



Email Marketing An Effective Marketing Channel In Digital Era

¹Chethanraj ²Gurudath Shenoy ³Swathi Shenoy & ⁴Vijetha⁴

¹Assistant Professor, Department of Commerce and Management, SDM College of Business Management, Mangalore, India, ORCID ID: 0009-0007-0069-4208

²Assistant Professor, Department of commerce and Management, SDM College of Business Management, Mangalore Karnataka, India, ORCID ID:0009-0003-7856-6776

³ Assistant Professor, Department of commerce, SDM Law College, Mangalore, Karnataka, India, ORCID ID: 0009-0000-0173-395x

⁴Assistant Professor, Department of Commerce and Management, SDM College of Business Management, Mangalore, India, ORCID ID:0009-0006-6466-3809

ABSTRACT

Email marketing is a powerful form of direct marketing used to promote a business's products and services. It can be used as part of a marketing automation strategy to build customer loyalty, deepen relationships, and keep customers engaged with your brand, products, and services. E-mail marketing plays a crucial role in supporting and enhancing other marketing strategies. Direct E-mail Marketing is the fastest option for sales. The objective of this paper is to know the respondents' opinions towards E-mail marketing, to study its advantages, and challenges, and to compare the effectiveness of e-mail marketing. We have collected data from 100 respondents. Our study is based on primary and secondary data. We have observed from this study that today social media marketing and other marketing channels have overtaken email marketing and still consumers have a favourable perception of email marketing. In this study, we can see that the respondents are highly satisfied with email marketing by applying the chi-square value and paired t-test. We used the tools like SPSS and Excel.

KEYWORDS

E-mail marketing, Digital marketing, social media, customer awareness, respondents.

INTRODUCTION

Email marketing consists of sending a commercial message, generally to a group of people, by email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. Email marketing is a direct marketing method that uses email to promote your company's products or services. It may help to raise your customers' awareness of your latest items or offers.

Email marketing is a marketing strategy that uses email as a tool to spread commercial messages and generate sales. Email marketing is the backbone of E-Commerce marketing strategy. While people are bombarded with promotional offers and commercial campaigns everywhere they look, the mailbox remains a final sanctuary of peace and loneliness online.

The key is to prioritize, group, and sort emails into categories. 91 percent of US adults like to receive promotional emails from companies they do business with email is almost 40 times more effective than Facebook and Twitter combined in helping your business acquire new customers. E-mail marketing may seem outdated in today's digital marketing landscape, but it's still a superior marketing channel for businesses.

Email marketing is a powerful tool and one of the most cost-efficient digital marketing techniques for attracting more site visitors. It can be used for increasing your target audience as well as the number of website visitors. Email marketing remains a powerful and effective tool for businesses of all sizes. Email marketing revenue should reach an estimated \$11 billion worldwide by 2023.

LITERATURE REVIEW

Dr. Subramania Bala Jeshurun (2018) aims to study the effectiveness of e-mail marketing among college students and understand the influence of email marketing features on its effectiveness. The objective is to improve the fastest communication media among people. The study clearly indicates the acceptance level of email marketing among college students. Building a proper relationship with customers can enhance the effectiveness of email marketing. Email marketing remains one of the most effective ways to advertise on the Internet. Primary data is collected from colleges that utilize e-mail marketing as a marketing tool, using formulated questionnaires.

Foued Sabbagh (2021) focuses primarily on the role of email marketing and E-commerce. Email marketing is considered one of the most modern and effective marketing methods in the world. The study highlights that Email marketing serves as the foundation for launching electronic campaigns of commercial marketing and advertising. The study emphasizes the key benefits and positive aspects of email marketing, including its ease of use for sending and receiving electronic messages. It also states that email marketing is a lawful practice that targets individuals who voluntarily opt to receive such emails, resulting in their active participation and the provision of products according to their interests.

Anurag Tiwari, Mohd. Aquib Ansari, Rachana Dubey (2018) The aim of this research work is to develop a best optimal procedure to send the emails and get the high open rate. This research work is focused on email address verification whether it is emailing sender address or receiver address. The importance of subject line is less over email sender address as it is essential to send an email to user inbox folder to start the subject line role to play. In the email sender verification, we analyse the impact of domain, SPF, DKIM, and came up with some useful results. In our research work there is a huge scope for future work.

Jacquelyn S. Thomas, Chaoqun Chen, and Dawn Iacobucci (2022) observe that emails are often sent to customers who have opted in to receive alerts and notifications. The authors argue that these different types of emails encompass overt and subtle attempts at persuasion and are associated with varying levels of persuasion knowledge. They test a model to compare the relative effectiveness of these email types in terms of the email opening rate, spending amount, and shopping cart abandonment rate. The authors demonstrate that email effectiveness varies over time and differs for each specific email type. They assert that strategically managing combinations of specific email types can enhance customer spending among those who have opted in to receive specific alert messages.

OBJECTIVES

- To know the respondents' opinion towards E-mail marketing.
- To compare the effectiveness of email marketing.
- To study the advantages and challenges of email marketing

HYPOTHESES

H₁ – There is no significant difference between the personal profile and respondents' opinions towards E-mail marketing.

H₂ – There is no relationship between respondents' ratings of E-mail Marketing and other marketing channels.

RESEARCH METHODOLOGY

This study is based on primary and secondary data. We have collected primary data through a well-structured questionnaire. Secondary data is collected by referring to various books, journals, articles, and websites. We have collected responses from 100 samples by using google forms. Our research area is Belthangady taluk. We used tables for analysis purposes. We made statistical calculations through Excel and SPSS.

DATA ANALYSIS AND INTERPRETATION

Table 1 – Personal Profile of the Respondents

Variable	Options	Frequency	Percentage
Gender	Male	38	38
	Female	62	62
	Total	100	100
Age	Below 18	3	3
	18 – 24	67	67
	25 – 30	23	23
	31 and above	7	7
	Total	100	100
Occupation	Student	51	51
	Businessperson	2	2
	Profession	16	16
	Salaried Person	20	20
	Home Maker	7	7
	Other	4	4
	Total	100	100
Family's Annual Income	Less than 1 lakh	41	41
	1 lakh – 2 lakhs	37	37

	2 lakh – 4 lakhs	22	22
	More than 4 lakhs	0	0
	Total	100	100

Source – Primary Data

Table 1 presents the personal profile of the respondents. The data shows that 38% of the respondents identified as male, while 62% identified as female. In terms of age, 3% of the respondents were below 18 years old, 67% were between 18 and 24, 23% were between 25 and 30, and 7% were 31 years old and above. Regarding occupation, the largest group was students, accounting for 51% of the respondents, followed by professionals (16%), salaried persons (20%), homemakers (7%), businesspersons (2%), and others (4%). When considering a family's annual income, 41% reported an income of less than 1 lakh, 37% reported an income between 1 lakh and 2 lakhs, and 22% reported an income between 2 lakhs and 4 lakhs. None of the respondents reported an annual income exceeding 4 lakhs.

Table 2 - Familiarity with the concept of email marketing

Options	Frequency	Percentage
Somewhat familiar	35	35
Moderately familiar	40	40
Very familiar	23	23
Extremely familiar	2	2
Total	100	100

Source – Primary Data

Table 2 displays the respondents' familiarity with the concept of email marketing. The data reveals that 35% of the respondents described themselves as somewhat familiar with email marketing, while 40% reported being moderately familiar. Additionally, 23% of the respondents expressed being very familiar with the concept, and only 2% stated being extremely familiar. The table represents primary data and includes a total of 100 respondents, accounting for 100% of the sample.

Table 3 – Respondents' ratings of the effectiveness of email marketing

Options	Frequency	Percentage
Extremely effective	1	1
Very effective	19	19
Moderately effective	45	45
Slightly effective	27	27
Not effective	8	8
Total	100	100

Source – Primary Data

Table 3 presents the ratings given by respondents regarding the effectiveness of email marketing. The data indicates that 1% of the respondents considered email marketing to be extremely effective, while 19% rated it as very effective. Furthermore, 45% of the respondents found it moderately effective, 27% perceived it as slightly effective, and 8% believed it to be not effective. The table reflects primary data and includes a total of 100 respondents, representing 100% of the sample.

Table 4 - Primary objectives of email marketing

Options	Frequency	Percentage
Generating leads	24	24
Increasing sales	42	42
Building brand awareness	51	51
Customer retention	43	43
Driving website traffic	29	29
Promoting events or offers	34	34
Total	100	100

Source – Primary Data

Table 4 illustrates the primary objectives of email marketing as reported by the respondents. The data reveals that 24% of the respondents identified generating leads as a primary objective, while 42% highlighted increasing sales. Additionally, 51% of the respondents indicated building brand awareness as a primary objective, and 43% stated customer retention. Furthermore, 29% of the respondents mentioned driving website traffic as a primary objective, and 34% expressed promoting events or offers. The table represents primary data and includes a total of 100 respondents, accounting for 100% of the sample.

Table 5 – Advantages of email marketing as a marketing channel

Options	Frequency	Percentage
Cost-effectiveness	39	39
High reach and scalability	41	41
Personalization and targeting capabilities	40	40
Measurable results and analytics	37	37
Direct communication with the audience	33	33
Longevity and staying power	15	15
Total	100	100

Source – Primary Data

Table 5 presents the advantages of email marketing as a marketing channel, as perceived by the respondents. The data indicates that 39% of the respondent's identified cost-effectiveness as an advantage, while 41% mentioned high reach and scalability. Additionally, 40% of the respondents recognized personalization and targeting capabilities as a benefit of email marketing, and 37% highlighted the ability to obtain measurable results and analytics. Furthermore, 33% of the respondents emphasized the advantage of direct communication with the audience, and 15% acknowledged the longevity and staying power of email marketing. The table represents primary data and includes a total of 100 respondents, accounting for 100% of the sample.

Table 6 - Challenges of email marketing

Options	Frequency	Percentage
Email deliverability issues	34	34
Risk of being labeled as spam	42	42
Overwhelmed inbox and email fatigue	34	34
Declining open and click-through rates	29	29
Design and formatting limitations	25	25
Compliance with legal and privacy regulations	22	22
Other	13	13
Total	100	100

Source – Primary Data

Table 6 displays the challenges associated with email marketing, as reported by the respondents. The data reveals that 34% of the respondents identified email deliverability issues as a challenge, while 42% expressed concern about the risk of being labelled as spam. Additionally, 34% of the respondents mentioned dealing with an overwhelmed inbox and email fatigue as a challenge, and 29% highlighted declining open and click-through rates. Furthermore, 25% of the respondents cited design and formatting limitations as a challenge, and 22% expressed concerns about compliance with legal and privacy regulations. Lastly, 13% of the respondents indicated other challenges not specified in the options. The table represents primary data and includes a total of 100 respondents, accounting for 100% of the sample.

Table 7 - Ratings of various marketing channels

	5	4	3	2	1
Email marketing	12	47	30	9	2
Social media marketing	37	39	21	2	1
Search engine optimization (SEO)	9	41	44	4	2
Content marketing	24	37	35	4	0
Pay-per-click (PPC) advertising	15	38	34	10	3

Source – Primary Data

Table 7 presents the ratings assigned by the respondents to various marketing channels. The ratings range from 1 to 5, with 5 indicating the highest rating and 1 indicating the lowest rating. The data shows that for email marketing, 12% of the respondents gave a rating of 5, 47% gave a rating of 4, 30% gave a rating of 3, 9% gave a rating of 2, and 2% gave a rating of 1. In terms of social media marketing, 37% of the respondents gave a rating of 5, 39% gave a rating of 4, 21% gave a rating of 3, 2% gave a rating of 2, and 1% gave a rating of 1. For search engine optimization (SEO), 9% of the respondents gave a rating of 5, 41% gave a rating of 4, 44% gave a rating of 3, 4% gave a rating of 2, and 2% gave a rating of 1. In the case of content marketing, 24% of the respondents gave a rating of 5, 37% gave a rating of 4, 35% gave a rating of 3, 4% gave a rating of 2, and none of the respondents gave a rating of 1. Lastly, for pay-per-click (PPC) advertising, 15% of the respondents gave a rating of 5, 38% gave a rating of 4, 34% gave a rating of 3, 10% gave a rating of 2, and 3% gave a rating of 1. The table represents primary data and showcases the relative ratings provided by the respondents for each marketing channel.

Table 8 - Frequency of personal engagement with promotional or marketing emails own inbox

Options	Frequency	Percentage
Very frequently	36	36
Frequently	26	26
Occasionally	38	38
Total	100	100

Source – Primary Data

Table 8 displays the frequency of personal engagement with promotional or marketing emails in the respondents' own inboxes. The data reveals that 36% of the respondents reported engaging with such emails very frequently, while 26% engaged with them frequently. Additionally, 38% of the respondents reported engaging with promotional emails occasionally. The table represents primary data and includes a total of 100 respondents, accounting for 100% of the sample.

Table 9 – Respondent's opinion towards Email Marketing.

Statements	5	4	3	2	1	Mode
Email marketing is an effective channel for reaching a wide audience.	15	52	29	3	1	4
Email marketing allows for personalized and targeted communication with the audience.	15	49	31	3	2	4
Email marketing provides measurable results and analytics to track campaign performance.	12	40	46	1	1	3
Email marketing is a cost-effective marketing channel compared to other channels.	17	48	33	2	0	4
Email marketing has a high potential for generating leads.	11	46	35	7	1	4
Email marketing helps in building and maintaining brand awareness.	12	42	41	3	2	4
Email marketing contributes to customer retention and repeats business.	14	44	36	5	1	4
Email marketing effectively drives website traffic.	10	45	39	6	0	4
Email marketing is capable of promoting events or offers successfully.	14	43	35	7	1	4
Email marketing is an effective channel for increasing sales.	19	40	37	3	1	4

Source – Primary Data

Table 9 presents the respondents' opinions towards email marketing, measured on a five-point Likert scale. The ratings range from 1 to 5, with 5 indicating strong agreement and 1 indicating strong disagreement. The mode represents the most common rating for each statement. According to the data, the majority of respondents agreed that email marketing is an effective channel for reaching a wide audience (mode: 4). Similarly, they also agreed that email marketing allows for personalized and targeted communication with the audience (mode: 4). The respondents also acknowledged that email marketing provides measurable results and analytics to track campaign performance (mode: 3) and is a cost-effective marketing channel compared to other channels (mode: 4). Furthermore, the respondents believed that email marketing has a high potential for generating leads (mode: 4), helps in building and maintaining brand awareness (mode: 4), and contributes to customer retention and

repeat business (mode: 4). In addition, the respondents agreed that email marketing effectively drives website traffic (mode: 4) and is capable of promoting events or offers successfully (mode: 4). Lastly, the respondents considered email marketing to be an effective channel for increasing sales (mode: 4). The table represents primary data and showcases the opinions and ratings given by the respondents towards various statements about email marketing.

HYPOTHESES TESTING

H₁ – There is no significant difference between the personal profile and respondents' opinions towards E-mail marketing.

Table 10 – Chi-square values.

Statements	Gender		Age		Occupation	
	Chi-square Value	P-Value	Chi-square Value	P-Value	Chi-square Value	P-Value
An effective channel for reaching a wide audience.	4.126	0.389	5.402	0.943	31.074	0.054
Allows for personalized and targeted communication with the audience.	5.314	0.257	9.565	0.654	22.025	0.339
Provides measurable results and analytics to track campaign performance.	6.112	0.191	9.927	0.622	23.517	0.264
A cost-effective marketing channel compared to other channels.	3.434	0.329	5.522	0.787	20.947	0.139
Has a high potential for generating leads.	8.377	0.079	6.962	0.86	15.13	0.769
Helps in building and maintaining brand awareness.	1.71	0.789	13.656	0.323	23.971	0.244
Contributes to customer retention and repeat business.	0.908	0.923	11.915	0.453	19.753	0.474
Effectively drives website traffic.	8.794*	0.032	8.367	0.498	15.349	0.427
Capable of promoting events or offers successfully.	3.654	0.455	11.438	0.492	27.503	0.122
An effective channel for increasing sales.	6.663	0.155	12.088	0.439	11.172	0.942

Source – Authors compilation

*significance at 5%

Table 10 presents the Chi-square values and corresponding p-values for the relationship between different variables (Gender, Age, Occupation) and the opinions expressed in various statements about email marketing. It is clear from the above data that the null hypothesis is accepted in all options, except in the “Effectively drives website traffic”. So, there is no significant difference between the personal profile and respondents' opinions towards E-mail marketing.

H₂ – There is no relationship between respondents' ratings of E-mail Marketing and other marketing channels.

Table 11 – Paired t-test

Paired Differences					t	df	Sig. (2-tailed)
Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
			Lower	Upper			
Email marketing - Social media marketing							
-0.510	1.176	0.118	-0.743	-0.277	-4.336	99	0.000
Email marketing - Search engine optimization (SEO)							
0.070	1.018	0.102	-0.132	0.272	0.688	99	0.493
Email marketing and Content marketing							
-0.230	1.109	0.111	-0.450	-0.010	-2.074	99	0.041
Email marketing and Pay-per-click (PPC) advertising							
0.060	1.188	0.119	-0.176	0.296	0.505	99	0.615

Source – Authors compilation

Table 11 presents the results of paired t-tests comparing email marketing with different marketing channels, including social media marketing, search engine optimization (SEO), content marketing, and pay-per-click (PPC) advertising. The paired t-tests indicate that email marketing shows significant differences in ratings when compared to social media marketing and content marketing. However, no significant differences are observed when comparing email marketing to SEO and PPC advertising. So, there is no relationship between respondents' ratings of E-mail Marketing and other marketing channels.

FINDINGS

The following are the major findings of the study:

- In this study, we found that 38% of respondents are male and 62% of respondents are female. We got the highest response from the age group between 18-24 and collected 100 samples from the local area of Belthangady.
- As per the study most of the respondents are moderately familiar with E-mail marketing.
- E-mail marketing has advantages as well as disadvantages. As per our study, 41% of the respondents considered high reach and scalability as the advantage of e-mail marketing.
- 45% of respondents believe that email marketing is moderately effective.
- In our study, it is found that e-mail marketing contributes for personalized and targeted communication, customer retention and brand awareness and provides measurable results and analytics.
- As per our study, 42% expressed concern about the risk of being labelled as spam.
- Overall, the findings underscore the importance of email marketing in today's marketing landscape and provides insights into its effectiveness, acceptance, and potential benefits for businesses.

CONCLUSION

The study on email marketing has established itself as an effective marketing channel in the digital era alongside social media marketing and content marketing. While social media platforms and content creation have their own strengths, email marketing offers unique advantages that make it a powerful tool for businesses. It allows direct communication with potential and existing customers, enabling the promotion of products or services effectively. With a high preference for receiving promotional emails and its proven track record in acquiring new customers, email marketing remains a superior choice. It provides a cost-efficient method to attract site visitors, expand target audiences, and drive website traffic. Furthermore, the ability to categorize and prioritize emails ensures personalized and targeted messaging, leading to higher engagement and conversion rates. As businesses navigate the dynamic digital landscape, integrating email marketing with social media and content marketing strategies can create a comprehensive approach to reaching and engaging with a wider audience. By leveraging the strengths of each channel, businesses can maximize their marketing efforts and achieve optimal results in the digital era.

REFERENCE

- Sabbagh, F. (2021). Email marketing: The most important advantages and disadvantages. *Indian Journal of Data Communication and Networking (IJDCN)*, 1(3).
- Tiwari, A., Ansari, M. A., & Dubey, R. (2018). A study on an effective email marketing using optimized email cleaning process. *International Journal of Computer Sciences and Engineering*, 6(4).
- Thomas, J. S., Chen, C., & Iacobucci, D. (2022). Email marketing as a tool for strategic persuasion. *Journal of Marketing*, 57(3).
- Jeshurun, S. B. (2018). A study on the effectiveness of email marketing. *International Journal of Research*, 6(Special Issue 1).
- Active Campaign. (2024). *Email marketing guide*. <https://www.activecampaign.com/email-marketing>
- Omaha Media Group. (2024). *Email marketing services*. <https://www.omahamediagroup.com/services/details/email-marketing>
- Sabbagh, F. (2018). Email marketing: The most important advantages and disadvantages. *Global Journal of Management and Business Research*, 18(6).
- Sabbagh, F. (2021). Email marketing and e-commerce growth analysis. *Business Management and Economics Research*, 7(1).
- Ellis-Chadwick, F., & Doherty, N. F. (2012). Web advertising: The role of email marketing. *Journal of Business Research*, 65(6), 843–848.
- Wang, Y., Vijayaraghavan, P., & Degan, E. (2023). Email response prediction in marketing campaigns. *arXiv*. <https://arxiv.org/abs/2310.16753>
- Seidenberger, S., Ajisegiri, O., Pursell, N., Raja, F., & Maiti, A. (2024). Analysis of email marketing practices and privacy. *arXiv*. <https://arxiv.org/abs/2410.08302>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing* (7th ed.). Pearson Education.