluctant. Consumers continue to procure from a brick-and-mortar store, feel very convenient to shop online since it frees the customer from personally visiting the store. The problem that this study will deal the issue of online consumer

The "Match Overview" sidebar on the right shows a total match of 24% and a list of matches:

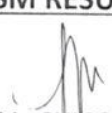
Match Number	Match Percentage
1	14%
2	1%
3	1%
4	1%
5	1%
6	1%
7	1%

JIMENEZ CHUAN BALDADO

CONGRATULATIONS

July 23, 2020

PLAGIARISM RESULT 2nd RUN PASSED 24%


DR. AMELIE L. CHICO
RESEARCH COORDINATOR



Leila Ysabelle O. Jimenez

1283 Purok Cabbage, Gredu, Panabo City

leilaysabellejimenez@gmail.com

Personal Data

Age : 21
Date of Birth : August 1, 1998
Civil Status : Single
Religion : Roman Catholic
Gender : Female
Citizenship : Filipino

Educational Background

Tertiary : UM Panabo College
Secondary : Panabo National High School
Elementary : Rizal Elementary School

Organizational Affiliations

Young Marketers' Society (YMS)

President

UM Panabo College

2019 - 2020

Council of Student Organizations

Vice President

UM Panabo College

2019 – 2020

Trainings and Seminars

Leadership Training Seminar

December 7-8, 2019

UM Panabo College

Basic Counseling Skills; Handling Change and Stress and Creative Thinking Seminar

September 28, 2019

Accumulative Development Seminar for 3rd Year Students

“Excellence through Citizenship”

February 8, 2020 - Participant

UM Panabo Students



Joy Ann G. Baldado

Purok 2 Matarlo, Mahayag, Bunawan, Davao City

Personal Data

Age : 26
Date of Birth : June 26, 1994
Civil Status : Married
Religion : Roman Catholic
Gender : Female
Citizenship : Filipino

Educational Background

Tertiary : UM Panabo College
Secondary : F. Bustamante National High School
Elementary : Daniel M. Perez Central Elementary School

Affiliations

Young Marketers' Society (YMS)

Member

UM Panabo College

2019 – 2020

Trainings and Seminars

Accumulative Development Seminar for 3rd Year Students

“Excellence through Citizenship”

February 8, 2020 - Participant

UM Panabo Students



Keanu D. Chuan

San Vicente Prk. 7 Panabo City

Personal Data

Age : 21
Date of Birth : March 9, 1999
Civil Status : Single
Religion : Roman Catholic
Gender : Male
Citizenship : Filipino

Educational Background

Tertiary : UM Panabo College
Secondary : Maryknoll High school of Panabo
Elementary : Panabo Central Elementary School

Affiliations

Young Marketers' Society (YMS)

Treasurer

UM Panabo College

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