

APPLICABILITY OF E-MAIL MARKETING ON ACADEMIC STAFF IN THE UK IN COMPARISON WITH TURKEY

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Abstract

In this research, performed on academic staff in the UK, e-mail usage level of bales is determined and indications are achieved about the path to follow in e-mail marketing. In the first part of the applicability of e-mail marketing is analyzed by using the levels of the AIDA model (Attention, Interest, Desire, Action). After, the discrepancies between the results of this research and the indications of analogical study performed in Turkey were determined.

Keywords: E-mail marketing, internet marketing, UK, Turkey, academic staff.

1 INTRODUCTION

Two basic instruments are made use of in internet marketing today: the web and the e-mail. The web has the capacity and technology to provide firms with a range of activities like proving their assets on the internet for presentation, advertisement and supporting services and even order-purchase procedures. E-mail is a technology that has the capacity of reaching the potential customer, surveying his behaviour and realizing the strategies for promotion within the scope of direct and permission marketing. However, the studies on e-mail marketing (EMM) are much fewer than the ones on web marketing.

Many that would like to use of the power of the e-mail, unfortunately, turn the case to their disadvantage. These firms cause disturbance to their potential customers and turn out to be the owners of unsolicited e-mails, namely spam. In this way, they get repulsive or abominable, to their customers on the one hand and they also run the risk of wasting their labour, time and financial resources.

The most important difference between e-mail system and other communication tools is the ability to of the receiver to and decide which part he\she is interested in read the message.

2 E-MAIL MARKETING

With the help of e-mail messages reach e-mail reaches from one side of the world to the other easily and immediately. Burns (2005) explains that 77% of Internet users use e-mail based on a research done by ClickZ Research Company on adults. It is stated in another research of the same company that there are over 435 million active e-mail users in the world. Because communication costs of e-mail is nearly nought and can reach many addresses at the same time.

The e-mail marketing, as the name stands for itself, is the marketing effort that is carried out with e-mail. Kinnard (2002: xviii) supports this description and points out that e-mails should not become a

spam. MacPherson (2001: 5) that e-mail marketing should be a facility that is carried out with the permission of the e-mail user. Another definition is permitted marketing facilities that use response rate measurements, can be done by using e-mail (Marinova et al., 2002). Besides, Rizzi (2001), the president and CEO of e-Dialog, suggests that e-mail marketing into a new generation in the past years. While the first generation includes sending promotion e-mail, in the second generation, the novel concept of `permitted e-mail sending` is prevailing. Rizzi (2001) assents that the motto of the last wave is `sending the right e-mail to the right person at the right time`. On the other hand, Chittenden and Rettie (2003) and DuFrene et al. (2005) suggest that e-mail marketing is a process that consists of stages.

Through all these approaches, Hasiloglu (2007: 92), explains the concept of e-mail marketing as: "E-mail marketing (EMM) is a marketing process which is realized as a whole with the other internet tools of the e-mail service under the permission and control of the customer, which consists of stages and the response rates of which can be measured by the firms."

As understood from the definition that is pointed out by Hasiloglu (2007: 92-178), e-mail marketing should be handled as a whole. There should be a strong infrastructure behind an EMM application. And on the one hand this infrastructure should support e-mail system; on the other hand it should be harmonious with EMM software and web page. In EMM system customer management relation (CRM-permission marketing) understanding is dominant. Namely, whole application of EMM should come true with permission and under control of customer. Besides, not controlling response rates of e-mail is one of the mistakes that are done in EMM. Because at EMM application; behaviour, measurement and analysis of customers should be taken into consideration. Besides all these factors, EMM application is a process that consists of stages. The result that is obtained in every stage helps to determine the strategy of next stage.

The e-mail marketing is a strategic tool for computing others and obtaining customer satisfaction. But if this tool is not used accurately, it can be a spam. Using e-mail in many application that disturbs customer such as, individually or collectively ad messages, virus contented software etc. is accepted as spam. As understood becoming spam may cause loss of customer.

When EMM is taken out as a model, it will be suitable to mention three type of message. In EMM application companies should develop strategies by differing this three group. First of them is messages for communication that is the first using aim of e-mail. Basic reason for e-mails widespread is efficient and quick way of communication tool. Second one is information content messages. Naturally hidden advertisement used in these messages. But informative, educative and conscious messages are common (Rizzi, 2001). Third one is advertisement content e-mails. These kinds of messages are used for giving information about campaigns, telling about important dates, to bring forward the product. The last two aims came out with e-mail marketing efforts.

The decision whether or not to read an e-mail message is related both to the recognition of the sender`s title and the subject title. This is because they are the first things that customers run across when they receive an e-mail.

Semiotics can be used in determining the sender`s title and subject title. Semiotics is the science of signs and has been formally acknowledge as an information and communication system for many year (Liu, 2000).

3 METHODOLOGY AND FINDINGS

3.1 Research aims and methodology

The aim of this research in which academic staff are chosen as a population in UK;

- Determining of the usage, reading frequency and conditions of e-mail,
- Determining of the opinions about e-mail messages containing ads
- Determining of the effects of gaining attention, holding interest, arousing desire and eliciting action (AIDA model) of e-mail messages
- Determining of the applicability of AIDA model on e-mail marketing.

The case study is determined what sort of discrepancies there are between indications gained from this research and indications of analogical study that performed in Turkey by Hasiloglu (2007). However, due to the fact that rating scales used in studies in Turkey (5-point scale) are allude from England's (7-point scale), to be able to do a comparison, following rating transition formulas are exploited improved by Bardakci and Hasiloglu (2007).

$$\mu_{TARGET} = \frac{\mu_{PRESENT}(t-1) + p-t}{p-1}$$

$$\sigma_{TARGET} = \frac{t-1}{p-1} \cdot \sigma_{PRESENT}$$

t : number of response categories of target scale (t-point scale)

p: number of response categories of present scale (p-point scale)

μ_{TARGET} : mean value of the target t-point scale,

$\mu_{PRESENT}$: mean value of the present p-point scale

σ_{TARGET} : standard deviation of target t-point scale

$\sigma_{PRESENT}$: standard deviation of present p-point scale

In analysis, frequency distribution is exploited by the methods chi-square, Pearson Correlation and ANOVA.

Aggregating knowledge of e-mail list of audience which compose sampling is possible with time, effort and financial sources. As for that this source's magnitude varies from audience's feature. In our research, this situation is considered of the determination of sampling owing to constraint of sources. Being in sight to indiscrete of extents of education, revenue, profession, interests and life quality are set priority of determination of sampling criteria. E-mail list of bales composes the framework of sampling. In our application used non-random sampling method, Grossnickle's online marketing research is referenced (Grossnickle and Raskin, 2001: 119-124). According to this study, in the usage of non-random sampling method, internet newsgroups or e-mail lists are exploited.

Initial data of the research consists of the knowledge of academic staff whose e-mail lists published on internet (title, department, university, e-mail and web). Survey questions have been sent to 4400 academic staff and 179 bales have had response rate.

Cases of reading or using mails according to their contents, as preliminary findings of the research are considered in three groups:

- Messages with advertisement content,
- Messages with information content and
- Messages for communication.

3.2 Findings

In Table 1, frequency of reading the messages with advertisement content ($\bar{x}=2,631$) is lower than frequency of reading the messages with information content ($\bar{x}=4,463$). The highest level of

frequency in using e-mails is for communication ($\bar{x}=6,141$). These findings are similar in Turkey sample. However, frequency of reading e-mail messages with information content is higher in Turkey sample than UK. On the other hand the impact of e-mail on online shopping is quite low in both samples.

Contents	Chi-Square			Frequencies			Turkey Sample	
	χ^2	df	P	N	\bar{x}	S.D.	\bar{x}	S.D.
Advertisement	110,034	6	0,000	179	2,631	1,692	2,965	2,085
Information	31,274	6	0,000	179	4,463	1,861	5,245	1,755
Communication	480,644	6	0,000	177	6,141	1,817	6,295	1,290

Table 1. Reading/Using E-mails According to Contents

Mode of reading an e-mail received is assessed in two sections: subject and sender. Similarly, mode of deleting an e-mail without reading is assessed in two sections too: subject and unknown sender. As it is seen in Table 2, the level of reading the rest of the message by considering the subject line ($\bar{x}=5,519$) is lower than the level of reading the rest by considering sender line. These findings are similar in Turkey sample.

Modes		Chi-Square			Frequencies			Turkey Sample	
		χ^2	df	P	N	\bar{x}	S.D.	\bar{x}	S.D.
reading	Subject line	153,989	6	0,000	179	5,519	0,128	5,290	1,905
	Sender line	220,626	6	0,000	179	5,670	0,134	5,890	1,650
deleting	Subject line	20,246	6	0,000	179	3,849	0,129	3,265	2,175
	Sender line	49,341	6	0,000	179	4,737	0,147	3,925	2,145

Table 2. Mode of Reading/Deleting E-Mails Received

In the questions regarding the opinions about the use of e-mail, semantic differential scale is used. Most significant remarkable results are that the relationship between being “important” and being “necessary” of the e-mail is 72%, the relationship between being “inherent” and being “exciting” of the e-mail is 63% and the relationship between being “profitable” and being “exciting” of the e-mail 43%. On the other hand, the level of the opinion that e-mail is “profitable” is lower than the Turkey sample. Moreover, the level of the opinion that it is “impressive” is lower than the Turkey sample (Table 3).

Factors	Pearson Correlation							Frequencies		Turkey Sample	
	1	2	3	4	5	6	7	\bar{x}	S.D.	\bar{x}	S.D.
1. Exciting	1,00							4,452	1,530	5,665	1,650
2. Inherent	0,63*	1,00						4,491	1,504	5,170	1,875
3. Modern	0,27*	0,36*	1,00					5,369	1,294	5,980	1,725
4. Profitable	0,43*	0,33*	0,07	1,00				3,994	1,704	6,205	1,650
5. Important	0,27*	0,33*	0,29*	0,13	1,00			5,816	1,240	6,160	1,620
6. Necessary	0,15	0,24*	0,30*	0,12	0,72*	1,00		6,102	1,229	6,250	1,635
7. Impressive	0,42*	0,27*	0,24*	0,37*	0,18	0,09	1,00	3,455	1,720	5,200	1,635

*Correlation is significant at the 0.01 level (2-tailed)

Table 3. Relationship and the Levels of General E-Mail Opinions

Similarly in Table 4, there are data reflecting the subjects' opinions regarding the permission & commercial content e-mails and their levels available. Most significant remarkable results are that the relationship between being "important" and being "necessary" of the permission & commercial e-mail is 86%.

Factors	Pearson Correlation							Frequencies		Turkey Sample	
	1	2	3	4	5	6	7	\bar{x}	S.D.	\bar{x}	S.D.
1. Exciting	1,00							2,648	1,724	3,655	1,980
2. Inherent	0,77*	1,00						2,959	1,711	3,715	1,965
3. Modern	0,05	0,04	1,00					4,607	1,536	4,540	1,950
4. Profitable	0,48*	0,46*	0,25*	1,00				4,181	1,379	4,195	1,920
5. Important	0,74*	0,69*	0,04	0,49*	1,00			2,861	1,760	3,895	1,875
6. Necessary	0,67*	0,65*	0,08	0,47*	0,86*	1,00		2,868	1,812	3,895	1,875
7. Impressive	0,72*	0,62*	0,14	0,42*	0,71*	0,71*	1,00	2,717	1,598	3,820	1,695

*Correlation is significant at the 0.01 level (2-tailed)

Table 4. Relationship and the Levels of Permission & Commercial E-Mail Opinions

At this stage ANOVA test is used to analyse the expressive relationship between the applicability of AIDA model in e-mail marketing and e-mail marketing factors. In the test in Table 5, affecting situation of the case factors for reading e-mails according to their content, as composed of advertisement content messages, information content messages and the messages for communication on AIDA model is examined. As it is seen in the table, modes of reading e-mails according to their contents affect all the stages of AIDA model ($P < 0,010$).

Using E-mail Modes According to Contents			ANOVA			
			df	\bar{x}^2	F	P
AIDA MODEL	Gaining Attention	Between Groups	13	5,430	1,959	0,007
		Within Groups	161	3,272		
		Total	174			
	Holding Interest	Between Groups	13	4,295	1,865	0,008
		Within Groups	160	2,744		
		Total	173			
	Arousing Desire	Between Groups	13	5,441	2,402	0,000
		Within Groups	161	2,091		
		Total	174			
	Eliciting Action	Between Groups	13	2,438	1,834	0,008
		Within Groups	161	1,492		
		Total	174			

Table 5. The Impact of Using E-mail Modes According to Contents on AIDA Model

In Table 6, affecting situation on permission and commercial content e-mail on AIDA model is tested. In other words, opinions on permission and commercial content e-mail affect all the stages of AIDA model ($P < 0,010$).

Permission & Commercial Content E-Mails			ANOVA			
			df	\bar{x}^2	F	P
AIDA MODEL	Gaining Attention	Between Groups	30	5,460	2,338	,001
		Within Groups	105	2,335		
		Total	135			
	Holding Interest	Between Groups	30	5,561	2,805	,000
		Within Groups	105	1,983		
		Total	135			
	Arousing Desire	Between Groups	30	5,426	4,034	,000
		Within Groups	105	1,345		
		Total	135			
	Eliciting Action	Between Groups	30	2,474	2,061	,004
		Within Groups	105	1,200		
		Total	135			

Table 6. *The Impact of Permission & Commercial Content E-Mail Opinions on AIDA Model*

4 CONCLUSIONS

According to the preliminary findings of this research, the least read e-mails are the advertisement content messages. Frequency of reading of information content messages is higher than the frequency of reading of advertisement content messages. As for another finding regarding this factor group is that e-mail is mostly used for communication. In this circumstance, it is essential for enterprises to give more importance to information content messages instead of direct advertisement messages in the applications of e-mail marketing.

Another remarkable finding is the details of subject title of the e-mail sent. E-mail recipients decide to read or not to read content of an e-mail they received by considering the subject title. Therefore, e-mail marketing operators should be conscientious in choosing the subject line of the e-mail message they send to their potential customer.

Moreover, it has been observed in this research that the frequencies of e-mail use, reading modes and opinions on advertisement content messages of academic staff in the UK and in Turkey are almost similar. Similar to the findings in the Turkey samples, it has also been attained in this research that e-mail marketing applications should be used in the direction of customer's approval and control and AIDA model could be an appliance for these applications.

Finally, it is essential that the titles for the sender line and subject line are selected very carefully in e-mail marketing applications. Semiotics theory may be a useful instrument in such selections. Therefore, it is recommended that the future works make use of semiotics.

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