

REVIEW AND STUDY ON THE IMPACT THAT E-MARKETING HAS ON THE BUYING BEHAVIOR OF CONSUMERS

Dr Anita N. Khatke, Professor, Department of Management, International School of Management and Research, Pune

Dr. Nilesh Jaikishan Bhutada Professor, Department of Management, International School of Management and Research, Pune *Email id:* director@ismrpune.edu.in

Abstract: *Consumer Purchase Behavior is one of the most sought-after realms of study in Marketing analytics field in order to understand the buying patterns of the consumers, which will ultimately help in increasing the revenues of the firms and would provide an enhanced growth rate. In today's world, Marketing is not just limited to simple tools and techniques for just promotional purposes, but it touches the realms of understanding the depth of their customers and accurately predicting their next move forward. The company which are able to predict with higher accuracies, they are the one's, who are leading the global market trends and in fact with a better understanding they are creating their own trends. E-marketing is one of the best places where we can easily identify the impact of these techniques. The study will dig deep into various tools & techniques used in e-marketing and will the assess the effects of consumer purchase behavior on them. The study is based on both primary & secondary data and tests like factor analysis, correlation etc. have been done to equate its accuracy. The pandemic situation has been taken into account and the uniqueness of the study lies in its suggestions contributed to improve business plans, especially addressed for micro, small & medium enterprises. So, in this context this paper serves the purpose of understanding the consumer behavior in the E-marketing field.*

Keyword: *Consumer behavior, E-marketing, Consumer decision-making process*

I. INTRODUCTION

When the internet initially gained popularity in the 21st century, it sparked the development of several similar but separate systems. With the advent of globalization, national economies throughout the globe made the conscious choice to undergo a transformation that would see them shift their emphasis from producing goods only for domestic consumption to selling and marketing those goods on a worldwide scale. The onset of globalization coincided with this shift. E-marketing was created because of the marketing portfolio. Regardless of the variety of datasets and information clusters available online, this platform may build and depict fundamentally novel experiences for both consumers and sellers. Simply, e-marketing is the process of moving many facets of traditional marketing into a digital, networked environment, such as the Internet. This expands our idea of what "E-marketing" is. What was formerly known as "Internet marketing" is now known as "e-marketing" and it refers to the practice of establishing and sustaining connections with customers through electronic means. E-marketing, from the perspective of manufacturers and merchants, is currently understood to be the method of establishing and sustaining contact with customers over the Internet in order to promote the dissemination of information and the sale of goods and services. While studying this topic and reviewing the related literature, we uncovered one of the most significant challenges: the fact that marketers and researchers do not yet have a firm grasp on the distinctions among e-marketing (also known as electronic marketing), e-commerce (also known as electronic commerce), E-business (also known as electronic-business), and internet marketing. Our research shows that other scholars have misunderstood the meaning of these four phrases, seeing them as interchangeable even though they are expressed in quite different ways of speaking. The opposite is true. Keep in mind the agreed-upon term, and remember that electronic marketing encompasses more than just the internet. When we talk about internet marketing, we're only referring to applications that can be accessed via the internet itself, like the World Wide Web (www) and electronic mail;

however, when we talk about electronic marketing, we're referring to all of those things, plus mobile phones, intranets, extranets, etc. On the other hand, the scope of e-business and e-commerce is far broader than that of e-marketing. E-commerce refers to the act of buying and selling products and services online, whereas e-business refers to the act of managing a whole firm via the use of digital platforms, as described in one review of the relevant literature. A number of e-marketing tools are actively acting as of late, especially in the wake of the pandemic, as an essential element of their marketing strategies, as discovered by the study. As the pandemic advanced, numerous companies also made strides toward modernization by adopting similar strategies. Some of them have been described below:

Article Marketing: This strategy is predicated on the production of high-quality content in the form of information that is relevant to the market that is being targeted. This is accomplished by determining what information people want to get over the internet in order to resolve a certain issue. The technique of supplying high-quality material to prospective customers on a constant and on-going basis is referred to as "content marketing."

Affiliate Marketing: Affiliate marketing refers to the practice of promoting one or more goods in exchange for a commission on each transaction.

Video Marketing: It is stated that a single picture is equivalent to thousands of words, yet producing a movie requires thousands of images. One's ability to catch the attention and feelings of a possible target market may be improved by using video marketing. The phrase "right message to the right audience" describes the condition in which video marketing is at its most successful.

Email marketing: Email marketing is often regarded as the method that is both the most efficient and successful. This is due to the fact that one already has an index of their target customers. Not only is it inexpensive to send emails to a chosen market, but it also has a high rate of success.

Social Media marketing: The use of social media platforms allows for an increased degree of direct communication with consumers, which helps to both increase product awareness and sustain brand loyalty. It is possible to do this on any and all social media platforms, including LinkedIn, Facebook, Instagram, Twitter, Google, and YouTube. The following is a list of the crucial elements that comprise social media:

1. An improvement in a brand's exposure and reputation will result in a rise in the company's overall sales.
2. Having a dialogue with prospective customers in a one-on-one setting has the potential to help cultivate brand loyalty.
3. Businesses have the potential to increase the amount of people who visit their website and raise it to a higher position in search results.
4. Adapting one's message to the unique needs of a target audience may help businesses better understand the demands placed on them by their customers.

Thus, we can predict that there are many pros related to the E-marketing and some of the advantages are discussed as below:

1. It helps in raising sales revenue at a low cost, which contributes to a far greater return on investment than conventional marketing does. This is because it helps increase sales revenue.
2. E-marketing implies lower marketing campaign costs since the marketing is done over the internet, and the only costs that can be considered by the companies to be associated with E-marketing are paid advertisements, in addition to the salaries of personnel working in digital media.
3. The most important advantage is that it helps to target the appropriate clients, which results in visible and rapid results from the advertising.
4. E-marketing is a very efficient and successful technique to utilize in the current company environment since it allows for simple monitoring via the usage of web tracking capabilities.

5. Utilizing e-marketing and concentrating on the correct reason are two things that may facilitate the production of viral content, which in turn can facilitate viral marketing. This contributes to the formation of a successful strategy and is one of the most essential instruments for achieving integrated marketing communication.

Moving ahead with the cons of e-marketing, they are described as follows:

1. Because everything in e-marketing revolves on technology and the internet, taking any short cuts might put a whole company in jeopardy.
2. The existence of global competition presents both an opportunity and a risk to those who are involved.
3. Due to the fact that data is accessible to everyone, privacy and security concerns are quite high; as a result, individuals should exercise extreme caution before going online.
4. When concerns over privacy and security are great, firms are forced to invest a significant amount of money to ensure their safety.
5. Because of the continually shifting technical landscape, companies are required to adapt at the same rate as technological advancements, and the associated maintenance expenses may become prohibitively expensive as company size grows.

Therefore, we can conclude that despite the drawbacks, e-marketing is a blessing in disguise since the benefits of advantages outweigh the effect of the drawbacks. This is because the benefits of advantages out-mark the impact of the drawbacks. According to the findings of the study, the countries that are a part of the G7 and the major economies of the world, such as the United States of America, Japan, China, Germany, France, Britain, and Italy, are the ones facing the greatest economic cost burdens, followed by the nations that are the most advanced in terms of their development, such as India. At the moment, nations that are part of the G7 together account for sixty percent of the world's supply and demand (GDP), sixty-five percent of the world's manufacturing, and forty-one percent of the world's manufactured exports. If we are talking about countries that are still in the process of developing, India is by far the largest market for companies all over the world, and the current state of the Indian economy has had a considerable effect on the state of the global economy. DR Naveen Prasadula (2021) refers to them as Corona economics; nevertheless, the answer came in the shape of an e-marketing platform since the rebirth of businesses could also contribute to the restoration of the economy. The living evidence of this may be the way in which businesspeople have progressed all the way through this pandemic, solely as a result of e-marketing, and the way in which it has assisted them in surviving in a market that was highly volatile in this circumstance brought on by the 2020 corona virus. E-marketing tools and contemporary marketing tactics (Patel, J., & Malpani, A., 2020) need to be given credit for it since, ultimately, in the market, survival with profit is the key to becoming the leader, and for this, having a profound awareness of consumer behaviour plays a significant part.

II. LITERATURE SURVEY

In the context of customer purchasing behaviour, several study works have been carried out to better comprehend the consumer decision-making process; nevertheless, none of these studies have provided remedies in the shape of real-world operational company's mantras. Also, the most of the investigations were conducted before the times of COVID, but as of the year 2020, the purchasing habits of customers have significantly changed, and therefore, the marketing patterns should shift as well. We have made an effort to examine a variety of papers in order to come up with the most efficient and budget-friendly company solutions, particularly following the events of covid-19 times, when the majority of firms that were running were affected by a huge hit. The following is thus something we should go forward with:

Dani, N. J. (2017): The attitudes that consumers have regarding purchasing online and the factors that are associated with it were dissected in this essay. Also covered were the implications of these attitudes. The study was conducted at Kanyakumari, and a total sample size of one hundred people was chosen. The findings of a research that was conducted on the issue of consumer concerns about the significance of security features served as the basis for the solutions that are offered in this article. Time and resources were the two main factors that limited the effectiveness of the study effort.

Yazdi, et.al, (2013), In this article, we covered topics such as the position and relevance of home appliances and their business in Iran, as well as the influence of consumer behaviour on e-marketing and how it is carried out. In addition to this, they have conducted research into the most up-to-date E-marketing tactics in order to give identification of customer behaviour patterns in internet-driven marketing. They have developed associated marketing tactics in addition to providing explanation of the connection between these two aspects of the situation. In addition to this, they have conducted study on the most recent E-marketing tactics. In order for them to attain the objectives that they have set for themselves, they have used two distinct approaches, namely database theorization and quantitative-descriptive surveys.

Kumar, N, et.al, (2017), in the context of an e-marketing strategy, the purpose of this article is to investigate the most important customer behaviours and how those behaviours relate to one another. The Ernakulam district played host to the whole of the research investigation that was carried out. The research included a total of 200 participants as its sample, and its findings point in the direction of ways to enhance the delivery of and advertising for web-based goods and services, with the ultimate goal of meeting the objectives of e-marketing and e-commerce in the long term.

Kumar, M. et.al, (2016), this research study focuses on the understanding of the consumer behaviour about online marketing in Mysore, Karnataka. The increasing usage of the Internet in India provides a developing prospect for the online shopping module. This paper had suggested that if the online marketers are pre-aware about the factors that could influence the behaviour of customers towards online marketing and the existing relationships between them, then they can further develop their affective tailor made marketing strategies to convert potential customers into the active ones. This research also highlights the role of demographic factors like Age, Gender, Income, Marital status affecting the Consumer behaviour towards online marketing.

Swadia, B.U. (2018), the article focuses on the acceptance rate of e-marketing among customers in Jaipur as well as the influence that it has on the consumers' choice to make a purchase. The findings of the research show that internet use is widespread among individuals of all ages and genders. However, there are considerable disparities between people of different ages and the characteristics of online trading, but these differences have no effect on the gender of the participants.

Rudresha, C. E., (2018), the number of people included in the sample was one hundred, and techniques of random sampling were used to acquire the data. According to the findings of the survey, the majority of consumers do not buy online because they are concerned about the safety of the products they purchase, they do not want to reveal their credit card information, and they believe that shopping in more traditional ways is more pleasurable. However, it also implies that the fact that a significant number of individuals are being drawn towards internet purchasing gives a base for enormous potential for marketers of both today and future. The research came to the conclusion that in the not-too-distant future, internet shopping would replace traditional retail outlets as India's most important marketing and sales channel.

Sridhara, S. (2015), the purpose of this research was to discover the characteristics that impact people's attitudes regarding shopping malls and their experiences there. There were a total of one hundred people included in the sample, all of them were chosen on purpose for Bangalore. The Chi-square test was utilized to conduct the analysis for the research, and the weighted average was calculated with the assistance of the Excel program. Along with the critical analysis and various interpretations, some suggestions are drawn up on how to improve E-Marketing in order to attract a large number of viewers and to increase the purchasing efficiency. Additionally, some suggestions are drawn up on how to improve the numerous online advertising strategies that are currently in use.

Mihart, C. (2012), one of the most contentious and widely pursued lines of inquiry is integrated marketing communication (IMC), sometimes known as "marketing integration." It uncovered a vast diversity of concepts, ranging from the straightforward coordination of promotional materials to a more methodical and intricate strategic approach. This unknown variety included a wide range of ideas. This article has shed light on some of the fundamental facets that should be reflected upon when making a purchasing choice.

Abrar, K. (2018), the primary objective of this research was to investigate the role that augmented reality plays in the process of creating customer brand engagement as well as identifying the consumer's desire to make a purchase. According to the findings of the research, augmented reality apps and gadgets have the potential to serve as innovative instruments that can be utilized to lure clients online and promote awareness messages. The scope of the investigation was restricted to electronic appliances found in the home. In layman's terms, the study came to the conclusion that augmented reality may increase the customer's intention to make a purchase, but only if the consumer has a high level of competence in making use of such technically sophisticated and highly advanced current apps.

Sharma, A. (2020), The study began with the observation that the outbreak of the coronavirus (COVID-19) is the first and foremost human tragedy to have taken place anywhere in the world, and that it has had a significant impact on the lives of millions of people in India. This article has offered suggestions for companies along with a perspective on how to proceed in pandemic situations and has made predictions on what may possibly be the prospective implications from the point of view of customers. Throughout the course of COVID-19, this paper considered many aspects of internet marketing from a variety of views and concerns. The study also pertains to concerns about how crises affect the economy of the globe and how policymakers respond to such crises.

Chopra, K. (2016), this research emphasized a healthy view on the change linked to consumer behaviour as a result of the many steps that were implemented online. It was mentioned that paid media is the ideal weapon that could first be utilized in the circulation, and then it could affect the thoughts of the customers. This was stated in order to increase the online user engagement, user's traffic, as well as the conversions produced by such measures. The point that the researcher sought to drive home was that the significance of social media has increased along with the passing of time, and he did so by focusing on this argument. The goals of the study were to examine the online initiatives or factors of brands that led towards consumer engagement, thus molding their attitudes by increasing brand recall and purchase behaviour, and to learn the effects of online content of brands that could lead to molding their behaviour towards their purchasing choices. In addition, the study aimed to examine the online initiatives or factors of brands that led towards consumer engagement.

Prabhu, J. J. (2020), In this study, we looked at the concepts that were presented in previously published research on consumers, as well as how various aspects of customer behaviour might inadvertently produce major marketing influencing factors. Last but not least, it sought to forecast

the most recent trends in the behaviour of customers. It discussed the split into areas linked to advertising, mental, decision making, and social consequences concerning consumer choice making, in addition to certain particular issues relating to acquisitions, public legislation, and business research. According to the study, the objective of the advertising psychology is to draw all of the competitors into one single camp.

III. RESEARCH METHDOLOGY

This study included an in-depth analysis of both primary and secondary datasets, all of which were relevant to the many ways in which consumer behaviours may be affected by e-marketing. The core dataset consists of the direct opinions of customers collected via online surveys established with the purpose of gaining an understanding of their behaviours pattern. For the aim of conducting the survey, a well laid out and organized questionnaire was given to the participants. The type of sampling that was employed for this research was convenience sampling, and the sampling strategy that was used was probability. We generated a Google form for the questionnaire and sent it out to a total of 400 individuals, from whom we received a total of 250 replies. After analysing the data from those responses, we decided to choose 211 of them as the sample for our study. We performed an analysis of the data based on a variety of criteria, including a straightforward percentage breakdown, as well as tabular and graphical representations. The triangulation method was taken into account when the secondary dataset was analysed. This method involves conducting in-depth research on a variety of methodologies utilized by researchers in order to investigate the idea of e-marketing by reading numerous comprehensive reviews of published research.

Sources of Data:

Data was collected through primary and secondary data sources.

1. Primary Data- Primary data is collected with the help of online designed structured questionnaire.
2. Secondary Data- Secondary data is collected with the help of published journals, websites.

Target Population

In general, the study has no specified age limit, but the population represented the Residents of India.

Sampling Size & Technique

A sampling method is the identification of the precise mechanism by which the entities of the sample have been chosen. We collected Sample size of 211 persons. In this study we have utilized simple random probability sampling approach for the convenience of data collection and respondents are picked from various descriptive characteristics.

IV. RESULT AND ANALYSIS

Around 88.9% of the respondents said that they spent less than Rs. 10,000 on e-commerce websites, followed by some who spent around Rs. 10,000-30,000 for a bit expensive product and at last around 3% people spent more than Rs. 30,000 on the luxurious items. This situation may differ in other countries but in India this is the actual reality. Most of the Indians don't like to spend on luxurious items frequently but yes, a bit expensive is not a big problem. So, next time the sellers have to be really careful regarding the price range because if it crosses Indian's comfort zone, they might not buy it. And yes, one of the possible reasons for spending just 3% on luxurious items through e-commerce websites is the cause of security. Indian people don't try to buy luxurious items through online payment because they are a bit skeptical about it and they want to see & touch the product. Also, bigger payments are usually preferred in cash mode.

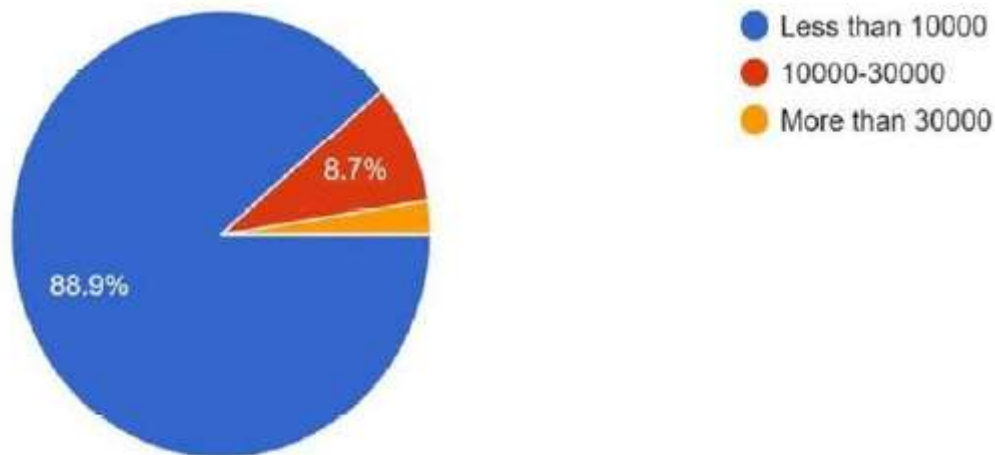


Figure 1: Average spending per month on e-commerce websites

V. IMPLICATIONS OF THE STUDY

This work is both extensive and descriptive in its character, and it would help pave the way for future research on this subject that is similarly oriented. The vendors might benefit from this research by gaining a better grasp of the Indian market and the mentality of Indian buyers. Because the purchasing patterns of Indians vary from those of people in other parts of the globe, it was necessary to conduct an in-depth research that included a variety of facets of the buying and selling processes. This analysis is one of a kind due to the fact that the worldwide pandemic condition of 2020 was taken into consideration. Even if the epidemic has had a significant impact on the Indian market, the fact that it is still expanding means that it still has the potential to provide profitable returns in the not too distant future. Before venturing into the cutthroat rivalry that is now taking place, careful research and consideration must first be given to the very lucrative Indian industry. This document is appropriate for any new business venture, whether it be a sole proprietorship or a multinational organization with the goal of breaking into the Indian market. The business analysts and sellers might utilize it to plan their operations, and they would also be able to draw their own conclusions based on the information provided. The research endeavoured to get an understanding of the demand-supply chain of the Indian market and its customers, which is a difficult task due to the wide variety of cultural practices that are found in this one-of-a-kind country. The participants of the research, who belonged to a variety of generations, including Generation X (those born in the 1960s and 1970s), Generation Y (those born in the 1980s and 1990s), and Generation Z (those born in the 1995-2010 time period), had notably divergent points of view. As a result, reading this article will prove to be an effective source of background information for comprehending the intricate but very lucrative Indian business. Additionally, the effective use of e-marketing strategies has the potential to increase income for any organization, regardless of its size: giant, micro, small, or medium. The Indian government in the year 2021 is attempting a number of different financial strategies to push the economy in order to increase the purchasing power of its citizens. As a result, this presents an opportunity for sellers all over the world to analyse and understand the impact of consumer behaviour on e-marketing in the context of the Indian marketing aspect. In addition to all of this, when it comes to the veracity of this research, several sampling tests were performed on the data that was acquired in order to confirm the precision of the samples. In order to verify the accuracy of the data, we used applications such as Google Analytics, SPSS, Tableau, and Microsoft Excel. This demonstrates that the design of this research is quite accurate and that the data that are offered may be relied on as well as utilized for the sake of future planning. This study would be helpful in making decisions concerning sales promotions, the implementation of marketing concepts, the rapid

introduction of new products, the penetration of the Indian market, the setting up of price policies, the selection of the target markets, the designing of campaigns and advertisements, the determination of the mode of communication, and other such matters. In addition to all of this, the research will provide some insight into the mentalities and actions of South Asian customers, with a special focus on India. As a result, this piece of writing has a great deal of significance and needs to be examined in great detail in order to ensure that the worldwide community is provided with the most credible advantages possible. The fact that this research was carried out during the time of a pandemic means that the findings obtained could be slightly different if the pandemic had not occurred. However, because the effect of the Corona virus is a process that takes place over a prolonged period of time, it is feasible to carry out the study for an extended period of time and would continue to be important in a variety of contexts. Also, it should be utilized with India as the primary focus of this research since India is both a physical place and the subject of this investigation.

VI. CONCLUSION

According to the results of our investigation, it is abundantly evident that there is a connection between the purchasing patterns of consumers and e-marketing. If the company were to utilize the internet platform in a strategic manner, taking into account all of the relevant factors, it would generate the highest possible amount of money for the company. Since an increase in income is the ultimate objective of any business, it should come as no surprise that this approach is of utmost significance when it comes to the branding and marketing of items. If technologies such as Google Analytics, Google AdSense, Web Analytics, social media promotions, Twilio, etc. are utilized in a planned manner, it would bring in excellent profits and would minimize the cost of advertising, sales, and promotion on the balance sheet. In other words, it would be a win-win situation. This would have a significant influence, since it would play a role in the customers' choice of whether or not to make a purchase. These kind of marketing strategies are quite common in the marketplace at the moment. If we are to evaluate the effects of the pandemic, we will find that it has had an effect not only on the lives of consumers but also on the economies of countries and even on their behaviors. Both the merchants and the customers are adapting to the new life that has become the norm. During this vital time period, then, a fresh possibility presented itself in the shape of electronic marketing. Through their use of social media platforms, the companies ensured that they presented a favorable picture of themselves and preserved their value. Constant advertisements were shown to customers in an effort to keep their interest in the company's brand. Special approaches include things like search engine optimization, pay-per-click and pay-per-view advertising, email marketing, and the many different social media platforms. It is necessary to do thorough research into all organic and inorganic search avenues; doing so would provide an opportunity for marketing to demonstrate that it is an efficient means of addressing the current global issue. This research might be used by all micro, small, and medium-sized businesses who are searching for a platform in order to formulate appropriate strategies to increase their sales. These businesses may be able to go online and compete successfully in international markets if the Digital India platform is further developed. The tactics of pay-per-click and pay-per-view advertising should be used in accordance with the current trend. The Search Engine Optimization (SEO) strategy need to be improved so that it has the greatest possible influence on the market, and this improvement ought to be made. When calculating the cost of traffic and the cost of items, it is important to take in mind the psychology of the people who make up the Indian consumer market. Since the worldwide pandemic has caused a reduction in spending in the Indian market, the product's price should be set in such a way that consumers do not get the impression that they are paying too much for it. The appropriate quantity of information as well as the appropriate style of design could be able to assist in acquiring clients. In addition, taking into mind the needs of micro, small, and medium businesses with regard to site design, the rate of product delivery, and product quality will assist these businesses in developing strong brand loyalty. There are essentially three main sectors in which Indians spend the most money: meals, clothes, and

technological devices. Because of this, any businesses that are associated to these industries should absolutely consider implementing an online alternative. These things may be regarded necessities in today's market, and as a result, if adequate AdSense planning was carried out using analytics, a significant amount of profit could be generated by selling them. The influence that covid-19 has on companies might therefore be lessened using this approach. Brand marketing strategies based on influencers might be used, and digital platforms could be employed to develop successful social campaigns. E-commerce strategies are the most applicable strategies in the present market environment because they have both a cheap cost of on-going maintenance and strong returns on investment. Also, this study dispels the widespread belief that a language barrier exists in India. The results of the study show that Indians are perfectly comfortable using English as the mode of communication in advertisements. However, just like the citizens of any other nation, Indians would prefer to have the option of communicating in their native language if it were included as a component of any marketing tool that was intended to appeal to their feelings.

References

1. Abiad, A., Arao, R. M., & Dagli, S. (2020). The Economic Impact of the COVID-19 Outbreak on Developing Asia.
2. Anjum S. (2013). The importance of communications on brand success, University of Hertfordshire.
3. Brown, M. (2009). Market research world; www.marketresearchworld.net; Generated: 24 October, 08:57 hrs.
4. Collesei, U. & Ravà, V. (2004). La comunicazione d'azienda. Torino: Isedi.
5. Iranzadeh S., Ranjbar A., Pursadegh N. (2012). Investigating the impact of marketing mix on brand special value, *Modern marketing Research Journal*. 2(6): pp. 155-172.
6. Kauppinen Raisanen H., Owusu R.A., Bylon A.B. (2012). Brand salience of OTC pharmaceuticals through package appearance. *International Journal of Pharmaceutical and Healthcare Marketing*. 6: pp. 230-249.
7. Keller, K. L. (2008). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Upper Saddle River, New Jersey: Prentice Hall.
8. Kotler, P. (2000). *Marketing Management*, Prentice-Hall, Upper Saddle River, New Jersey.
9. Kotler, P. (2001). *Principi di Marketing*. Torino: Isedi – Prentice Hall.
10. Kotler, P. (2004). *Marketing Management*, (11th ed.). Milano: Pearson – Prentice Hall.
11. Makabber M. (2012). Food products packaging, food spot industry website.
12. Mehta, A. (1999). Using Self-Concept to Assess Advertising Effectiveness II. *Journal of Advertising Research*. 39(1), pp. 81-89.
13. Musini, L. (2005). Semiotica del packaging. Studio dell'identità di marca nel mondo delle sigarette: il caso Camel. Retrieved May 31, 2005, from www.musini.it/htm/semiotica/camel.htm.
14. Ranjbarian A. (2012). Packaging. *Packaging Industry Journal*. 4: pp. 12-20.
15. Rundh B. (2013). Packaging to marketing: how packaging is influencing the marketing strategy. *British Food Journal*. 115: pp. 1547-1563.

16. Sogn-Grundvag, G., & Østli, J. (2009). Consumer evaluation of unbranded and unlabelled food products: the case of bacalhau., *European Journal of Marketing*, 43 (1/2), pp. 213-228.
17. Wang Edward S. T. (2013). The influence of visual packaging design on perceived food product quality, value, and brand preference. *International Journal of Retail & Distribution Management*. 41: pp. 805-816.
18. Anjum S. (2013). The importance of communications on brand success, University of Hertfordshire.
19. Brown, M. (2009). Market research world; www.marketresearchworld.net; Generated: 24 October, 08:57 hrs.
20. Collesei, U. & Ravà, V. (2004). *La comunicazione d'azienda*. Torino: Isedi.
21. Iranzadeh S., Ranjbar A., Pursadegh N. (2012) Investigating the impact of marketing mix on brand special value, *Modern marketing Research Journal*. 2(6): pp. 155-172.
22. Kauppinen Raisanen H., Owusu R.A., Bylon A.B. (2012). Brand salience of OTC pharmaceuticals through package appearance. *International Journal of Pharmaceutical and Healthcare Marketing*. 6: pp. 230-249.
23. Keller, K. L. (2008). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Upper Saddle River, New Jersey: Prentice Hall.
24. Kotler, P. (2000). *Marketing Management*, Prentice-Hall, Upper Saddle River, New Jersey.
25. Kotler, P. (2004). *Marketing Management*, (11th ed.). Milano: Pearson – Prentice Hall.
26. Makabber M. (2012). Food products packaging, food spot industry website.
27. Mehta, A. (1999). Using Self-Concept to Assess Advertising Effectiveness. *Journal of Advertising Research*. 39(1), pp. 81-89.
28. Musini, L. (2005). *Semiotica del packaging*. Studio dell'identità di marca nel mondo delle sigarette: il caso Camel. Retrieved May 31, 2005, from www.musini.it/htm/semiotica/camel.htm.
29. Ranjbarian A. (2012). Packaging. *Packaging Industry Journal*. 4: pp. 12-20.
30. Rundh B. (2013). Packaging to marketing: how packaging is influencing the marketing strategy. *British Food Journal*. 115: pp. 1547- 1563.