

Abstract

Owing to the rise of the internet, emails have become a tool that almost everyone uses. This has been leveraged by corporations in their marketing quests, giving way for email marketing to become an undeniably powerful method of marketing. With that being said, the popularity of emails as a key component of marketing strategies has shown show signs of counterproductivity due to their saturation. Companies must carefully curate and devise their email marketing strategies and their execution in order to achieve effective engagement from their target audience.

This research is built on the framework of the theory of reasoned action, relating it to the drivers of engagement with marketing emails amongst recipients. This was done by surveying 61 participants to screen for factors that both, encourage and discourage engagement with marketing emails. The primary data collected was then analyzed quantitatively to investigate the relationship between various factors of email anatomy and recipient engagement. It was found that the variables were correlated, and the most significant factors were identified. The findings of the study act as a guide for marketers looking to devise an email marketing strategy or improve the performance of an existing one.