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The Impact of Email Advertising on Consumer Attitudes in E-Commerce

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Abstract

This study examines the role of email advertising in online marketing communication and its impact on customer attitudes toward email-based advertisements. As e-commerce continues to grow, businesses increasingly rely on email marketing as a cost-effective, direct, and interactive tool to overcome time and geographical barriers. Email advertising enables companies to efficiently reach their audience and engage with them in a personalized manner, making it a crucial component of modern digital marketing strategies. The study analyzes various characteristics of advertising emails and their influence on consumer perceptions and responses, aiming to provide insights into effective email marketing practices. The findings reveal that the entertainment value and informativeness of advertising emails have a strong positive impact on customer attitudes. This suggests that engaging and informative content enhances consumer reception of email-based advertisements. Conversely, privacy concerns associated with advertising emails exert a strong negative influence on customer attitudes, indicating that concerns over personal data security can lead to negative perceptions. Additionally, the study highlights that personalization and interactivity within email advertisements contribute to customer engagement, fostering a sense of connection between businesses and consumers. However, excessive email frequency and irrelevant content can diminish effectiveness, leading to negative reactions from recipients. These insights emphasize the importance of balancing engaging content with privacy considerations to optimize email marketing effectiveness. Businesses should focus on crafting compelling, valuable, and privacy-conscious email advertisements while maintaining relevance and appropriate frequency. By doing so, they can maximize engagement, foster positive consumer attitudes, and enhance the overall impact of email marketing campaigns in the competitive digital marketplace.

Keywords: Email Advertising, Consumer Attitudes, E-Commerce

JEL Codes: M31, L86, D83

1. INTRODUCTION

As e-commerce has experienced significant growth in recent years, the Internet has emerged as a pivotal platform for business activities (Gopal et al., 2005). This dual-faceted role of the Internet can be examined from two perspectives, as a market and as a medium. From a market perspective, the Internet offers a multi-channel environment that facilitates communication and interaction between buyers and sellers. This digital marketplace breaks down traditional barriers, enabling businesses to reach a global audience and engage with consumers in real-time. Buyers can access a vast array of products and services from various sellers, while sellers can tap into new customer bases and market segments. This interconnected marketplace enhances the efficiency of transactions and broadens the scope of economic activities beyond geographical constraints. On the other hand, viewing the Internet as a medium highlights its role in enabling and supporting various business activities. As a medium, the Internet is not just a platform for transactions but also a powerful tool for executing a range of business functions. Businesses use the Internet for direct sales, where products or services are marketed and sold online. Additionally, the Internet plays a crucial role in brand marketing, allowing companies to engage in targeted advertising, build brand awareness, and create interactive customer experiences. Furthermore, the Internet facilitates information dissemination, enabling businesses to share content, updates, and promotions with a wide audience instantly.

The Internet's multifaceted nature makes it a unique phenomenon in contemporary business practices. Its ability to serve as both a marketplace and a medium underscores its significance in shaping modern commercial strategies and interactions. As businesses increasingly leverage online channels for various activities, understanding the Internet's dual role becomes essential for optimizing e-commerce operations and enhancing overall business performance. Therefore, marketing communications have become a fundamental component for many businesses, serving as the media and messages that facilitate market communication. Marketing communications are considered a promotional facet within the marketing mix, which also includes product, price, and place (Wikipedia, 2008). Lee and Park (2007) argue that several interconnected factors have influenced marketing communications since the late 1980s. The evolution of these factors has led to significant changes in marketing communication strategies. In recent years, there has been a notable shift towards online marketing domains, reflecting a broader trend of integrating digital technologies into marketing practices. E-marketers, recognizing the importance of establishing a robust online presence, leverage marketing communication tools to build brand awareness and engage with their target audience. Among these tools, Internet advertising stands out as a crucial element. It plays a significant role in persuading customers and has become a major area of investment for

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businesses aiming to reach and influence potential customers.

Internet advertising encompasses various forms of online promotions, including both traditional offline media and modern online formats. Offline traditional media advertising includes channels such as newspapers, television, and radio, which have long been established methods for reaching audiences. In contrast, online advertising includes a range of digital formats, such as banner ads, pop-ups, and e-mail marketing. Each of these components serves a distinct purpose in the advertising ecosystem, contributing to the overall effectiveness of a company's marketing strategy (Goldsmith & Lafferty, 2002; Imran et al., 2021). As businesses increasingly prioritize digital channels, understanding the interplay between offline and online advertising becomes essential for developing comprehensive and effective marketing communication strategies. The integration of these advertising components allows businesses to maximize their reach and impact, leveraging both traditional and digital media to engage with diverse consumer segments. With the surge in online marketing activities, business owners and marketing experts are continuously exploring ways to enhance their strategies through innovative methodologies in online advertising. Internet technologies have introduced a variety of alternatives for developing and implementing effective online advertising campaigns. Currently, a significant portion of advertising expenditures is allocated to banner advertising and content sponsorship across the Web. However, email advertising has emerged as a particularly lucrative channel, according to e-Marketer. This is largely due to its ability to target specific market segments, facilitate immediate responses to advertisements, and offer a cost-effective approach (Gopal et al., 2005).

Despite the benefits of email advertising, its effectiveness and acceptance are influenced by several factors, particularly those related to technological innovations. Aerni (1999) highlights that the public's acceptance of new technologies, including email advertising, hinges on their perception of the associated risks and benefits, as well as their trust in the industry promoting these technologies. Amin et al. (2006) further argue that individuals' attitudes towards innovative technologies are shaped by how they perceive these technologies' potential threats and advantages, as well as their confidence in the institutions that support them.

In the context of email marketing, both individual and societal acceptance are crucial. This acceptance is influenced by the perceived value of email advertising and its integration into broader internet marketing strategies. As email marketing continues to evolve, understanding the factors that affect its acceptance and effectiveness is essential for businesses aiming to optimize their online advertising efforts. Addressing these factors can help in developing strategies that not only leverage the strengths of email advertising but also align with the evolving expectations and concerns of consumers.

The advent of the Internet has revolutionized marketing strategies, prompting a shift towards a customer-centric approach aimed at fostering more effective relationships with consumers. This evolution has given rise to new forms of online marketing communication, such as search-based advertising, which has seen significant growth since the early 1990s. Alongside this, email marketing has become increasingly popular among retailers and firms due to its cost-effectiveness and efficiency. Email marketing, in particular, has proven to be a highly effective tool. Studies indicate that email marketing offers a return on investment (ROI) that is twice as high as other forms of online marketing (Pavlov et al., 2007). This is attributed to its ability to target specific audiences directly, facilitate personalized communication, and provide measurable results. Shenoy (2008) also recognizes the effectiveness of advertising emails in daily business operations, highlighting their value in maintaining and enhancing customer engagement. Despite the documented effectiveness of email marketing, there remains a gap in understanding how customer behavior influences the success of advertising emails. While the technical aspects of email marketing are well-explored, the role of customer attitudes and behaviors in shaping the effectiveness of advertising emails is less clearly defined. Understanding this relationship is crucial for optimizing email marketing strategies and ensuring that they align with customer expectations and preferences. Further research into customer responses to advertising emails could provide valuable insights into how to enhance email marketing practices and achieve better results. The majority of current literature on marketing and advertising focuses heavily on online platforms, with email emerging as a prominent tool for promoting products and services. Gopal et al. (2005) highlighted the role of email as a fundamental communication medium, making it a key focus for marketing strategies aimed at leveraging its reach and efficiency. Email advertising is particularly valued for its cost-effectiveness and ability to facilitate direct communication with customers, as noted by Cases et al. (2009). These characteristics make it an appealing choice for businesses looking to engage with their audience in a timely and economical manner. Despite the emphasis on the technical and strategic aspects of email marketing, there is a noticeable gap in understanding how consumers' responses and attitudes towards email advertising influence its effectiveness. While previous studies have extensively explored the mechanics of email marketing, less attention has been paid to how different elements of email advertising impact consumer engagement and perception. This study aims to address this gap by identifying the key factors that influence customers' attention towards email advertising. It will also examine how consumers' characteristics affect their attitudes towards email-based marketing. By focusing on these aspects, the research seeks to provide insights into optimizing email marketing strategies to better align with consumer expectations and improve overall effectiveness.

2. LITERATURE REVIEW

The expansion of information technology, which began in the early 1990s, has significantly accelerated, leading to an unprecedented level of global connectivity through the internet (Othman, 2010). This rapid growth has spurred diverse perspectives on the impact of the internet and other advanced technologies on interactions between advertisers and consumers. The internet serves as a crucial channel for advertising, utilized extensively by agencies to reach target audiences. However, the attitudes of business experts and advertising executives towards online advertising often differ from those of consumers. A notable survey by Macdonald in 1996 highlighted these differences, revealing four distinct

user types based on their responses to various online stimuli (Gordon and Lima-Turner, 1997). This survey underscores the varying perceptions and behaviors regarding internet use for advertising, illustrating the complexity of how digital marketing strategies are received by different stakeholders. In exploring these differences, it becomes clear that while the internet provides valuable opportunities for advertisers to connect with consumers, understanding and addressing the diverse attitudes and expectations of users is essential for effective online marketing. This study aims to further investigate how these varying perspectives influence the effectiveness of internet-based advertising and how businesses can better tailor their strategies to meet the needs of their audience.

Before 2005, the global email user base surged to 683 million individuals, and the number of email accounts surpassed 1.2 billion. These impressive figures highlight the vast potential for marketers, making email advertising one of the most influential forms of internet marketing. The cost-effectiveness of internet advertising, including email marketing, is well-documented. Email advertising, in particular, benefits from being a low-cost form of promotion, which significantly reduces overall advertising expenses. The notable response rates associated with email marketing further incentivize firms to expand their email marketing efforts (Niall, 2000). Email is traditionally recognized as a tool for knowledge sharing, yet its content can vary widely in quality and intent. Information shared via email can either be valuable or detrimental, depending on the context and the perspective of the recipient. Information provided at no cost or for a fee can be perceived as either beneficial or harmful, reflecting the dual nature of email communication (Rovaniemi, 2006). Previous research highlights that consumer attitudes towards email advertising vary based on their expectations and interests. According to Mile and Gordon (1994), consumers' preferences for receiving different types of offers and managing their personal information can lead to segmentation based on these preferences. Additionally, evaluations of the ethical and social implications of internet advertising may differ due to the inherent trade-offs between various interests (Gordon and Lima-Turner, 1997).

This background informs the research framework by illustrating the complexities of email advertising and consumer attitudes. Understanding these dynamics is crucial for developing effective email marketing strategies that align with consumer expectations and optimize engagement. Negative externalities associated with email advertising often arise from issues such as excessive frequency, high volume, irrelevance of email solicitations, lack of control over the content received, and intrusions into personal privacy. Even though not all unsolicited emails are redundant, a significant portion of them tends to be perceived as such. The increasing incidence of emails that lack value for users is a notable concern (Gopal et al., 2005). The issue of privacy risk in direct-mail marketing is a critical factor in determining how users respond to email advertisements. Factors such as the advertiser's reputation also influence users' willingness to engage with email marketing efforts (DeWulf, 1998). To better understand user behavior in response to email advertising, the "Uses and Gratifications" (U&G) theory has been explored. This theory examines how users actively seek out and use media to satisfy various needs, including entertainment, informativeness, and personal gratification (Luo, 2002). The U&G theory provides a framework for evaluating the effectiveness of email advertising by considering these influential factors. Furthermore, demographic factors such as age, income, race, and occupation can significantly impact the effectiveness of online advertisements, as well as internet-based stimuli like online shopping, entertainment, and communication (Haque and Khatibi, 2006). Studies also indicate that both communication and demographic factors can influence user responsiveness to online advertisements and shape brand perception (Ghajarzadeh et al., 2010). This study aims to explore the impact of these factors, including elements of the gratification theory and privacy concerns, on customer behavior towards email advertising. By investigating these aspects, the research seeks to provide insights into how different factors affect user attitudes and responses to email marketing.

Entertainment on the internet is widely recognized for its role in enhancing user engagement and satisfaction. According to the Uses and Gratifications (U&G) theory, online entertainment fulfills users' needs for hedonistic pleasure, aesthetic enjoyment, and escapism, contributing to a more enjoyable and immersive internet experience (Luo, 2002). Research has shown that when users perceive advertisements as entertaining, they are more likely to respond positively, exhibit greater brand loyalty, and increase their likelihood of purchasing the advertised product (Stern & Zaichkowsky, 1991). Ducoffe (1995) highlighted that the entertainment value of advertisements can enhance their effectiveness by leveraging traditional advertising values that users recognize and appreciate. This suggests that entertaining advertisements are perceived positively and can improve user perceptions of the advertiser. Additionally, Chen and Wells (1999) found that entertainment on websites positively impacts consumer attitudes, reinforcing the idea that integrating entertainment into internet advertising can be beneficial for engaging users and fostering favorable attitudes towards the brand.

Incorporating entertainment into online advertising strategies can significantly influence consumer behavior, improving brand perception and increasing the likelihood of consumer engagement and purchase. The level and quality of information provided on a website are critical factors in how users evaluate and perceive the site. Effective website usability, including the accessibility of information, significantly impacts consumer perceptions and their overall experience with the site. When consumers find that a website offers useful and relevant information, it enhances their perception of the site's value and effectiveness as a communication tool.

Nelson (1974) was a pioneer in studying the informational role of advertising, suggesting that advertisements, by their mere presence, can provide valuable information. Nelson also acknowledged that while advertisements can be informative, they are not always entirely honest (Taylor, 2011). This implies that the credibility and accuracy of the information presented in advertisements are crucial for maintaining consumer trust. Chen (1999) highlighted a direct relationship between informativeness and consumer perceptions, noting that the quality and quantity of information provided in advertisements are key factors influencing consumer attitudes. Ducoffe (1995) further supported this by finding a substantial and positive correlation between informativeness and the perceived value of advertising, as well as

overall attitudes toward advertising. This suggests that when advertisements are informative, they are generally viewed more positively by consumers, enhancing their overall attitude towards the ads and the brand being promoted.

Privacy concerns are among the most significant challenges faced by individuals in the digital age (Milberg et al., 1995). Over the past 40 years, surveys have shown a dramatic increase in anxiety about privacy breaches, with concerns rising by approximately 50%. This heightened concern negatively impacts the adoption and trust in e-commerce and online environments (Cho et al., 2009). The complexity of data compilation and dissemination on the internet does not mitigate the risks of privacy violations. Despite various measures to protect privacy, the potential for infringement remains high. Common privacy issues include the mass distribution of unsolicited emails, the use of tracking cookies to monitor online behavior, and the collection of personal preferences without explicit consent (Beldad et al., 2009). These practices can lead to a significant invasion of consumer privacy, eroding trust in digital platforms and affecting the overall acceptance of online marketing strategies. As privacy concerns continue to grow, addressing these issues becomes crucial for improving consumer confidence and fostering a more secure online environment.

Marketers, online businesses, and government entities continually seek innovative methods to gather information about users' interests, needs, and personal characteristics (Turow and Hennessy, 2007). The widespread adoption of email over the past two decades has significantly transformed business communication. This shift has altered how people interact and introduced new opportunities for businesses to engage with consumers (O'Connor, 2008). Email provides companies with the capability to reach a broad audience of target customers efficiently. However, it also poses risks related to privacy and data protection. Effective use of email as a marketing tool hinges on a company's ability to manage privacy concerns and adhere to legal standards (Westell and Wessing, 2003). Ensuring that consumer privacy is respected and protected is critical for the successful implementation of email marketing strategies. Balancing effective communication with privacy considerations is essential for maintaining consumer trust and achieving marketing objectives.

3. RESEARCH METHODOLOGY

In this study, advertising email is examined as an independent variable composed of three key elements: Entertainment, Informativeness, and Privacy. These elements are crucial in shaping consumer attitudes toward email advertising. Informativeness plays a significant role in how consumers perceive advertising emails. The literature emphasizes that the quality and relevance of information provided in an email are vital for assessing its effectiveness. The capability of an email to deliver useful information impacts consumers' perceptions of the advertiser, making informativeness a critical factor in shaping customer attitudes toward email advertising. Entertainment is another essential element. Ducoffe (1995) highlighted that entertainment value in traditional advertising positively influences consumer attitudes. This concept extends to email advertising, where the presence of engaging and entertaining content can enhance the receiver's perception of the advertisement. Advertisers must recognize that incorporating entertainment into their email campaigns can be a powerful tool for improving customer engagement and loyalty.

Privacy concerns are also a significant factor in how consumers respond to email advertising. Many users view unsolicited emails and the attachment of tracking cookies as invasions of their privacy. Such actions can lead to negative reactions from consumers. Therefore, understanding and addressing privacy issues is critical for advertisers. They must carefully manage privacy-related concerns to foster positive attitudes toward email advertising and avoid alienating potential customers. By considering these three elements—Informativeness, Entertainment, and Privacy—this study aims to understand their impact on consumer attitudes toward email advertising and provide insights into effective email marketing strategies. In this study, several factors are identified as influencing customer attitudes toward advertising emails. These factors include Entertainment, Informativeness, and Privacy, which serve as the primary elements of the advertising emails and act as the independent variables. However, the perception of these advertisements is not uniform across all individuals; it can vary based on demographic factors such as Age, Gender, Education, and Internet Experience. These demographic characteristics act as moderating variables, potentially influencing the relationship between the independent variables and the dependent variable.

The dependent variable in this study is the customers' attitude toward email advertising. This attitude will be assessed in relation to the three key factors of advertising emails: Entertainment, Informativeness, and Privacy. Additionally, the moderating variables—Age, Gender, Education, and Internet Experience—will be examined for their potential impact on the strength or direction of the relationship between the independent variables and the dependent variable. To encapsulate the relationships between these variables, the researcher has proposed a comprehensive research framework. This framework visually represents the interaction between the independent variables (Entertainment, Informativeness, Privacy), the moderating variables (Age, Gender, Education, Internet Experience), and the dependent variable (Customers' Attitude Toward Email Advertising). In this framework, the three key factors of advertising emails directly influence customer attitudes, while the moderating variables may alter the effect of these factors, providing a nuanced understanding of how different customer segments perceive email advertising. This structure offers a methodical approach to testing how various elements of email advertising impact customer attitudes, while also considering the demographic differences that may affect these perceptions.

The research design of this study is descriptive and is conducted using a quantitative research approach. Quantitative research is often associated with social surveys and is defined as a method for exploring social phenomena through numerical and statistical techniques. This approach is well-suited to the main objectives of the study, which involve testing variables and examining their correlations within a structured, statistical framework, as well as conducting hypotheses testing. In alignment with the conceptual framework and research objectives, the study focuses on individuals as the unit of analysis. By doing so, the research aims to assess the effects of email advertising on customer attitudes. The choice of

a quantitative approach allows for a systematic evaluation of the relationships between the variables identified in the study, providing measurable insights into how different elements of email advertising influence customer perceptions and attitudes. This method ensures that the findings are grounded in empirical data, offering a robust foundation for understanding the impact of email advertising in the context of consumer behavior.

In line with the research framework, defining an appropriate sample size is crucial to effectively test customer attitudes toward email advertising. A well-chosen sample size not only contributes to achieving accurate and reliable results but also helps in reducing the overall cost of the research. For this study, primary data will be gathered using a questionnaire survey method, which allows for direct insights into the attitudes of respondents. The study employs a convenience non-probability sampling technique, meaning that not every individual has an equal chance of being selected. This approach is often used when the researcher aims to obtain a sample that is easy to access and cost-effective, even though it may not provide the same level of generalizability as probability sampling.

Figure 1: The Research Conceptual Framework



Referring to Rescoe's (1975) statement, as cited in Sekaran (2000), "sample sizes larger than 30 and less than 500 are appropriate for most research." This guideline supports the decision-making process in selecting a sample size that is manageable yet sufficient for drawing meaningful conclusions. Based on this recommendation and the specific nature of the research study, the sample size was determined using calculations from Raosoft.com (2004). Accordingly, the study designed a questionnaire targeting 384 individuals in Tehran. The population size was estimated at one million, with an accepted margin of error set at 5% and a confidence level of 95%. This methodological approach ensures that the sample size is both statistically sound and practical for the purposes of the study. The study specifically targeted graduate and undergraduate students from two prominent universities in Iran: Tehran University and Sharif University of Technology. To ensure a balanced representation, an equal number of email addresses were selected from these two institutions. Additionally, a group of individuals was chosen through a network of friends and acquaintances to further diversify the sample.

The questionnaire was meticulously designed to extract the most relevant information concerning the factors influencing attitudes toward email advertising. It was divided into three distinct sections to cover different aspects of the research objectives. In Section A, general and demographic information was collected to categorize respondents based on factors such as age, gender, education level, and internet experience. This section aimed to provide a foundation for understanding the background of the participants and how these demographic variables might influence their perceptions of email advertising. Section B focused on assessing customers' attitudes toward email advertising, specifically through the lenses of entertainment, informativeness, and privacy. These three factors were identified as key elements that shape consumer attitudes and responses to email marketing campaigns. Finally, Section C was designed to gauge the overall attitude of customers toward email advertising in a broader sense. This section sought to capture respondents' general views and feelings about email marketing, beyond the specific factors of entertainment, informativeness, and privacy explored in Section B. This comprehensive approach ensured that the questionnaire would provide a detailed and nuanced understanding of the various influences on consumer attitudes toward email advertising.

4. RESULTS

After the research data were collected, the study underwent a meticulous process of data editing to ensure accuracy and completeness. This involved filling in any empty fields with appropriate data, categorizing the responses, and checking for any errors that needed to be eliminated. Following the guidelines of Sekaran (2000), the study employed both multivariate analysis and descriptive analysis to handle the multiple variables involved in the research. The data collected through the online questionnaires were entered into SPSS to analyze customers' attitudes toward email advertising. The choice of SPSS allowed for a comprehensive examination of the data, particularly in testing the relationships between the identified variables. In line with the methodology suggested by Glaser and Strauss (1967), and consistent with the sampling design of the study, regression analysis was utilized in SPSS to explore the influence of entertainment, informativeness, and privacy on customer attitudes toward email advertising.

Table 1 presents the demographic profile of the respondents surveyed to assess the impact of email advertising on consumer attitudes in e-commerce. The gender distribution appears relatively balanced, with female respondents slightly outnumbering males at 52.9% and 47.1%, respectively. This equitable gender representation offers a comprehensive lens through which to explore potential gender-based variations in attitudes toward email advertising, consistent with the findings of Jamil

and Hasan (2020), who emphasized the relevance of gender segmentation in digital marketing responsiveness.

Age distribution data highlights a predominance of younger participants, with 66.1% aged between 20 and 30, followed by 18.2% aged between 31 and 40. The younger age cohort, which makes up nearly three-quarters of the sample, is typically more tech-savvy and receptive to online marketing tools (Smith, 2021), making them a relevant audience for email advertising strategies. Only 5.8% are aged above 40, suggesting a potential gap in the inclusion of older consumer segments who may have different preferences and perceptions regarding digital advertising.

Regarding educational attainment, the largest group of respondents (49.2%) held a bachelor's degree, followed by 30.7% with a master's and 13.5% with a PhD or other advanced qualifications. This highly educated sample implies a more informed consumer base, potentially more critical and analytical about email advertisements. As Chittenden and Rettie (2003) argue, education level can influence how recipients interpret, trust, and engage with promotional email content, thus shaping their attitudes accordingly.

Internet experience also plays a crucial role in shaping attitudes toward online advertising. A majority of respondents have been using the internet for three to five years (44.3%), and another 41.9% reported one to three years of experience. These usage durations reflect a mature and experienced digital audience, familiar with online browsing patterns, which likely influences their interaction with and receptivity to email advertising. According to Baek and Morimoto (2012), internet experience significantly enhances users' capacity to evaluate and respond critically to advertising stimuli in digital environments.

In summary, Table 1 provides a snapshot of a digitally literate, highly educated, and youthful respondent base. This demographic context supports the reliability of the findings concerning consumer attitudes toward email advertising in e-commerce and aligns with prior studies emphasizing the importance of age, education, and internet experience in digital marketing effectiveness.

Table 1: Demographic Description

Category	Subcategory	Frequency	Percent
Gender	Male	181	47.1
	Female	203	52.9
	Total	384	100
Age	< 20	38	9.9
	20–30	254	66.1
	31–40	70	18.2
	> 40	22	5.8
	Total	384	100
Education	Diploma	25	6.5
	Bachelor	189	49.2
	Master	118	30.7
	PhD and Others	52	13.5
	Total	384	100
Internet Experience	< 1 year	9	2.3

Category	Subcategory	Frequency	Percent
	1–3 years	161	41.9
	3–5 years	170	44.3
	> 5 years	44	11.5
	Total	384	100

Table 2 presents the Ordinary Least Squares (OLS) regression outcomes assessing the effect of key predictors—entertainment, informativeness, and privacy concerns—on customers’ attitudes toward email advertising. The overall model explains approximately 71.9% of the variation in customer attitudes, indicating a robust fit for the predictors included. This level of explanatory power is consistent with findings from previous literature, such as Ducoffe (1996), who emphasized that perceived entertainment and informativeness significantly shape advertising value and, consequently, attitude.

Entertainment emerges as a significant positive predictor ($\beta = 0.194$, $p = 0.005$), suggesting that when email advertisements are engaging and enjoyable, they positively influence consumer attitudes. This aligns with the uses and gratifications theory, which posits that consumers appreciate marketing content that provides pleasure or amusement (Logan, Bright, & Gangadharbatla, 2012). Informativeness carries the strongest positive influence ($\beta = 0.277$, $p = 0.001$), reinforcing the idea that informative email content enhances users’ perceptions and overall attitudes. Consumers value practical and timely information, especially when it aids decision-making or presents exclusive offers (Wolin, Korgaonkar, & Lund, 2002). Thus, marketers who craft emails with clear, useful messages are more likely to cultivate favorable consumer responses.

Conversely, privacy concern shows a negative association ($\beta = -0.122$, $p = 0.047$), indicating that apprehensions regarding the misuse of personal data or unwanted intrusion can undermine consumers’ attitudes toward email marketing. This outcome echoes the findings of Xu (2007), who demonstrated that perceived invasiveness or loss of control over personal data deters engagement with digital advertising content. Privacy remains a critical factor that can either strengthen or compromise trust in email communications.

Collectively, the results in Table 2 highlight that while entertainment and informativeness are central to enhancing consumer receptiveness to email advertisements, privacy concerns act as a deterrent. These insights emphasize the importance of designing data-respectful, value-rich email campaigns to foster positive consumer attitudes.

Table 2: OLS Outcomes
Dependent Variable: Customers’ Attitude for Email Advertising

Model	Predictor	β	P-value	R-square
1	Entertainment	0.194	0.005	0.719
	Informativeness	0.277	0.001	
	Privacy	-0.122	0.047	

5. CONCLUSIONS

Advertising emails facilitate a direct and reciprocal communication channel between marketers and customers. This study explored several factors influencing customers’ attitudes toward email advertising, focusing on Entertainment, Informativeness, and Privacy. The findings reveal a strong relationship between these email advertising characteristics and customer behavior. The study identifies a positive and robust connection between Entertainment and Informativeness with customers’ attitudes towards email advertising. This means that emails perceived as entertaining and informative are more likely to generate favorable customer responses. Conversely, Privacy concerns are shown to negatively impact customer attitudes toward email advertising. This indicates that privacy issues significantly deter customers from

responding positively to email marketing efforts. The research underscores that emails with engaging, informative content and strong privacy protections are more effective in attracting customers. However, the study's scope was limited to specific dimensions of email advertising and a narrow customer segment. Future research that examines a broader range of email characteristics and a wider customer base could further enrich the understanding of how different factors influence customer attitudes toward email advertising. The primary objective of this paper is to evaluate the effectiveness of email as an online communication tool and identify key elements that contribute to successful email advertising. The study aims to highlight crucial factors that marketers can leverage to enhance their email marketing strategies. Given the limited research on customer attitudes toward email advertising, this paper focuses on understanding how consumers perceive and respond to email-based marketing and its impact on advertising efficiency. The research offers valuable insights for various stakeholders, including email marketers, companies, and business owners. By understanding customer reactions to email advertising, marketers can tailor their strategies to align with customer preferences and expectations. Companies using email marketing can benefit from this knowledge by gaining insights into their target audience's attitudes and the factors that drive successful email marketing. This understanding will support informed decision-making and strategic planning, enabling companies to maintain a competitive edge in a highly competitive market. Overall, the study's findings are intended to guide email marketers in crafting more effective email campaigns and to assist companies in optimizing their email marketing efforts. By focusing on key elements such as entertainment, informativeness, and privacy, marketers can enhance their email advertising strategies and better engage with their audience.

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