

A Study on the Consumer Behaviour towards Email Marketing

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Abstract: Email has become a significant piece of organizations' advertising blend and is considered as the best innovation for conveying the possibility to support promoting achievement and to improve the brand picture. It is likewise arisen as an important method for individual and corporate correspondence. With its intelligence, speed, and quantifiability, email directs people to the sites. The aim of this study is to explore and investigate the determinants of consumer behaviour towards email advertising, with two distinct methods. To begin with, we intend to conduct a survey among the population to obtain the responses in the context of email advertising. We believe that the study will offer useful insights for both advertising scholars and executives to understand the intricacies of email advertising and to help advertisers in conceiving better ways to deal with the increment adequacy of email advertising.

Keywords: Consumer Behaviour, e-mail marketing

1. Introduction

Email showcasing is the point at which you send a business email message to your email supporters — contacts who have joined to your email rundown and expressed consent to get email interchanges from you. Email promoting is utilized to advise, drive deals, and create a local area around your image. Current email showcasing has moved away from one-size-fits-every single mass mailing and rather centres around assent, division, and personalization. Making a solid email promoting methodology assists you with coming to an associate with your intended interest group in a customized way and increment deals at a moderate expense. Similarly, as different stages and media have changed, email showcasing apparatuses enable your business to arrive at clients in a simpler way than any time in recent memory.

2. Literature review

There are many researches and studies about the comparison between traditional marketing and modern marketing and also advantages and disadvantages of E-marketing, which shows the performances and efficiencies of marketing approaches. Chaston and Mangles (2003), examined the influence of marketing style on the utilization of the Internet among small UK manufacturing firms. They employed a quantitative methodology to determine whether, in business-to-business markets, the Internet is a technology that will be managed differently by the firms that have adopted a relationship versus a transactional marketing orientation. The research was conducted depending on a survey strategy through mailed questionnaires on a sample of 298 small UK firms (manufacturers of mechanical or electronic components / their primary area of activity is business to-business marketing / have between 10- 50 employees / not branch plants of British or multinational organizations). Insufficient evidence was found to support the view that relationship- orientated firms, when compared with transaction ally-orientated competitors, exhibit differing perceptions about the nature of online markets.

In this modern age of internet almost every progressive business has web presence, some people think that website is just a commercial requirement but others think that it is mandatory to run their company activities. These different theories about internet have been discussed a lot in recent marketing literature. In the past decade marketers have been arguing about the role of internet in marketing. In the start, marketers used internet as a communication tool but as time passed, they realized the true potential of internet and the idea of e-marketing evolved. According to Hoge (1993), Electronic marketing (EM) is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. Strauss and Ansary (2006) defined E-marketing in their latest book as the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stake holders. This explanation tells that e-marketing is not only about selling products or providing services through IT but it is lot more than that. It is not just traditional marketing using the information technology tools but it is a strategic model to achieve brand value and provide customer satisfaction. Idea of E- marketing can be derived as type of marketing in which objectives are achieved through use of electronic communication tools like internet, interactive TV and mobile phones. Generally, people do confuse e-marketing with online or internet marketing, where online marketing is just limited to the use of internet technology to attain marketing objectives. Yasmin (2015), Digital media is so pervasive that consumers have access to information any time and any place they want Dave Chaffey (2002) defines E-marketing as "Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of customers (within a multichannel buying process and customer lifecycle) through improving our customer knowledge (of their profiles, behaviour, value and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

Chaffey's definition reflects the relationship marketing concept, it emphasizes that it should not be a technology that drives Electronic marketing, but the business model. Ankur Kumar Rastogi (2010) is of the opinion that the argument was to fulfil the requirements of huge number of customers. And each time the marketers will understand precisely about the customers shopping requirements.

This inturn may help the online service providers a better insight to deliver product or service as per the customer need. Loredana PATRUTIU-BALTES (2017), Digital marketing has a major importance inthe marketing strategy of any company regardless of sector, size or country of origin. Thus, more thanever, in order to remain competitive, companies are forced to exploit this form of marketing, which essentially can bring huge benefits at low costs. Themain form of digital marketing is the inbound marketing, which represents an organic marketing form, based on the close relationship between the company and its prospects or customers. (2016, Hartemo) E-mail allows an active, interactive and personalized communication fulfilling the preferences of an empowered consumer. E-mail marketing can be used to empower consumers by sending e-mails based on permission, by making consumers as active participants in the communication process and by making e-mails relevant for the recipients. However, current e-mail marketing strategies need to be updated to get the maximum benefit out of the channel. The paper uses a new perspective, consumer empowerment asa lens for understanding e-mail marketing.

3. Objective

- To study the relationship between email subject sentiments and consumer behaviour
- To explore and investigate the determinantsof consumer behaviour towards email advertising
- To find out the factors that influences theresponse of consumers
- To analyse the influence of digital marketing mix in an email marketingcampaign
- To examine the elements of consumer attitudetowards email marketing

4. Research methodology

Data for this study was collected by means of a Survey conducted in central Kerala. The sample size was 110. The Questionnaire was used methodto test the model proposed for consumer behaviour towards email marketing.

4.1 Research Design

This study has incorporated the descriptive researchdesign.

4.2 Sample Design

The sample size used for the study is 110. Responses were collected from 110 respondents. The sampling population for this research was thepeople of central Kerala as it was particularly concentrated on this geographical region.

Convenience sampling technique has been used.

4.3 Data Sources

Primary data: Data collected through structuredquestionnaire from the respondents Secondary data includes the information obtained from the existing research reports, surveys, journals or magazines regarding consumer approach towardsemail marketing.

4.4 Data Analysis

The study has used descriptive statistics for the dataanalysis for the better clarity in the result.

5. Data Analysis and Interpretation

5.1 Demographic information

Chart 1

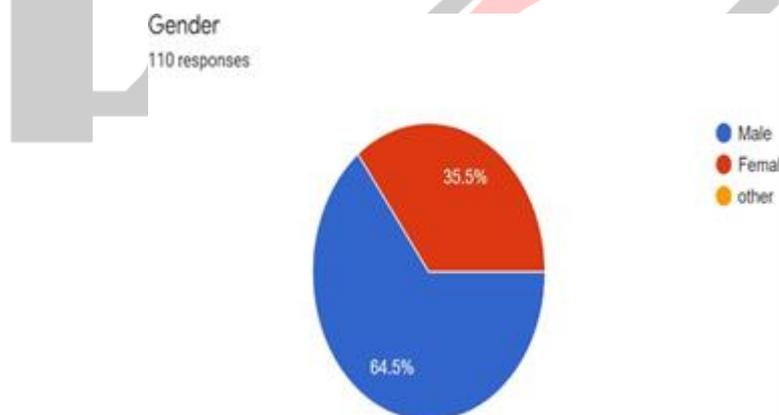
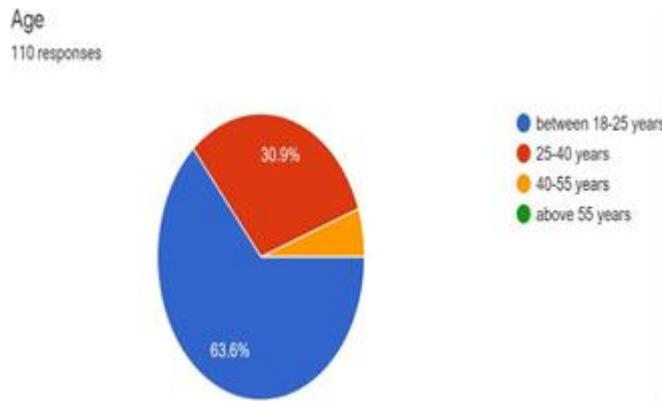


Chart 2



Interpretation

The above graphs show the gender and age wise classification of respondents. From the graph, it shows a clear understanding that out of the total respondents 64.5% of the respondents are Male, 35.5% of the respondents are Female and, 2.7% are in the age group of less than 18, 63.6% are in the age group of 18–25, 30.9 % are in the age group of 25-40, and the rest of the 5.5 % are in the age group of 40-55 years.

5.2 Quality of information

Chart 3

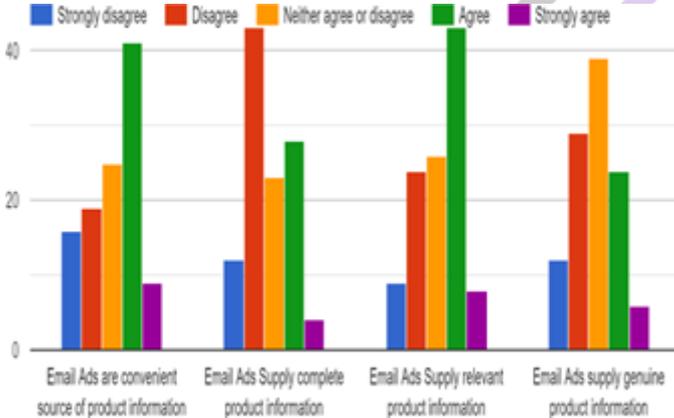


Table 1

	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	5	4.5	4.5
Disagree	18	16.4	20.9
Neither agree or disagree	39	35.5	56.4
Agree	38	34.5	90.9
Strongly agree	10	9.1	100.0
Total	110	100.0	

Interpretation

The above table and graphical representation of the respondents are regarding the information quality of email advertisements. We have cumulated all the questions and consolidated it into a table representing the variable that is quality of information. Here 43.6 % of respondents accepted that email ads maintain the quality of information. While only 20.9 % have the opinion that the email ads do not provide any information quality.

5.3 Financial gain

Chart 4

Does financial gain influence your decision ?

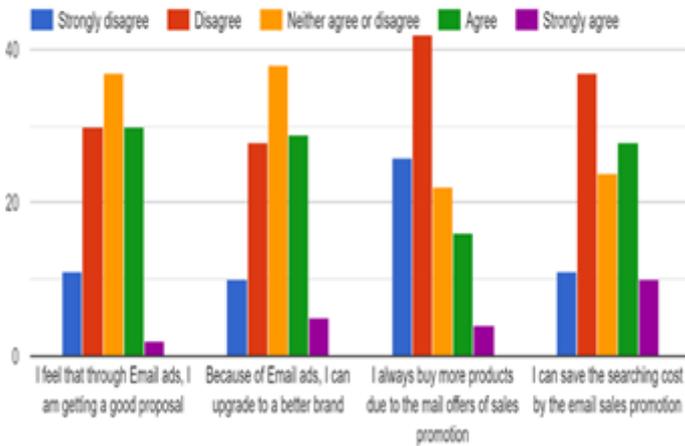


Table 2

	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	5	4.5	4.5
Disagree	28	25.5	30.0
Neither agree or disagree	37	33.6	63.6
Agree	37	33.6	97.3
Strongly agree	3	2.7	100.0
Total	110	100.0	

Interpretation

From the survey, it seems that only 36.3% of respondents are influenced by the financial gain from email ads. While, 30 % commented that financial gain from email ads didn't influence their decision.

5.4 Consumer Attitude

Chart 5

what is your attitude towards email ads?

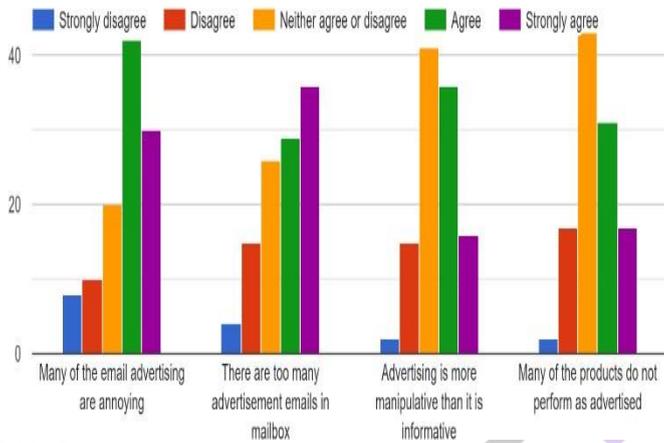


Table 3

	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	1	.9	.9
Disagree	6	5.5	6.4
Neither agree or disagree	28	25.5	31.8
Agree	54	49.1	80.9
Strongly agree	21	19.1	100.0
Total	110	100.0	

Interpretation

The above table and graphical representation of the respondents are regarding their attitude towards email advertisements. We have cumulated all the questions and consolidated it into a table representing the variable, Consumer attitude. Here, 68.2 % of respondents have a negative attitude towards email ads. While only 6.4 % have the positive opinion towards email ads.

5.5 Consumer Response

Chart 6

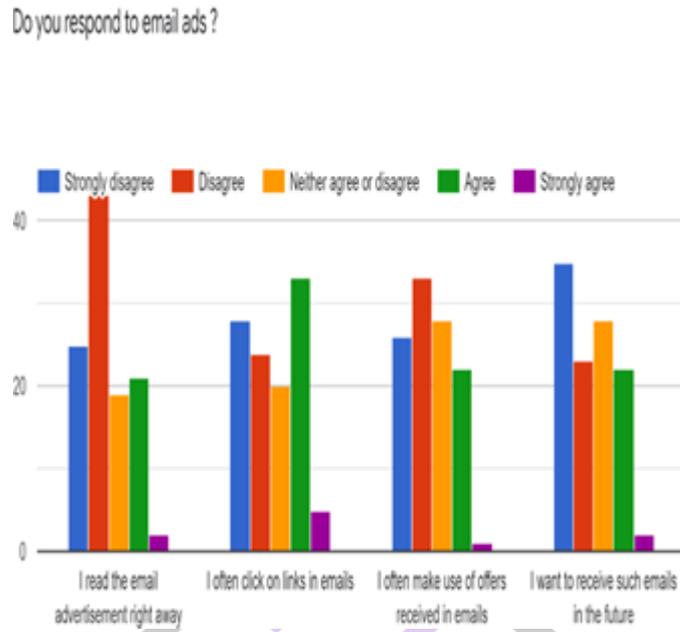


Table 4

	Frequency	Valid Percent	Cumulative Percent
Strongly disagree	13	11.8	11.8
Disagree	28	25.5	37.3
Neither agree or disagree	40	36.4	73.6
Agree	29	26.4	100.0
Total	110	100.0	

Interpretation

From the survey, it seems that only 26.4% of respondents are readily react to email ads. While,

37.3 % commented that they will not provide anyspontaneous reaction to email ads.

5.6 Privacy

Privacy first ?

Chart 7

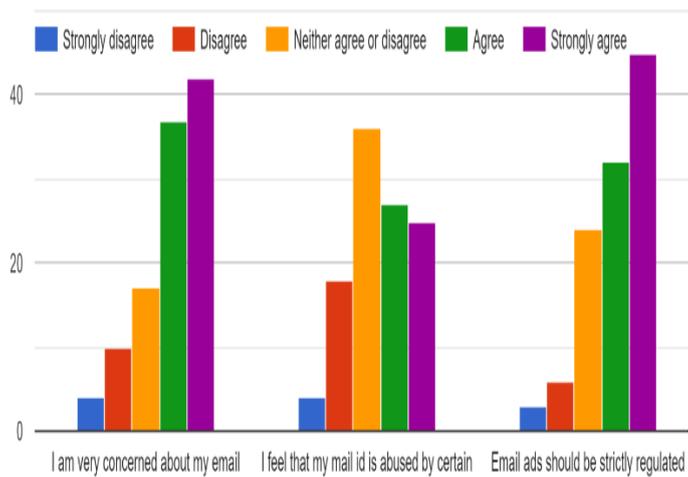


Table 5

	Frequency	Percent	Cumulative Percent
Strongly disagree	1	.9	.9
Disagree	7	6.4	7.3
Neither agree or disagree	21	19.1	26.4
Agree	39	35.5	61.8
Strongly agree	42	38.2	100.0
Total	110	100	

Interpretation

It is clear that 73.4% of respondents are concerned about their email privacy and only 7.3 % are unconcerned.

5.7 CHI – SQUARE METHOD OF ANALYSIS

For the analysis purpose we use CHI – SQUARE METHOD OF ANALYSIS to figure out the relationship between quality of information, financial gain, consumer attitude and privacy with Consumer response

5.7.1 Chi- Square method to analyse the significant relationship between Quality of information and consumer response in marketing

Hypothesis

H0: There exist no relationship between Quality of information and consumer response in marketing **H1:** There exist relationship between Quality of information and consumer response in marketing

Quality of information * Consumer response

Chi-Square Tests

Table 6

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	36.536 ^a	12	.000
Likelihood Ratio	35.110	12	.000
Linear-by-Linear Association	16.303	1	.000
N of Valid Cases	110		

Interpretation

Here the p value is .000 and it is less than 0.05. This tells us that there is statistically significant association between the variables. Therefore, we reject the hypothesis H0

It is seen that there exists a relationship between the quality of information and consumer response in marketing

5.7.2 Chi- Square method to analyse the significant relationship between financial gain and consumer response in marketing

Hypothesis

H0: There exist no relationship between financial gain and consumer response in marketing

H1: There exist relationship between financial gain and consumer response in marketing

Financial gain * Consumer response

5.7.3 Chi- Square method to analyse the significant relationship between consumer attitude and consumer response in marketing

Hypothesis

H0: There exist no relationship between consumer attitude and consumer response in marketing

H1: There exist relationship between consumer attitude and consumer response in marketing

Consumer attitude * Consumer response

Table 7

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.523 ^a	12	.000
Likelihood Ratio	37.987	12	.000
Linear-by-Linear Association	24.222	1	.000
N of Valid Cases	110		

Table 8

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.570 ^a	12	.043
Likelihood Ratio	21.730	12	.041
Linear-by-Linear Association	.870	1	.351
N of Valid Cases	110		

Chi-Square Tests**Interpretation**

Here the p value is .000 and it is less than 0.05. This tells us that there is statistically significant association between the variables. Therefore, we reject the hypothesis H₀

It is seen that there is a significant relationship between the financial gain and consumer response in marketing

Interpretation

Here the p value is .043 and it is less than 0.05. This tells us that there is statistically significant association between the variables. Therefore, we reject the hypothesis H₀

It is seen that there is a significant relationship between consumer attitude and consumer response in marketing

5.7.4 Chi- Square method to analyse the significant relationship between privacy and consumer response in marketing

Hypothesis

H0: There exist no relationship between privacy and consumer response in marketing

H1: There exist relationship between privacy and

Hypothesis

H0: There exist no relationship between age and gender with consumer response in marketing **H1:** There exist relationship between age and gender with consumer response in email marketing

Age * Consumer Response

consumer response in marketing

Privacy * Consumer response

Table 10

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.452 ^a	12	.005
Likelihood Ratio	29.457	12	.003
Linear-by-Linear Association	2.406	1	.121
N of Valid Cases	110		

Chi-Square Tests

Table 9

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.267 ^a	3	.966
Likelihood Ratio	.268	3	.966
Linear-by-Linear Association	.031	1	.860
N of Valid Cases	110		

Chi-Square Tests Gender * Consumer Response

Interpretation

Here the p value is .005 and it is less than 0.05. This tells us that there is statistically significant association between the variables. Therefore, we reject the hypothesis H₀

It is seen that there exists a significant relationship between the privacy and consumer response in email marketing.

5.7.5 Chi-Square method to analyse the significant relationship between age and gender with consumer response in marketing

Table 11

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.448 ^a	6	.025
Likelihood Ratio	15.707	6	.015
Linear-by-Linear Association	11.387	1	.001
N of Valid Cases	110		

Chi-Square Tests

Interpretation

For age, here the p value is .0996 and it is greater than 0.05 and for gender the p value is 0.025.

It is seen that there exists a significant relationship between the gender and consumer response in email marketing and no relationship between age and consumer response.

6. Key Findings

1. Quality of information, financial gain, consumer attitude, and privacy are the determinants of consumer behaviour in

emailmarketing

2. 43.6 % of respondents have the opinion that email ads maintain the quality of information and there exist a positive relationship between the quality of information and consumer response in email marketing
3. Financial gain for the consumers plays only a minimum role in email marketing, 36.3% of respondents are influenced by the financial gain from email ads but there is positive relationship between the financial gain and consumer response in marketing
4. 68.2 % of respondents have a negative attitude, ie, wrong beliefs, feelings and behavioural intentions towards email ads. They are irritated because of email ads and there is positive relationship between consumer attitude and consumer response in email marketing
5. 73.4% of respondents are concerned about their email privacy and there is positive relationship between the privacy and consumer response in email marketing
6. There is positive relationship between the gender and consumer response in email marketing and no relationship between age and consumer response.

7. Conclusion and suggestions

This study provides insights into the understanding of factors determining consumer behaviour towards email advertisement and also the influence of email subject sentiment and consumer behaviour to discover that there exists a relationship between quality of information, financial rewards, consumer attitude and privacy with consumer response towards email advertising. E-marketing is rapidly changing the way people do business all over the world. In the business-to-consumer segment, sales through the web have been increasing dramatically over the last few years. Customers, not only those from well-developed countries but also those from developing countries, are getting used to the new shopping channel. Understanding the factors that affect intention, adoption and repurchase are important for researchers and practitioners alike. E-marketing is gaining popularity among people especially in the younger generation but in today scenario to become equally popular among all age groups, e-marketing will have to cover a longer distance.

Finally, the present study investigates the consumer response as being directly affected by attitudes and intentions. Our scope of the study was so narrow that there is a wide scope for future studies, Further, other values from email advertising such as visual appeal, enjoyment and efficiency should be considered in future works. On the same note, future works may broadly consider the effects of these values on the both permission-based email and spamming email to enrich findings and arguments.

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