



A Study on Effectiveness of Email Marketing among Students

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ABSTRACT

The research project entitled "A Study on effectiveness of email marketing among students". Email Marketing remains one of the most effective ways to advertise on the Internet! However, as the usage of this method is expanding, it is becoming increasingly difficult to launch a successful email campaign. Today there are many regulations that form various boundaries on this form of marketing. Also, a lot of competition that may minimize the exposure. Direct E-mail Marketing is the fastest option for sales. Email is so versatile and relatively simple to organize, as long as your data base is in good shape. This is the fastest media to generate new business avenues & push the sale. A study has been conducted using Descriptive research. The sample design used in this survey is "Simple random sampling" with a sample size of 200 respondents. Primary data is collected from the colleges which use e-mail marketing as a marketing tool using formulated questionnaire.

Keywords: E-mail, Marketing, Direct Email.

INTRODUCTION

Email marketing is a form of digital marketing that involves sending commercial messages to a group of people via email. The goal of email marketing is to build relationships with customers, increase brand awareness, and drive sales. Email marketing can include newsletters, promotional emails, product updates, event invitations, and more. It is an effective way to reach customers directly and can be personalized to cater to their interests and preferences. Email marketing campaigns can be tracked and analyzed for their effectiveness through metrics such as open rates, click-through rates, and conversion rates. Email marketing is compared with other forms of direct and Internet marketing, identifying its key advantages. We identify the factors that have been found to increase response rate in direct marketing and direct mail. The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty. Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between. Mailchimp can help you design, build, and optimize your email marketing to get the best ROI in your marketing program.

REVIEW OF LITERATURE

DaBrian 2009, "Email Marketing immediate connectivity and instant promotion," Internet marketing is a very vast field. Companies are using this medium to reach to the educated class of customers and those who are using net facility frequently. Email marketing is highly specific, where Companies can introduce this marketing technique for immediate connectivity and instant promotion. Email marketing is one of those advertising techniques, which gives creates instant promotion within no time. Customers can understand that Email, and revert for any confusion.

Lisa (2009), "Is Email Marketing Effective Email," marketing can be extremely effective and is considered the most cost-efficient way to market products or services. Email marketing is a very popular way to advertise, and it is easy to see why. With automated services which will send your emails out for you, your business can save a lot of time.

Martin Hudak and Rodovan Madlenak (2017) in their study of "importance of email marketing in e-commerce" they have briefed the importance of the email-marketing and quoted it as an important and effective tool for communication. In this study, they have used the basic metrics like open-rate, click-through rate, delivery rate of email marketing and called it necessary for a successful email campaign. They have shown how email marketing can be used to increase the site traffic and sales support so they have defined it as a targeted sending of commercial and non-commercial message a detailed list of receivers respectively email addresses. They have measured the result by evaluating after the collection of data after the number of clicks in the email address and how many have been redirected to the web page. It is very useful for analytics

purpose plus it provides an overview of page views and time spent on the site, bounce rate, the number of conversions and revenue generated by e-mail campaigns. So, this study covers the maximum aspect of this project as we are going to analyse the various metrics and find suggestions for that

E. Fariborzi and M. Zahedifard (2012) they did the study of "E-mail Marketing: Advantages, Disadvantages and Improving Techniques" they emphasis on the importance of e-commerce in the business organisation and the contribution towards nation's economic growth. They have considered email marketing as direct marketing in which they use an electronic mail as a means of communication for the purpose of commercial or fund-raising message to an audience. In their study, they have figured out the advantages and disadvantage of doing email marketing and in addition to that they have given recommendations to Iranian marketing company regarding the improvement e-mail marketing. They have given suggestions like; classification of e-mail competition based on the audience behavior; classification of e-mail competition based on the sale-cycle. They have also had some tactics for improving relevancy, for growing the e-mail list, for improving e-mail marketing deliverability and for testing emails. This research certainly showed the merits and demerits of doing email marketing and we can consider the tactics used by them for this project.

METHODOLOGY

In this study based on primary data and secondary data. The primary data were collected from students. Descriptive research design has been used to try and determine characteristics of particular phenomenon. Data collection through questionnaire instrument using survey method. Secondary data has been collected journals, magazines, websites etc. in this research I used several methodologies to find the relationship between the factors that related with email marketing. Methods like percentage analysis, anova, chi-square and correlation like statistical tools were used in the research process.

To find the

ANALYSIS

from the above table study it is interpreted that 54.4% are female and 45.6% are male. Majority 54.4% are female. it is interpreted that 50.5% are PG and 44.7% are Ug. Majority 50.5% are Pg. it is interpreted that 61.2% are Students and 14.6% are Private sectors. Majority 61.2% are Student. It is interpreted the emails are received at the rate of 46% of daily and 37% of weekly rate and remaining were others. It is observed that respondents are receiving the spam mails at the rate of 53% and the remaining were said that they did not receive any spam mails.

DESCRIPTIVE ANALYSIS

1. PERCENTAGE ANALYSIS

Factor		Frequency	Percentage
1. gender	1. Male	47	45.6
	2. Female	56	54.4
2. Education	1. SSLC	3	2.9
	2. HSC	2	1.9
	3. under graduate	46	44.7
	4. post graduate	52	50.5
3. occupation	Student	63	61.2
	Government sectors	6	5.8
	Private sectors	15	14.6
	Professional	10	9.7
4. How often do you receive email	Others	9	8.7
	Daily	46	44.7
	Weekly	37	35.9
	Monthly	9	8.7
	Rarely	6	5.8
5. Have you ever received spam through email marketing	Never	5	4.9
	Yes	53	51.5
	No	29	28.2
	Maybe	21	20.4

ANOVA

Using anova method to find out the relationship between education and how often do you receive email for the respondents. The table value is 0.010 so $0.010 < 0.050$ H_0 is rejected and H_1 is accepted, so there is a significance difference between education and receiving rate of email receiving.

Null hypothesis (H0): There is no significance difference between Educational Qualification and receiving rate of email

Alternative hypothesis (H1): There is a significance difference between Educational Qualification and receiving rate of email

Educational Qualification

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.902	4	1.475	3.501	.010
Within Groups	41.302	98	.421		
Total	47.204	102			

CHI-SQUARE

Chi-square test between gender and have you ever purchased any products by email marketing has been conducted. Therefore the table value is $0.375 > 0.050$, H0 is accepted H1 is rejected. So There is no significance difference between gender and have you ever purchased any products by email marketing

Null hypothesis (H0): There is no difference between gender and Purchasing rate of a product via email marketing

Alternative hypothesis (H1): There is an difference between gender and Purchasing rate of a product via email marketing

	Gender	Purchasing rate of a product via email marketing
Chi-Square	.786 ^a	26.816 ^b
Df	1	2
Asymp. Sig.	.375	.000

CHI-SQUARE

Chi-square test between Educational Qualification and Purchasing rate of a product via email marketing. Therefore the table value is $0.000 < 0.050$, H0 is rejected H1 is accepted. So There is a significance difference between gender and have you ever purchased any products by email marketing

Null hypothesis (H0): There is no significance difference between Educational Qualification and Purchasing rate of a product via email marketing

Alternative hypothesis (H1): There is a significance difference between Educational Qualification and Purchasing rate of a product via email marketing

	Educational Qualification	Purchasing rate of a product via email marketing
Chi-Square	84.689 ^a	26.816 ^b
Df	3	2
Asymp. Sig.	.000	.000

CORRELATION

Using correlation analysis to find out the relationship between receiving rate of email and satisfaction level of email marketing the table value is .132 so $.132 > 0.050$, thus H0 is accepted and H1 is rejected therefore there is no significance difference between between receiving rate of email and satisfaction level of email marketing

Null hypothesis (H0): There is no significance difference between receiving rate of email and satisfaction level of email marketing

Alternative hypothesis (H1): There is a significance difference between receiving rate of email and satisfaction level of email marketing

		Receiving rate of email	Satisfaction level of email marketing
Receiving rate of email	Pearson Correlation	1	-.150
	Sig. (2-tailed)		.132
	N	103	103
Satisfaction level of email marketing	Pearson Correlation	-.150	1
	Sig. (2-tailed)	.132	
	N	103	103

RESULTS

According to the study it is interpreted that 54.4% are female and 45.6% are male. Majority 54.4% are female. it is interpreted that 50.5% are PG and 44.7% are Ug. Majority 50.5% are Pg. it is interpreted that 61.2% are Students and 14.6% are Private sectors. Majority 61.2% are Student. It is interpreted

the emails are received at the rate of 46% of daily and 37% of weekly rate and remaining were others. It is observed that respondents are receiving the spam mails at the rate of 53% and the remaining were said that they did not receive any spam mails.

CONCLUSION

The study clearly states the acceptance level of email marketing among college students. There are both pros and cons in email marketing from the marketer's side which makes the respondents not to respond in a greater way. People use emails often, and they do receive emails often, but the respondent level is not up to the mark. The emails and its feature are marvelous. The remarkable feature about email marketing among college students is the mails regarding job alerts. Email marketing could be made effective by building a proper relationship with the customers. In a nut shell, the result about the study is as follows, "Emails usage is very effective among college students whereas accepting emails as a marketing tool is not as effective when compared with the usage of emails for other purposes."

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