

## Impact of E-Marketing on Book Purchase Tendencies: An Empirical Study on University Undergraduate Students

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### Abstract

*Purpose:* This study investigates the effects of e-marketing on customer behaviour in book purchases regarding e-mail marketing, social media marketing, and mobile marketing. It also examines the factors influencing the book-purchasing decision and how each e-marketing channel affects customer behaviour. These findings will be essential context for book industry marketers and stakeholders. *Methodology:* This quantitative analysis was drawn from survey data in which 205 university undergraduate students from 3 public universities were participated. It is designed to determine the customer's level of acceptance of this or that e-marketing strategy. Regression analysis has been employed to test the relationship between e-marketing strategies and book-buying behaviour, and cross-tabulation has been used to detect demographic patterns. *Findings:* Unlike social media and mobile marketing, e-mail marketing does not affect consumers' intent to purchase books. Regression analysis shows the significance of concentrated marketing campaigns in influencing consumer behaviour. *Practical Implication:* The study's insights might help those in the book sector improve their online advertising campaigns. Opportunities in the digital book market are increasing, and publishers and merchants may exploit them by targeting specific customer categories with tailored content. *Originality:* This study contributes to the existing literature by highlighting the different e-marketing strategies that affect people's decisions to buy books and the demographic factors that play a crucial role in creating these effects.

**Keywords:** E-marketing, Book Purchase Tendency, Behavior, University Students, Strategies, Empirical Study, Bangladesh.

### Introduction

The book-purchasing industry has experienced substantial transformations in recent years, driven mainly by the rapid expansion of e-commerce and online sales (Caldicott & Kamal, 2023). This transformation is due to the convergence of factors, including internet connectivity, online shopping, and e-commerce platforms' competitive pricing. Social networking, e-mail, and smartphone marketing have significantly impacted the book industry (Hudak et al., 2017). These platforms have transformed how book retailers and publishers connect with their clients. This study is critical because it examines how Internet marketing affects book purchases (Frow & Payne, 2007). Online book sales are growing. Therefore, publishers and merchants must master e-marketing methods. Efficient user interface, reasonable price, and good feedback may improve online book promotions for everyone (Molla et al., 2023). This will help businesses attract the specific customer base they want in the online marketplace.

The main objective of this study is to assess the efficacy of e-marketing tactics, including mobile, social media, and e-mail marketing, in impacting book purchases (Caldicott & Kamal, 2023). Stakeholders can help expand book sales and literacy rates by conducting comprehensive research to understand client perspectives and improving their e-marketing methods, among other comparable efforts. The importance

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of e-marketing to contemporary business operations and its guiding principles are highlighted in the literature review. Verified studies and data highlight the following: the influence of social media marketing on emotion was provided by Hudson (2015), emphasizing how social media influences customers to build strong relationships with particular businesses. After that, Raut et al. (2020) discussed how effective e-mail marketing is and how it can help customers feel more involved. Moreover, Tarnanidis (2024) spoke about how different types of mobile marketing and values affect consumer behaviour for reaching tech-savvy customers, and Alrousan et al. (2021) shed light on how e-marketing affects the major decisions of small businesses. Finally, Dlodlo & Dhurup (2010) investigate the obstacles that prevent small and medium-sized enterprises from adopting e-marketing strategies.

These findings provide a theoretical basis for understanding the complexities of e-marketing. E-marketing in the book industry is expanding at a rapid rate (Frow & Payne, 2007). A quantitative methodology was utilized in this study to examine survey data from 205 individuals to quantify the impact of e-marketing on book-buying behaviour. To gather data, researchers employ sampling techniques such as convenience and judgmental sampling to gain insights into the preferences and habits of consumers. Constructing the questionnaire utilizing Likert scales can enable a comprehensive comprehension of customer sentiments regarding e-marketing strategies. Likert scale is a five-point rating scale that consists strongly disagree, disagree, neutral, agree and strongly agree (Joshi et al., 2015). The interpretation and analysis of the data unveil remarkable discoveries.

The impact of e-mail marketing on book purchases is comparatively less significant when compared to social media and mobile marketing. Regression analysis has confirmed the correlation between e-marketing strategies and book purchase intent, thus establishing the effectiveness of targeted marketing campaigns in increasing book sales. By utilizing demographic variables, including income, gender, age, education, and occupation (Bhuiyan, 2017), cross-tabulation sheds light on patterns and illustrates how different groups are at varying levels of susceptibility to the persuasive impact of e-marketing. The discoveries of this study offer practical suggestions for relevant stakeholders to augment their electronic marketing strategies, cultivate focused content, and exploit developing prospects in digital publishing (Khanom et al., 2022). Electronic marketing has consistently bestowed extraordinary opportunities upon publishers, retailers, and consumers, owing to its profound and transformative impact on book acquisition. Stakeholders possess the capacity to foster the expansion of a thriving literary ecosystem by employing data-driven insights and leveraging e-marketing platforms (Molla et al., 2023). This will facilitate increased involvement, broadened availability, and enhanced comprehension in the epoch of digital technology (Bhuiyan, 2019).

Over the past several years, there have been substantial transformations in the book-purchasing industry, with more emphasis on online sales and e-marketing. A number of factors contribute to this trend, including the widespread availability of reasonably priced Internet services, the ease of making purchases online, and the aggressive pricing techniques utilized by online sellers. "E-marketing" refers to using the Internet to distribute and sell goods and services (Yasmin et al., 2015). It includes a range of strategies, such as e-mail, social media, and mobile marketing. E-marketing has significantly impacted the book-buying industry (Ali et al., 2013). Because of technology, publishers and retailers can now reach their target market and sell books more cheaply and effectively. It's simple to locate new books and compare costs from various merchants, thanks to e-commerce. Over the past few years, promoting online books has become more critical. It has been seen that traditional bookstores are losing sales because of the rise of online shopping sites like Amazon, which make it easier to buy books online (Frow & Payne, 2007). Publishing houses and stores selling books have had to spend money on e-marketing to reach their ideal customers in the online market (Abbas et al., 2024).

## Statement of the Problem

This study examines how e-marketing strategies affect the book-purchasing behavior of university students, an important but relatively unexplored aspect in the changing field of digital commerce (Akter et al., 2023). Although e-marketing is recognized for its impact on consumer behavior, there still needs to be more understanding regarding how these strategies specifically influence the purchasing choices of this particular

group (Frow & Payne, 2007). The primary inquiries revolve around the efficacy of different e-marketing channels, such as social media, e-mail, and mobile marketing, as well as the impact of demographic factors on book purchasing behavior (Khanom et al., 2022). This study aims to provide valuable insights for publishers, retailers, and stakeholders to improve their e-marketing strategies for university students. By understanding these dynamics, they can better cater to the preferences and behaviours of university students, leading to increased engagement and literacy in the digital world (Caldicott & Kamal, 2023).

### Significance of the Study

Publishers and retailers should prioritize delivering a simple and user-friendly buying experience, giving competitive pricing, and prominently featuring favourable book reviews on their websites and other e-marketing platforms (Mani, 2019). Stakeholders in the book business, such as publishers and bookstores, may use the findings from research on the influence of e-marketing on book purchases to create more efficient e-marketing tactics and enhance the entire online book purchasing experience. This may facilitate the growth of book sales and foster literacy (Islam et al., 2024). Publishers can create e-mail marketing campaigns that are specifically tailored to customer preferences. Booksellers may use social media channels to interact with prospective consumers and advertise their collection of books (Molla et al., 2023). This would be beneficial for improving the exposure of their websites and facilitating prospective clients in finding them (Caldicott & Kamal, 2023). By comprehending the influence of e-marketing on book acquisition and using this knowledge to formulate efficient e-marketing tactics, publishers, bookstores, and other participants in the book business may contribute to advancing literacy and boosting book sales (Frow & Payne, 2007).

### Objectives of the Study

- The study aims to examine how E-marketing affects book purchases.
- Identify factors affecting book purchases.
- Quantify the impact of e-mail, social media, and mobile marketing on book purchases.

### Research Question

- Does E-marketing have an impact on book purchase tendency?
- What variables significantly affect book purchasing in e-marketing strategies?
- How do e-mail, social media, and mobile marketing affect book purchases, and how do they compare in driving book industry customer behavior?

### Literature Review

Electronic marketing has brought about substantial changes in consumer behaviour throughout numerous sectors, particularly affecting the book industry. Recently, a significant amount of scholarly research has been devoted to examining the impact of e-marketing strategies on consumers' purchasing patterns, focusing on younger age groups like university students. In examining the impact of digital marketing strategies on consumer behaviour, Chi et al. (2014) evaluate online book purchase intentions among Malaysians aged 20-37. The study found that characteristics, including brand name, convenience, and product diversity, were the most important factors that influence consumer purchase intentions. The provided insight holds significant value for online book merchants targeting Generation Y. According to Khan and Islam (2017), digital marketing plays a crucial role in cultivating customer loyalty. In a competitive market, identifying value-added qualities, content quality, customer service, and a constant online presence

is essential for acquiring and retaining clients. This is done through exploratory factor analysis (Islam & Bhuiyan, 2022).

The significance of electronic word-of-mouth (e-WOM) and social media marketing in shaping customer purchase intentions is highlighted by Michelle (2018) and Geetha et al. (2018). The statement highlights the importance of implementing tailored online promotional strategies. Krypton & Naldo (2018) demonstrate the significant influence of e-marketing on customer behaviour, emphasizing its relevance across different situations. In their study, Mahendratmo & Ariyanti (2019) employ structural equation modelling (SEM) to examine the impact of e-marketing mix elements on consumer purchase decisions in Indonesia. The results of their study suggest that factors such as price, customization, and site design significantly influence consumer purchasing decisions. This highlights the significance of implementing customized e-marketing strategies to improve customer engagement and drive sales (Hossain et al., 2024).

The study conducted by Yan et al. (2020) examines the efficacy of e-marketing strategies, specifically Social Media Marketing (SMM) and Search Engine Marketing (SEM), within the context of Malaysia. The study reveals that SEM and SMM notably impact consumer behaviour. However, the influence of Virtual Reality Marketing (VRM) is hindered by low adoption rates. The statement highlights the importance of marketers adapting their strategies to align with regional technological advancements to enhance consumer buying behaviour. Kaur et al. (2021) investigated consumer purchase behaviour in the context of e-marketing during the pandemic. Based on an in-depth investigation of primary and secondary data, it is stressed that understanding consumer behavior is critical for improving company strategies, especially for micro, small, and medium-sized businesses (Poli et al., 2024). The authors offer unique solutions for navigating digital marketing using factor analysis and correlation. Sharif et al. (2021) emphasize the Internet's transformational impact on traditional marketing techniques. The user emphasizes the importance of simple interactions and diverse offers in Internet advertising, which has become an essential component of direct marketing. This has proven beneficial for both businesses and consumers in today's competitive landscape (Bhuiyan et al., 2023).

Uford et al. (2022) investigated the influence of social media platforms, specifically Facebook, Instagram, and Twitter, on the purchasing choices made by university students (Bhuiyan et al., 2023). The research reveals noteworthy connections between the use of social media and consumer purchasing decisions, suggesting the need for tailored marketing strategies on individual platforms. One suggestion is to establish specialized groups on Facebook, employ concise descriptions and visually appealing designs on Instagram, and ensure regular engagement by re-tweeting on Twitter daily. In a secure online context, Haudi et al. (2022) investigate the impact of e-Marketing and e-CRM on e-Loyalty and firm performance. The research indicates that e-Marketing and e-CRM notably affect company performance. However, they do not have any influence on e-loyalty, which in turn does not have any effect on company performance or business sustainability. Wahab et al. (2023) highlight the positive impact of e-marketing on student loyalty, underscoring its importance in various contexts (Bhuiyan et al., 2024).

Thakkar (2024) emphasizes ensuring that marketing strategies align with customers' changing preferences in the digital era. The study conducted by Dahmane (2024) highlights the significant influence of e-marketing on consumer purchasing behaviour at Condor. Regarding small business perspectives, Eid and El-Gohary (2013) highlight that e-marketing helps small enterprises gain a competitive advantage by favourably affecting marketing efforts. By analyzing the network of Malaysian Technical University, Ali et al. (2013) find that the potential application of e-marketing can increase sales in academic institutions. According to Alharbi (2018), marketing research has revealed a complex environment in which companies use digital tactics such as search engine optimization and social media advertising to target specific groups of customers (Bhuiyan et al., 2023).

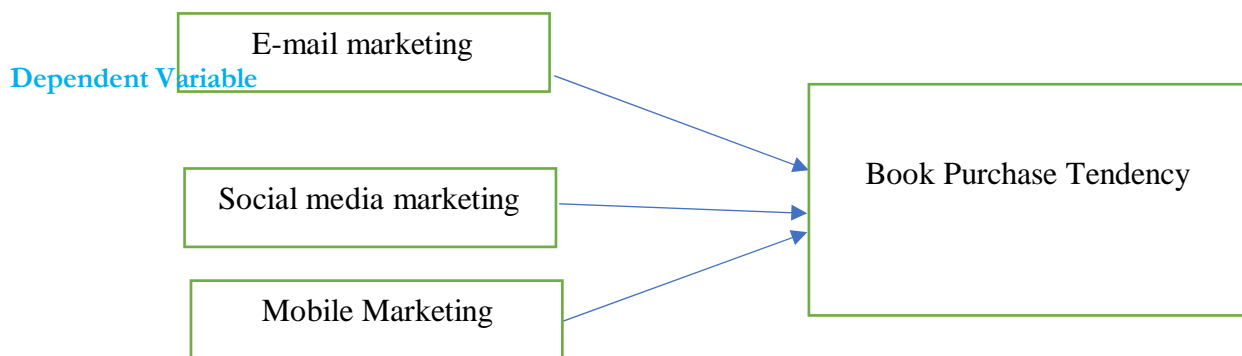
Cao & Gruca (2004) emphasize the significant impact of social media on emotional involvement and the sharing of experiences after making a purchase. This underscores the need for well-executed marketing techniques. By highlighting the intricacy of customer behaviour, Morwitz (2014) and Jiang et al. (2010) warn against supposing a clear relationship between buy intentions and actual sales. Leitão et al. (2018) and Chen

(2008) found that elements like online reviews, suggestions, and social cues significantly impact purchase decisions when buying books. Weismueller et al. (2020) and Lin et al. (2005) examine the impact of social media endorsements and online reviews on customers' purchase likelihood. They specifically analyze the features of reviews and the credibility of influencers. Jiang et al. (2010) emphasize the influence of website design and interactivity on cognitive involvement and purchase intention. Lastly, Sidqi et al. (2021) emphasize the importance of goods, prices, promotions, and processes in stimulating book sales. They highlight key factors that marketers should consider when formulating effective strategies (Bhuiyan et al., 2023a).

Although several studies have examined various aspects of e-marketing and its significant influence on consumer behaviour, more research must address how e-marketing influences students' intentions to purchase books (Islam & Bhuiyan, 2022). This research aims to fill that information gap and contribute to our understanding of how online marketing methods affect college students' book-purchasing habits (Frow & Payne, 2007). This research sheds light on what factors impact online book purchase intention through e-marketing.

## Conceptual Framework

### Independent Variable



**Figure 1:** Conceptual Framework

Source: Author Work

### *Theoretical Foundation Related With Book Purchase*

E-marketing allows booksellers to focus their marketing campaigns on particular customer segments, considering their interests, demographics, and purchasing patterns (Daqar & Smoudy, 2019). By employing a focused strategy, they can provide individualized suggestions and offers, enhancing clients' chances of discovering books that match their preferences (Alam et al., 2022).

### *Convenience And Accessibility*

E-marketing allows consumers to book shopping anywhere, anytime. They may shop from large catalogues, compare costs, and do it without leaving their houses or offices (Caldicott & Kamal, 2023). Customers find new books and finish purchases more quickly because of this accessibility, particularly those with limited mobility or time constraints (Akter et al., 2023). E-mail marketing on social networks, Marketing with smartphones, and Purchasing Books Tendency

### *Enhanced Customer Experience*

E-marketing tools have interactive features that enhance customers' experiences (Daqar & Smoudy, 2019). Customers can read reviews, look at sample chapters, and interact with writers and other readers, which



makes the shopping experience more immersive and exciting (Daqar & Smoudy, 2019). This could make customers happier and more likely to stick with individuals.

### *Data-Driven Insights And Optimization*

E-marketing gives businesses helpful information about how their customers act and what they like (Caldicott & Kamal, 2023). Booksellers can look at this information to learn more about customer trends, find famous authors and topics, and then change how they market their books to match. This data-driven method can help marketing campaigns work better and increase sales (Caldicott & Kamal, 2023).

## **Methodology**

This study's methodology section outlines the technique used to examine how e-marketing affected university students' propensity to buy books. The following section thoroughly explains the study design, sample techniques, collection methods, and data analysis processes (Molla et al., 2023). By implementing a robust methodological framework, the study aims to ensure the results' validity, reliability, and generalizability (Daqar & Smoudy, 2019).

### *Research Design*

This study utilizes a quantitative research strategy incorporating descriptive and co-relational methodologies. A quantitative analysis is appropriate for assessing the magnitude of e-marketing's influence on students' book-purchasing behaviour through statistical methods (Alam et al., 2022). A survey-based approach enables collecting data from a substantial number of participants, facilitating the capacity to make generalizations and conduct unbiased analysis.

### *Population And Sample Size*

The Population for this study comprises university students across various disciplines and year levels in selected universities. For quantitative research purposes, the sample size is chosen 205. The questionnaire survey has collected the data (Bhuiyan, 2023). The questionnaire was surveyed from 205 participants, and questions about variables were asked to generate ideas (Akter et al., 2023).

### *Sampling Technique*

A non-probability convenience sampling technique has been chosen to collect information for quantitative data collection. It is a quantitative study with limited resources, such as the technique followed to select samples. Samples are easy to choose using the technique. This is considered the most straightforward, cheapest, and least time-consuming technique. A questionnaire was developed using Likert scales. First, the respondents are asked to rank the attributes as weighted from strongly disagree to agree numerically, ranging from 1 to 5 strongly (Akter et al., 2023). The ranking is taken from strongly disagree to strongly agree numerically, ranging from 1= strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5= strongly agree.

### *Data Collection Method*

Data collection for this study involved survey methods. Primary data were gathered from current and potential university students like Behum Rokeya University, Rangpur (BRUR), Hajee Mohammad Danesh Science & Technology University (HSTU), and University of Rajshahi (RU) through surveys. In contrast, secondary data were obtained from newspaper articles and various book business websites. A structured questionnaire will be developed to collect primary data (Akter et al., 2023). The questionnaire will include closed-ended and Likert scale questions to measure the respondents' attitudes, perceptions, and behaviours related to e-marketing and book purchases (Marshall & Jonker, 2011). The questionnaire will be divided into several sections:

- **Demographic Information:** Age, gender, year of study, primary, and university.

- **E-Marketing Exposure:** Frequency and types of e-marketing encountered (e.g., social media ads, e-mail marketing, online reviews).
- **Book Purchase Behavior:** Frequency of book purchases, types of books purchased (academic, fiction, non-fiction), and purchasing channels (online vs. physical stores).
- **Influence Factors:** Specific e-marketing factors influencing purchase decisions, such as discounts, reviews, recommendations, and targeted ads.

#### *Data Collection Techniques*

Data was acquired directly from students of BRUR, HSTU, and RU using surveys, questionnaires, interviews, and focus groups. Secondary data was collected by conducting a comprehensive examination of literature, examining newspaper stories, and analyzing business websites related to the subject. Surveys and questionnaires yielded numerical data and supplied subjective insights (Marshall & Jonker, 2011). Secondary data sources enhanced the study, including concrete illustrations from the actual world and academic background information (Bhuiyan et al., 2020). This extensive methodology ensured a meticulous investigation of the research subject.

### **Data Analysis**

#### *Descriptive Statistics*

This study uses descriptive statistics (mean, median, mode, and standard deviation) to list the demographic information and the answers about e-marketing exposure and book buying habits (Shen et al., 2015).

#### *Inferential Statistics*

The study uses statistical analysis to examine how e-marketing affects book buyers' decisions. Pearson correlation evaluates the association between exposure to e-marketing and book purchasing habits. Multiple regression analysis determines the e-marketing elements that most influence book purchases (Marshall & Jonker, 2011). ANOVA also assesses the effects of e-marketing on several demographic categories, including gender and year of study.

#### *Pilot Study*

A pilot research is carried out using a limited sample of students (n=30) to assess the dependability and accuracy of the questionnaire (Shen et al., 2015). The feedback obtained from the pilot research will be utilized to enhance the questionnaire's clarity and efficacy.

## **Analysis and Discussion**

**Table 1:** Cross Tabulation (Income)

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\*Income(BDT)

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		Income(BDT)			
		Below 5000	5001 to 10000	10001 to 15000	More than 15000
Book Purchase Tendency	1	0	1	0	0
	2	21	24	7	4
	3	50	58	16	9
	4	4	4	1	1
	5	2	2	1	0
Total		77	89	25	14

*Source: Survey in the field*

**Interpretation:** The above table-1 shows that most customers are affected by e-marketing on book purchases, with an income level between 5001 and 10000. The customers with income of more than 15000 are less agree.

**Table 2:** Cross Tabulation (Gender)

Gender		Gender		Total
		Male	Female	
Book Purchase Tendency	1	1	0	1
	2	43	13	56
	3	103	31	134
	4	8	2	10
	5	3	1	4
Total		158	47	205

*Source: Survey in the field*

**Interpretation:** The data (Table-2) presents book purchase tendencies categorized by gender. It reveals the number of males and females who purchased varying quantities of books. For instance, among those who



bought two books, 43 were males, and 13 were females, totalling 56 individuals. The table illustrates a trend where males purchase more books than females, particularly in higher book quantities.

**Table 3:** Cross Tabulation (Age)

*Age		Below20	20 to 25	26 to 30	Above30
Book Purchase Tendency	1	0	1	0	0
	2	2	45	8	0
	3	6	107	21	0
	4	1	8	2	0
	5	0	3	1	0
Total		9	164	32	0

**Source:** Survey in the field

**Interpretation:** The dataset (Table -3) shows book purchase tendencies across different age groups. The majority of individuals in the "Below 20" age group are somewhat likely to buy books (6 out of 9). The "20 to 25" group, which has the largest number of participants (164), also has a notable tendency for moderate buying behavior (107) following by slightly inclined (45). In the age bracket "26 to 30", 21 out of 32 people showed their inclination towards purchasing books with a modest approach while there is no such data available for those above 30 years old. In general terms, it can be observed that younger people (less than 30) are more disposed towards acquiring books where this approach tends to be predominantly moderate.

**Table 4:** Cross Tabulation (Education)

*Educational Background		SSC	HSC	Bachelor's degree	Master's degree
Book purchase Tendency	1	0	0	1	0
	2	1	5	39	11
	3	3	11	94	26
	4	0	1	7	2
	5	0	0	3	1
Total		4	17	144	40

**Source:** Survey in the field

**Interpretation:** The study (Table-4) reveals a strong correlation between academic qualifications and book purchasing tendencies. Those with higher education levels, such as Bachelors and Masters, have a higher book buying tendency, with 144 out of 205 respondents having a book buying tendency of 3. Conversely, those with lower education levels tend to buy fewer books, with three being the most popular tendency.

**Table 5:** Cross Tabulation (Occupation)

*Occupation		Student	Teacher	Businessman	Other
Book Purchase Tendency	1	1	0	0	0
	2	53	0	0	3
	3	127	2	2	4
	4	9	0	0	0
	5	4	0	0	0
Total		194	2	2	7

**Source:** Survey in the field

**Interpretation:** The data provided (Table-5) gives valuable insights into the purchasing patterns of books among various professions. There is a significant tendency among students to obtain three books, and 53 individuals show this choice. In addition, there are cases when two students choose one book, nine students choose four novels, and four students pick five books. Teachers need more inclination, with only two persons leaning towards acquiring three books. Among businesses, three individuals demonstrate a preference for three specific books. Four individuals prefer three books, whereas three are inclined towards obtaining five books. Students generally have a strong presence in the book-buying market, preferring to purchase sets of three books. Teachers, businesses, and others make up less of the market.

**Table 6:** Descriptive Statistics

	Mean	Std. Deviation	N
Book Purchasetendency(Constant)	3.5524	.52743	205
Email Marketing(IV)	2.8854	.53347	205
Social Media Marketing(IV)	3.7285	.63011	205
Mobile Marketing(IV)	4.0098	.74255	205

**Source:** Survey in the field

**Interpretation:** From the analysis of descriptive statistics in (Table-6) shows that most consumers agree that the effect of e-marketing on book purchase tendency is primarily affected by social media marketing and mobile marketing. A few consumers agree that E-mail marketing has less impact on book purchases than others. Mobile marketing is concerned mainly with book purchases. Overall, the impact of e-marketing on book purchases is average. The highest standard deviation is 0.74255, which is Mobile marketing. The lowest standard deviation is 0.52743, which is Book purchase tendency.

**Table 7:** Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.583 <sup>a</sup>	.340	.330	.43173	.340	34.486	3	201	.000	1.840

Source: Survey in the field

**Predictors:** E-mail marketing, Social Media Marketing, and Mobile marketing.

**Dependent Variable:** Book Purchase Tendency.

**Interpretation:** From the model summary (Table-7), it can be seen that  $R=0.583$  indicates there is a strong correlation between independent and dependent variables. R square is 0.340, which means 34% variance for the dependent variable by the independent variables. There is a slight difference between the value of R-Square and Adjusted R-Square. It explains that adding a new independent variable or sample would highly describe the dependent variable. The adjusted value of R-Square (0.331) indicates that independent variables can explain a 33.1% variation in the dependent variable. The standard error of the test is 0.431, indicating how varied the Population mean is likely from a sample mean.

**Table 8:** Anova Result

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	19.284	3	6.428	34.486	.001
Residual	37.465	201	.186		
Total	56.749	204			

Source: Survey in the field

**Interpretation:** The ANOVA test (Table-8) indicates that the regression model significantly explains the variation in the dependent variable. With an F-value of 34.486 and a p-value of .001, the model is statistically significant, meaning the predictors collectively have a meaningful impact. The regression sum of squares (19.284) accounts for about 34% of the total variation (56.749), highlighting the model's substantial explanatory power. Overall, the data suggests a well-fitting and significant regression model.

**Table 9:** Coefficient

	Un Standardized Coefficients	Standardized Coefficients			95.0% Confidence Interval for B

Model	B	Std. Error	Beta	T	Sig.	Lower Bound	Upper Bound
Book Purchase Tendency	1.530	.211		7.257	.000	1.114	1.945
E-mail Marketing	.095	.064	.096	1.488	.138	-.031	.220
SocialMedia Marketing	.249	.068	.298	3.657	.000	.115	.383
Mobile Marketing	.205	.055	.288	3.732	.000	.097	.313

**Source:** Survey in the field

**Interpretation:** Using the values from the given (Table-9), the regression model becomes the following: From the coefficient table -9, we can see that almost all the independent variables affect the dependent variable except E-mail marketing based on significance. E-mail marketing has the most negligible impact on the dependent variable, affecting 9.5%% of the dependent variable. It has also been revealed that e-mail marketing, social media marketing, and mobile marketing positively affect book purchase tendency.

## Findings And Recommendation

### Findings

#### *Cross Tabulation*

- **Income:** Customers ranging from 5001 to 10000 were most influenced by e-marketing.
- **Gender:** Males showed higher susceptibility to e-marketing impacts on book purchases than females.
- **Age:** Consumers aged 20 to 25 were most susceptible to e-marketing influences.
- **Educational Background:** Bachelor's degree holders exhibited higher book-purchasing tendencies.
- **Occupation:** Students were identified as the primary demographic purchasing books for their needs.

#### *Descriptive Statistics*

- Consumer preferences for e-marketing strategies varied, with social media and mobile marketing outperforming e-mail marketing.

- Mobile marketing showed the most variation, indicating diverse consumer responses.

### *Model Summary*

- A strong correlation ( $R=0.583$ ) between independent and dependent variables was found.
- Independent variables explained 34% of book purchase tendency variance, with the potential for further explanation through additional variables or samples.

### *ANOVA*

- The regression model significantly explains the variation in the dependent variable, with a high F-value (34.486) and low p-value (.001), suggesting substantial explanatory power.

### *Coefficient Analysis*

Book purchase patterns were strongly influenced by all independent factors except e-mail marketing, with social media and mobile marketing having the most significant impact.

## **Recommendation**

Targeted marketing requires multiple strategies to boost book sales. Making use of social media and mobile platforms has helped influence book purchases. By targeting income, gender, age, education, and occupation, marketing initiatives can be more effective. E-mail marketing can succeed despite its lesser impact if optimized for engagement and relevance. E-marketing significantly impacts younger audiences; therefore, investing in channels and content that appeal to them is essential. Collaboration with educational institutions can boost book sales by leveraging students' academic and personal development buying habits. Monitoring consumer preferences and behaviours is crucial in adapting marketing strategies to changing market conditions.

## **Implications**

The study's results on e-marketing's effect on university students' book purchases are crucial for the book business. To boost sales and engagement, publishers and merchants should prioritize social media and mobile marketing. Targeted ads for students, young people, men, and Bachelor's degree holders can be beneficial. E-mail marketing may be enhanced with tailored content and special offers (Islam & Bhuiyan, 2022). Consumer preferences may be monitored using technology and data analytics for adaptive and tailored marketing. Collaboration with educational institutions increases exposure and sales, while a streamlined online buying experience with competitive prices and excellent ratings improves consumer happiness. Maintaining a competitive advantage requires adapting to technical and market developments. These insights help stakeholders improve e-marketing tactics, target consumers, and boost book sales, increasing digital literacy and engagement.

## **Conclusion**

There has been a modest effect on the number of people who buy books online because of e-marketing. This is because it makes buying books easier and gives people more options. People can now buy books more efficiently than ever thanks to e-marketing (Rahimnia & Hassanzadeh, 2013). Online stores have a lot of books to choose from, reasonable prices, and easy delivery choices (Amin et al., 2024). Because of this, people can now buy books from anywhere in the world at any time of the day or night. E-marketing has also made more types of books available to people. Many books are available online, from new releases to out-of-print books and books from small companies. The study shows that e-marketing significantly affects college students' book purchases (Bhuiyan et al., 2023). The most effective ways were found to be social media and mobile marketing. Even though e-mail marketing is less powerful, it still affects what people buy. The results show that those with a stake should invest more in mobile and social media marketing,

make e-mail marketing more engaging, and tailor strategies to specific groups of people. Marketing can be even more successful by focusing on younger audiences and working with educational institutions (Joshi et al., 2015).

Overall, e-marketing opens up a lot of doors for the book business. It improves digital literacy, involvement, and accessibility. Publishers and stores can increase book sales and create a thriving literary ecosystem using data-driven observations and careful marketing (Bhuiyan et al., 2024). E-marketing tactics that work can lead to more sales and engagement, which is good for the literary world. But, dealing with the problems and ensuring that data is handled honestly is essential to creating a long-lasting and welcoming place to buy and sell books is necessary.

### **Limitation**

The study's methodology has strong points and weaknesses regarding design, data collection, and analysis. Convenience sampling helps get data when resources are few, but it can also create bias and make the results less applicable to the whole. While 205 participants are sufficient for some studies, it may limit the sample's generalizability. Primary data-gathering approaches that rely solely on surveys miss out on the depth that qualitative methods might gather (Amin et al., 2024). Participants' sentiments might be oversimplified by using Likert scale questions. The study's narrow emphasis on particular institutions and localities raises questions about the internal and external validity of the measurement tools (Rahimnia & Hassanzadeh, 2013). Lastly, the selected statistical analyses may fail to account for complicated interactions or confounding variables, even when using a variety of methodologies (Islam & Bhuiyan, 2022). To correctly evaluate results and comprehend their significance, it is essential to acknowledge these limits.

### **Future Directions**

Although this study provides valuable insights, it is essential to acknowledge its future research directions. First and foremost, it is crucial to recognize that the sample size of 205 participants may not comprehensively reflect the diverse Population of book consumers, thereby constraining the generalized ability of the findings. Additionally, directing the primary focus toward university students may limit the general ability of the findings to broader demographic cohorts (Islam et al., 2024) Furthermore, the study's limited analysis of three e-marketing channels needs to consider the potential impacts of emerging strategies. In addition, the study's cross-sectional design provides limited longitudinal depth, and the utilization of self-reported survey data introduces potential biases (Bhuiyan & Akter, 2024). Finally, it is important to consider external factors such as economic conditions or technological advancements, as they may introduce complexity to the correlation between e-marketing strategies and consumer behavior (Rahman et al., 2024). By solving those problems, researcher might conduct extensive research with a large volume of data and research model over the Bangladeshi to determine the actual findings of the study (Rahimnia & Hassanzadeh, 2013).

### **Ethical Considerations**

To maintain the highest integrity and regard for the rights and welfare of participants, ethical concerns are shown to be essential in this inquiry and to guide all aspects of the research process. Researchers prioritize reducing harm, managing conflicts of interest, and abiding by ethical standards throughout the study. Open lines of contact are set up for participant input to foster trust. These moral guidelines emphasize the dedication to honesty and give participants' rights and welfare top priority.

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## Conflict of Interest

There is no conflict of interest to publish this article in this journal. No external funding has been received for completing this research.

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