User Response Pattern Analysis from the Emails Sent As Marketing Email

Project Thesis

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Declaration

We declare that this thesis is our original work and has not been submitted in any form for another degree or diploma at any university or other institute of tertiary education. Information derived from the published and unpublished work of others has been acknowledged in the text and a list of references is given.

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Approval

The thesis titled **"User Response Pattern Analysis from the Emails Sent As Marketing Email"** has been submitted to the following respected members of the board of examiners of the department of computer science in partial fulfilment of the requirements for the degree of Bachelor of Science in Computer Science on December 2017 and has been accepted as satisfactory.

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Abstract

User response and behaviour pattern will be analysed from the bulk emails sent to the customers as marketing purpose. Organization such as online shop or company operating business via online are often send email or newsletter to its consumer or subscriber, which may term as marketing mail. However, how the organization know that they are succeeding via email or how much subscriber that they are currently concurrence with. Here succeeding refers replying email from customer or online response. As response rate as well as response speed increases, the scale of succeeding goes higher. In this paper, it is clearly described how this key term can be modified so that the conversion rate will increase. Response time, response rates and ratio of electronic mail were compared. Response representativeness is more important than response rate in survey research. However, response rate is much more important if it firmly holds representativeness. In this paper, the effects of online marketing strategies on relationship and brand quality, customer's behavioural pattern and attitudinal responses is compared and studied. This article presents the benefits and issues with online marketing email surveys as it relates to response rate, response time, speed of response, representativeness of the surveys and differences cause of different survey media. Analysing the response data for two different online surveys showed response patterns consistency. This study suggests that surveying two different data sample and analysing their response data can allow a researcher to approximate the parameters of response data for a large-scale survey and thus conduct a detail study in a far more effective and efficient way.

Chapter 1: Introduction

Email Marketing is a term, which refers a way marketer, communicate with their users or customers. It can be said that is another way to sell a good or services in advance receiving information about the product [1]. With the help of modern age internet technology and push back email services, organization now have added another extra communicational tool so that they can communicate and interchange their opinions and get prospect from the customers by building a relation with them [2]. Marketing email is a term refers to describe the survey and collect data from online users as marketing purpose. From another perspective, the biggest advantage of web based email newsletter is the cost savings without any sacrifices of time at all [1]. Unlike phone surveys, one do not need to pay the bill for doing survey and from taking opinion of users. Besides company, do not need to know who their users instead of other criteria are. Permission marketing is a way that can easily set up on this case to identify their online users when sailing and altering the product between them. Internet based mail notification has brought many important advantage such as cost efficiency and better resource management.

This communication via email newsletter yielding many advantages where replying the promotional offer, the consumer is seem to be more predictive about its content and second it may save searching time which involve making purchase decision [3] and third the customers active participation in this manner increase their advertising process more effectively. Traditional advertising or promotional offer cost product price increasing rapidly and waste effort for finding targeting customers. According to [4], more than 45 percent of mail users feel very attractive about email marketing and 70 percent of internet users have clicked or reply the mail back to marketers about interesting promotional offers. Online marketing has already taken a central position in marketing email strategy in the past one decades [10]. This research also implies that marketing email is five time more cost efficient than compare with traditional mailing system or advertising banners. Internet based mail notification has brought many important advantage such as cost efficiency and better resource management. This findings has revealed the opportunities and differences of email marketing compared with traditional post mail. Moreover, each method has it own advantage where traditional post mail has a higher response rate and web based email has got faster replies with no cost at all. The benefit to the organization such like that, this marketing or promotional email brought back to them the additional information about customers and the product related with consumer demand and prospect for future marketing. In addition, the another advantage is the commination via this email

between marketers and consumers is low and almost cost free. In spite of being benefited from email marketing, there has been some challenges on how this system can be taken by marketers to cut through traditional mail or advertisement and concentrate to its purchases.

Existing customs in business, such as services based economies transition, information and communication technologies, increasing global market competition has led to increase the effectiveness and importance of loyalty based relationship in compare to other mix marketing companies. It is certain that maintaining and developing a long-term relationship via marketing email does not occur amicably and it needs taking adequate strategies for email marketing. Therefore, for a clear understanding of email marketing strategies, and usefulness to establish and maintain a long-term relationship with the users of the online marketing industry, it is very necessary to do an elaborate study. This paper we studied here, wants to do such a study and in that manner, we try to offer insights in the development of more elaborate models to researchers which indicate the importance of online marketing strategies on building relationship quality and customer responses in the market industry.

Because of the importance of users response related behaviors, having an appropriate viewpoint on the different kinds of users' behaviors that users enact could give benefits for marketers, managers, companies and others with an interest in increasing response rate and end users behaviors. In the present paper, we describe our efforts to work with marketing mail strategies to get higher response rate and to build a relationship between marketers and users. We present our efforts to categorize, organize and analyze users' behavior and pattern recognition as well as response rate for marketing email. Our study is sorted as follows. First, we defined the meaning of email marketing as well as online marketing strategies through email communication between marketers and customers, then define relationship quality with customers and determine the dimensions within the literature. Second, we examine the marketing email strategies affecting relationship quality. Third, we examine the effects of marketing mail strategies on the quality of relationship. Then we test the response rate of users according to the marketing mail analysis. Finally we represent the difference of response rate of two different marketing email surveys then conclude with a discussion as well as the limitation we face during the study with directions for the further researches.

A critical concern of email marketing has been now, how to start, customize and hold the relationship between a company and its customers, in order to increase response rate and customer satisfaction and to earn a competitive advantage. This is reflected in marketing email that includes strategies for establishing, promotional offering, developing and maintaining successful communicational exchanges [11]. The performance of a corporate marketing email confines the relationship between a company and its customers and therefore, holds the strength of marketing effectiveness [12].

Chapter 2: Literature Review

Despite the advantage and benefits of marketing email to both customers and marketers, it still has some minor issues belongs with traditional promotional advertisement. First, purchase decision depends on perceived need of customer. According to [3], consumer who are not connected with the market for a given product cannot response immediate action to email. Secondly, intermediate marketing system cannot fully rely on advertising media such as promotional offer or bonus sale etc. Email advertising of any kind produce both customer cost along as benefits. Promotional email includes consumers cost which are added as an entry cost, service cost, and intimacy costs [5]. According to [5], customers benefits of marketing email contain efficient cost benefit and promotional offer relevancy.

While email marketing progress can improve the promotional advertising offer, customers can do more in compare with traditional messaging approaches. Customer's interest in marketing email can be determined by total impact of cost and advantage [5]. However, many published papers studied only a single pointer focus. Existing literature presents many activities and strategies to create a long-term relationship with customers [12]. Palmatier [12] search the empirical analysis from 1987 to 2004 and lead a meta-analysis where they identify 96 different empirical strategies representing 37,102 different relationship with customer via marketing email. In this study, nine relationship by email marketing strategies have been remarked that have influenced on the quality of the customers relationship with marketers based on the importance.

Chapter 3: Methodology

The objective of the paper is to examine the sales response rate of marketing email as well as response speed and a marketing emails success rate compare with traditional way of advertising system. How marketers can success by generating consumers' responses? In this paper, we present a way for determining and measuring the conversion rate of marketing mail. According to [6], for approximately half of billion emails, the number which identifying that are successfully delivered, other that pass through scan filter as a junk email. Marketing Email promotional offer demonstrated superiority over traditional way of advertising promo in terms of response speed and process as well as cost efficiency. According to [7], in an experiment where both web mail and traditional way of newsletter were used to deliver promo offer and news, traditional system took 12.8 days where email took only 7.4 days to reply. Marketing email provides more efficient way to immediate means of response. The another benefit of email marketing, which is not directly measurable, has been identified, there are many software available to track down the email survey, so with no cost at all, the marketers analyses the undeliverable emails and can find a way to develop further process of their email so that it may get replied by consumers [8]. While giving the benefit of marketing email, it is also important not to forget the valuable factor: response rate. There are so many factor that influences on response rates and speed which includes time, consumers contacts, design issues and flexibility as well as the way of promotional offer which depend on how much cost can implies with [7]. Therefore, it might be difficult to catch how design factors can influences conversion rate. Today, marketing email are overloaded in inboxes. The question is not whether or not you can start to write a promotional email, it is how you can make a design to your email, so that consumers will actually want to open and might reply of that email.

3.1 Evaluating the Effectiveness of Online Marketing Strategies in Corporate Email Performance

Marketing email is an important channel for internet based marketing business [20]. It support three online marketing strategies: 1) brand equity [21] 2) maintain a reduced cost [22], 3) customer satisfaction [23]. By succession in any of these criteria, increases repeat purchase, confront price increases and improve response rate for marketing communication between seller and customer. Thus, a marketing email can easily

maximize the impact of a company's marketing relationship [24]. The strength of this relation depends on how well the marketing emails perform with respect to customer information needs. Therefore, it is far more necessary to develop metrics that can evaluate the importance and effectiveness in relation to customer email usage of the marketing effort in email performance.

3.2 Corporate Email and Online Marketing Strategies

Based in a functions of a corporate email possesses, many online marketing strategies are supported, and different online marketing strategies can be distinguished. According to the Booth and Jansen (2009) [25], we can specify that a business organization focus on getting customers and online users who visit the website through marketing email for purchasing good and services directly from company's website. Thus, the building of brand quality is most important strategy here, because it reflects customer loyalty by repeating purchases and gain product quality.

3.3 Users Pre Notification

There are conflicting evidence regarding the influence of pre notification on survey rates. Hagget and Mitchell (1994) [26] and Fox, Crask and Kim (1988) [27] and Kanuk and Berenson (1975) [28] they were all found that pre notification tends to increases the response rate in email marketing surveys. Baumgartner and Heberlein (1978) [29], in contrast, claimed little or no effect on response rate by sending pre notification, however, Jobber and Sanderson (1983) [30] showed a report that a decreased in response rates to email surveys by sending pre notification.

For email surveys, sending pre notification has been seen to increase response rate and speed ([31], [32]. Sivadas and Mehta (1995) [33] reported that pre notification for and email surveys is important and the practice of giving unsolicited email is unacceptable. A pre notification email may be considered as unsolicited junk email and it would be seem difficult to many customers.

In September 2017, we sent invitation letter via email to 200 individuals drawn from our database program, which we mentioned below. The invitation letter included information about our study and a predefined informed form.

3.4 Methods

For measuring the response rate as well as response speed we concurred two different surveys, one is before analyzing the email and other one after we analyze the data and rearrange the email structure. As email marketing has a far more category to analyze, we divided our marketing email approach to 33 different category to get result from every marketing sector. We created a database program called "Email Marketing Surveys" in where we entered 200 email users randomly chosen. The database was created in such a way so that we can sort cases, select group of names and send email from the system and we tracked the record of open rate, click through rate and no reply rate in a way of listing order.

3.5 Open Rate

Open rate is a measure of how many people of an email list open the particular email. The open rate is normally calculated in percentage. However, here as we analyze our data for success rate we showed the actual value for our email recipients. The open rates works best in-house benchmark to track over time. It is not a complete accurate metric because it does not show all opens due to image blocking and many others factors.

3.6 Click through Rate

Click through Rate is a ratio of users who click on a specific link to an email. It is commonly used to measure the success rate of a marketing email. Click through rate is a process that measures users' action on an email message. It is more revealing data than open rate.

3.7 Privacy and Anonymity

We took several precautions for protecting the privacy and anonymity of users. To protect the prospective responses from rejecting the email because of the annoyance of scrolling through 200 names and perceive the desire email considered unsolicited junk mail or spam, we sent the marketing email as blind copies. This made the email appear more appealing and compact, and it preserved the privacy of others receiving same message. Therefore, surveys returned did not store information from the users (ip address, mac address). So no one on the list can uniquely and individually identified.

A list of 200 names was entered into a database program called "Email Marketing Surveys". As we noted before that we divided the marketing email into 33 different categories, we send 33 different email to every participants in this survey and collect the data after two weeks later and sort the data into its affordable format via the database program (Figure 3-1). Than we analyze every email criteria and rearrange the order of email structured so we might get the increasing response rate than earlier.

Sent to 200 email users every categories marketing email

Data Here We Got **Before Analyzing** every categorize email.

Category	Open Rate	ClickThrough Rate	Total Reply	No-Reply Rate
Agriculture and Food Services	42	26	68	132
Beauty and Personal Care	80	52	132	68
Computers and Electronics	68	37	105	95
Construction	20	7	27	173
Consulting	45	27	72	128
Creative Services/Agency	38	22	60	140
Daily Deals/E-Coupons	43	19	62	138
Education and Training	54	34	88	112
Entertainment and Events	49	26	75	125
Games	57	34	91	109
Government	24	12	36	164
Health and Fitness	51	29	80	120
Home and Garden	36	13	49	151
Insurance	19	5	24	176
Manufacturing	29	9	38	162
Marketing and Advertising	67	39	106	94
Media and Publishing	37	14	51	149
Medical, Dental, and Healthcare	48	31	79	121
Mobile	67	25	92	108
Music and Musicians	47	16	63	137
Non-Profit	22	6	28	172
Photo and Video	16	3	19	181
Politics	38	24	62	138
Professional Services	89	61	150	50
Public Relations	35	17	52	148
Real Estate	38	11	49	151
Recruitment and Staffing	71	54	125	75
Restaurant	47	17	64	136
Retail	26	9	35	165
Social Networks and Online Communities	48	16	64	136
Software and Web App	65	26	91	109
Sports	51	38	89	111
Travel and Transportation	67	21	88	112

Fig. 3-1: Response data from first survey

3.8 Process & Elimination

3.8.1 Time

What day or time of day is best to send promotional email? is quite most but least important question asked when writing an email. There is actually no best time or day to send a marketing email [9]. According to [9], whether the email sent at 5 am or 7 pm the response rate will be the same, because of email has a very long life, users will come back and response to those which they might be attracted with even after month or week later. So the question when it should be appropriate, can only determine by reviewing the users behavior and type of offer. Even after the response rate stays same if it sent, any time but the highest response rate and speed will be the hour following the sending time of email [9]. Therefore, it depends on four major factors: workflow, users, competition, and goal.

3.8.2 Workflow

Though any time can be picked to send email, but consistency repeating the same time to send email is important to become a part of consumers, can get various reply about product and services, to measures success rate and can instant communication between marketers and consumers.

3.8.3 Users

Marketers have to make sure about their customer in which time is best for sending email. It may be gained by the interaction between themselves through feedback and opinion.

3.8.4 Competition

Only the way to stand out from the competitors is the time to choose when to send marketing email so that it cannot be overlapped with other marketers and can go straight to inboxes.

3.8.5 Design

Though it may be difficult to differentiate the influence of design issue factors to email marketing response rate, it can be modified in such a way so that users can attract it and want to interact. As day to day with modern age, everything is first consider have to done by cell phone. Therefore, here is not the different. The promotional marketing email has to be design mobile first and simple. It should be consider about screen size and fermentation. Using photos is also important but at first, it may be good enough to give some intro about offer and news so that the time to download picture consumer can see what the message about.

3.8.6 Subject

Choosing a subject name is an important issue about email marketing. Customers reply or interested will depend on what the subject is. Subject can be anything as long as it's attracts users to click on it.

3.8.7 Offer

Good offer, with right time and occasion, is obviously the most important part of email marketing. When offer comes with price, it cannot be overlooked to consider the price about product. Therefore, offer comes with in an attractive way to consider the best picking option available there.

3.8.8 Success Rate

When success rate comes to matter of thinking, often marketers consider how they are succeeding in a progressive rate. Success rate can be measured it two way loyalty and growth. Loyalty refers the intermediate connection with users where growth is maintaining the relation with users in a consistent rate.

3.8.9 Response Rate

There are several potential factors that influences on response rates in email marketing surveys, which including the length of survey, user's contacts, design factor, research method and compensation. In particular, users' contacts and salience might have been an influence on response rates [34].

After all of this matter we consider (figure 3-2), we change the structure and arrangement of every email of each category, we got the expected result from final survey (figure 3-3) and showed the major difference in graph by applying commotion vector formula.
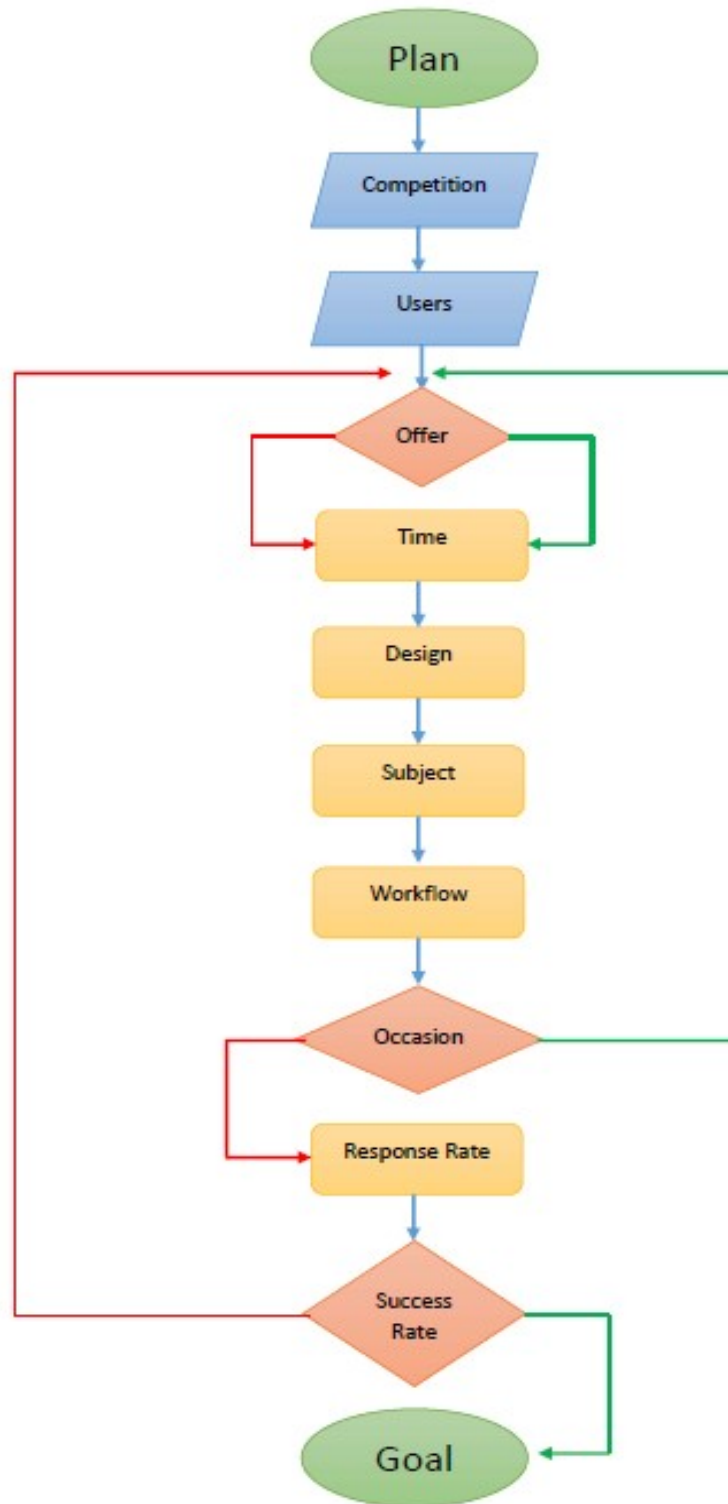
Fig. 3-2: Flowchart of Email Marketing Strategies.

After examining the email of every categories listed here, we finally send the email of every 33 categories to every participants and we collect another data sheet after two weeks (figure 3-3). We did record it in same manner as we did with the first survey.

Sent to 200 email users every categories marketing email				
Data Here We Got **After Analyzing** every categorize email.				
Category	**Open Rate**	**ClickThrough Rate**	**Total Reply**	**No-Reply Rate**
Agriculture and Food Services	47	27	74	126
Beauty and Personal Care	95	65	160	40
Computers and Electronics	74	49	123	77
Construction	18	8	26	174
Consulting	54	33	87	113
Creative Services/Agency	47	26	73	127
Daily Deals/E-Coupons	49	23	72	128
Education and Training	62	42	104	96
Entertainment and Events	56	33	89	111
Games	59	39	98	102
Government	25	11	36	164
Health and Fitness	56	35	91	109
Home and Garden	32	15	47	153
Insurance	18	5	23	177
Manufacturing	33	8	41	159
Marketing and Advertising	73	47	120	80
Media and Publishing	46	17	63	137
Medical, Dental, and Healthcare	55	35	90	110
Mobile	79	32	111	89
Music and Musicians	56	23	79	121
Non-Profit	24	6	30	170
Photo and Video	19	7	26	174
Politics	41	27	68	132
Professional Services	115	72	187	13
Public Relations	41	21	62	138
Real Estate	47	13	60	140
Recruitment and Staffing	81	62	143	57
Restaurant	56	23	79	121
Retail	34	16	50	150
Social Networks and Online Communities	62	22	84	116
Software and Web App	78	34	112	88
Sports	54	41	95	105
Travel and Transportation	80	36	116	84

Fig. 3-3: Response data from Second Survey

3.9 Results

Then, for every categories of these data, we compare it by showing the angle differences in degrees by converting the data to angular form applying the commotion vector method.

$$\theta = \tan^{-1}\left(\frac{\#Positive}{\#Negative}\right) \times \mathbf{2}$$

As we know, the inverse tangent function delivers a value in a range from zero to 90 degree; we multiply the value by 2 to get a value in a range from 0 to 180 degree.

Here, positive represents total reply, which we get by adding open rate and click through rate. On the other hand, negative represents no reply rate. By applying the formula we get two different value for two different survey we analyzed (figure 3-4). The two different value we get by commotion vector formula, we then represent it in clustered bar graph indicating the degree difference of two surveys (figure 3-5 to 3-37)

Comparison of Commotion Vector between two different surveys:

| Category	1st Survey Data	2nd Survey Data	
Agriculture and Food Services	⬇ 54.51065675	⬇ 60.8515676	
Beauty and Personal Care	⬆ 125.4893433	⬆ 151.9275131	
Computers and Electronics	➡ 95.72481045	➡ 115.905529	
Construction	⬇ 17.74111171	⬇ 16.99711776	
Consulting	➡ 58.71550709	➡ 75.18617574	
Creative Services/Agency	⬇ 46.39718103	⬇ 59.78084976	
Daily Deals/E-Coupons	⬇ 48.38641797	⬇ 58.71550709	
Education and Training	➡ 76.31445317	➡ 94.58122009	
Entertainment and Events	➡ 61.92751306	➡ 77.44540302	
Games	➡ 79.71447088	➡ 87.70847432	
Government	⬇ 24.76151386	⬇ 24.76151386	
Health and Fitness	➡ 67.38013505	➡ 79.71447088	
Home and Garden	⬇ 35.95683682	⬇ 34.15282057	
Insurance	⬇ 15.53033204	⬇ 14.80745771	
Manufacturing	⬇ 26.40217435	⬇ 28.9187903	
Marketing and Advertising	➡ 96.86726072	➡ 112.6198649	
Media and Publishing	⬇ 37.79029198	⬇ 49.39105258	
Medical, Dental, and Healthcare	➡ 66.28044176	➡ 78.57881373	
Mobile	➡ 80.85215748	➡ 102.554597	
Music and Musicians	⬇ 49.39105258	⬇ 66.28044176	
Non-Profit	⬇ 18.49222549	⬇ 20.0159596	
Photo and Video	⬇ 11.9850549	⬇ 16.99711776	
Politics	⬇ 48.38641797	⬇ 54.51065675	
Professional Services	⬆ 143.1301024	⬆ 172.046538	
Public Relations	⬇ 38.71798835	⬇ 48.38641797	
Real Estate	⬇ 35.95683682	⬇ 46.39718103	
Recruitment and Staffing	⬆ 118.0724869	⬆ 136.5354096	
Restaurant	⬇ 50.40224729	⬇ 66.28044176	
Retail	⬇ 23.95226489	⬇ 36.86989765	
Social Networks and Online Communities	⬇ 50.40224729	➡ 71.81944616	
Software and Web App	➡ 79.71447088	➡ 103.6855468	
Sports	➡ 77.44540302	➡ 84.27518955	
Travel and Transportation	➡ 76.31445317	➡ 108.1805538	

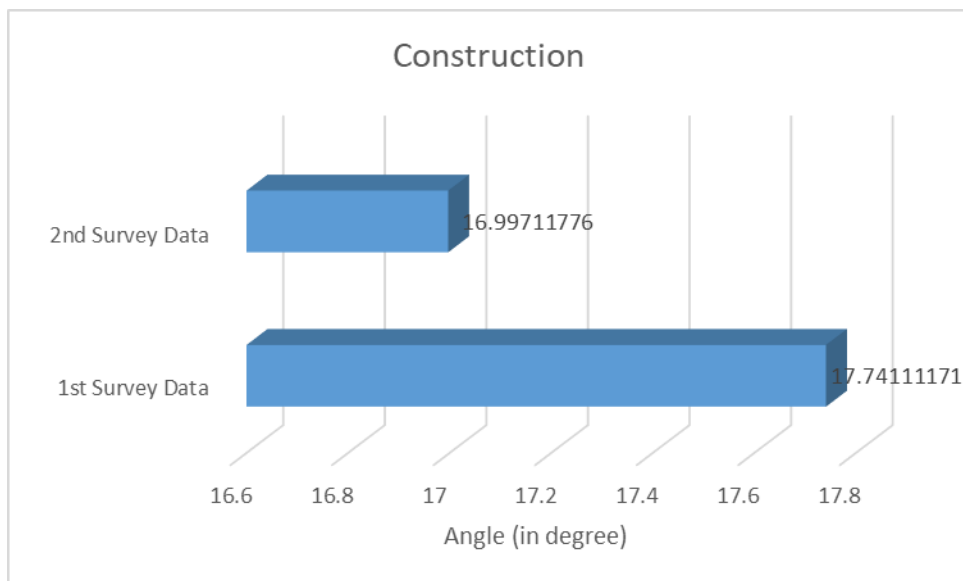**Fig. 3-4:** Data comparison by commotion vector
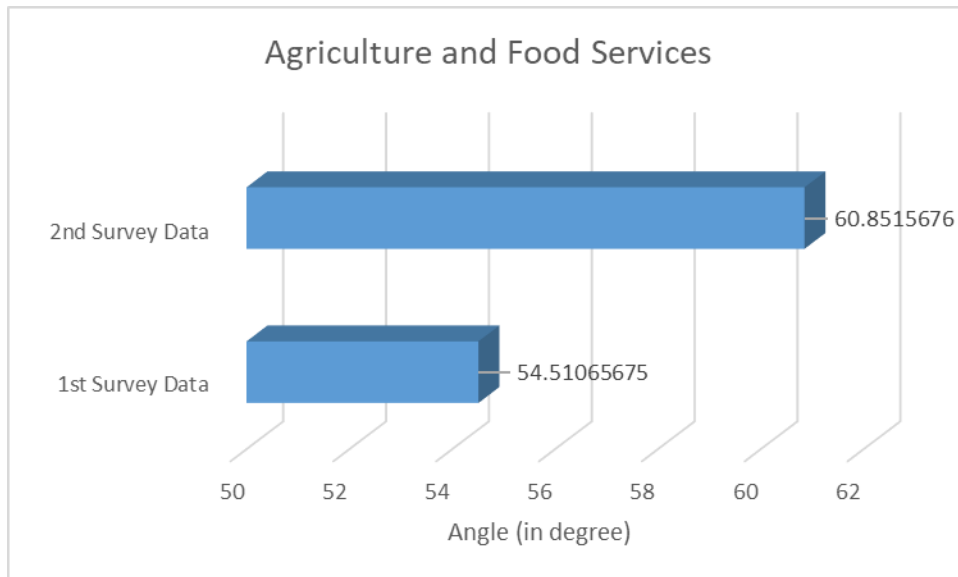
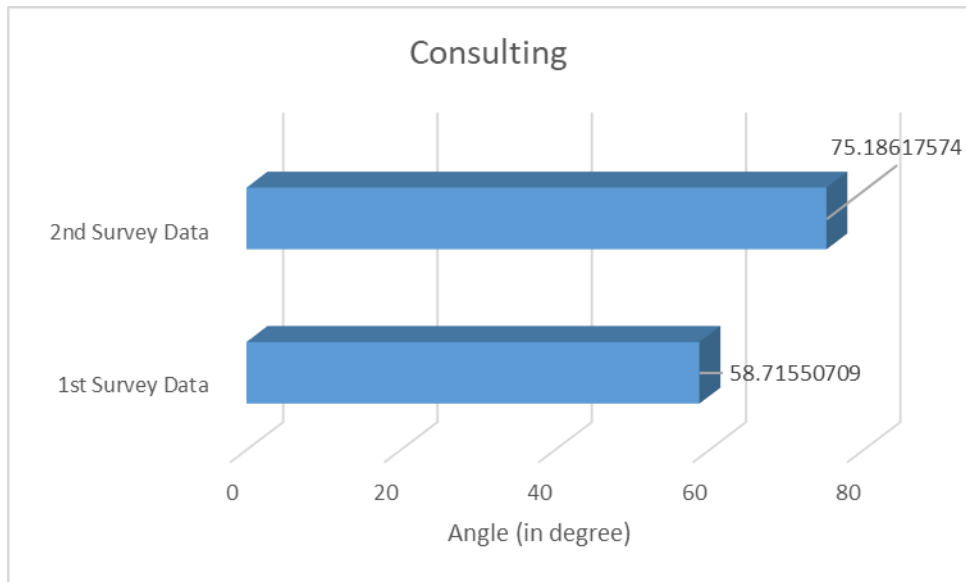**Fig. 3-5:** Angle difference in Agriculture and Food Services
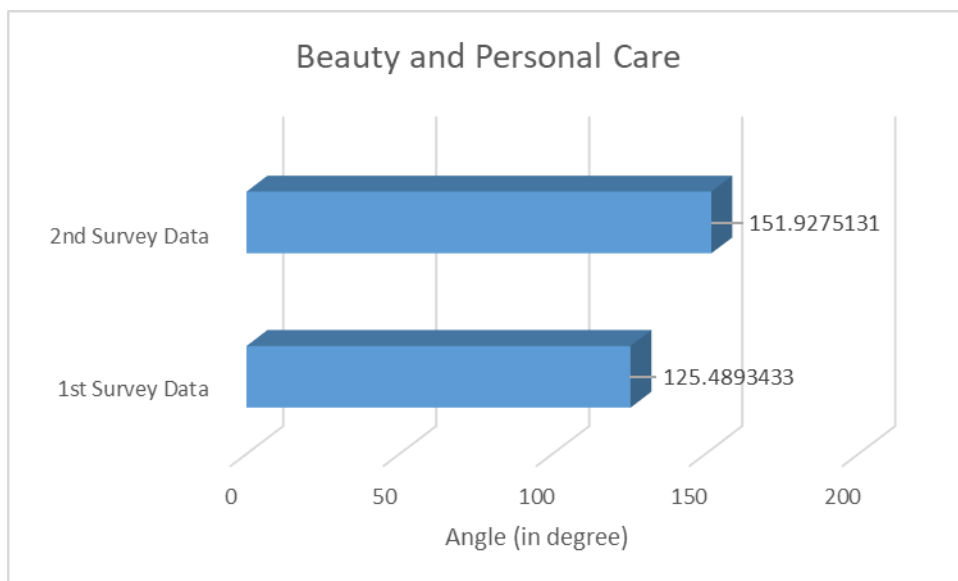
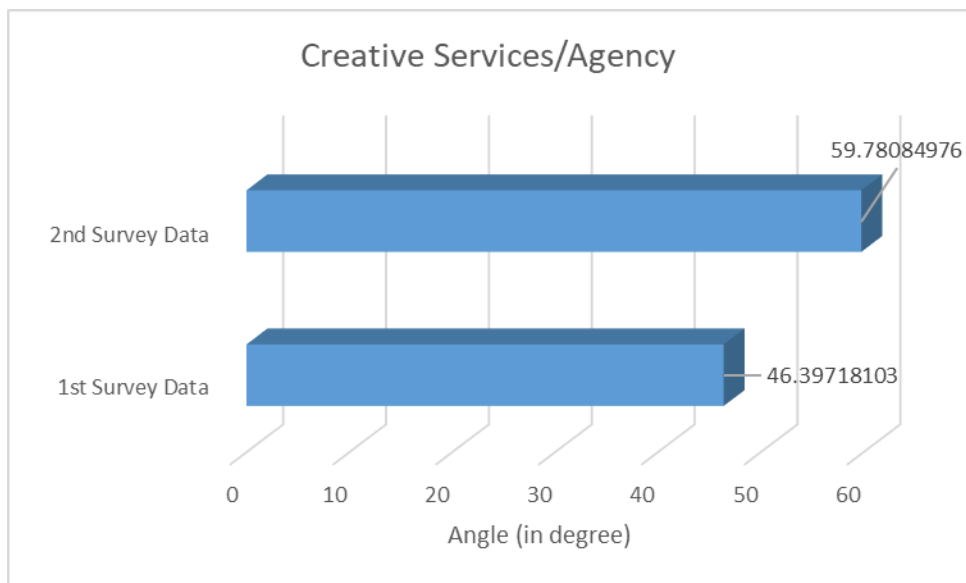**Fig. 3-6:** Angle difference in Beauty and Personal Care
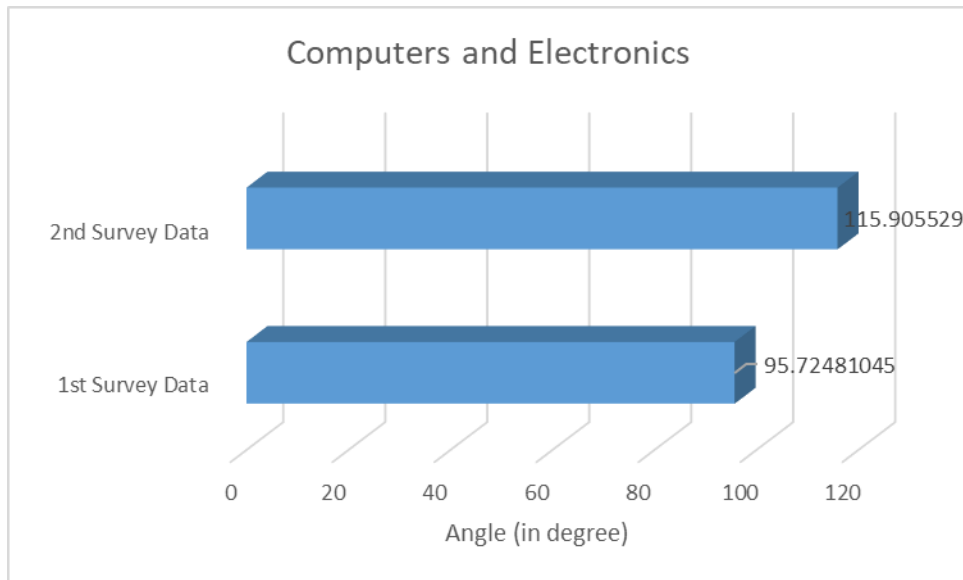
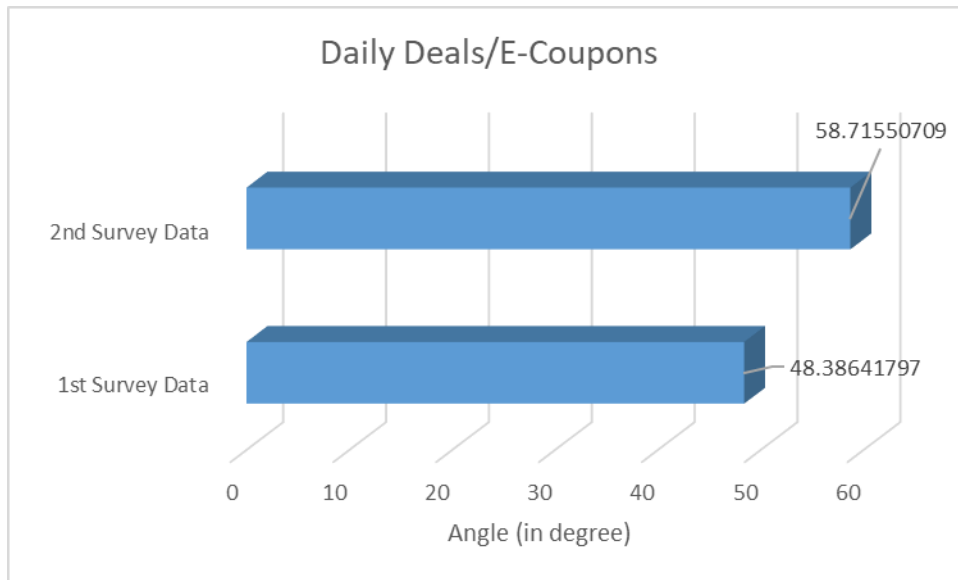**Fig. 3-7:** Angle difference in Computer and Electronics

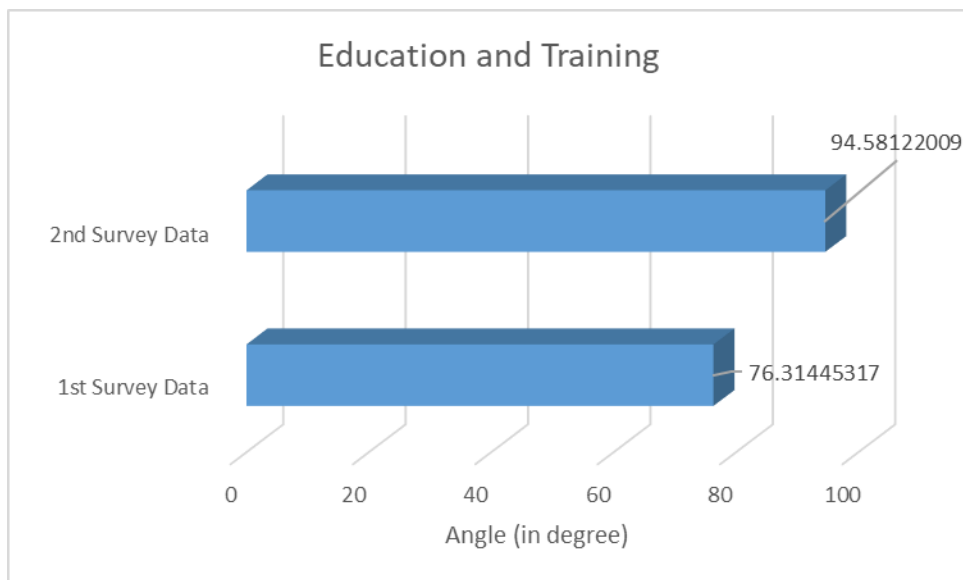**Fig. 3-8:** Angle difference in Construction

Fig. 3-9: Angle difference in Consulting
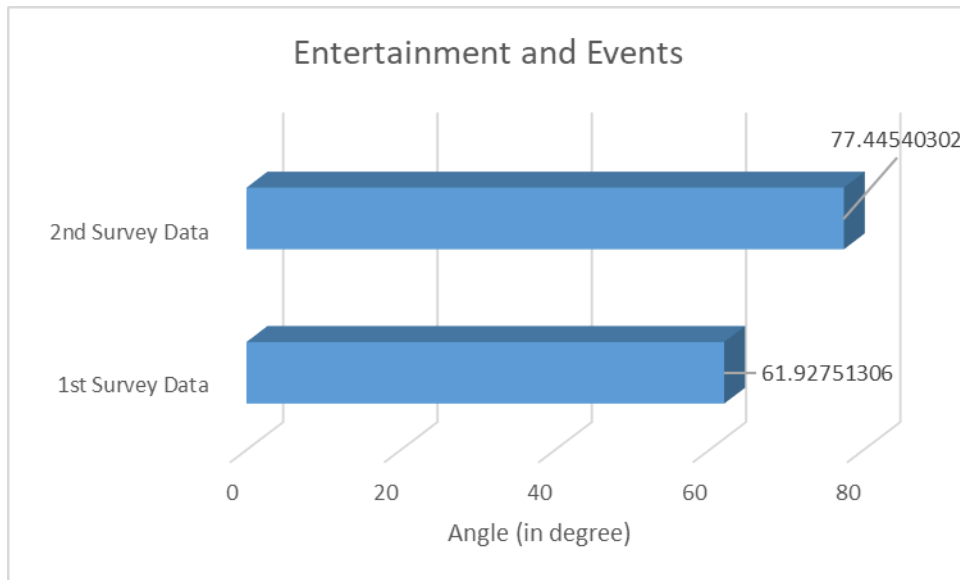

Fig. 3-10: Angle differences in Creative Services

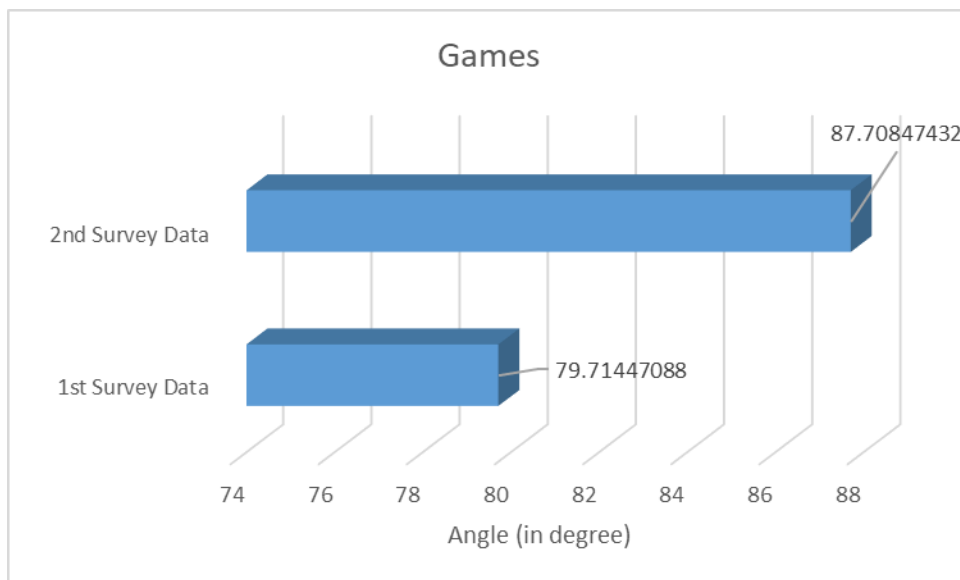**Fig. 3-11:** Angle differences in Daily Deals

Fig. 3-12: Angle differences in Education and Training

Fig. 3-13: Angle differences in Entertainment and Events

Fig. 3-14: Angle differences in Games
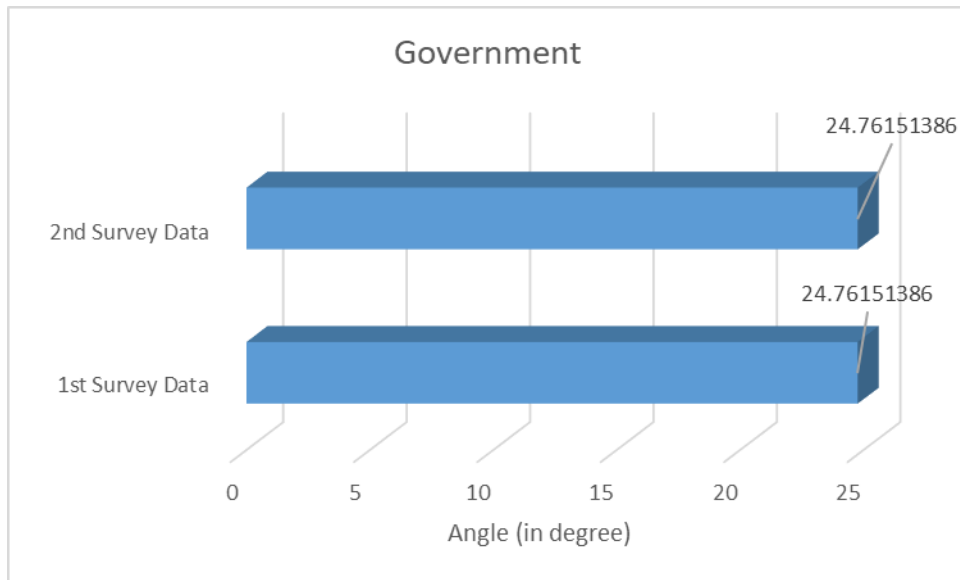
Fig. 3-15: Angle differences in Government
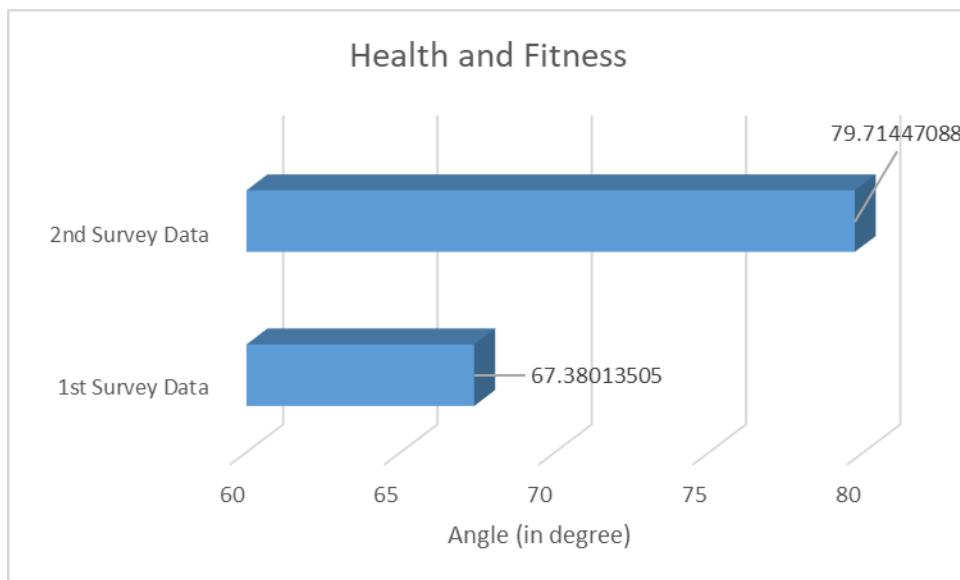
Fig. 3-16: Angle difference in Health and Fitness
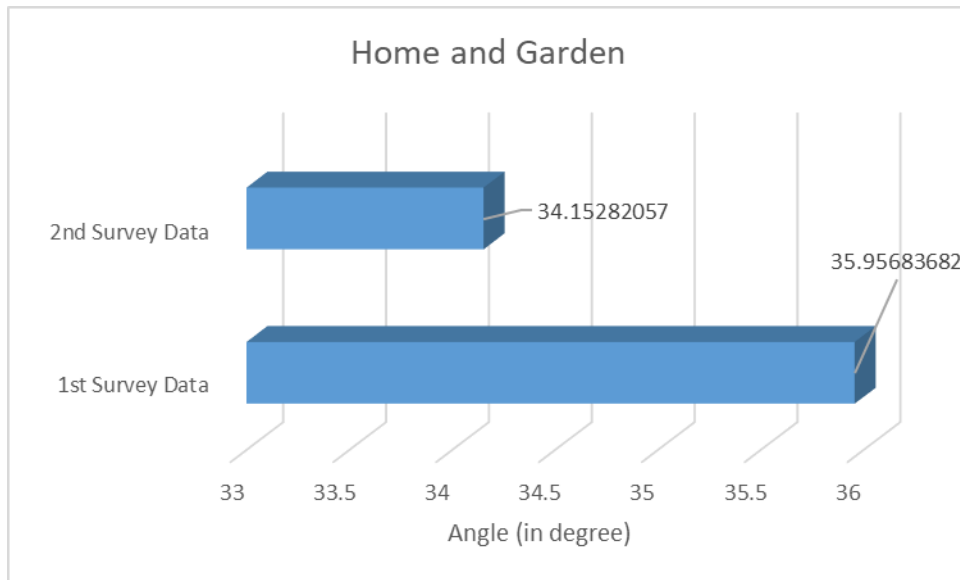
Fig. 3-17: Angle differences in Home and Garden
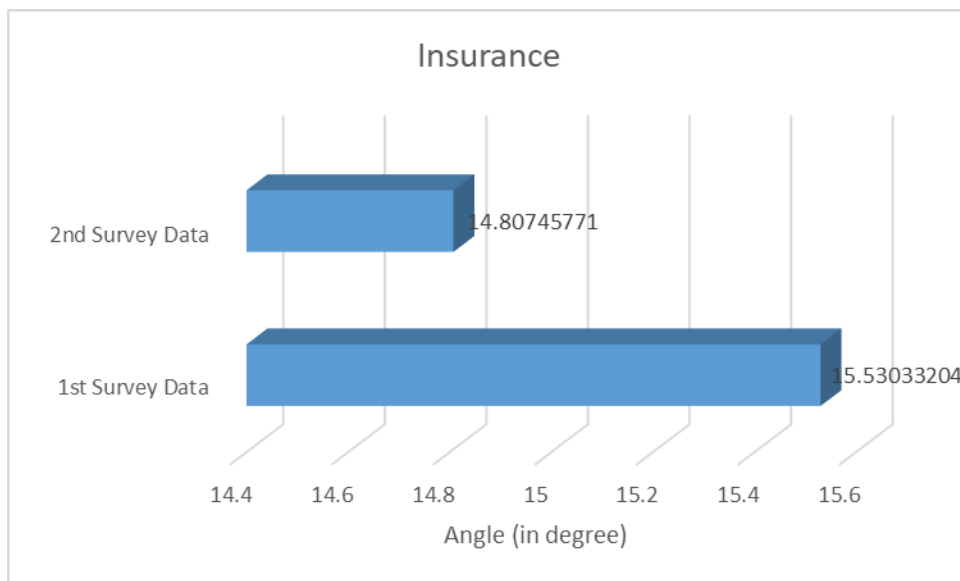
Fig. 3-18: Angle differences Insurance
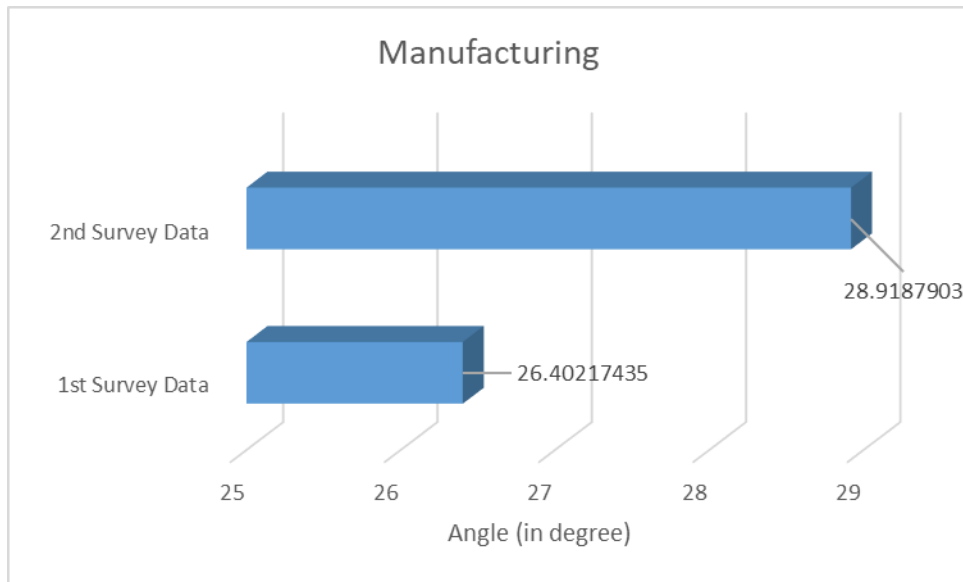
Fig. 3-19: Angle differences in Manufacturing
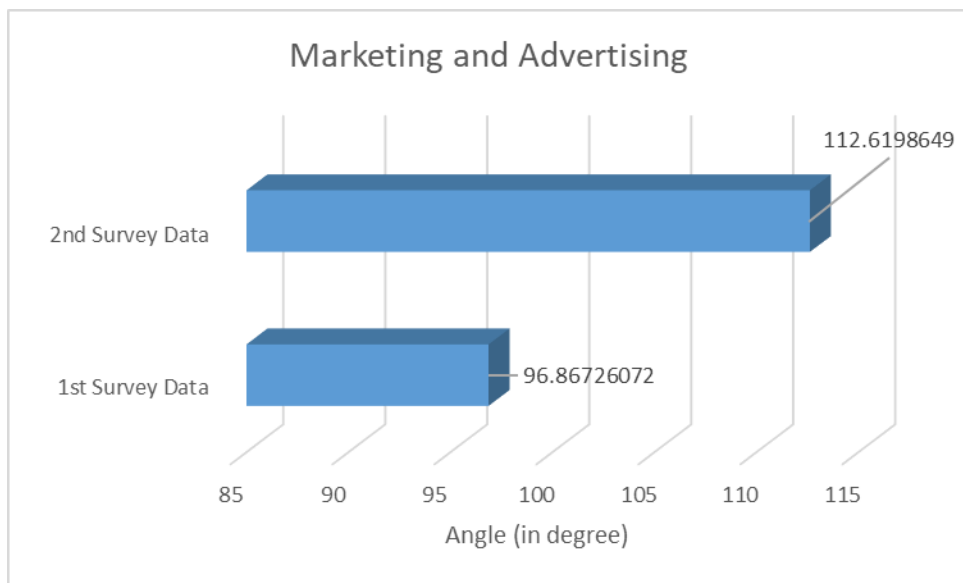
Fig. 3-20: Angle differences in Marketing and Advertising
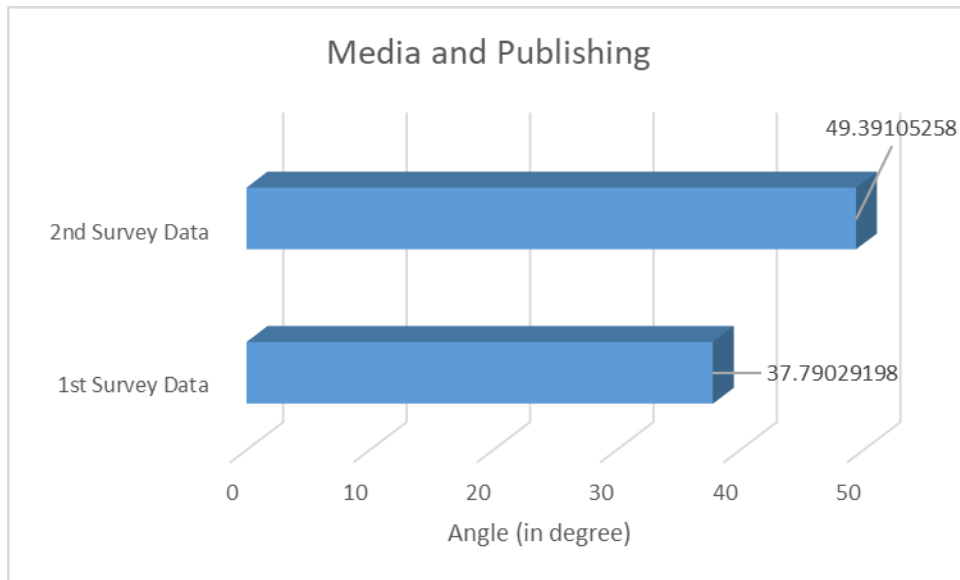
Fig. 3-21: Angle differences in Media and Publishing
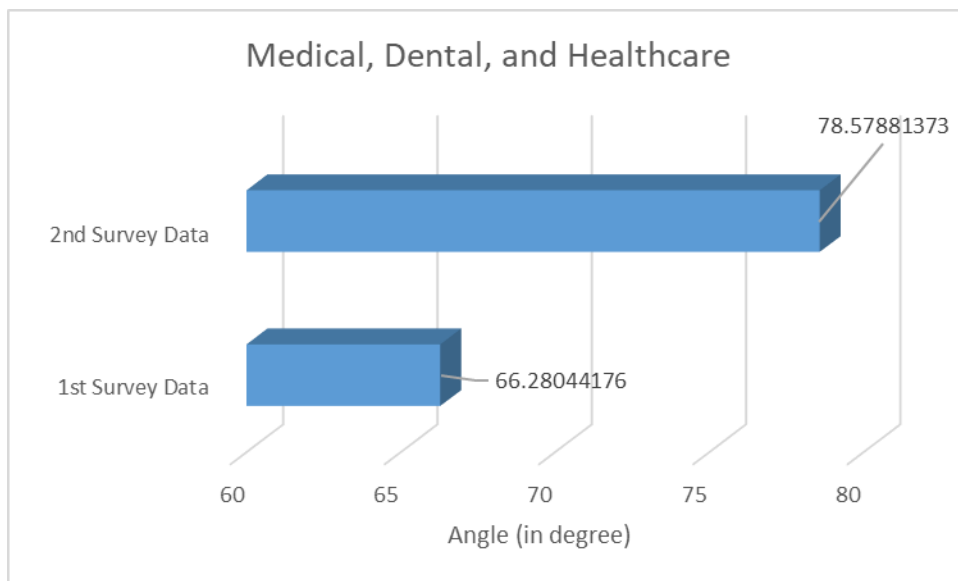
Fig. 3-22: Angle differences in Medical, Dental and Healthcare
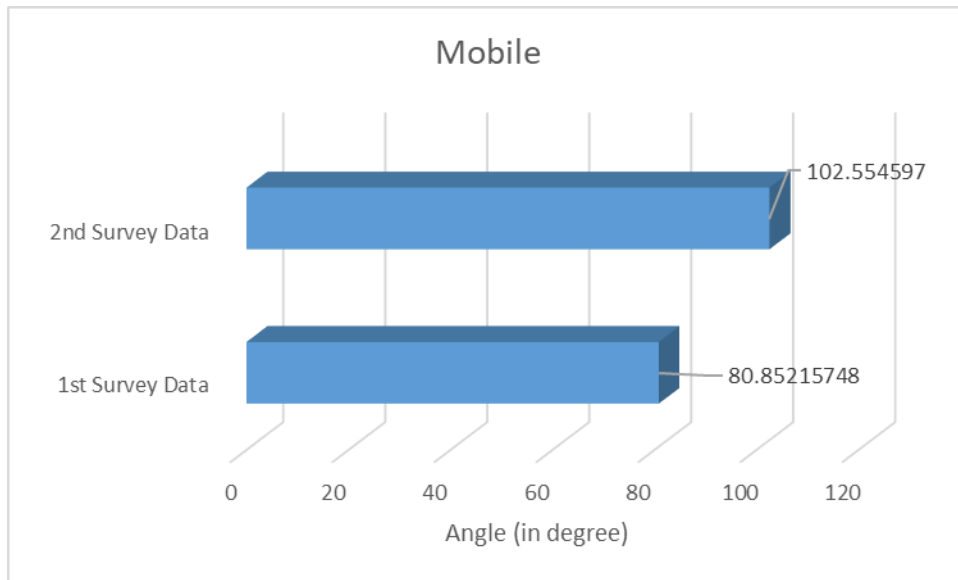
Fig. 3-23: Angle differences in Mobile
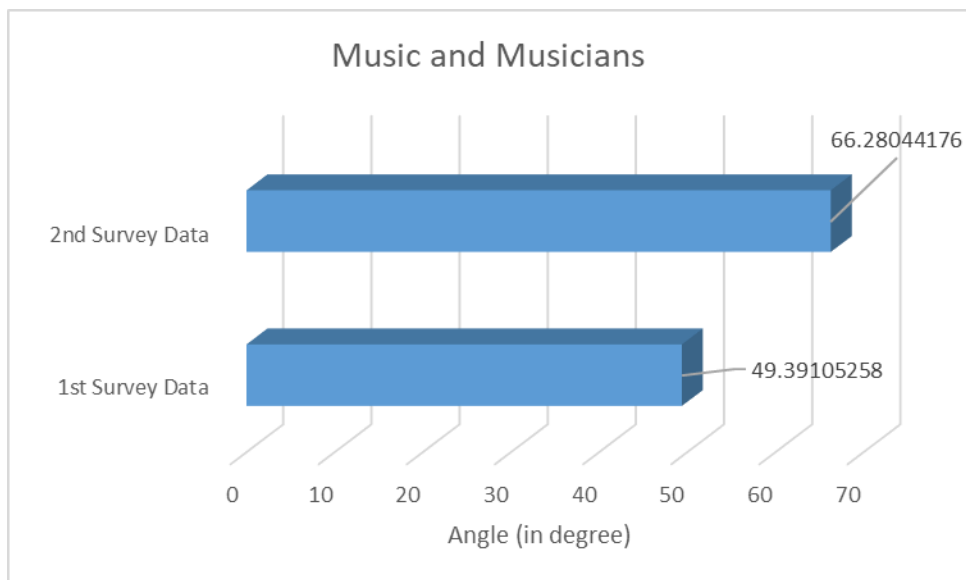
Fig. 3-24: Angle differences in Music and Musicians
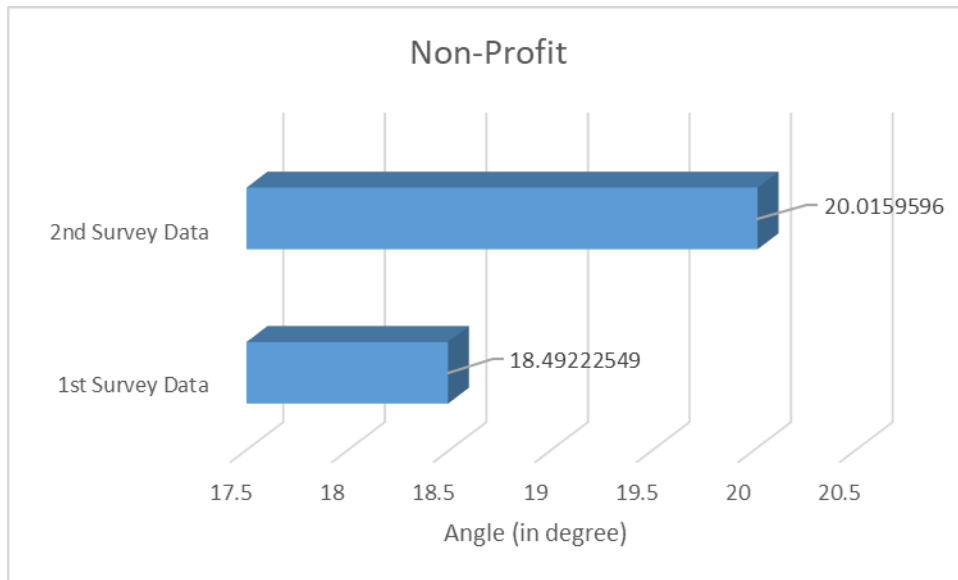
Fig. 3-25: Angle differences in Non Profit
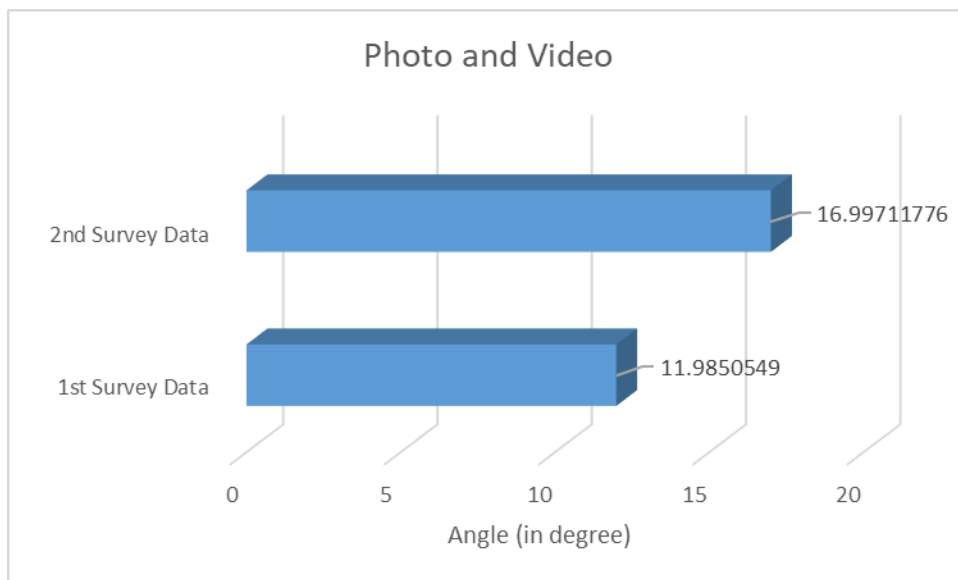
Fig. 3-26: Angle differences in Photo and Video
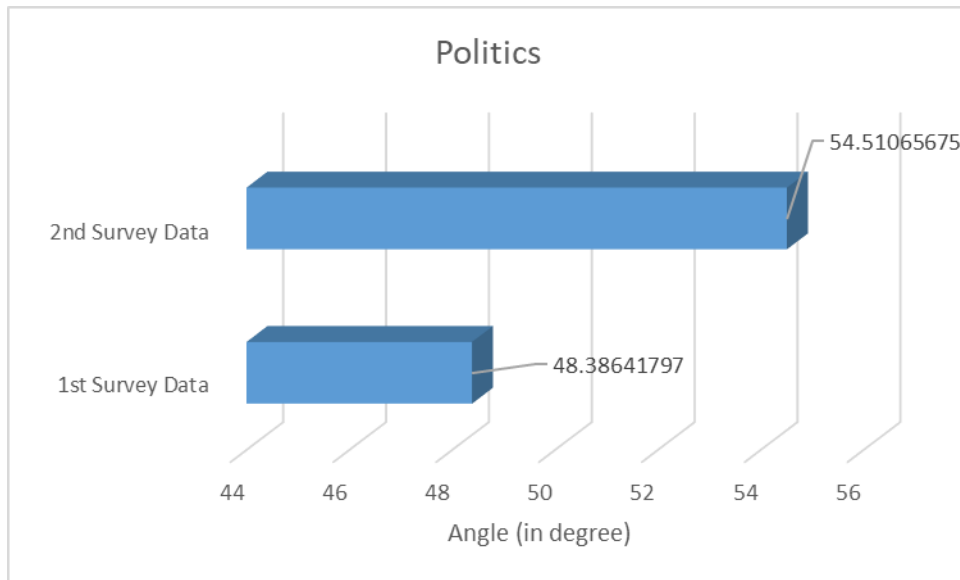
Fig. 3-27: Angle differences in Politics
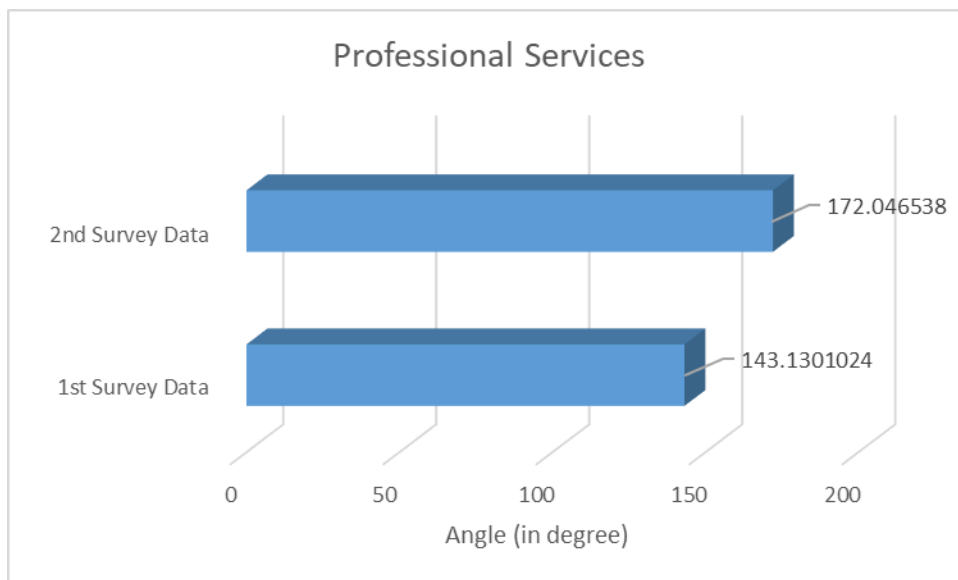
Fig. 3-28: Angle differences in Professional Services
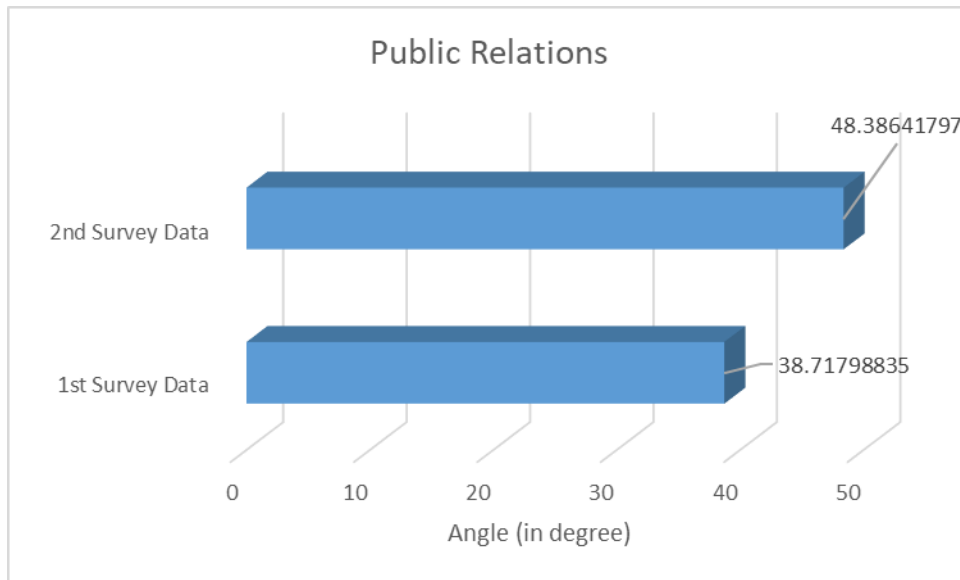
Fig. 3-29: Angle differences in Public Relations
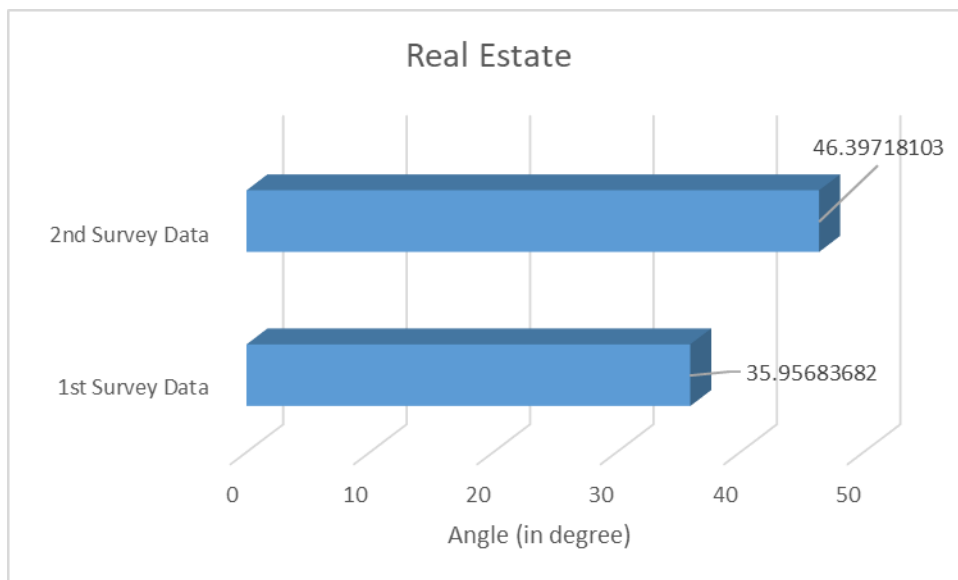
Fig. 3-30: Angle differences in Real Estate.
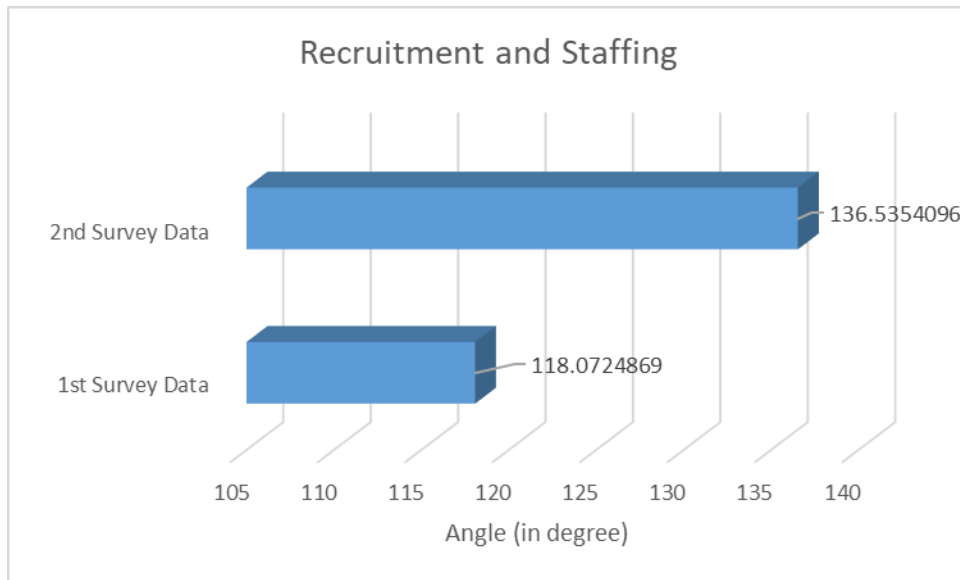
Fig. 3-31: Angle differences in Recruitment and Staffing
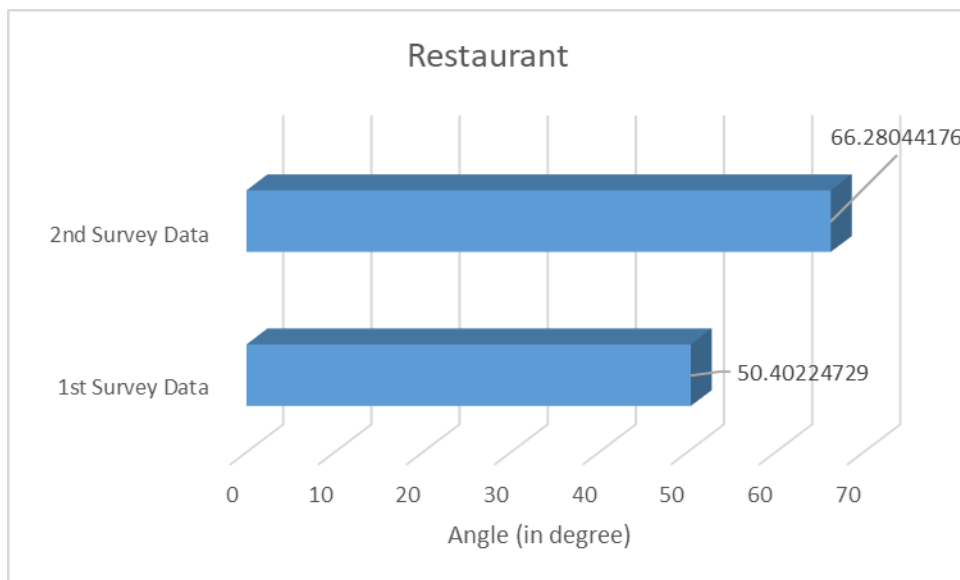
Fig. 3-32: Angle differences in Restaurant

Fig. 3-33: Angle differences in Retail

Fig. 3-34: Angle differences in Social Networks and Online Communities

Fig. 3-35: Angle differences in Software and Web App

Fig. 3-36: Angle differences in Sports
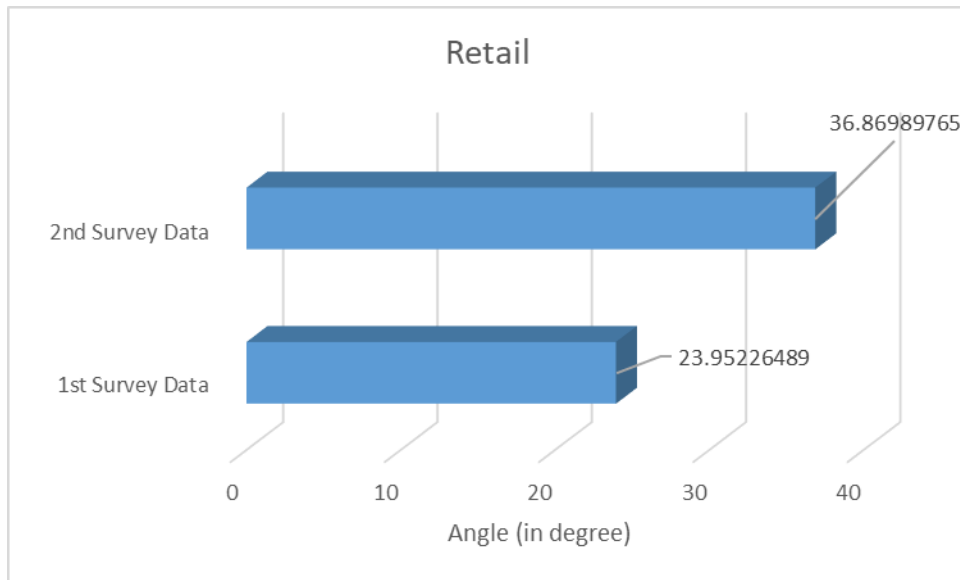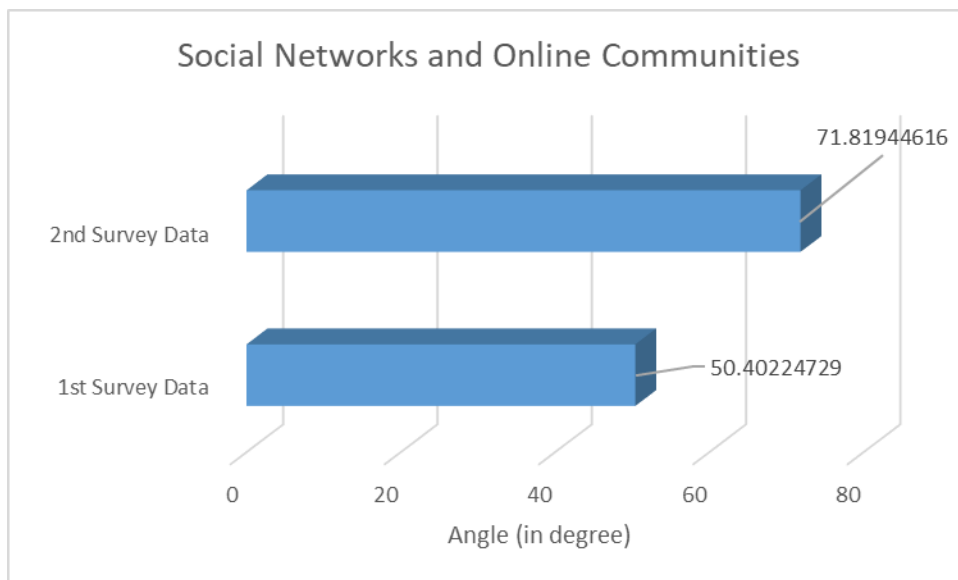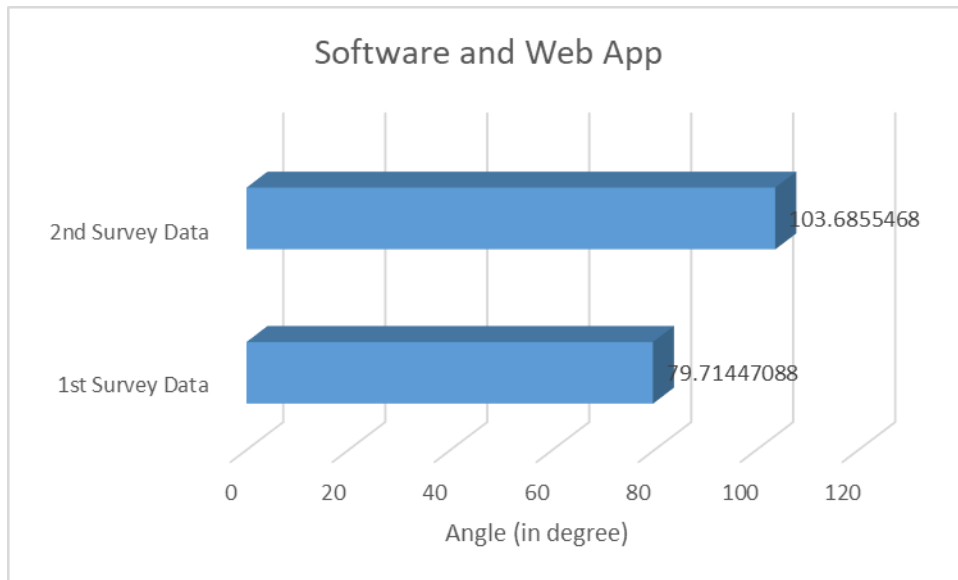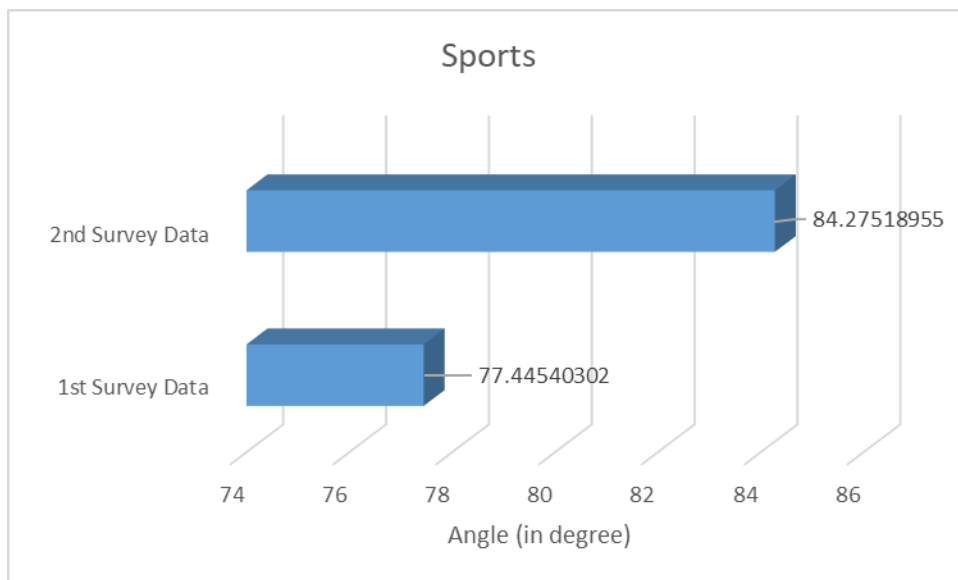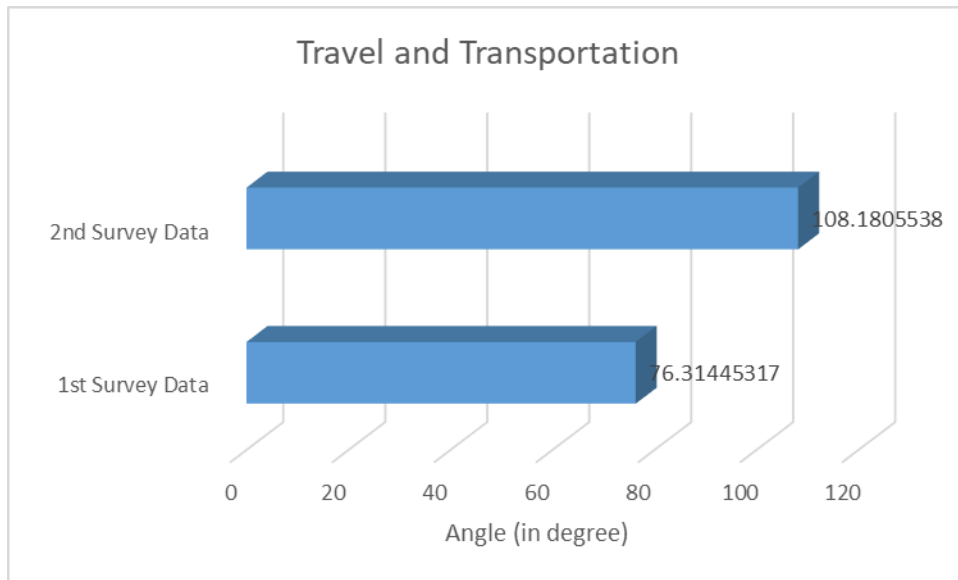
Fig. 3-37: Angle differences in Travel and Transportation

Chapter 4: Limitation

Some weaknesses of this study need to be mentioned. One is the way, in which the email address was selected. The selection procedure was, of necessity, a non-probability data in which our judgement was used. Second limitation is the timing. We sent out the marketing emails at the beginning of September 2017. Better timing may have increasingly improve response rate ultimately. Third limitation is the matter of fact that, for our own convenience, we used randomly chosen general users email address rather than using categorize users email address. This was certainly an eye opening experience for us. We were disappointed but not surprised, in the low response rate of some categories marketing email. The increase of surveying in marketing email strategies can be another part of explanation of lower response rate, as because of increasing unsolicited junk email to internet users and the bad will that this might generate among sample users. This is problematic for researchers planning to do further study on this case using email surveys, since it may likely that some type of junk respondent contact will be necessary when using randomly chosen sampling techniques. There has be shown in some studies that some online users receive more than 42 unsolicited or junk emails per day at the both workplace and home alone(NUA, 2000a). This information overload causes individuals develop a way for dealing with emails such as using filtering software or developing heuristics such as deleting all unsolicited emails without open it. On the other hand, those who are not suffering this information overload, there may be other reasons why they are not willing to open or read unsolicited marketing email. The threat of viruses comes from unsolicited email may discourage users from reading unsolicited marketing email.

Given those issues, it appears to be time to look at other criteria that could be used to increase marketing email response rates. The challenge will be to work within the constraint of current email systems. First step will be to find a way to get the users to open and click through email rather than just deleting it.

After analyzing the second survey, we can see that there has been a huge difference in response rate with open and click through reply data for almost every categories email except for government, home and garden and insurance categories email. It showed here that no matter how the arrangement we processed, there would be hardly any difference in those criteria above. However, it may be more accurate if the survey occur with more sample and representatives. We look forward to seeing this study so that email quality can be organized, designed and implemented in such a way that response rate of that emails can be quicker and faster.

Chapter 5: Conclusion And Future Work

5.1 Conclusion

In this article, we try to show the response rate along with conversion about marketing email. And it is measured what time or day it should be, it will cause no effect on conversion rate and response rate but the response speed may differ based on sending time of email. In addition, the way to how marketers can understand they are succeeding or need to do alter their promotion email design to get ultimate reply and can track information and feedback of their customer to consider when further process. The design of email marketing is also play an important part here which we mention with definitive examples and causes to show how users can attract by marketing email. Which we cannot justify is how this marketing email cannot be distinct as a junk email and cannot be departed via optimization by scanning, so users can see and might interested in reply to this email. We experienced a rapid response to electronic mail surveys, though immediate response came after only when our initial survey was distributed, not after a follow up pre-notification. In a recent Meta – analysis of online mail survey studies, Cook et al. (2000) found that pre notification with sample respondents increases the response rate and relation between users and researchers for electronic mail survey studies. By sending a pre notification email to users is profitable and beneficial in various ways. First, it provides the validity of the email addresses. Those that are returned as undeliverable can be double checked for sure, corrected, and discarded from the study. Second, the advance notification helps to reduce users perception of being spammed with junk and unsolicited email by providing them an opportunity to express any opinion regarding the study or even decline to participate if they want to do so [33], [31]. There has been a considerable amount of study on online marketing mail surveys indicating higher response rate perceived when potential users are contacted more often [37], [38], [29], [39].

5.2 Future Work

Further process will be done on how it be modified by subject name and address so in can be seen through straight form the users' inbox. The results from this study offers further support for electronic mail surveys and can allow researchers to continue further analysis so that they can be used more precisely with more populated sample.

Rapid response rate for marketing email through electronic survey compress the period for survey analysis and assuming the researchers can get an acceptable and representative response. Therefore, however, compressing the time frame too much for survey may lead to dangerous situation causes some people from the sample list may not get the email or not be given enough time to respond if the time period is too short or compressed [35],

[36]. We did include a pre notification email to users in this study. Moreover, we recommend that others also do in this same manner while using online survey research.

Survey researchers much acknowledge the existence of such data limitation when doing their study, allow users sufficient time so that expected result can be reached, and have an opportunity to respond. Although, the data is becoming clearer in terms of response time and cost benefits of email surveys, researchers must make further cautions to improve response rates from these surveys.

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