THE STUDY THE EFFECTIVENESS OF EMAIL MARKETING ON PURCHASING INTENTION
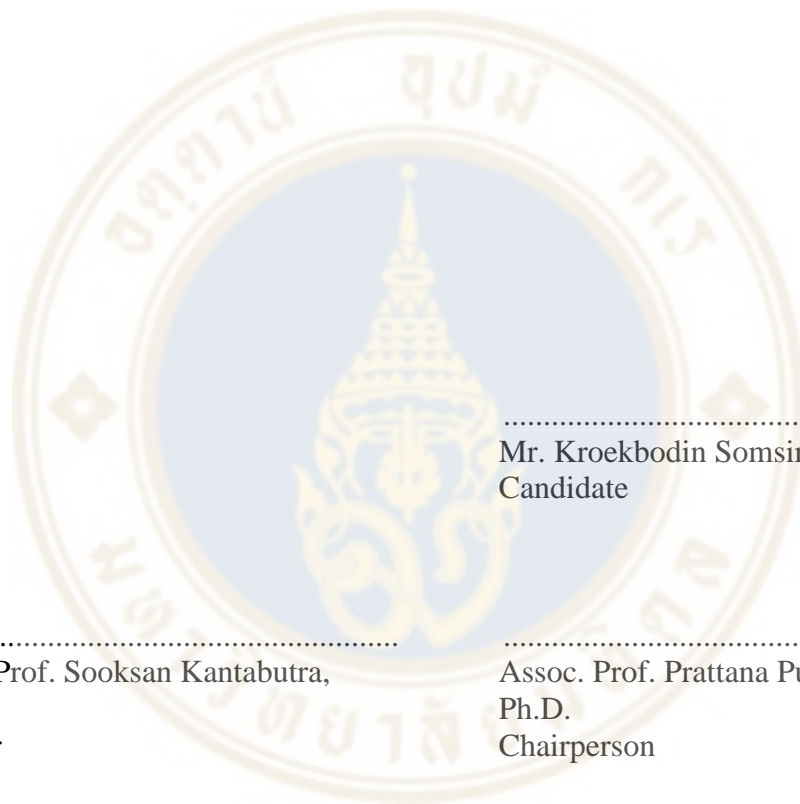
KROEKBODIN SOMSIRIWATTHANA

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....
Mr. Kroekbodin Somsiriwatthana
Candidate

....
Assoc. Prof. Sooksan Kantabutra,   Assoc. Prof. Prattana Punnakitikashem,
Ph.D.   Ph.D.
Advisor   Chairperson

....
Assoc. Prof. Vichita Ractham,   Asst. Prof. Pornkasem Kantamara,
Ph.D.   Ed.D.
Dean   Committee member
College of Management
Mahidol University

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THE STUDY THE EFFECTIVENESS OF EMAIL MARKETING ON PURCHASING INTENTION

KROEKBODIN SOMSIRIWATTHANA 6349047

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASSOC. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., ASST. PROF. PORNKASEM KANTAMARA, Ed.D.

ABSTRACT

This study aims to prove the effectiveness of email marketing on customer awareness, customer engagement, and purchasing intention. The respondents in this research consist of the people who got the email marketing from any brands and check their behavior that they read, click, or do any activities on their email marketing. In this research, the quantitative research technique has been used. The collecting data has been obtained via an online platform by questionaries survey shared in social media with the convenience sampling and time constrain. The data has been analyzed by SPSS software to find the descriptive and regression analysis result. The result shows the relationship among the variables.

As a result of this study's analysis, the purchasing intention of email marketing is still influential on factors customer's awareness and customer's engagement. In addition, the most apparent effect is seen on the customers' awareness. Furthermore, this study can find that the customers' awareness also significantly affects customers' engagement. Lastly, in this study, although the customer's awareness and engagement significantly affect the purchasing intention, customer's awareness and engagement on the email marketing were still challenging to create.

KEY WORDS: Email Marketing / Engagement/ Awareness / Purchasing Intention / Effectiveness

29 pages

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CHAPTER I
INTRODUCTION

At present, many brands have been created and shut downed. Branding is significant to let the business survive, many factors have to be concerned, and many studies tried to find the solution for business. Many marketing techniques are developed to use in the real business world. Many channels are created to respond to the need of the brand and customers. Customer behavior is a significant point that all brands try to learn and predict the customers' interest to get more sales.

Digital marketing is a primary impact tool in this era. To expand and create a well-known brand, digital marketing is used to distribute the content and message to the customer with low cost and high effectiveness. Digital marketing became the most tool that marketers use very fast. However, this study wants to prove the tools that use for a lot of time and also categorize to the part of digital marketing, it looks like an old tool that was used for a long time, but at the present many people, and some marketing agency still prefers to use it. It is email marketing.

The marketer still uses email marketing to send the message to customers to create brand awareness, engagement, and purchasing intention. However, it comes with many questions that this method is still suitable for now, and this method is still effective if some brand wants to spend much cost on a marketing campaign to this tool. Email marketing is the individual received content, do not like the social media that people can share and comment the content to show their feedback and make much awareness. Moreover, people who use email often use formal tasks, such as work or study, so they might not shop through email. However, email still has the advantage among many media in the World. Email marketing gives the opportunity to direct messages to the customers, and it also can track the data from the customers who click or read the email. Moreover, it has the most significant point that email can create the chance for the brand to talk with their customers one-on-one by email.

In this study the objective of this study is the email marketing at present still effective or not; which the effectiveness this study will go to purchasing intention through customers' awareness and engagement to find out the relationship between the factors on the study's framework with the quantitative survey and analysis on SPSS to find the result. Sampling, data collection, and data analysis have been used in this research. Furthermore, the recommendation and conclusion have been explained in the final part of this study.

CHAPTER II
LITERATURE REVIEWS

Nowadays, Digital Marketing is the favored method to send messages of many contents through any brand's advertising. Digital marketing can separate into many categories, included social media. Search engine optimization, Display advertising, Affiliate, email marketing, and others. This study will discuss the effectiveness of email marketing because nowadays, we still see much advertising on our email, which is increasingly recognized as an effective digital marketing tool (Rettie 2002). However, at present, many marketing tools are developed. Companies and customers have more choices to choose from, so the question is occurring whether email marketing is still adequate to create customer purchasing intention or not.

2.1 Digital marketing overview

Last twenty years ago, the World Wide net was occurring, it became the indispensable international communication media for the World, and billions of people around the World use it online for 24 hours in everyday life. (Warokka, Sjahruddin et al. 2020)

(Liimatainen 2020) Digital Marketing is a marketing category that works with electronic or digital media to launch a marketing campaign. Some of the digital marketing are content marketing, search engine optimization, search engine marketing, social media marketing, and email marketing. The Advantage of Digital marketing is measurable, flexible, has low entry barriers, reachable to a large audience, is easy to optimize, and improved conversion rates.

2.2 Email marketing overview

(Bawm and Nath 2014) Email marketing is broadcasting commercial advertisements to people who use email. Subscribers' activity histories can be easily tracked and optimized the campaign by marketers. Software developers develop many emails marketing software to assist marketers in creating marketing campaigns to send bulk commercial advertisements via email. Aweber, MailChimp, Getresponse, Sendy, and Infusionsoft are the most popular Email marketing software.

(Zhang, Kumar et al. 2017) The advantage of email marketing is that marketers can launch campaigns to send messages to the customer at a relatively low price, which is lower than traditional mail marketing around three times. Moreover, email messaging also uses the time to prepare lower than other types of advertisement, especially traditional mail. Furthermore, email marketing can track the responses and create a chance for marketers to communicate directly with customers. Email marketing is highly effective in terms of cost-efficient and saving much time by using automated services and (Jeshurun 2018)

(Kiselova 2019) Nowadays, email is a significant digital media. Almost 3.8 billion people in the World use email and the trend towards increasing to 4.6 billion in 2022. Email Marketing is a part of Direct Marketing. Email marketing can create a return on investment of around 122%, which is more than four times higher than social media marketing, direct mail, and paid search. Moreover, it can create the opportunity to communicate with customers one-to-one, which customers can receive and respond to simultaneously.

2.3 Marketing funnel

(Zhang, Ran et al. 2019) The consumer purchasing funnel is separated into two phases. Firstly, the upper funnel has the awareness to the firm and the lower funnel that people have the closer to the firm by interacting with the firm or having the engagement. Moreover, the customer can skip from stage one to purchase. It is not fixing that customers have to pass all stages for making some purchasing.

(Colicev, Kumar et al. 2019) The marketing funnel includes four stages: awareness, consideration, purchasing intention, and satisfaction. Awareness is the

ability of potential customers to know the brand's information. Consideration is the willingness of customers to act and have the potential to buy from the brands. Purchasing intention is the intent of customers to buy a product from brands. Satisfaction is the post-purchasing experience of customers. The four stages of the marketing funnel have different goals to respond to the need of customers, and all stages are also significant to create the salsas and loyalty of customers.

2.3.1 Awareness

(Tritama and Tarigan 2016) Brand awareness is a stage of the buyer that can recognize the brand or product and potentially buy. Brand awareness also has four levels: brand unaware, brand recognition, brand recall, and top of mind. Top-of-mind is the highest level of brand awareness that many brands in the market mean that the top-of-mind brand will first exist in customers' minds.

(Malik, Ghafoor et al. 2013) Brand awareness is an ability that customers are familiar with the company's products and services. The successful brand awareness will create a different and unique point from other brands, making the brand famous and well known. Moreover, it might be affected to deciding to purchase by customers. Brand awareness creates a significant association in customers' memory, and they will buy only Brand that they can remember.

(Jamali and Khan 2018) Brand awareness will be happened by customers who have experience with the brands. Brand awareness is the ability people have information about the brand, products, services, or other features of brands. Brand awareness can occur not only through product and service but also on brands' organizations. Brand awareness has the relationship between other customer stages, such as WoM(Word of mouth) and purchasing intention. They might share information about a brand through their social media and others activities. If the brand awareness is higher the WoM, and purchase intention level will be higher too.

2.3.2 Engagement

(Yoong and Lian 2019) Customer engagement is the participation and connection of customers with any offer or activities of the brands. Customer engagement is combined with a process of cognitive, emotional, and behavioral.

Customer engagement can be tracked by customers' actions that include click-through rates, page views, and other actions that can be tracked by any social media platform. Liking, Sharing, and commenting on brands pages are part of the parameters of engagement.

(Liimatainen 2020) Customer engagement is an interaction between the brand and customers, which the company provides, and action to engage by customers, and finally, make them receive the experience from the brands. The engagement should be healthy to create customer loyalty to the brand in the future, so it should be not too much and too little to be the health brand interactions to clients. This stage of engagement will create more opportunities to understand customers, and this is a stage where brands can step closer to customers, who will trust a brand more in this stage and share their experience with others. It means that customers have a closer relationship to the brands too. Finally, engagement is significant to the brands. Many research reports that people who engage with the brand will have more chance, around 44%, to visit the shop than those who do not engage with the brands.

2.3.3 Purchasing intention

(Jamali and Khan 2018) the most significant stages are the intention to purchase customers, a decision-making process to purchase the product or services from brands. The goal of brand communication is to convince customers to buy a brand and intend to buy that particular brand.

(Yoong and Lian 2019) Customers purchasing intention is about the willingness of an individual to purchase a product or service. Purchasing intention is a tool for predicting a decision for buying. The intention to buy also has a relationship to engagement on Facebook. In terms of the social network, customer engagement has a significant impact on intention to purchase. The interaction on communication and sharing content among users about a brand's products and services can lead customers to the purchasing intention stage.

2.4 Market segmentation

(Liimatainen 2020) Marketing segmentation is splitting a market into groups to make it easier to analyze people because every segmentation of customers will have different costs, times, and efficiency in managing. So, marketers will separate them into groups by location, interest, and relevant character, making it reasonable to target them with the best efficiency. Marketers will use the market segment to create a marketing plan and strategy with the four types included by Geographic (Regions, cities, countries), Demographic (Age, gender, income, jobs), Psychographic (lifestyle, values, beliefs), and Behavioral (loyalty status, occasion, usage rate).

2.5 Conceptual framework

This study will use the concepts and theories from the literature review to create the framework that shows the relationship between email marketing, awareness, engagement, and purchasing intent from customers to brands, followed by four hypotheses to study whether email marketing is still effective or not at present.
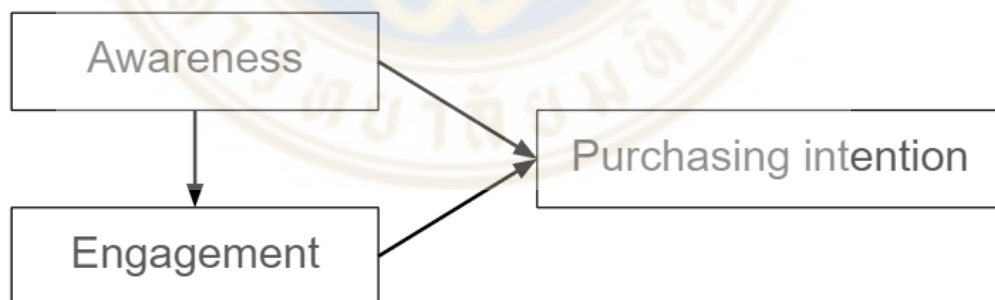
Figure 2.1 The Conceptual Framework

2.6 Research hypothesis

H1: Customer's awareness significantly predict higher customer's engagement

H2: Customer's awareness significantly predict higher customer's purchasing intention

H3: Customer's engagement significantly predict higher customer's purchasing intention

H4: Customer's awareness is more significant to predict higher customer's purchasing intention than customer's engagement

CHAPTER III
RESEARCH METHOD

This study focuses on proving the hypothesis of all variables, which are mentioned in the literature review. The quantitative research method is used in this study by collecting a questionnaire survey from people who received an email advertising in the last month. And then, the data that this research collected from respondents were analyzed by the SPSS program with multiple-regression analysis and other tools on the SPSS program. This research will show the result that the hypothesis and correlation of each factor are proved or not.

3.1 Discussion a research method

In the literature review is a list of factors and theories that are significant to the customer behavior on the email marketing aspect. This paper focuses on analyzing the critical factor in email marketing. Quantitative research methods were used to test the hypothesis that this research created to prove the agreement and relationship of each factor. The analysis techniques based on statistic tools(SPSS) were used to explain variables and model to predict the result of the dependent variable. This research is to figure the relationship between customer behavior that reacts to email marketing and their purchasing intention from email marketing efficiency. In addition, the demographic of the respondent was also used to analyze the linkage between each variable and purchasing intention to get better information for explaining the customer behavior through email marketing.

3.2 Questionnaire design

In this study, the researcher needs to collect the quantitative data by the questionnaire survey method. The survey question consists of 3 parts with 17

questions. The first part is the screening questions to screen the respondents only who have the experience to get the email marketing in last one month to make sure that the respondents have the experience and understand the topic research to reach the high effectiveness of research's result. The second part is the factor questions that included awareness, engagement, and purchasing intention questions. The last part is the demographic question to ask the respondents about their background included age, income, occupation, and gender.

3.3 Survey sampling

The respondents of this survey were the people who used to get the email marketing in last one month on their email address. The questionnaires were distributed via an online platform from 1 November to 14 November 2021. A screening question filtered the respondents, and only respondents who passed the screening question will be counted in this study.

3.4 Sample size

This research uses the random sampling technique due to time constrain. The survey is distributed at least 120 questionnaires to guarantee that 100 of the sampling were passing the screening question.

3.5 Data analysis method

After collecting all data from respondents, all of the data were sent to the database, and then this research used the SPSS to clean all the data for available analyses. SPSS was used to prove the relationship of all factors on the study's hypothesis from the literature by functions on SPSS. The linear equation and evaluation from the R-square value were analyzed by the linear regression method. The coefficient showed a strong relationship with each factor. The relationship of the

model and the dependent variable will be explained on the R-square value, and Deviation was shown on R-square error.

3.6 Conceptual model
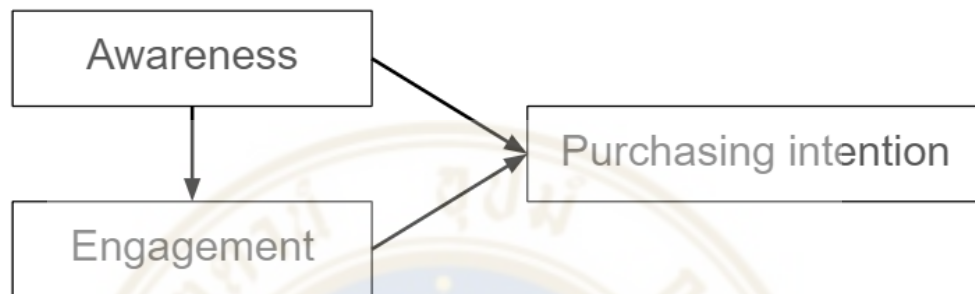
Figure 3.1 The Conceptual Framework

H1: Customer's awareness significantly predict higher customer's engagement

H2: Customer's awareness significantly predict higher customer's purchasing intention

H3: Customer's engagement significantly predict higher customer's purchasing intention

H4: Customer's awareness is more significant to predict higher customer's purchasing intention than customer's engagement

CHAPTER IV
FINDING & DISCUSSION

4.1 Demographic profiles of the respondents

This study included 125 participants who are valid on the screening question with the online platform distribution. As a survey sampling on an online platform, 62 male respondents and 67 female respondents; percentages were 47.7% and 51.5%, respectively. For ages, this part was separated into four groups, which were 15-20, 21-30, 31-40, and 41-50 years old. The most number on a group of age is 21 to 30 years old with 102 respondents or 78.5% of all respondents. For 15 to 20 years old have five respondents, 31 to 40 years old have 22 respondents, and 41 to 50 years old have only one respondent. The work status is another part of this survey. There are 19 students, 78 employees, and 28 business owners in this data collection, 15.2%, 62.4%, and 22.4% of the respondents, respectively. Lastly, There is the Monthly income of the respondents. Eight respondents have a monthly income of less than 15,000 baht, 25 respondents have a monthly income of 15,001 to 24,999 baht, 37 respondents have a monthly income of 25,000 to 34,999 baht, 30 respondents have monthly income of 35,001 to 49,999 baht, and 25 respondents have monthly income more than 50,000. For percentage, there are 6.4%, 20%, 29.6%, 24%, and 20% of all respondents respectively.

4.2 The data description

Table 4.1 The descriptive data of customer awareness

ITEM	Strongly disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
Awareness	N	%	N	%	N	%	N	%	N	%	N
I am always aware a brand from email advertising	44	35.2%	50	40%	20	16%	7	5.6%	4	3.2%	2.02
I am aware of the Information of Brand from email advertising	25	20%	41	32.8%	28	22.4%	25	20%	6	4.8%	2.57
I can remember the logo of product brand from email marketing	31	24.8%	36	28.8%	26	20.8%	19	15.2%	13	10.4%	2.58
I can remember brand's product from email advertising	24	19.2%	48	38.4%	26	20.8%	18	14.4%	9	7.2%	2.52

From Table 4.1, awareness from email marketing has a mean of scale around 2.02 to 2.58, which is lower than 3 for all. It means that most people did get low awareness from the email marketing as you can on the percentages of each item,

which Strongly disagrees and disagree for all item contain more than 50% of the all responses. Moreover, for those who strongly agree with getting awareness from email marketing, their percentages for each item are highest at 10.4%, which is relatively low.

Table 4.2 The descriptive data of customer engagement

ITEM	Strongly disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
Engagement	N	%	N	%	N	%	N	%	N	%	N
I often read the email advertising	55	44%	47	37.6%	14	11.2%	5	4%	4	3.2%	1.85
I often check my email advertising	52	41.6%	48	38.4%	16	12.8%	5	4%	4	3.2%	1.89
I often click the link insight the email advertising	65	52%	34	27.2%	20	16%	5	4%	1	0.8%	1.74
I often subscribed to get more information by email	51	40.8%	31	24.8%	22	17.6%	17	13.6%	4	3.2%	2.14

From Table 4.2, The data show that 44% and 37.6% of all respondents Strongly disagree and disagree to read their email advertising, and have only 4% and 3.2% that agree and strongly agree to read their email advertising. Almost all respondents(more than 70%) also strongly disagree and disagree to check and click the email advertising. However, 13.6% and 3.2% of all respondents still often subscribed to the brand to get more information on email marketing platforms.

4.3 Regression analysis

4.3.1 Relationship between customer's awareness and customer's engagement.

Tables 4.3 and 4.4 were generated by multiple regression methods from SPSS software to show the analysis result between customer's awareness and customer's engagement on email marketing.

Table 4.3 The Regression analysis between customer's awareness and customer's engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396ᵃ	.156	.150	.72478

a. Predictors: (Constant), Avg_Awareness

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.985	1	11.985	22.816	.000ᵃ
	Residual	64.613	123	.525		
	Total	76.598	124			

a. Predictors: (Constant), Avg_Awareness

b. Dependent Variable: Avg_Engagement

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.118	.177		6.325	.000
	Avg_Awareness	.325	.068	.396	4.777	.000

a. Dependent Variable: Avg_Engagement

From the ANOVA table, the analysis by multiple regression method shows that the customers' awareness significantly affects customers' engagement on email marketing with a p-value less than 0.05 ($p<0.05$).

From the Coefficients table with the sample size of this research is 125, the result shows that Sig value is less than 0.001 and the Beta is 0.396

Adjusted R-square is 15%, shown in the Model Summary. This indicated that the Customers' awareness factor could explain 15% of customers' engagement variable on email marketing

Hence, the result proves Hypothesis 1, which is that customer awareness significantly predicts higher customer engagement by Sig. A value less than 0.05 and beta value is positive.

4.3.2 Relationship between customer's awareness and customer's engagement to customer's purchasing intention.

Table 4.4 The Regression analysis of customer's awareness and customer's engagement to customer's purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751[a]	.563	.556	.56653

a. Predictors: (Constant), Avg_Engagement, Avg_Awareness

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.544	2	25.272	78.740	.000[a]
	Residual	39.156	122	.321		
	Total	89.700	124			

a. Predictors: (Constant), Avg_Engagement, Avg_Awareness

b. Dependent Variable: Avg_PI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.139	.159		.875	.383
	Avg_Awareness	.444	.058	.500	7.673	.000
	Avg_Engagement	.429	.070	.396	6.085	.000

a. Dependent Variable: Avg_PI

From the table ANOVA, ANOVA table had the result that Sig value lower than 0.001, which the data prove that the customer's awareness and customer's

engagement variable have a significant impact on the customer's purchasing intention variable in the email marketing context.

The coefficients table reports the number of independent variables that have a relationship to the dependent variable. The customer's awareness and engagement variable have entirely significant for the customer's purchasing intention variable with the Sig. A value is lower than 0.001. Moreover, the table also shows the most significant factor to the customer's purchasing intention variable by exploring the Beta. The table shows that customer's awareness was 0.500 Beta, and customer's engagement variable was 0.396. The statement has meaning that the customer's awareness has more impact on the customer's purchasing intention than customer's engagement.

The model summary, this table reports the Adjusted R square by .556, which indicated that Customers' awareness and customer's engagement factors could explain 55.6% of customers' purchasing intention variable on email marketing.

Hence, the result proves that Hypothesis 2 and 3, which are customer's awareness, predict higher customer's purchasing intention and customer's engagement, which predicts higher customer's purchasing intention by Sig. A value less than 0.05 and beta value is 0.5 and 0.396 respectively, so this also proves Hypothesis 4, which is customer's awareness is more significant to predict higher customer's purchasing intention than customer's engagement by customer's awareness (beta=.500) get a beta score higher than customer's engagement variable(beta=.396).

CHAPTER V
RECOMMENDATION & CONCLUSION

Nowadays, Digital marketing is the most impactful method in the marketing world. All marketing agencies or any firm try to adapt themselves to react with the digital World, and try to use digital marketing with the highest effectiveness as much as they can, which is included many platforms inside the digital marketing, such as social media, search engine, streaming platform, and email marketing. Moreover, because digital marketing is used in the business purpose, so the marketers who launch any digital marketing campaign also expect to get their KPI, which there are included brand awareness, customers' engagement, consideration, and the most significant is a return on investment, which came from purchasing from customers. Every digital marketing campaign has the cost to spend, and it should have a profit to reflect the campaign's effectiveness. Furthermore, this study still asks the question to one of all digital marketing tools, which is email marketing that email marketing is still the effective way to launch the campaign and get the brand awareness, customers' engagement, and customer's purchasing intention to complete the Brand's KPI or not.

All hypotheses are examined in this study with all variables, and the result shows that all hypotheses are supported in the research by the quantitative method. The indicators from the research SPSS provided the result that both customer's awareness and customers' engagement have a significant relationship to the customers' purchasing intention in terms of email marketing context, which means that customers who got the email advertisement and see, read, or click the email advertisement trend to have the purchasing intention to create sales to the brand. Hence, if the brad can create the email advertisement to the customers, and it can create customer awareness and engagement through the creative content, the promotion, interesting article, or graphic design, and many factors in the advertising, the awareness and engagement that are created can get the positive relationship to the purchasing decision of customers. Furthermore, awareness has a higher significant role than engagement

because awareness also has the relationship to impact the engagement, at the same time, awareness also have more significant than engagement to create the purchasing intention, so the awareness has a significant relationship to both factors, a brand should concern about the brand awareness to impact other factors in the same time.

On the other hand, Although both awareness and engagement impact the purchasing intention of customers and the trend to create sales to brand, in the descriptive part, the study shows that email marketing at present is relatively not suitable to generate awareness and engagement. The almost respondent did not have the awareness and engagement from the email advertisement.

In conclusion, awareness and engagement from email advertising have been proven to have a highly significant and positive effect on purchasing intention. However, the company, which uses the email marketing campaign, might face difficulty creating awareness and engagement from email advertising, which is the point that decides the return on investment on the email marketing platform. However, in terms of marketing, there are many tools to use and adapt for suitability. The company should be adaptative and distribute their risk to many advertising channels and learn to choose the platform that matches their target. If email marketing is the one that matches their target and can make them interested in the advertising, it tends to impact a lot to their purchasing intention.

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APPENDICES
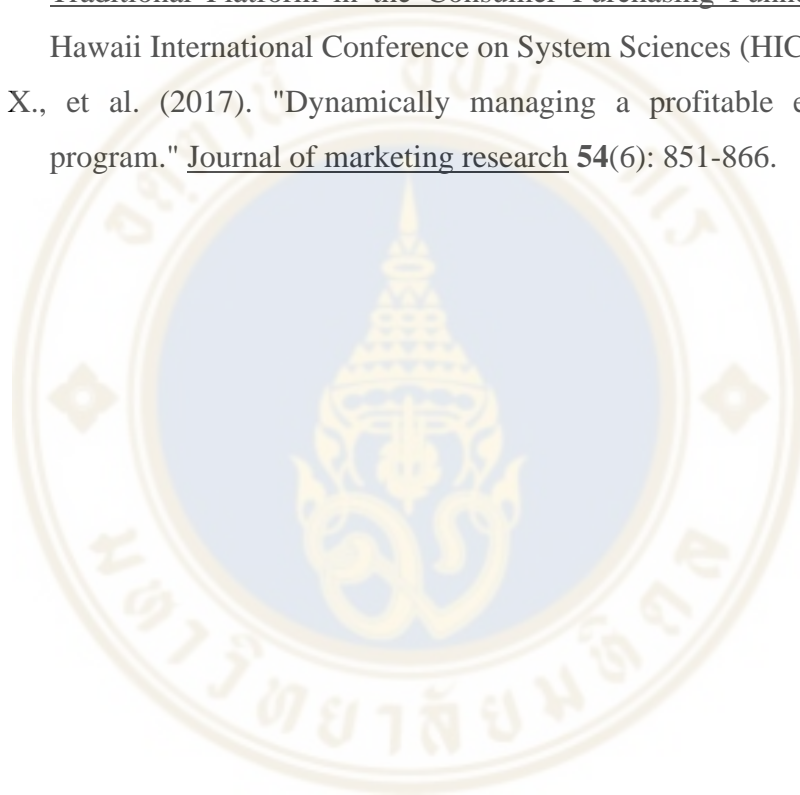
Appendix A: Tables and Figures

Figure 2.1 The Conceptual Framwork

Table 4.1 **The descriptive data of customer awareness**

ITEM	Strongly disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
Awareness	N	%	N	%	N	%	N	%	N	%	N
I am always aware a brand from email advertising	44	35.2%	50	40%	20	16%	7	5.6%	4	3.2%	2.02
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I can remember the logo of product brand from email marketing	31	24.8%	36	28.8%	26	20.8%	19	15.2%	13	10.4%	2.58
I can remember brand's product from email advertising	24	19.2%	48	38.4%	26	20.8%	18	14.4%	9	7.2%	2.52

Table 4.2 The descriptive data of customer engagement

ITEM	Strongly disagree		Disagree		Neutral		Agree		Strongly Agree		Mean
Engagement	N	%	N	%	N	%	N	%	N	%	N
I often read the email advertising	55	44%	47	37.6%	14	11.2%	5	4%	4	3.2%	1.85
I often check my email advertising	52	41.6%	48	38.4%	16	12.8%	5	4%	4	3.2%	1.89
I often click the link insight the email advertising	65	52%	34	27.2%	20	16%	5	4%	1	0.8%	1.74
I often subscribed to get more information by email	51	40.8%	31	24.8%	22	17.6%	17	13.6%	4	3.2%	2.14

Table 4.3 The Regression analysis between customer's awareness and customer's engagement

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396[a]	.156	.150	.72478

a. Predictors: (Constant), Avg_Awareness

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.985	1	11.985	22.816	.000[a]
	Residual	64.613	123	.525		
	Total	76.598	124			

a. Predictors: (Constant), Avg_Awareness

b. Dependent Variable: Avg_Engagement

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.118	.177		6.325	.000
	Avg_Awareness	.325	.068	.396	4.777	.000

a. Dependent Variable: Avg_Engagement

Table 4.4 The Regression analysis of customer's awareness and customer's engagement to customer's purchasing intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751ᵃ	.563	.556	.56653

a. Predictors: (Constant), Avg_Engagement, Avg_Awareness

ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.544	2	25.272	78.740	.000ᵃ
	Residual	39.156	122	.321		
	Total	89.700	124			

a. Predictors: (Constant), Avg_Engagement, Avg_Awareness

b. Dependent Variable: Avg_PI

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.139	.159		.875	.383
	Avg_Awareness	.444	.058	.500	7.673	.000
	Avg_Engagement	.429	.070	.396	6.085	.000

a. Dependent Variable: Avg_PI

Appendix B: The Survey Question

Did you receive an email advertising in last 1 month?

Yes   No

Items	Strongly Disagree	Disagree	Natural	Agree	Strongly Agree
Awareness					
I am always aware a brand from email advertising					
I am aware of the Information of brand from email advertising					
I can remember the logo of product brand from email marketing					
I can remember Brand's product from email advertising					
Engagement					
I often read the email advertising					
I often check my email advertising					
I often click the link insight the email advertising					
I often subscribed to get more information by email					
Purchasing intention					
I plan to buy product that I know from email advertising					
I have bought a product from email advertising					
I will buy more product due to the offers of sales promotion on email advertising					
Email advertising is increasing my interest to purchase product					

Personal information

Gender	Male
	Female
Age	15-20
	21-30
	31-40
	41-50
	51-60
Work Status	Student
	Employee
	Business owner
Monthly Income	Less than 15,000
	15,000 - 24,999
	25,000 - 34,999
	35,000 – 49,999
	More than 50,000