



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

## A STUDY ON THE EFFECT OF EMAIL MARKETING ON CUSTOMER RETENTION IN E-COMMERCE

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### Abstract

In the highly competitive digital marketplace, retaining existing customers has become a major challenge for e-commerce businesses. Email marketing has emerged as one of the most cost-effective and personalized digital marketing tools for maintaining long-term customer relationships. This study examines the effect of email marketing on customer retention in the e-commerce sector. The research focuses on how promotional emails, personalized offers, newsletters, and post-purchase follow-ups influence repeat purchases and customer loyalty. Primary data were collected through a structured questionnaire from 70 respondents. The findings reveal that relevant, timely, and personalized email communication significantly improves customer engagement and retention. The study concludes that effective email marketing strategies enhance customer satisfaction and strengthen long-term relationships in e-commerce.

### Keywords:

Email marketing, Customer retention, E-commerce, Digital marketing, Customer loyalty.

### Introduction

The rapid growth of e-commerce has transformed the way businesses interact with customers. With increasing online competition, acquiring new customers has become more expensive than retaining existing ones. Customer retention is therefore considered a key driver of long-term profitability for e-commerce firms. Email marketing plays a crucial role in maintaining continuous communication with customers. Unlike social media or paid advertisements, email marketing allows businesses to deliver personalized messages directly to customers' inboxes. Leading e-commerce platforms such as Amazon and Flipkart extensively use email campaigns for order confirmations, product



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recommendations, discount offers, and feedback requests.

In developing markets like India, increased internet penetration and smartphone usage have further strengthened the impact of email marketing. Understanding how email marketing influences customer retention is essential for e-commerce firms to build sustainable customer relationships.

### Statement of the Problem

Despite the widespread adoption of email marketing by e-commerce businesses, its effectiveness in retaining customers remains a significant concern. Many organizations face challenges such as low email open rates, customer fatigue due to excessive messaging, spam filtering, and inadequate personalization of content. As a result, customers often ignore promotional emails or unsubscribe when messages are perceived as irrelevant or too frequent. This raises critical questions regarding whether customers regularly read promotional emails, the extent to which email content influences repeat purchase behavior, the role of personalization in enhancing customer retention, and customer perceptions toward email frequency and relevance. Therefore, it becomes essential to analyze the effectiveness of email marketing in retaining customers within the e-commerce sector to help businesses design more efficient and customer-centric communication strategies.

### Objectives of the Study

- To study customer awareness of email marketing in e-commerce
- To examine the influence of email marketing on repeat purchase behavior
- To analyze customer perception towards personalized email content
- To evaluate the role of email marketing in customer retention
- To offer suggestions for improving email marketing effectiveness

### Methodology

Primary data collected through a structured questionnaire.

### Tools Used for Analysis:

- Percentage analysis

### Data Analysis

**Table 1: Frequency of Reading E-Commerce Emails**

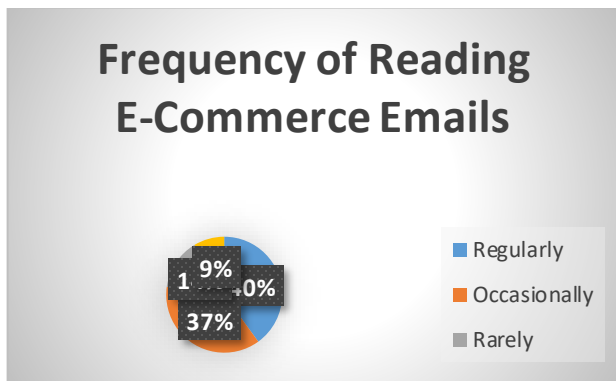
Frequency	Respondents	Percentage
Regularly	28	40%
Occasionally	26	37%
Rarely	10	14%
Never	6	9%

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**Interpretation:**

The table shows that 77% of respondents read e-commerce emails either regularly or occasionally, indicating strong potential for email marketing effectiveness.



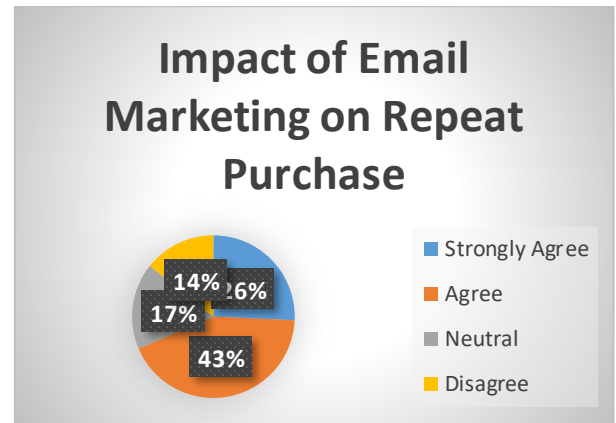
**Fig 1: Frequency of Reading E-Commerce Emails**

**Table 2: Impact of Email Marketing on Repeat Purchase**

Response	Frequency	Percentage
Strongly Agree	18	26%
Agree	30	43%
Neutral	12	17%
Disagree	10	14%

**Interpretation:**

A majority (69%) of respondents agree that email marketing influences their repeat purchase decisions, highlighting its positive role in customer retention.



**Fig 2: Impact of Email Marketing on Repeat Purchase**

**Findings**

- Majority of customers read e-commerce promotional emails
- Personalized and relevant emails improve engagement
- Discount offers strongly influence repeat purchases
- Excessive emails lead to irritation and unsubscribing
- Customers prefer emails with clear value and concise content
- Email marketing positively contributes to customer retention

**Conclusion**

The study concludes that email marketing has a significant impact on customer retention in the e-commerce sector. Personalized, timely, and relevant email communication enhances customer engagement, trust, and repeat purchase



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behavior. While email marketing is cost-effective and powerful, improper frequency and irrelevant content can reduce its effectiveness. E-commerce companies should focus on data-driven personalization, customer segmentation, and meaningful communication to strengthen long-term customer relationships and loyalty.

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