



**ST. ALOYSIUS UNIVERSITY (DEEMED TO BE
UNIVERSITY), MANAGLURU**

Project Report on the Topic Titled

**“A STUDY ON IMPACT OF E-COMMERCE AND
DIGITAL MARKETING”**

Submitted to Department of Commerce By

1. Sridhar V J III B. Com ‘C’ 213366

2. Akhil M VIII B. Com ‘C’ 213318

Under the guidance of

MS. DIPTI PADHI (ASST.PROF.)

Faculty of Commerce



ESTD : 1880

FACULTY OF COMMERCE
ST ALOYSIUS UNIVERSITY (DEEMED TO BE
UNIVERSITY) LIGHT HOUSE HILL ROAD, MANGALORE –
575 003

CERTIFICATE

This is to certify that **Sridhar V J (B.Com “C” 213366), Akhil M V (B.Com “C” 213318)** has successfully completed the project work on the topic **“A STUDY ON IMPACT OF E-COMMERCE AND DIGITAL MARKETING”** under the guidance of **MS. DIPTI PADHI**. This Project Report is submitted to the Department of Commerce Aloysius College (Deemed to be University), Mangalore, during the year 2024-2025.

Date

Place: Mangalore

MS. DIPTI PADHI

(Project Guide)

DECLARATION

We hereby declare that the Project Report titled “**A STUDY ON IMPACT OF E-COMMERCE AND DIGITAL MARKETING**” submitted by us, to Department of Commerce to St Aloysius University (Deemed to be university), Mangalore, is my original work and done under the guidance of **MS. DIPTI PADHI**. Further, we declare that it has not been submitted for the award of any other degree, diploma, fellowship, or any other similar title or prizes.

Date:

Place: Mangalore

SIGNATURE

- 1. Sridhar V J, (B. Com “C” 213366)**
- 2. Akhil M V, (B. Com “C” 213318)**

ACKNOWLEDGEMENT

In the project report titled “**A STUDYON IMPACT OF E-COMMERCE AND DIGITAL MARKETING**” we sincerely thank everyone who has been a part of this Endeavour.

We are very much beholden to St Aloysius University for giving this wonderful opportunity to undertake the project study as a part of the fulfillment of Bachelor Degree in Commerce (B.com)

To begin with, we thank God almighty who has showered with His grace and blessings, helped us in the successful finishing of the project. We consider it to be our pride and privilege to extend our gratitude to our **Principal Rev. Dr PRAVEEN MARTIS S.J**, St Aloysius University Mangalore for giving us this wonderful opportunity of being a part of this prestigious college and for all the help and assistance extended to us during the course of our study in the college. A particular word of thanks is due to **Dr MANUAL TAURO, DEAN**, Faculty of Commerce and other faculty members for their useful tips and encouragement Our esteemed guide, **MS. DIPTI PADHI** lecturer in Commerce, deserves all appreciation and thanks for patiently and effectively guiding us throughout the preparation of this project.

Last but not the least we thank our parents, our friends for providing us with valuable in house as well as other information required for the project and most of all for their support and cooperation

Date:

Place: **MANGALORE**

A STUDY ON IMPACT OF E-COMMERCE AND DIGITAL MARKETING

AKHIL .M.V(213318), STUDENT ST ALOYSIUS (DEEMED TO BE UNIVERSITY)

SRIDHAR .V.J(213366), STUDENT ST ALOYSIUS (DEEMED TO BE UNIVERSITY)

MS. DIPTI PADHI , ASSISTANT PROFESSOR ST ALOYSIUS (DEEMED TO BE UNIVERSITY)

ABSTRACT:

This study delves into the profound influence of e-commerce marketing on Generation Z (Gen Z), the digitally native demographic cohort born between the mid-1990s and early 2010s. E-commerce is the buying and selling of products and services online. Digital marketing is the use of digital channels to promote products and services to consumers. Digital marketing can be used to drive traffic to e-commerce websites, increase sales, and build brand awareness.

There are many different types of digital marketing, including search engine optimization (SEO), social media marketing, and email marketing. SEO is the process of optimizing a website to rank higher in search engine results pages (SERPs). Social media marketing is the use of social media platforms, such as Facebook and Twitter, to connect with potential customers and promote products and services. Email marketing is the use of email to send promotional messages to customers.

Digital marketing can be an effective way to reach a large audience and promote e-commerce businesses. However, it is important to use the right digital marketing channels and strategies for your business.

INTRODUCTION:

There have been notable changes in the commerce landscape over the years, which have been brought about by e-commerce portals and digital marketing plans. One of the most important has been Generation Z, which is a demographic cohort characterized by its digital nativism and unique consumer preferences. Representing

a market force with significant powers of persuasion, Generation Z can be said to have been born between mid-1990s and early 2010s.

This generation's upbringing in the digital age has fundamentally shaped its relationship with technology, communication and commerce. Consumers from Gen Z carry out their shopping differently from previous generations majorly because they cannot stay off their smartphones and

social media at any time. In this regard, it is crucial that businesses operating in a digital economy understand how e-commerce marketing affects Generation Z.

The purpose of this study is to explore how e-commerce marketing strategies intertwine with Generation Z consumer behavior. This will involve looking at the role of social media platforms, effectiveness of influencer marketing, personalization as well as what drives brand loyalty among others so that businesses can effectively connect with and capture the interests of Gen Z consumers.

OBJECTIVES:

Role of Social Media Platforms: This study is aimed at establishing how social media platforms influence the buying patterns of Generation Z consumers. It intends to comprehend the impact social media has on e-commerce marketing effectiveness by examining how instagram, tiktok and snapchat, in particular, are used for product discovery, engagement and purchase decisions.

Analyzing Influencer Marketing Effectiveness: The objective is to assess how influencer marketing influences preferences and purchasing decisions of Generation Z. A case study approach will be adopted in combination with consumer surveys to ascertain successful characteristics of influencer campaigns and their effect on brand commitment and loyalty among Gen Z consumers.

The Significance of Personalization: This aim seeks to consider the importance that personalized experiences have in e-commerce marketing for Generation Z. The research will analyze customer data as well as behavior trends that provide insights on personalized recommendations, discounts or promotions that influence the perceptions held by GenZ about brands and their repurchasing decisions.

Factors Driving Brand Loyalty: This study aims to understand what makes Generation Z stick with ascertain brand. Ethical considerations regarding data usage present challenges for marketers seeking to deliver personalized experiences without compromising consumer trust. Striking the right balance between customization and privacy is crucial for e-commerce brands targeting Generation Z.

METHODOLOGY:

Secondary data

Academic Journals: Articles in journals such as the Journal of Marketing, Journal of Interactive Marketing, and Journal of Consumer Behavior often feature research on e-commerce marketing strategies and their effectiveness on Generation Z consumers.

Market Research Reports: Reports from market research firms like Pew Research Center, Nielsen, and eMarketer frequently include data on online shopping behaviors, social media usage, and preferences of Generation Z consumers.

Industry Publications: Magazines and online publications focusing on e-commerce and digital marketing, such as eMarketer, Adweek, and Marketing Dive, often publish articles and reports on trends and strategies specifically targeting Generation Z.

Social Media Analytics: Platforms like Facebook Insights, Twitter Analytics, and Instagram Insights provide data on user engagement, demographics, and preferences, which can offer insights into how Generation Z interacts with e-commerce marketing efforts on these platforms.

Government Surveys: National statistical agencies often conduct surveys on internet usage, online shopping habits, and digital behaviors. Reports from organizations like the U.S. Census Bureau and Eurostat can provide valuable data on Generation Z's engagement with e-commerce.

Consumer Behavior Reports: Reports from companies like IBM Watson, McKinsey & Company, and Deloitte frequently include analysis of consumer behavior trends, including those related to online shopping and Generation Z preferences.

Academic Databases: Online databases like Google Scholar, JSTOR, and PubMed contain a wealth of academic research on e-commerce, digital marketing, and generational consumer behavior, which can provide valuable secondary data for analysis.

By consulting these sources, researchers can access a wide range of secondary data to explore the impact of e-commerce marketing on Generation Z from various perspectives, including consumer behavior, digital engagement, and purchasing patterns.

LITERATURE REVIEW:

Generation Z, born between the mid-1990s and early 2010s, represents a demographic cohort deeply immersed in digital technology. As the first generation to grow up entirely in the digital age, their behavior and preferences significantly influence e-commerce marketing strategies. This literature review aims to examine the impact of e-commerce marketing on Generation Z, focusing on key themes such as digital engagement, social media influence, and personalized experiences.

Digital Engagement:

Generation Z's reliance on digital platforms for social interaction, information gathering, and entertainment shapes their engagement with e-commerce marketing. Studies suggest that Generation Z

prefers seamless, user-friendly online experiences that cater to their short attention spans and desire for instant gratification. E-commerce brands must leverage mobile optimization, interactive content, and quick-loading websites to capture and retain Gen Z's interest.

Social Media Influence:

Social media plays a pivotal role in shaping Generation Z's purchasing decisions. Influencer marketing, user-generated content, and authentic brand storytelling resonate strongly with Gen Z consumers. Research indicates that peer recommendations and social proof carry more weight than traditional advertising channels for this demographic. E-commerce marketers must cultivate a strong social media presence across platforms like Instagram, TikTok, and Snapchat to effectively engage with Gen Z and foster brand loyalty.

Personalized Experiences:

Generation Z values personalized shopping experiences tailored to their individual preferences and interests. Data-driven personalization techniques, such as recommendation algorithms and targeted advertising, enhance the relevance of e-commerce marketing campaigns for Gen Z consumers. However, privacy concerns and ethical considerations regarding data usage present challenges for marketers seeking to deliver personalized experiences without compromising consumer trust. Striking the right balance between customization and privacy is crucial for e-commerce brands targeting Generation Z.

CONCLUSION:

The impact of e-commerce marketing on Generation Z is profound, shaping consumer behaviors, preferences, and expectations in the digital marketplace. As digital natives, Gen Z consumers demand seamless online experiences, authentic social engagement, and personalized interactions from e-commerce brands. By understanding and leveraging these key insights, marketers can effectively engage with Generation Z and drive success in the ever-evolving e-commerce landscape.