

Effectiveness of E-mail Marketing Among College Students in Coimbatore District

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ABSTRACT

In this day and age, E-mail marketing remains one of the most effective means 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. E-mail marketing allows us to communicate effectively with our contacts and monitor the success of the email campaigns through detailed reports. At the core of the system is an online mass mailing engine that sends large quantities of highly personalized emails in the shortest possible time. Each user has a dedicated, entirely secure and confidential web-based administration suite customized for their company. This study is made to find out the effectiveness of email marketing among college students and the level of response to the e-mails received. A survey is conducted among students with 200 respondents regarding to various major. E-mail marketing is probably one of the effective ways to attract new customers by keeping touch with existing ones and minimizing operating cost. Usage of internet is now a vital part in any business class. Hence every college student is insisted to have an email id and communication is done through internet in most of the colleges. E-mail marketing is a powerful tool in the developing technological world which helps in fastest communication media among the people. This survey find out the effectiveness of emails and email marketing services sent to the college students in Coimbatore through a random sampling method. This survey also traces the features of emails sent and their responses according to their features.

1. Introduction

E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. Email marketing allows us to communicate effectively with our contacts and monitor the success of the email campaigns through detailed reports. It has been specifically designed for companies who want to take complete control of their e-communications and do not require technical resources. Many surveys are being conducted all around the world to know the level of usage of emails and its marketing services. Usage of internet is now a vital part in any business class. Hence every college student is insisted to have an email id and communication is done through internet in most of the colleges. E-mail marketing is a powerful tool in the developing technological world which helps in fastest communication media among the people. Most of the students don't know how to respond to those e-mails which they are receiving. The present study was mainly undertaken in order to know the effectiveness of e-mail marketing among college students in Coimbatore.

2. Methodology

Primary data is collected from the students pursuing higher education in colleges which use e-mail marketing as a marketing tool through a closed ended questionnaire. The sample design used in this survey is "Simple random sampling". The sample size is 200 students pursuing various U.G and P.G programme of various Colleges in the district of Coimbatore. The data was analyzed through frequencies, one way ANOVA, and Correlation.

3. Objectives

- To study the effectiveness of e-mail marketing among college students
- To study the difference of opinion of e-mails received and responded by college students of various degrees.
- To find out what kind of e-mails are often received by the students.
- To find out the influence of e-mail marketing features on the effectiveness of email marketing.

4. Review of Literature

eROI (2008) pointed out that today's high-school and college students started using e-mail at an average age of 13. Most have had an e-mail address for 8 years and have about 2.4 email addresses each, yet 61% say they 'never' or 'hardly ever' read marketing emails, says a survey from eROI. The survey included a sample of 283 high school and college students representing 29 US states. The research, which was designed to uncover how students communicate digitally and relate to email marketing messages, found that the majority of students do not feel companies are effectively speaking to them personally through e-mail. **DaBrian Marketing Group** (2009) 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 back for

any confusion. **Lisa** (2009) 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. **Jeremy Long Chia Teik** (2008) E-mail marketing is a powerful marketing tool commonly used by marketers. To succeed in it, you have to ensure it is given due attention and that effective strategies are carefully planned and used to drive it. **Aaron Goldberg** (2009) The Internet allows email marketers an opportunity like no other. This is the opportunity to reach out to millions of people in a matter of seconds. The response rate on marketing emails is quite high when opt-in email addresses are used. **Tracy Ventures** (2009) e-mail Marketing is fast becoming one of the leading forms of marketing. According to Jupiter Research, spending on email marketing will reach \$1.1 billion in 2010, growing at a compound annual growth rate (CAGR) of 4.5 percent. Several studies conducted in the past were only in the field of products and services promotion whereas this study is an attempt to know the effectiveness among the college students.

5. Percentage Analysis

- **Respondent's age groups** - The respondent's age group of below 20 years is 44.5% and above 20 years is 55.5%.
- **Gender** -48% of the respondents are male respondents and 52% are female respondents.
- **Degree** - 29% of respondents belong to science groups, 33.5 belong to arts, 21.5% belongs to engineering and 16% belongs to professional studies.
- **Receiving Emails** - 91% of the respondents say that they receive emails as marketing mails and only 9% do not receive such emails.
- **Responding to emails** - 61% of the respondents respond to those emails 39% of the respondents do not respond to those emails.
- **Kinds of Emails Received** - Majority of the respondents receives job alerts as marketing mails where as the minimum percentage goes to product alert.
- **Time intervals in receiving emails** - 54% of the respondents receive emails daily where as 5% receive once in a month and 17% receive one in a week.

6. Features of E-mails

- **E-mails generally explain the benefits** - 49% of the respondents agree that emails generally explain the benefits and only 5% strongly disagrees to this view.
- **E-mails received will have privacy policy** - Majority (43%) respondents agree that emails received have privacy policy and 1.5% of respondents are against this view.
- **E-mails include attractive ads all the time** -27.5% strongly agree that emails include attractive advertisements all the time where as 1.5% strongly disagree to this attitude.
- **Subscribing and unsubscribing options are present in all email services** -17% respondents

strongly agree that subscribing and unsubscribing options are present in all email services.

- **E-mails generally have a personal greeting** - 45% of the respondents agree that emails generally have a personal greeting.
- **There is a procedure of filling the profile page often in all email service** - 20% of the respondents agree that there is a procedure of filling the profile page often in all email service

ANOVA

Between Age and Receiving E-mails

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	.021	1	.021	.250	.618
Within Groups	16.359	198	.083		
Total	16.380	199			

There is no significant difference of opinion among various age groups on receiving emails i.e. everybody receives email irrespective of their age groups.

Between Gender and Receiving E-mails

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	.140	1	.140	1.702	.194
Within Groups	16.240	198	.082		
Total	16.380	199			

There is no significant difference of opinion among various gender groups on receiving emails i.e. everybody receives email irrespective of their gender.

Between Degree and Receiving E-mails

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	.559	3	.186	2.307	.078
Within Groups	15.821	196	.081		
Total	16.380	199			

There is no significant difference of opinion among various degrees on receiving emails i.e. everybody receives email irrespective of their education.

Between Age and Responding to E-mails

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	.279	1	.279	1.166	.281
Within Groups	47.301	198	.239		
Total	47.580	199			

There is no significant difference of opinion among various age groups on responding to those emails.

Between Gender and Responding to E-mails

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	1.785	1	1.785	7.718	.006
Within Groups	45.795	198	0.231		
Total	47.580	199			

There is a significant difference of opinion among various gender on responding to those emails.

Between Degree and Responding to E-mails

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	7.758	3	2.586	12.728	.000
Within Groups	39.822	196	0.2013		
Total	47.580	199			

There is a significant difference of opinion among various degrees on responding to those emails.

Between Age and Type of Emails Received

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	5.173	1	5.173	2.133	.146
Within Groups	480.182	198	2.425		
Total	485.355	199			

There is no significant difference of opinion among various age groups on receiving various kinds of emails i.e. everybody do receive same kind of email.

Between Gender and Type of E-mails Received

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	15.660	1	15.660	6.602	.011
Within Groups	469.695	198	2.372		
Total	485.355	199			

There is a significant difference of opinion among various age groups on receiving various kinds of emails i.e. everybody do not receive same kind of email with respect to their gender.

Between Degree and Type of E-mails Received

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	57.043	3	19.014	8.701	.000
Within Groups	428.312	196	2.185		
Total	485.355	199			

There is a significant difference of opinion among various age groups on receiving various kinds of emails i.e. everybody do not receive same kind of email with respect to their educational degrees.

Between Age and Time interval for receiving E-mails

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	23.376	1	23.376	8.830	.003
Within Groups	524.144	198	2.647		
Total	547.520	199			

There is a significant difference of opinion among various age groups on the time interval of receiving various kinds of emails i.e. everybody do not receive emails in same interval of time.

Between Gender and Time interval for receiving E-mails

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	29.354	1	29.354	11.217	.001
Within Groups	518.166	198	2.617		
Total	547.520	199			

There is a significant difference of opinion among various genders on the time interval of receiving various kinds of emails i.e. everybody do not receive emails in same interval of time.

Between Degree and Time interval for receiving E-mails

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	83.982	3	27.994	11.837	.000
Within Groups	463.538	196	2.365		
Total	547.520	199			

There is a significant difference of opinion among various degrees on the time interval of receiving various kinds of emails i.e. everybody do not receive emails in same interval of time.

Between Age and Email marketing is more attractive among college students

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	.630	1	.630	.687	.408
Within Groups	181.690	198	.918		
Total	182.320	199			

There is no significant difference of opinion on the attractiveness of email marketing among college students with regards to various age groups.

Between Gender and Email marketing is more attractive among college students

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	.016	1	.016	.017	.897
Within Groups	182.304	198	.921		
Total	182.320	199			

There is no significant difference of opinion on the attractiveness of email marketing among college students with regards to various genders.

Between Degree and Email marketing is more attractive among college students

	Sum of Squares	Df	Mean square	F	Sig.
Between Groups	4.941	3	1.647	1.820	.145
Within Groups	177.379	196	.905		
Total	182.320	199			

There is no significant difference of opinion on the attractiveness of email marketing among college students with regards to various degrees.

General Hypothesis for Correlation

Correlation tests us conducted to analyze the association between any two variables. The results depict the association between the variables.

H₀: There is no association between the two variables.

H₁: There is an association between the variables.

Correlation I

	E- mail marketing is a powerful tool for marketing	Email marketing is more attractive among college students
Pearson Correlation	1	.046
Sig. (2-tailed)	-	.520
N	200	200
Pearson Correlation	.046	1
Sig. (2-tailed)	.520	-
N	200	200

There is no association between the attractiveness of college students towards email marketing and its overall effectiveness.

Correlation II

	E- mail marketing is a powerful tool for marketing	Email Marketing Generate Immediate Response
Pearson Correlation	1	.187**
Sig. (2-tailed)	-	.008
N	200	200
Pearson Correlation	.187**	1
Sig. (2-tailed)	.008	-
N	200	200

There is an association between the responsiveness towards email marketing and its overall effectiveness i.e. there is no proper response o the email marketing.

Correlation III

	E- mail marketing is a powerful tool for marketing	Email Marketing is very effective
Pearson Correlation	1	.308**
Sig. (2-tailed)	-	.000
N	200	200
Pearson Correlation	.308**	1
Sig. (2-tailed)	.000	-
N	200	200

There is an association between the effectiveness of email marketing and email marketing as a powerful tool for marketing.

Correlation IV:

	E- mails are timely, rich and enticing information with effective advertisements	Emails are more informative
Pearson Correlation	1	.200**
Sig. (2-tailed)	-	.005
N	200	200
Pearson Correlation	.200**	1
Sig. (2-tailed)	.005	-
N	200	200

There is an association between the timeliness and the informative factor about marketing emails.

Correlation V

	E- mails are timely, rich and enticing information with effective advertisements	Emails are more attractive
Pearson Correlation	1	.134
Sig. (2-tailed)	-	.058
N	200	200
Pearson Correlation	.134	1
Sig. (2-tailed)	.058	-
N	200	200

There is no association between the timeliness and the attractiveness factor about marketing emails.

Correlation VI

	Email have insisted to develop the habit of online purchase	Online purchase is quicker and easier
Pearson Correlation	1	.073
Sig. (2-tailed)	-	.301
N	200	200
Pearson Correlation	.073	1
Sig. (2-tailed)	.301	-
N	200	200

Online purchase is quicker and easier which does not insist the habit online transactions.

7. Findings

- The study clearly states that 91% of the respondents receive emails and only 61% respond to those emails.
- Young generation find e-mail marketing an effective one at present scenario.
- Students feel that e-mails which they receive provide more information about the outside world.
- Students receive job alerts often which helps them to get to know about their future career options.
- As an average 40% of the students agree that features of emails are effective.
- Attractiveness towards emails does not create an effective email marketing process.

- The features of emails do not have an influence towards making email marketing as a powerful tool for marketing.
- There is no significant difference of opinion on the attractiveness of email marketing among college students.
- Emails are effective among college students but email marketing not that effective but it is in a growing trend.
- Suggestions
- Companies should make their advertisements through e-mails more attractive, so that students will reply to them more frequently.
- Companies should build a precious relationship with their customers.
- They should understand more about behavioral patterns of customers
- Companies should try to point out some positive outcome of their ads through e-mail marketing.
- Companies should try respond to each and every mail which they receive.

8. 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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