

2009-01-01

A Comparative Analysis of Attitudes toward and Responses to Email and Postal Direct Mail Advertising

Caroline Staub Staub Garland
University of Texas at El Paso, csgarland@utep.edu

Follow this and additional works at: https://digitalcommons.utep.edu/open_etd



Part of the [Communication Commons](#)

Recommended Citation

Staub Garland, Caroline Staub, "A Comparative Analysis of Attitudes toward and Responses to Email and Postal Direct Mail Advertising" (2009). *Open Access Theses & Dissertations*. 362.
https://digitalcommons.utep.edu/open_etd/362

This is brought to you for free and open access by DigitalCommons@UTEP. It has been accepted for inclusion in Open Access Theses & Dissertations by an authorized administrator of DigitalCommons@UTEP. For more information, please contact lweber@utep.edu.

A COMPARATIVE STUDY OF ONLINE AND TRADITIONAL DIRECT MAIL
CAMPAIGN EFFECTIVENESS

CAROLINE STAUB GARLAND

Department of Communication

APPROVED:

Kenneth C. C. Yang, Ph.D., Chair

Samuel Riccillo, Ph.D.

Gregory Rocha, Ph.D.

Patricia D. Witherspoon, Ph.D.
Dean of the Graduate School

Dedication

This thesis is dedicated

to

Joe and Ruth who adopted me as their El Paso daughter

and gave me the encouragement and unconditional belief in my abilities that only parents can give,

to

Kate, Laurie, Nita and Terri, the other four of the Fab Five, who

made me laugh even in the toughest and craziest of times,

and to

David and Chris without whom I would know so much less about life

and love and joy.

A COMPARATIVE ANALYSIS OF ATTITUDES TOWARD
AND RESPONSES TO EMAIL AND POSTAL
DIRECT MAIL ADVERTISING

by

Caroline Staub Garland, B.A.

THESIS

Presented to the Faculty of the Graduate School of

The University of Texas at El Paso

in Partial Fulfillment

of the Requirements

for the Degree of

MASTER OF ARTS

Department of Communication

THE UNIVERSITY OF TEXAS AT EL PASO

May 2009

Acknowledgements

I would like to acknowledge, honor, and thank Dr. Kenneth Yang, my thesis director. Dr. Yang gave unsparingly of his time, knowledge, and guidance. He helped me far beyond expectations, and I am deeply appreciative.

I want to acknowledge and thank Dr. Sam Riccillo and Dr. Greg Rocha, my thesis committee. Dr. Riccillo willingly shared his knowledge and experience, as well as his witty and pithy comments. Dr. Rocha provided encouragement and support all along my academic journey.

I am honored to have had such scholarly gentlemen to direct my thesis.

I also want to acknowledge and thank Dr. Patricia Witherspoon for her extraordinary example, for her encouragement and advice, and for giving me the opportunity to achieve my dream of teaching at the University of Texas at El Paso.

Finally, I want to express my whole-hearted appreciation to Patrick Piotrowski and Joe Torres of KTEP Radio, whose help and cooperation made this study possible.

Abstract

Over the past decade, we have seen significant increases in Internet activity and the adoption of new digital technology for sending and receiving communications. According to numerous reports, email now accounts for over 70% of Internet activity. As Internet usage has increased, Internet advertising, and in particular email advertising, has evolved from simple-text, untargeted mass mailings to visually sophisticated highly-targeted interactive communication.

This study sought to compare and examine attitudes toward and responses to two forms of permission-based direct advertising – online direct mail campaigns to traditional, postal direct mail campaigns to determine what are the qualities peculiar to email advertising and its adopters and attitudes towards this medium that have lead to its adoption, acceptance, and possible preference as a channel of marketing communication. Self-administered surveys were sent via email and postal mail to a randomly selected sample of 400 supporters of a National Public Radio station housed at a large southwestern university.

Results showed that online direct mail was not more likely to be responded to by study participants than traditional direct mail, did not generate more positive attitudes than traditional direct mail, and was no more likely to be read than traditional direct mail advertising. However, online direct mail advertising was viewed as prompting more radio station membership renewals, particularly among email survey respondents, suggesting that that online direct mail advertising may result in more sales than traditional direct mail.

In examining the affects of demographics on the effectiveness of advertising media delivered through either online or direct mail, results showed that demographics make a significance difference in responses and attitudes, particularly in perceptions of convenience and ease-of-use of email advertising.

Keywords: Direct mail advertising, email advertising, permission-based marketing, advertising effectiveness.

Table of Contents

Acknowledgements	v
Abstract	vi
Table of Contents	vii
List of Tables	x
List of Figures	xi
Chapter 1: Introduction	1
1.1 Evolution of the Internet	1
1.2 Permission-Based Advertising	2
1.3 Online and Offline Direct Mail Effectiveness.....	3
1.4 Justification of the Study	4
Chapter 2: Literature Review	7
2.1 Diffusion of Innovation Theory	7
2.2 Media Characteristics	9
2.3 Adopter Characteristics	11
2.4 Attitudes toward Email Advertising	14
2.5 Direct Mail Advertising Effectiveness Measures	15
Chapter 3: Methodology	18
3.1 Selection of Research Methods	18
3.2 Sampling Plan and Sampling Characteristics	19
3.3 Instrumentation	22
3.3.1 Instrument Development	22
3.3.2 Offline and Online Instruments	23
3.3.3 Pretesting of the Instrument	23
3.3.4 Revision of the Instrument	24
3.3.5 Reliability Coefficients	24

Chapter 4: Findings	26
4.1 Effectiveness Differences between Online and Offline Direct Mail Advertising	26
4.1.1 Response Differences between Media	28
4.1.2 Attitude Differences between Media.....	28
3.3.3 Willingness to Read Differences between Media.....	29
3.3.4 Purchase Intent Differences between Media	31
4.2 Effect of Demographics on Online and Offline Direct Mail Advertising	32
4.2.1 Affect of Gender	32
4.2.2 Affect of Age	35
4.2.3 Affect of Income	38
4.2.4 Affect of Level of Education	42
4.2.5 Affect of Innovativeness	44
Chapter 5: Discussion	52
5.1 Advertising Effectiveness.....	52
5.1.1 Media Type and Response Rate	52
5.1.2 Attitudes toward Advertisements Delivered through Different Media.....	53
5.1.3 Intention to Read Advertisements and Media Type	54
5.1.4 Purchase Intent and Media Type	55
5.2 Effect of Demographics.....	55
5.2.1 Gender and Effectiveness of Advertising	56
5.2.2 Age and Advertising Effectiveness	56
5.2.3 Income and Advertising Effectiveness	57
4.2.4 Level of Education and Advertising Effectiveness	58
4.2.5 Innovativeness and Media Type	58
Chapter 6: Conclusion	60
6.1 Summary of Key Findings	60
6.2 Theoretical and Managerial Implications	61

6.3	Limitations of the Study	62
6.4	Future Research Directions	63
	References	65
	Appendix A	72
	Appendix B	76
	Curriculum Vita	80

List of Tables

Table 2.1: Demographics of Internet Users	13
Table 3.1: Profile of Survey Respondents	21
Table 3.2: Reliability Coefficients of Constructs in the Model	25
Table 4.1: Response Rates for Online and Offline Surveys	27
Table 4.2: One-Way ANOVA – Attitudes toward Email Advertising	28
Table 4.3: One-Way ANOVA – Attitudes toward Postal Direct Mail Advertising	29
Table 4.4: One-Way ANOVA – Willingness to Read Email Advertising	30
Table 4.5: One-Way ANOVA - Willingness to Read Postal Direct Mail Advertising	30
Table 4.6: Means and Standard Deviations for Willingness to Read Postal Direct Mail Advertising...	31
Table 4.7: One-Way ANOVA for Purchase Intent for Email Advertising	31
Table 4.8: Means and Standard Deviations for Purchase Intent for Email Advertising.....	32
Table 4.9: One-Way ANOVA – Attitudes toward Email Advertising by Gender	32
Table 4.10: Means and Standard Deviations for Email Advertising by Gender	33
Table 4.11: One Way ANOVA – Attitudes toward Postal Direct Advertising by Gender	34
Table 4.12: Means and Standard Deviations for Postal Direct Mail Advertising by Gender	35
Table 4.13: One-Way ANOVA – Age Groups on Email Advertising	35
Table 4.14: Means and Standard Deviations for Convenience of Email Advertising by Age	36
Table 4.15: One-Way ANOVA – Age Groups on Postal Direct Mail Advertising	37
Table 4.16: Means and Standard Deviations – Read Postal Direct Mail Relevant to Interests by Age...	38
Table 4.17: One-Way ANOVA – Income Groups Attitudes toward Email Advertising	38
Table 4.18: Means and Standard Deviations – Income Groups Attitudes toward Email Advertising ...	39
Table 4.19: One-Way ANOVA – Attitudes toward Postal Direct Mail Advertising by Income	41
Table 4.20: Means and Standard Deviations – Income Groups Attitudes toward Postal Direct Mail Advertising	42

Table 4.21: One-Way ANOVA – Attitudes toward Email Advertising by Education	42
Table 4.22: Means and Standard Deviations – Attitudes toward Email Advertising by Education	43
Table 4.23: One-Way ANOVA – Attitudes toward Postal Direct Mail Advertising by Education	43
Table 4.24: One-Way ANOVA – Attitudes toward Email Advertising by Technology Adoption	45
Table 4.25: Means and Standard Deviations – Attitudes toward Email Advertising by Technology Adoption	46
Table 4.26: One-Way ANOVA – Attitudes toward Postal Direct Mail Advertising by Technology Adoption	47
Table 4.27: Means and Standard Deviations – Attitudes toward Postal Direct Mail Advertising by Technology Adoption	48
Table 4.28: One-Way ANOVA – Attitudes toward Email Advertising by Online Activities.....	48
Table 4.29: Means and Standard Deviations – Attitudes toward Email Advertising by Online Activities	49
Table 4.30: One-Way ANOVA – Attitudes toward Postal Direct Mail Advertising by Online Activities	50
Table 4.31: Means and Standard Deviations – Attitudes toward Postal Direct Mail Advertising by Online Activities	51

List of Figures

Figure 3.1: Formula for Determining Sample Size.....	20
--	----

List of Illustrations

Illustration 2.1: S-Curves for Adoption for Usual Innovation versus Interactive Innovation 8

Chapter 1: Introduction

1.1 EVOLUTION OF THE INTERNET

Over the past decade, there have been significant increases in Internet activity in the United States with the adoption of new digital technology for sending and receiving communications, progressing from dial-up to high-speed broadband Internet connections in both home and the workplace (Dillman, 2001; Li & van Boskirk, 2005; Thorson, Duffy, & Schuman, 2007). As Thorson, Duffy, and Schumann (2007) observed, “the Internet has changed everything: news, advertising, commerce, relating to others, getting information, and being entertained” (p. 3).

According to recent findings by the Pew Internet and American Life Project (2008), 73% of American adults use the Internet from home or the workplace, 94% of those users have an Internet connection at home, and 92% send or receive email. This compares to the findings of the first Pew Internet Project report (2000) which showed a total of 48% of adults going online with any type of connection either at work or at home to check email or access the Internet.

The number of Americans who have a home broadband connection has also increased dramatically. The 2000 Pew Internet and American Life Project reported a slim 5% of respondents having a home broadband connection. Between 2005 and 2006, that percentage increased 40% from 60 million to 84 million adults with home broadband connection, and with 50% of this growth coming from new Internet users (Horrigan, 2006). By 2008, 55% of all adult Americans reported having a broadband connection at home (Horrigan, 2008).

As Internet usage has grown along with technological innovations and widespread adoption of broadband connections both at work and at home, Internet advertising, and in particular email advertising, has evolved from simple text, untargeted mass mailings to visually sophisticated, highly-targeted, permission-based interactive communication (Dillman, 2001; Edwards, 2007; Gartner, 2001; Ipsos, 2008; Lewis, 2002; Li, & Van Boskirk, 2005; Thorson, Duffy, & Schuman, 2007). While

measured overall advertising spending in the United States rose a meager 0.2% in 2007 and expenditures in traditional media continued to decline, Internet advertising, excluding search advertising, increased 15.9%, surpassing combined local, national spot and network radio in share of advertising dollars (TNS Media Intelligence, 2007). In their analysis of findings from a survey of 99 leading marketers, Li and van Boskirk (2007) concluded that marketers have responded to the pervasive influence of the Internet caused by consumer broadband adoption by moving more of their budgets online and forecast that in 2010 marketers will spend 8% of all advertising spending, \$26 billion, in online display ads, email, search and classified ads.

1.2 PERMISSION-BASED ADVERTISING

One of the first to popularize the term “permission-based marketing”, Godin (1999) proposed it as a means of getting consumers’ attention by seeking their permission before sending them marketing communications. Permission marketing, also known as opt-in marketing, is defined as any marketing communication that is targeted at consumers who have given their explicit permission to receive information, who have said “yes” or “no” to being contacted by a specific company (Godin, 1999; Precision Marketing, 2001). Direct advertising, either delivered online or offline, is likely to maximize its effectiveness if permission is granted by consumers.

Past research using a mail survey of marketing executives who used direct mail conducted by The Preference Service, identified several trends in the use of permission marketing and motivations for using permission marketing (Precision Marketing, 2001). According to the research, 78.5% of respondents were either currently using or planning to use online or offline permission marketing; 79.9% believed permission marketing builds stronger and more loyal customer relationships; 60.5% believed that permission marketing is more cost effective than their other forms of marketing; and 60.6% believed that permission marketing would give them a long term competitive edge (Precision Marketing, 2001). The Preference Service study also discovered that companies already using permission marketing invested an average of 34% of their budgets to the medium because they

perceived it to be a better targeted communication, to be more profitable and to deliver more value from their customer base (Precision Marketing, 2001).

MacPherson (2001) in her guide for permission email marketers, echoed the findings of the above mentioned Preference Service study. MacPherson (2001) stated that for direct response marketing there is “no faster, cheaper, or more effective venue for reaching prospective customers than permission email” (p.3).

Later, DuFrene, Engelland, Lehman, and Pearson (2005) referred to the use of permission-based or opt-in marketing that allows consumers to grant permission to receive email promotional messages as an effective means of breaking through the clutter, or information overload, on the Web. DuFrene et al.’s study (2005) also found that after exposure to messages from a company to whom they had given permission to communicate, participants experienced significant improvement in attitude toward the company’s brand, in feelings of trust, interest in their Website, and in intention to purchase from the company.

This study examined two variables that affected the success of permission-based direct advertising campaigns conducted online or traditional/postal methods: attitudes toward and response. The study investigated whether the effectiveness of direct advertising was affected by consumers’ demographics and whether variations existed among their attitudes and responses.

1.3 ONLINE AND OFFLINE DIRECT MAIL EFFECTIVENESS

Direct marketing has been defined as a database-driven process directly communicating with targeted customers and using any medium to obtain a measurable response (Bauer & Miglautsch, 1992; Scovotti & Spiller, 2005). This included direct mail, commercial email and Internet marketing. For the purposes of this study, traditional, or offline direct mail, was defined as postal mail which is sent via the United States Postal Service, and online direct mail was defined as email which is sent via the Internet (Bachman, Elfrink, & Vazzana, 1996; Kiesler & Sproull, 1986).

Studies over the past 20 years have continued to indicate that consumers have a favorable perception of direct mail advertising (Korgaonkar, Karson, & Akaah, 1997; Rogers, 1989; Stafford, Lippold & Sherron, 2003). Rogers (1989) found that 70% of direct mail was perceived to be useful or enjoyable. Similarly, Korgaonkar et al. (1997) concluded that overall consumer feelings toward direct mail advertising were very positive. Stafford et al. (2005) noted that direct mail is a well-accepted medium for advertisers, as well, primarily because of favorable response rates.

This favorable impression of direct mail, particularly online direct mail advertising, appears to be reflected in purchase behavior. In a recent study of online shopping behavior among Internet users, 66% of respondents reported buying something on line, an increase from 46% of Internet users who said they made a purchase using the Internet in June 2000 (Horrigan, 2008). More specifically, a study prepared by Merkle, a database marketing agency, found that 50% of survey participants said an online purchase they made within the last year resulted from permission email marketing.

Direct marketing advertising comprises a significant share of United States advertising expenditures (TNS Marketing Intelligence, 2008). The 2007 edition of the Direct Marketing Association report showed that direct marketing advertising expenditures, which included direct mail, commercial email and Internet marketing, accounted for more than 50 percent of total advertising expenditures in the U.S. While other forms of advertising have decreased in share of total expenditures, 2.2 percent in 2007 according to TNS Media Intelligence, direct marketing advertising is expected to increase, with significant growth of Internet advertising (TNS Marketing Intelligence, 2008).

1.4 JUSTIFICATION OF THE STUDY

There has been an abundance of business and commercial publications touting the advantages of online direct mail over traditional direct mail, as well as numerous online publications offering guidance on using email advertising for marketers (Chase, 2008; Lewis, 2002; MacPherson, 2001; Roberts, Feit, & Bly, 2001). However, as Chang and Morimoto (2003) pointed out in their comparison of postal direct mail and unsolicited email, there have been studies examining attitudes toward both direct mail

and email but none comparing consumer attitudes toward the two advertising media.

This study sought to compare and examine attitudes toward and responses to two forms of permission-based direct advertising – online direct mail campaigns to traditional, postal direct mail campaigns to determine what are the qualities peculiar to email advertising adopters and attitudes towards this medium that have lead to its adoption, acceptance and possible preference as a channel of marketing communication. In doing so, the study employed diffusion of innovation theory and asked the following research questions:

Research Question 1: Does effectiveness differ between online and offline direct mail advertising?

Research Question 1-1: Is online direct mail more likely to be responded to than traditional direct mail?

Research Question 1-2: Does online direct mail generate more positive attitudes than traditional direct mail?

Research Question 1-3: Is online direct mail more likely to be read than traditional direct mail?

Research Question 1-4: Does online direct mail advertising result in more sales than traditional direct mail?

Research Question 2: Do recipient demographics affect the effectiveness of direct mail advertising media?

Research Question 2-1: Does recipient's gender affect effectiveness of direct mail media?

Research Question 2-2: Does recipient's age affect effectiveness of direct mail media?

Research Question 2-3: Does recipient's income affect effectiveness of direct mail media?

Research Question 2-4: Does recipient's level of education affect effectiveness of direct mail media?

Research Question 2-5: Does recipient's innovativeness affect effectiveness of direct mail media?

Chapter 2: Literature Review

In 2003, Rogers remarked that Diffusion of Innovation Theory has become increasingly popular in studying technological innovations, in particular the Internet and its applications such as email. This study employed Diffusion of Innovation Theory to examine email advertising, attributes of this innovation and its adopters, and its rate of adoption.

2.1 DIFFUSION OF INNOVATION THEORY

Research on diffusion in the field of communication has focused on factors that affect the likelihood that a new idea, product or practice will be adopted by a social system (Rogers & Singhal, 1996). In his description of the Diffusion of Innovations Theory, Rogers (1983) defined an innovation as any brand, product, or service that is perceived by the decision maker to be new. In a later edition of Diffusion of Innovation Theory, Rogers (2003) amended and expanded his earlier definition, describing an innovation as an idea, practice or object that an individual or other unit of adoption perceived to be new.

The origins of diffusion research can be traced to a French sociologist named Gabriel Tarde who introduced the concept of the S-shaped diffusion curve later used by E. M. Rogers for plotting the rate of adoption of innovations in his Diffusion of Innovations Theory (Rogers, & Singhal, 1996). Rogers (1995) found that the cumulative number of adopters when plotted over time results in an S-shaped curve. The S-shaped adopter distribution rises slowly in the beginning with fewer adopters in each time period, then accelerates to a maximum until half of those in the system have adopted the innovation. There is then a slowly increasing adoption rate as fewer and fewer remaining adopters complete the S-shaped curve.

According to Rogers (2003), however, for interactive computer based communication innovations such as the Internet and email, the S-curve is different than that for “usual” innovations (p. 51). Rogers (2003) observed that these innovations are characterized by a long period of slow initial growth in the adoption rate until there occurs a critical mass when the process of diffusion becomes what he termed self-sustaining. That is to say, that the perception of individuals within a society is that all the other members of the society have adopted the innovation, and from this point of critical mass

going forward, the innovation will be more valuable, not just for the new adopters but for the previous adopters, as well (Rogers, & Singhal, 1996). As an example, Rogers (2003) cited the Internet which existed for 20 years before critical mass was reached in 1990, but for which the rate of adoption increased thereafter more rapidly than for any innovation in history. The following illustration depicts S-curves for the rate of adoption for a regular innovation versus an interactive innovation.

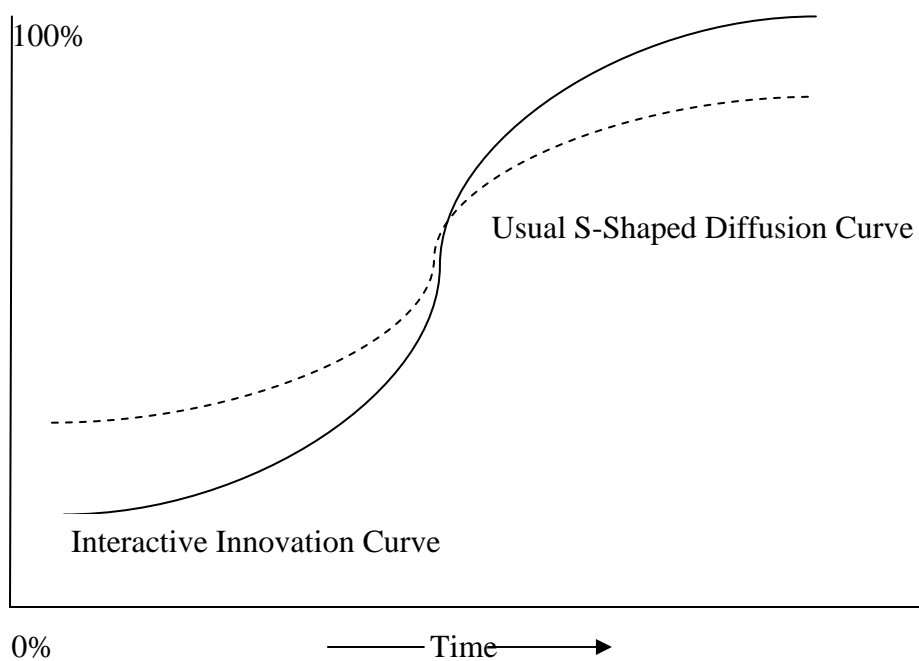


Illustration 2.1: Adoption for a Usual Innovation versus an Interactive Innovation

Explaining how innovation occurs, Rogers (1995), proposed that innovation progresses through four stages – invention, diffusion or communication within the social system, time and consequences. Although the discussion of innovation adoption from a macro-level sheds light on how an innovation is adopted, Rogers (1995) also pointed out micro-level factors such as characteristics of an innovation and adopter characteristics that can lead to the adoption behavior.

2.2 MEDIA CHARACTERISTICS

According to Rogers (2003), the decision maker or unit of adoption is tasked with deciding whether and how to adopt the innovation based on two broad criteria – relative advantage and complexity. Relative advantage, Rogers wrote (2003), is the strongest predictor of the rate of adoption of an innovation. It is the degree to which an innovation is perceived to be better than the preceding complexity. Relative advantage, Rogers wrote (2003), is the strongest predictor of the rate of adoption of an innovation. It is the degree to which an innovation is perceived to be better than the preceding concept. Actual or objective advantage is not so important, according to Rogers (2003), as what individuals perceive to be advantageous. Relative advantage is most often measured by economic profitability, but Rogers' (2003) subdivisions of advantage include low initial cost, decrease in discomfort, social prestige, saving of time and effort, and immediacy of reward. Similarly, many advertisers have adopted email advertising and allocated their budgets to email from postal direct mail email advertising was faster, often delivering results in minutes; had better response rates because of its opt-in or permission quality; and cheaper, requiring no paper, printing or postage (MacPherson, 2001).

Given that email direct mail advertising is delivered through the Internet, some earlier studies on Internet diffusion may provide some insights into this issue from the perspective of the consumer. In Wells' (2008) survey of early adopters, respondents reflected a number of Rogers' relative advantage measures in their answers. They indicated that in their early days on the Internet they saw themselves as innovators on the Internet, saving time and effort using search engines; emailing family, friends and colleagues; conducting research; getting news; and downloading software. As technology and online tools improved and connection speed increased, the long-time users became more creative, sharing photos, video and audio files (Wells, 2008).

Respondents in Wells' (2008) study also enjoyed the social advantages and prestige associated with the Internet; the majority of respondents replied that they went on line to communicate with colleagues and designated email as their favorite application. Wells (2008) remarked that these findings among early adopters were not dissimilar to those given by U.S. adults in a February-March 2007 survey

that found 56% of respondents reported sending email the day previous to the survey and 50% stating they first went online for personal reasons.

The second broad criterion used in making decisions about adoption of an innovation, Rogers (2003) wrote, is complexity. Complexity is the degree to which an innovation is considered to be difficult to understand and use. Simpler ideas, Rogers (2003) proposed, are adopted more rapidly than those innovations for which an adopter must acquire new skills and understanding.

When Rodgers and Chen (2002) examined attitudes of marketing and advertising practitioners toward online advertising using Diffusion of Innovations Theory, they considered the Internet to be in a post-adoption period and used a sample of practitioners from advertising, marketing, new media, and public relations agencies in which the adoption of the Internet process had already taken place. The main purpose of their online survey conducted in 1999 was to present and test two factors – relative advantage and complexity- to help to explain why attitudes toward the Internet were generally low, especially among traditional advertising agency executives. Rodgers and Chen (2002) found that the two innovation characters, relative advantage and complexity, successfully predicted attitudes toward the Internet and adoption of online advertising. Executives from advertising agencies, Rodgers and Chen (2002) determined, seemed less confident in their abilities to work with new technology than other types of agencies and were reluctant to employ online advertising in their campaigns. Conversely, public relations, new media and marketing agency executives showed greater confidence in their abilities to overcome potential problems and effectively work with new technology and online advertising (Rodgers, and Chen, 2002). In conclusion, Rodgers and Chen (2002) wrote commented that the Internet as an innovation was an important advertising vehicle for most all agencies, whether advertising, marketing, new media, or public relations.

Leong, Huang, and Stanners (1998) commented that the Internet was emerging as a new advertising medium, competing with the traditional media as an effective marketing vehicle with many advertisers building the Internet into their media buys. They compared the features of this new medium

with characteristics of eight of what they considered to be traditional advertising modes – television, press, magazines, radio, telemarketing, point-of-sale, and direct mail (Leong et al., 1998). Based on their observations of the Web’s unique interactive characteristics and capabilities, Leong et al. (1998) concluded advertisers should design advertising specifically for the new medium, and though they found the Website to be complementary to other traditional media, this new medium, because of its interactivity, posed a potential threat to postal direct mail since advertisers were using Websites to replace communication functions of traditional direct mail.

2.3 ADOPTER CHARACTERISTICS

In addition to the characteristics of an innovation, adopter characters have been found to be important predictors of the diffusion of new media technologies and applications. In the early fifties, Rogers (2003) first designated five ideal categories of adopters based on a continuum of innovativeness – innovators, early adopters, early majority, late majority, and laggards. He labeled each category with a descriptor he called a “dominant attribute” : innovators – venturesome, early adopters – respect, early majority – deliberate, late majority – skeptical, and laggards – traditional (p. 298).

Many variables have been used by researchers to categorize adopters of a new technology. For example, Rogers (2003) examined each category’s socioeconomic status, personality variables, and communication behavior. Rogers’ (2003) review of socioeconomic status between adopter categories showed little difference in age between early and later adopters, but early adopters did have more formal education and generally higher socioeconomic status than later adopters. In addition, Rogers (2003) also measured personality and communication behavior variables. Summarizing past research and findings on adopter categories, Rogers (2003) noted that the distinctive, differing characteristics of the categories made them especially useful for audience segmentation and determining what message to send to whom via what channel.

Rogers’ characterization of early innovation adopters, is similar to Bachman, Elfrink, and

Vazzana's (1996) descriptions of early Internet users. Noting that the widespread use of personal computers in the workplace and at home and the opening of the Internet to the public were contributing to the feasibility of electronic mail as a mode of survey, Bachman et al. (1996) conducted a study to compare response rates of email and postal mail. For the study, they developed a survey to be sent via email and postal mail to business school deans and division chairs of a number of universities. Their analysis found that the two modes of survey were comparable in response rates and data collected. However, they cautioned that email at the time in which the survey was conducted could only be a viable alternative to traditional mail in particular populations such as universities or among certain professional such as engineers or architects because of the limited access to the Internet among the general public.

There have been no studies on demographic differences between email and traditional/postal direct mail advertising. However, because email advertising is delivered via the Internet, past studies on Internet adopters and non-adopters may help conceptualize this study.

Gelen and Straub (1997) studied gender differences in the perception and use of email. They (Gelen & Straub, 1997) sampled groups of knowledge workers who used email systems in the American, Asian, and European airline industry. They concluded that women and men differed in their perceptions of email but not its use (Gelen & Straub, 1997). Their findings showed that women viewed email as having a higher social presence than men did and a higher value for perceived usage than men. These perceptions did not impact women's email usage. Gelen and Straub (1997) also noted that gender effects supported previous observations that men tended to feel more at ease with computer usage.

Fallows (2005), examined differences in Internet usage between genders. She (Fallows, 2005) found that younger women were more likely than younger men to go online, but older men were more likely than older women to do so. Fallows (2005) pointed out that women slightly outnumber men in the Internet population because they comprise a greater share of the overall US population. According to Fallows (2005), women were more likely than men to value email for communicating with friends, family, and colleagues, while men tended log on to the Internet more frequently than women. Men were

significantly more likely than women to understand technical terms, be aware of the latest technology issues, and be more confident in their technical ability (Fallows, 2005).

Atkin and Jeffries (1998) compared Internet adopters and non-adopters using demographics, communication needs, media use habits, and relationships with technology. The study results offered support for early adopter profiles derived from diffusion of innovation theory in terms of demographics and technology usage. Adopters were found to be younger, better educated and to have higher incomes than non-adopters and demonstrated a higher interest in trying new technologies than non-adopters (Atkin, & Jeffries, 1998).

As Table 2.1 demonstrates, demographics of Internet users from the May 2008 tracking survey of the Pew Internet & American Life Project revealed a dramatic increase of adult Internet users, though, in general, users still tended to be younger, better educated, and to have higher income. This study also suggested what demographic variables might be collected for this study.

Table 2.1: 1008 Pew Internet & American Life Project Demographics of Internet Users

	Demographic Characteristics	Percentage (%)
Gender	Women	73
	Men	73
Age	18-29 years old	90
	30-49 years old	85
	50-64 years old	70
	65+ years old	35
HH Income	Under \$30,000	53
	\$30,000-49,999	76
	\$50,000-74,999	85
	\$75,000	95
Education	Less than High School	44
	High School	63
	Some College	84
	College +	91

In developing the typology of Interactive Communication Technology (ICT) users, Horrigan (2007) noted that demographics were not included in determining the group in which someone was

placed. However, several patterns or tendencies did emerge in reviewing the groups and demographic variables, particularly for gender, income and education. (Horrigan, 2007). When looking at gender, the high-tech groups of the Elite Tech Users had a tendency to be dominated by men, while the Middle-of-the-Road Tech Users included one group with a slight majority of males and one with almost 60% women (Horrigan, 2007). Unlike gender, however, income did appear to be a factor in determining technology usage, and education played a significant role in technology adoption, with higher levels of usage tied to higher levels of education (Horrigan, 2007).

In comparing age differences in online activities, however, the Pew Internet & American Life Project found that for some activities such as email and online purchases there were only slight differences in usage by age categories, with email activity actually increasing after age 29 years and peaking between 51 and 59 years.

Lewis (2002) cautioned marketers not to ignore the mature market, pointing out that senior citizens represent not only 40% of the American population but the fastest-growing segment of Internet users. Lewis (2002) divided senior email user targets into three groups - Baby Boomers in their fifties and sixties, a second group in their mid-sixties to mid-seventies, and a third group over age 75. This group, he noted, responded especially well to email advertising for health and longevity products and services (Lewis, 2002).

2.4 ATTITUDES TOWARD EMAIL ADVERTISING

Rodgers and Chen (2002) observed that “attitude is an important predictor of usage and successful implementation of technology” (p.102). Rodgers and Chen (2002) focused on attitudes of agency executives toward Internet advertising after adoption of the Internet had taken place, and looked at what Singhal and Rogers (1996) called confirmation of the innovation, referring to attitudes toward the innovation once the innovation was adopted.

Previous research by Bush, Bush, and Harris (1998) had reviewed Internet advertising in its nascency and found poor attitudes toward and a reluctance to adopt Internet advertising. Other researchers have examined attitudes of consumers (Karson, McCloy, & Bonner, 2006; Mehta & Sivadas, 1995).

In the early days of Internet advertising, Mehta and Sivadas (1995) conducted a survey of domestic and foreign Internet news group users to ascertain attitudes toward advertising and direct marketing on the Internet. Mehta and Sivadas' work (1995) measured attitudes toward untargeted and targeted advertising on the Internet, as well as attitude toward traditional direct mail. Their findings showed that Internet users have a more positive attitude toward and willingness to receive targeted marketing communications from both their newsgroups and their email accounts and that respondents with more positive attitudes toward traditional direct marketing held more positive attitudes toward targeted advertising on the Internet (Mehta, & Sivadas, 1995).

A decade after Mehta and Sivadas' survey, Karson; McCloy; and Bonner (2006) used data collected over a three year period from students of a private mid-Atlantic university to examine consumer attitudes and beliefs toward Website advertising (WSA). The data analysis showed that those with attitudes critical of Website advertising used the Internet and computers less and found it to be less useful than those who were pro-Website advertising or ambivalent toward Website advertising (Karson, McCloy, & Bonner, 2006).

Merkle (2008) surveyed consumers about attitudes and usage of permission email marketing. Merke's survey (2008) showed 52% of permission email users, held highly favorable attitudes toward permission email and stated that they "couldn't live without it" (p.5). Fifty-three percent of respondents stated that they were willing to receive email advertising messages only if the messages were relevant to their needs and/or interests, while 12% stated they would be willing to receive email messages under any circumstances when they had a relationship with the sender company (Merkle, 2008).

2.5 DIRECT MAIL ADVERTISING EFFECTIVENESS MEASURES

A number of measures of advertising effectiveness have been applied to Internet advertising, including brand recall, response and open rates, and online and offline sales (Karson et al., 2006; Kent & Brandal, 2003; King & Suntornpithug, 2008; Leong et al., 1998; Ranchod & Zhou, 2001; Stewart & Pavlov, 2007; Yoo, 2007).

Leong et al. (1998) came to the conclusion that traditional forms of advertising were not appropriate for advertising on the Internet which they felt required advertising designed to take advantage of the new medium's interactive features. Similarly, Stewart and Pavlov (2007) found that

traditional measures of the effectiveness of marketing communications may not be appropriate for interactive media, such as email advertising, which they believed had changed marketing communications from a one-way process to a two-way process. Traditional measures such as recall or frequency of exposure, they concluded, were not as important when the consumer has the ability to save an email message or flag a Website for later viewing (Stewart, & Pavlov, 2007). According to Stewart and Pavlov (2007), the Internet may increase the overall value of an offer for the customer, such as Amazon's customized product recommendations that have little or no cost. However, Stewart and Pavlov (2007) pointed out one "vexing issue" (p. 385) when measuring the effects and effectiveness of interactive media is that the Internet is a relatively new innovation which many consumers and markets have just begun to use. Further, they noted that new media are affected by barriers to adoption and use because of their new characteristics or features, such as difficulties of usage and lack of understanding or sophistication in the users (Stewart, & Pavlov, 2007).

Response rate is one of the measures that have been used to assess the effectiveness of direct mail advertising. For example, Ranchhod and Zhou (2001) in comparing respondents of email and postal mail surveys found that email had a far lower response rate, 6%, than did postal, 20%. However, by 2003 with the adoption of broadband and increased use of permission email, Kent and Brandal (2003), found much different results for response rates when examining email in a permission marketing context. Kent and Brandal (2003) found email and postal produced very similar results and suggest that the low response rates to email in Ranchhod and Zhou's (2001) study might be that their study was conducted when the use of email was less common and because the respondents had not given permission to be contacted by email.

Merkle (2008) measured open rate data as a means of determining effectiveness of email advertising. Open rate data refers to the percentage of email that a recipient was willing to open and read rather than deleting without opening. The findings of Merkle's survey (2008) revealed that customers who received email communications with content that was highly personalized not only registered higher open rates, but more sustained email engagement, as well.

In addition to response rates, sales volume can be measured for email direct advertising. Merkle's survey (2008) measured the effects of permission email advertising on online sales. Fifty

percent of the survey respondents reported that they had made an online purchase in the past year as a result of permission email marketing, and fifty percent stated that they were positively influenced to do business either online or offline with a company that sent what they considered to be good email (Merkle, 2008). An average of 12% of online buyers said that when making an online purchase, permission email was the advertising medium that most influenced their purchase decision (Merkle, 2008).

King and Suntornpithug (2008) explored the email offline sales response of a group of permission email marketing consumers, investigating the correlation between permission email marketing initiatives and retail sales. Similar to the Merkle's findings (2008), King and Suntornpithug's research (2008) showed that recipients were more likely to open and "click on" emails that used personalized subject lines with an open rate of 28% compared to an average open rate of 19%. King and Suntornpithug's results (2008) also suggested that permission email marketing communications have a significant impact on offline sales, generating sales for both the items promoted in the advertising message and items not promoted in the message. Sales amounts for respondents were significantly higher than average customer sale amounts during the survey period (King & Suntornpithug, 2008).

Chapter 3: Methodology

3.1 SELECTION OF RESEARCH METHODS

There has been an abundance of marketing publications, both print and online, espousing the advantages of email over postal direct mail advertising (Chase, 2008; Lewis, 2002; MacPherson, 2001; Roberts et al., 2001). In the early days of Internet adoption, Bachman et al. (1996) compared email and postal mail data collection using surveys of university deans and division chairpersons. The study found that in comparison to postal mail, email fared well with regard to response rates, item omission, and data quality. The researchers cautioned though that email should only be used as a viable alternative to traditional mail in certain populations such as universities or among certain professions such as engineers or architects because of limited access to the Internet among the general population.

Bachman et al. (1996) conducted their surveys over a dozen years ago. Recently, however, as Chang and Morimoto (2003) pointed out, there has been a lack of empirical research comparing consumer responses and attitudes toward the two direct advertising tools. This study sought to compare and examine attitudes toward and responses to two forms of permission-based advertising, online and postal direct mail, using survey methodology.

This study employed a self-administered survey method to collect empirical data, seeking to compare and examine attitudes toward and responses to two forms of permission-based direct advertising – online direct mail to postal direct mail campaigns to determine what are the qualities peculiar to email advertising and its adopters and attitudes towards this medium that have lead to its adoption, acceptance, and possible preference as a channel of marketing communication.

The self-administered survey offers several advantages that made it the choice for this study rather than other research methods. As Rubin and Babbie (2007) pointed out, though postal mail distribution is the standard method for obtaining responses from self-administered survey questionnaires, but electronic surveys are now possible, as well. Self-administered surveys also offer

quick turnaround time, low cost and simplicity of processing in comparison to other methods, the reduction of biasing error that might result from presence of interviewers, and greater anonymity resulting from the absence of an interviewer that can contribute to a higher answer rate (Rubin, & Babbie, 2007).

While the absence of an interviewer with the self-administered survey method can be beneficial for data collection, the lack of an interviewer can be a disadvantageous. Without an interviewer present, respondents must rely solely on the printed instructions and are not able to ask for clarification of the questions which may result in inaccuracies and inconsistencies in the data (Brace, 2007).

3.2 SAMPLING PLAN AND SAMPLING CHARACTERISTICS

This study employed the random sampling method to select a sample of 400 from a data base of supporters of KTEP 88.5 FM, a National Public Radio station housed at the University of Texas El Paso. As a public radio station, KTEP depends significantly upon financial support from listeners and the El Paso community. The station held a membership campaign in Spring 2008. Following that campaign, the station's data base included names of 1806 members and their electronic and postal mail addresses.

For this study, 400 names were selected from the 1806. This sample size was intended to yield a 95% confidence level with a plus/minus 5% sampling error. It was taken from Dillman's (2007) table of recommended sample numbers which were derived from the following formula.

$$N_s = \frac{(N_p)(p)(1-p)}{(B/C)^2 + (p)(1-p)}$$

Where N_s = completed sample size for desired level of precision and N_p = population size (p . 206).

Figure 3.1: Formula for Determining Sample Size

The sample of 400 was next randomly divided into two sub-samples. One sub-sample ($N=200$) was distributed by US postal mail, and the other sub-sample ($N=200$) was sent via electronic mail.

Testing and took place over an eighteen day period. Two hundred postal surveys were mailed by first class U.S. postal service, with a stamped return envelope, on a Thursday, and 200 email surveys were sent the next day on Friday. The cut-off date for all responses was 15 days later.

A total of 101 responses were received within the 15 day period, an overall response rate of 25.25%. Twenty-nine email surveys were returned, a response rate of 14.5%. Seventy-two postal surveys were returned, a response rate of 36%.

The random sample of the database of KTEP subscribers was selected for a number of reasons. Perhaps the most important of those was that subscribers had given permission to be contacted by the station by both email and postal mail and had provided their addresses. A second major reason for the selection was that though housed within a university, the radio station received the major portion of funding from contributors outside the university within the general community. An assumption was made, therefore, that this database would provide greater diversity in age, income, and education than an academic population of faculty and students.

Among the 101 respondents, 59.4% (n=60) were females, while 40.6% (n=41) were male. The majority of respondents fell between the ages of 55 to 64 years, 28.7% (n=29), while there were no respondents between the ages of 18 to 24 years, 0%, (n=0). More than half the respondents reported annual household incomes of over \$66,000, 57.4%, (n=58); and 54.5% (n=55) had a post-graduate degree. The majority of respondents had been KTEP subscribers for more than 10 years, 34.7% (n=35).

When reporting on technology use, 90.1% (n=91) said they use a cell phone, while only 9.9% (n=10) owned a Webcam. Nearly all respondents, 94.5% (n=95), reported that they use the Internet to search for information; 85.1% (n=86) reported that they shop online; and 84.2% (n=85) reported that they visit online news sites.

Please refer to Table 3.1 for a complete demographic profile of survey respondents.

Table 3.1: Profile of Survey Respondents.

Demographic Characteristics		Cases	Percentage (%)
Gender	Male	43	40.6
	Female	63	59.4
Age	18-24 years old	0	0.0
	25-34 years old	14	3.0
	35-44 years old	12	10.9
	45-54 years old	23	21.8
	55-64 years old	31	28.7
	65+ years old	25	24.8
HH Income	Under \$20,000	5	4.7
	\$20,000-35,999	9	8.5
	\$36,000-49,999	12	11.3
	\$50,000-65,999	15	14.2
	Over \$66,000	62	58.5
	No Answer	3	2.8
Education	High School	2	1.9
	Some College	7	6.6
	College Degree	39	36.8
	Post Grad Degree	58	54.4
Membership	Less than one year	9	9.9
	1-2 years	12	11.9
	2-5 years	22	20.8
	5-10 years	24	21.8
	More than 10 years	37	34.9
	NA	2	1.9
Technology Use			
	Desktop	89	84.8
	Laptop	64	59.8
	Cell Phone	95	90.5
	Blackberry	23	21.9
	Digital Camera	74	70.5
	Video Camera	26	24.8
	Webcam	11	10.5
	iPod or MP3	49	46.7
Online Activities			
	Own Weblog	7	6.9
	Own Webpage	12	11.5
	Webpage for others	12	11.5
	Use search engine	100	95.2
	Post comments	26	24.8
	Share creations	46	43.8
	Shop	91	86.7
	Visit news sites	90	85.7

3.3 INSTRUMENTATION

3.3.1 Instrument Development

To collect empirical data to examine the research questions, the research study developed a four-page survey, consistent with Dillman's (2002) recommendation for mail and online survey length. The survey asked seven closed-ended questions that were designed to determine demographic variables, as well as a series of 26 questions, divided into two groups of 13, in which all the constructs were measured on a 5-point Likert scale. The Likert scale is a type of psychometric response scale first published by the psychologist Rensis Likert in 1931 (Brace, 2007). The scale is often used in questionnaires and is the most widely used scale in survey research (Reinard, 2007). When responding to the Likert questionnaire items, the participants in this survey specified their level of agreement with a statement. The levels of agreements in the Likert scale responses were: "Strongly Disagree" (1), "Disagree" (2), "Neither Agree Nor Disagree" (3), "Agree" (4), and "Strongly Agree" (5).

The four-page self-completion electronic and paper instrument was organized in the following manner:

- 1) Letter of Introduction and Informed Consent Form: This section included a letter of introduction which explained the intention of the study and a consent form that explained the confidentiality of the participants. Participants were informed that their participation was completely voluntary and were given instructions on how to return the surveys. This section also included the contact information of the principal investigator and of the Institutional Review Board (IRB) administrator.
- 2) The second section of the survey contained seven close-ended questions. There were five demographic questions regarding gender, age, household income, level of education, and KTEP 88.5 FM Radio membership. Two questions, adapted from Horrigan (2007), asked about communication and information technology assets and online activities.

Participants were asked to check which of eight electronic devices such as “cell phone”, “laptop” or “webcam”, they owned. They were also asked to indicate which of eight online activities, they participated in.

- 3) The third section used an attitudinal rating scale designed to measure attitudes toward email advertising and postal direct mail, the likelihood of reading email and postal direct mail advertising, and the affect of email and postal direct mail advertising on purchase decisions. This section was divided into two subsections – one with statements on email direct mail advertising and one on postal direct mail advertising. A total of 26 statements, 13 in each subsection, using a five-point Likert scale was patterned after Merkle (2008). Participants were asked to respond to statements such as “Email advertising is irritating” or “Receiving postal direct mail advertising influenced me to purchase the advertised product” by indicating “Strongly Disagree”, “Disagree”, “Neutral”, “Agree”, or “Strongly Agree”. For the complete questionnaires, please refer to Appendices A and B.

3.3.2 Offline and Online Instruments

The offline and online survey questionnaires followed the same organization, with the same sections and identical questions and an accompanying cover letter of introduction. The offline, or paper, questionnaire was printed on three pages with a cover letter of introduction. It was mailed to the sub-sample by first class U.S. mail along with a stamped, addressed return envelope (Refer to Appendix A). The online survey with a cover letter of introduction was embedded in an email created using Internet survey software and was sent via electronic mail to the second sub-sample (Refer to Appendix B).

3.3.3 Pretesting of the Instrument

A pretest was conducted with a sample of 20 KTEP 88.5 FM members randomly selected from the radio station’s 1805 member data base. All members of the data base had given permission to be contacted via email or postal mail. The sample of 20 was randomly divided into two sub-samples of ten.

Each sub-sample was sent the survey questionnaire – one sample by email and one sample via postal mail. Both sub-samples were sent on a Monday with a five day, excluding Sunday, cutoff date for responses. A total of three email responses and two postal responses were received within the time period. Four email surveys were returned as undeliverable or having invalid addresses.

3.3.4 Revision of the Instrument

Based on the pretest responses, a cover letter of introduction from the radio station general manager was added to address possible concerns that member subscribers might have about the legitimacy of the study and its affiliation with the station. Please see Appendices A and B.

Other changes included the addition of a fifth question on highest level of education to the demographic section, and a regrouping of attitudinal and behavioral questions on email advertising and postal direct mail advertising into two sections – email and postal.

3.3.4 Reliability Coefficients

Cronbach's alpha is the most common tool used for assessing the internal consistency and reliability of scales. Alpha coefficients range in value from zero to one. When alpha is zero there no true score measured and there is only an error component. Alpha equals 1.0 when all items measure only the true score and there is no error component, showing complete consistency (Santos, 1999). The higher the score, the more reliable the scale is considered to be. According to Nunnally (1978), a Cronbach alpha of 0.7 or higher is an acceptable reliability coefficient.

Cronbach's alpha (α) coefficients were run to ensure scale reliability of the test instrument. All constructs in the model show high internal consistency, reporting high or acceptable alpha coefficients (α). Scales measuring positive attitudes ($\alpha=.847$), negative attitudes ($\alpha=.853$) showed good reliability coefficients. Scales measuring willingness to read ($\alpha=.962$) and purchase intent ($\alpha=.814$) showed high alpha coefficients, as well. Perceived convenience and ease of use ($\alpha=.748$) showed an acceptable alpha coefficient. Please see Table 3.2.

Table 3.2: Reliability Coefficients of Constructs in the Model

	Cronbach's Alpha Coefficients (a)	Number of Scales
Positive Attitudes (Like to receive, is enjoyable, is credible)	0.85	3
Negative Attitudes (Is intrusive, is irritating)	0.85	2
Perceived Convenience and Ease of Use	0.75	2
Willingness to Read (Read relevant to interests, relelevant to needs, permission only)	0.96	3
Purchase Intent (Influenced purchase, helpful making purchase, KTEP renewal)	0.81	3

Chapter 4: Findings

4.1 EFFECTIVENESS DIFFERENCES BETWEEN ONLINE AND OFFLINE DIRECT MAIL ADVERTISING

This study employed a self-administered survey method to collect empirical data seeking to answer the following research questions:

Research Question 1: Does effectiveness differ between online and offline direct mail advertising?

Research Question 1-1: Is online direct mail more likely to be responded to than traditional direct mail?

Research Question 1-2: Does online direct mail generate more positive attitudes toward advertising than traditional direct mail?

Research Question 1-3: Is online direct mail more likely to be read than traditional direct mail?

Research Question 1-4: Does online direct mail advertising have a greater impact on purchase intent than traditional direct mail?

Research Question 2: Do recipient demographics affect the effectiveness of advertising media delivered through either online or direct mail?

Research Question 2-1: Does recipient's gender affect effectiveness of advertising media delivered through either online or direct mail?

Research Question 2-2: Does recipient's age affect effectiveness of advertising media delivered through either online or direct mail?

Research Question 2-3: Does recipient's income affect effectiveness of advertising media delivered through either online or direct mail?

Research Question 2-4: Does recipient's level of education affect effectiveness of advertising media delivered through either online or direct mail?

Research Question 2-5: Does recipient’s level of innovativeness affect effectiveness of advertising media delivered through either online or direct mail?

4.1.1 Is online direct mail more likely to be responded to than traditional direct mail?

A total of 400 survey questionnaires were sent to a random sampling of KTEP 88.5 FM radio supporters who had provided both email and postal addresses and given permission to be contacted by the radio station. Two hundred surveys were sent via email and 200 surveys were sent via postal mail.

Within a period of four weeks, 106 surveys of the total 400 were returned – a 26.5% overall response rate. Eighteen email surveys were returned as “undeliverable”. Of the responses, 27.4% (n=29) were email surveys, and 72.6% (n=77) were postal surveys. Online surveys generated a response rate of 14.5%. Offline surveys generated a response rate of 38.5%.

Table 4.1: Response Rates for Online and Offline Surveys

	Frequencies	Response Rate%
Email Responses	29	14.5
Postal Responses	77	38.5

4.1.2 Does online direct mail generate more positive attitudes than traditional direct mail?

The survey questionnaire asked seven questions using a five-point Likert Scale designed to determine attitudes toward email and postal direct mail advertising.

One-Way ANOVA tests showed that there were no significant differences in responses to statements concerning attitudes toward email advertising between the email and postal respondents. Respondents held similar negative attitudes toward email advertising with the majority of email and postal respondent groups saying they “Strongly Agree” or “Agree” that email advertising is “irritating” and “intrusive”. Please refer to Table 4.2.

Table 4.2: One-Way ANOVA – Attitudes toward Email Advertising

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	.01	1	.01	.01	.91
	Within Groups	97.95	100	.98		
	Total	97.96	101			
Enjoyable	Between Groups	1.18	1	1.18	1.32	.25
	Within Groups	89.34	100	.89		
	Total	90.52	101			
Credible	Between Groups	.00	1	.00	.00	.97
	Within Groups	91.96	100	.92		
	Total	91.96	101			
Convenient	Between Groups	3.91	1	3.91	3.26	.07
	Within Groups	118.29	99	1.21		
	Total	118.74	100			
Easy to Use	Between Groups	.21	1	.21	.23	.64
	Within Groups	92.43	98	.943		
	Total	92.64	99			
Irritating	Between Groups	1.65	1	1.66	1.50	.22
	Within Groups	110.51	100	1.11		
	Total	112.16	101			
Intrusive	Between Groups	2.51	1	2.51	1.71	.19
	Within Groups	145.43	99	1.46		
	Total	147.94	100			

One-Way ANOVA tests showed that there were no significant differences in responses to statements concerning attitudes toward email advertising between the email and postal respondents. Similar to the response to email advertising, both groups of respondents held negative attitudes toward postal direct mail advertising, with the majority of email and postal respondent groups saying they “Strongly Agree” or “Agree” that postal direct mail advertising is “irritating” and “intrusive”. Please refer to Table 4.3.

Table 4.3: One-Way ANOVA – Attitudes toward Postal Direct Mail Advertising

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	.01	1	.01	.01	.91
	Within Groups	97.95	100	.98		
	Total	97.96	101			
Enjoyable	Between Groups	1.18	1	1.18	1.32	.25
	Within Groups	89.34	100	.89		
	Total	90.52	101			
Credible	Between Groups	.00	1	.00	.00	.97
	Within Groups	91.96	100	.92		
	Total	91.96	101			
Convenient	Between Groups	3.91	1	3.91	3.26	.07
	Within Groups	118.29	99	1.21		
	Total	118.74	100			
Easy to Use	Between Groups	.21	1	.21	.23	.64
	Within Groups	92.43	98	.94		
	Total	92.64	99			
Irritating	Between Groups	1.65	1	1.66	1.50	.22
	Within Groups	110.51	100	1.11		
	Total	112.16	101			
Intrusive	Between Groups	2.51	1	2.51	1.71	.19
	Within Groups	145.43	99	1.46		
	Total	147.94	100			

4.1.3 Is online direct mail more likely to be read than traditional direct mail?

Survey questions with responses using a five-point Likert Scale were asked to determine willingness to read email and postal direct mail advertising. One-Way ANOVA tests were run and confirmed that there were no significant differences in responses to statements concerning willingness to read email direct mail advertising between the two respondents groups. Refer to Table 4.4.

Interestingly, though there were no significant differences between email and postal respondent groups on willingness to read, analysis did show the two groups were somewhat willing to read email advertising relevant to their needs (M=3.16, SD=1.31), interests (M=3.28, SD=1.28), and for which they had given permission to be contacted (M=3.39, SD=1.19).

Table 4.4: One-Way ANOVA – Willingness to Read Email Advertising

		Sum of Squares	df	Mean Square	F	p-value
Read Relevant to Needs	Between Groups	.09	1	.09	.11	.74
	Within Groups	173.30	100	1.73		
	Total	173.49	101			
Read Relevant to Interests	Between Groups	1.98	1	1.98	1.20	.73
	Within Groups	164.04	99	1.66		
	Total	164.24	100			
Read Only Permission	Between Groups	2.14	1	2.14	1.52	.22
	Within Groups	139.80	99	1.41		
	Total	141.94	100			

One-Way ANOVA tests were performed to determine if there significant differences between the two respondents groups in responses to statements concerning willingness to read postal direct mail advertising. According to the ANOVA, there was less willingness to only read permission postal direct mail advertising ($p=.024$) among the postal group (mean=2.66) versus the email group (mean=3.23). The rest of the analyses did not show whether email or postal direct mail advertising was superior in prompting willingness to read. Refer to Table 4.5 and Table 4.6.

Table 4.5: One-Way ANOVA - Willingness to Read Postal Direct Mail Advertising

		Sum of Squares	df	Mean Square	F	p-value
Read Relevant to Needs	Between Groups	.93	1	.93	.89	.35
	Within Groups	104.49	100	1.05		
	Total	105.41	101			
Read Relevant to Interests	Between Groups	.94	1	.94	.94	.34
	Within Groups	100.31	100	1.00		
	Total	101.26	101			
Read Only Permission	Between Groups	6.36	1	6.36	5.22	.02*
	Within Groups	121.72	100	1.22		
	Total	128.08	101			

Note: * $p<0.05$

Table 4.6: Means and Standard Deviations for Willingness to Read Postal DMA

		N	Mean	SD
Read Only	Email Group	26	1.19	.951
PDMA If	Postal Group	76	2.66	1.150
Given Permission	Total	102	2.80	1.126

4.1.4 Does online direct mail advertising have a greater impact on purchase intent than traditional direct mail?

Survey participants were asked to respond, using a five-point Likert Scale, to three statements concerning online direct mail and three statements concerning traditional direct mail and purchase intent. According to the One-Way ANOVA, email mail was viewed as prompting more renewal ($p=0.35$), in particular among the email group (mean=2.19) versus the postal group (mean=1.79). The rest of the analyses did not show whether email or postal mails are superior in prompting purchase intent. Refer to Table 4.7 and Table 4.8.

Table 4.7: One-Way ANOVA for Purchase Intent

		Sum of Squares	df	Mean Square	F	p-value
Email Influenced Purchase	Between Groups	1.02	1	1.02	.80	.37
	Within Groups	127.50	100	1.28		
	Total	128.52	101			
Email Helpful	Between Groups	.04	1	.04	.04	.85
	Within Groups	113.81	100	1.14		
	Total	113.85	101			
Email Prompted Renewal	Between Groups	3.14	1	3.14	4.58	.04*
	Within Groups	91.96	100	.92		
	Total	91.96	101			
Postal Influenced Purchase	Between Groups	.17	1	.17	.15	.70
	Within Groups	118.29	99	1.21		
	Total	118.74	100			
Postal Helpful	Between Groups	1.61	1	.54	.37	.22
	Within Groups	104.35	98	1.07		
	Total	105.96	99			
Postal	Between Groups	.54	1	.21	.23	.55

Prompted	Within Groups	146.37	100	1.46
Renewal	Total	146.91	101	

Note: *p<0.05

Table 4.8: Means and Standard Deviations for Purchase Intent for Email Advertising

		N	Mean	SD
Email Prompted	Email Group	26	2.19	.567
KTEP Renewal	Postal Group	76	1.79	.899
	Total	102	1.89	.843

4.2 AFFECT OF DEMOGRAPHICS ON EFFECTIVENESS OF DIRECT MAIL MEDIA

4.2.1 Does recipient's gender affect effectiveness of direct mail media?

Results from a One-Way ANOVA test showed that gender had a statistically significant effect on perceptions of the ease of use for email advertising ($p=.048$). Male respondents were more likely to view email advertising as easy to use ($M=3.68$) versus females ($M=3.29$). There were no significant differences between genders in other responses to statements regarding effectiveness of email advertising. Refer to Table 4.9 and Table 4.10.

Table 4.9: One-Way ANOVA – Attitudes toward Email Advertising by Gender

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	.21	1	.21	.21	.65
	Within Groups	97.95	100	.98		
	Total	97.96	101			
Irritating	Between Groups	2.34	1	2.34	2.23	.15
	Within Groups	109.83	100	1.10		
	Total	112.17	101			
Enjoyable	Between Groups	.02	1	.02	.02	.89
	Within Groups	90.50	100	.91		
	Total	90.52	101			
Intrusive	Between Groups	5.00	1	5.00	3.46	.07
	Within Groups	142.94	99	1.44		
	Total	147.94	100			

Credible	Between Groups	2.17	1	2.17	2.42	.12
	Within Groups	89.79	100	.89		
	Total	91.96	101			
Convenient	Between Groups	4.63	1	4.63	3.89	.05
	Within Groups	117.57	99	1.19		
	Total	122.20	100			
Easy to Use	Between Groups	3.66	1	3.66	4.03	.04*
	Within Groups	88.99	98	.91		
	Total	92.64	99			
Read Relevant To Needs	Between Groups	.15	1	.15	.09	.77
	Within Groups	173.34	100	1.73		
	Total	173.49	101			
Read Relevant to Interests	Between Groups	2.80	1	2.80	1.72	.19
	Within Groups	161.44	99	1.63		
	Total	164.24	100			
Read Only Permission	Between Groups	1.07	1	1.07	.09	.76
	Within Groups	140.87	99	1.42		
	Total	141.94	100			
Influenced Purchase	Between Groups	.12	1	.12	.09	.76
	Within Groups	128.40	100	1.28		
	Total	92.64	101			
Helpful Making Purchase	Between Groups	.02	1	.02	.02	.90
	Within Groups	113.83	100	1.14		
	Total	113.85	101			
Prompted	Between Groups	.43	1	.43	.60	.44
	Total	71.81	101			

Note: *p<0.05

Table 4.10: Means and Standard Deviations for Email Advertising by Gender

		N	Mean	SD
Email Advertising Is Easy to Use	Males	39	3.68	.81
	Females	62	3.29	1.10
	Total	101	3.09	.97

One-Way ANOVA tests found gender had a statistically significant effect on willingness to read postal direct mail advertising relevant to interests ($p=.033$). Female respondents showed more willingness to read postal direct mail advertising relevant to their interests ($M=3.71$) versus males ($M=3.28$). There were no significant differences between genders in responses to statements regarding postal direct mail advertising. Refer to Table 4.11 and Table 4.12.

Table 4.11: One-Way ANOVA – Attitudes toward Postal Direct Mail Advertising by Gender

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	.48	1	.48	.46	.50
	Within Groups	104.11	100	1.04		
	Total	104.59	101			
Irritating	Between Groups	.82	1	.82	.63	.43
	Within Groups	102.22	100	1.30		
	Total	103.81	101			
Enjoyable	Between Groups	1.60	1	1.60	1.56	.21
	Within Groups	102.22	100	1.02		
	Total	103.81	101			
Intrusive	Between Groups	1.68	1	1.68	1.23	.27
	Within Groups	135.74	100	1.36		
	Total	137.41	101			
Credible	Between Groups	.00	1	.00	.00	.99
	Within Groups	70.79	100	1.09		
	Total	70.79	101			
Convenient	Between Groups	.01	1	.01	.01	.92
	Within Groups	107.83	98	1.09		
	Total	107.84	99			
Easy to Use	Between Groups	.48	1	.48	4.03	.05
	Within Groups	105.77	98	1.08		
	Total	106.24	99			
Read Relevant To Needs	Between Groups	.79	1	.79	.75	.39
	Within Groups	104.63	100	1.05		
	Total	105.41	101			
Read Relevant to Interests	Between Groups	4.50	1	4.50	4.65	.03*
	Within Groups	96.76	100	.97		
	Total	101.26	101			
Read Only Permission	Between Groups	.05	1	.05	.00	.95
	Within Groups	128.07	100	1.28		
	Total	128.08	101			
Influenced Purchase	Between Groups	.00	1	.00	.00	.97
	Within Groups	111.81	100	1.12		
	Total	111.81	101			
Helpful Making Purchase	Between Groups	.96	1	.96	.90	.35
	Within Groups	105.00	98	1.07		
	Total	105.96	99			
Prompted Renewal	Between Groups	1.10	1	1.10	.75	.39
	Within Groups	145.81	100	1.46		
	Total	146.91	101			

Note: *p<0.05

Table 4.12: Means and Standard Deviations for Postal Direct Mail Advertising by Gender

		N	Mean	SD
Read Relevant To Interests	Males	39	3.28	1.12
	Females	63	3.71	.88
	Total	101	3.09	.96

4.2.2 Does recipient's age affect effectiveness of direct mail media?

One-Way ANOVA tests found that except for perceptions of the convenience of email advertising ($p=.021$), there no were significant differences between age groups in responses to statements regarding effectiveness of email advertising. Refer to Table 4.13.

Post-hoc comparisons using Scheffe tests were conducted. Statistically significant differences in perception of convenience of email advertising were found between respondents ages 65+ ($M=2.60$, $SD=1.225$) and younger age groups. Refer to Table 4.14.

Table 4.13: One-Way ANOVA – Age Groups on Email Advertising

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	9.13	4	2.83	2.50	.05
	Within Groups	87.86	96	.92		
	Total	96.99	100			
Irritating	Between Groups	4.25	4	1.04	.95	.44
	Within Groups	104.63	96	1.09		
	Total	108.77	100			
Enjoyable	Between Groups	3.88	4	.97	1.13	.35
	Within Groups	82.32	96	.86		
	Total	86.20	100			
Intrusive	Between Groups	5.98	4	1.50	1.00	.41
	Within Groups	141.58	95	1.49		
	Total	147.56	99			
Credible	Between Groups	5.18	4	1.30	1.46	.22
	Within Groups	85.03	96	.89		
	Total	90.22	100			
Convenient	Between Groups	13.72	4	3.43	3.03	.02*

	Within Groups	107.64	95	1.13		
	Total	121.36	99			
Easy to Use	Between Groups	8.03	4	2.01	2.24	.07
	Within Groups	84.41	94	.90		
	Total	92.44	98			
Read Relevant To Needs	Between Groups	14.62	4	3.66	2.26	.07
	Within Groups	155.40	96	1.62		
	Total	170.06	100			
Read Relevant to Interests	Between Groups	12.62	4	3.15	2.02	.10
	Within Groups	148.62	95	1.56		
	Total	161.24	99			
Read Only Permission	Between Groups	1.43	4	.36	.24	.91
	Within Groups	140.13	95	1.48		
	Total	141.56	99			
Influenced Purchase	Between Groups	5.35	4	1.34	1.06	.38
	Within Groups	121.18	96	1.26		
	Total	126.54	100			
Helpful Making Purchase	Between Groups	9.17	4	2.29	2.14	.08
	Within Groups	103.07	96	1.26		
	Total	112.24	100			
Prompted Renewal	Between Groups	3.18	4	.79	1.11	.36
	Within Groups	68.63	96	.72		
	Total	71.80	100			

Note: * $p < 0.05$

Table 4.14: Means and Standard Deviations for Convenience of Email Advertising by Age

		N	Mean	SD
Email Advertising Convenient	25-34	13	3.00	1.23
	35-44	11	3.73	1.01
	45-54	22	3.45	.86
	55-64	29	3.00	1.00
	65+	25	2.60	1.22
	Total	100	3.08	1.10

One-Way ANOVA tests found that except for willingness to read postal direct mail advertising relevant to their interests ($p=.037$), there no were significant differences between age groups in responses to statements regarding effectiveness of postal direct mail advertising. Please refer to Table 4.15.

Table 4.15: One-Way ANOVA – Age Groups on Postal Direct Mail Advertising

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	5.10	4	1.28	1.25	.30
	Within Groups	98.23	96	1.02		
	Total	103.33	100			
Irritating	Between Groups	1.96	4	.49	.37	.83
	Within Groups	127.34	96	1.33		
	Total	129.31	100			
Enjoyable	Between Groups	2.20	4	.55	.52	.72
	Within Groups	101.56	96	1.06		
	Total	103.76	100			
Intrusive	Between Groups	1.89	4	.47	.34	.85
	Within Groups	133.17	96	1.39		
	Total	135.05	100			
Credible	Between Groups	2.41	4	.60	.84	.51
	Within Groups	63.35	95	.72		
	Total	70.76	99			
Convenient	Between Groups	2.20	4	.55	.49	.74
	Within Groups	105.64	95	1.11		
	Total	107.84	99			
Easy to Use	Between Groups	4.27	4	1.07	.98	.42
	Within Groups	101.91	94	1.08		
	Total	106.18	98			
Read Relevant To Needs	Between Groups	2.96	4	.74	.70	.60
	Within Groups	102.17	96	1.06		
	Total	105.13	100			
Read Relevant to Interests	Between Groups	10.08	4	2.52	2.66	.04*
	Within Groups	90.97	96	.95		
	Total	101.05	100			
Read Only Permission	Between Groups	7.04	4	1.76	1.40	.24
	Within Groups	121.00	96	1.26		
	Total	128.04	100			
Influenced Purchase	Between Groups	1.61	4	.40	.35	.84
	Within Groups	109.40	96	1.14		
	Total	111.01	100			
Helpful Making Purchase	Between Groups	4.14	4	1.04	.97	.43
	Within Groups	100.77	94	1.07		
	Total	104.91	98			
Prompted Renewal	Between Groups	1.54	4	.39	.26	.91
	Within Groups	144.30	96	1.50		
	Total	135.840	100			

Note: *p<0.05

Post-hoc comparisons using Scheffe tests were conducted. Statistically significant differences in willingness to read postal direct mail advertising relevant to their interests were found between respondents ages 65+ (M=4.00, SD=.500) and younger age groups. Refer to Table 4.16.

Table 4.16: Means and Standard Deviations - Read Postal Direct Mail Relevant to Interests by Age

		N	Mean	SD
Email Advertising	25-34	13	3.00	1.23
	35-44	11	3.27	.91
Convenient	45-54	22	3.59	1.18
	55-64	30	3.47	.90
	65+	25	4.00	.50
	Total	101	3.54	1.01

4.2.3 Does recipient's income affect effectiveness of direct mail media?

One-Way ANOVA tests found that there were significant differences between income groups in responses to statements regarding enjoyment (p=.019), convenience (p=.002) and ease-of-use (.000) of email advertising, willingness to read email advertising relevant to interests (p=.033) and needs (p=.002), as well as influence on (p=.024) and helpfulness in making purchases (p=.011). Refer to Table 4.17.

Table 4.17: One-Way ANOVA – Income Groups and Attitudes toward Email Advertising

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	7.59	5	1.52	1.61	.16
	Within Groups	90.38	96	.94		
	Total	97.96	101			
Irritating	Between Groups	9.90	5	1.98	1.85	.11
	Within Groups	102.27	96	1.07		
	Total	112.17	101			
Enjoyable	Between Groups	11.69	5	2.34	2.85	.02*
	Within Groups	78.83	96	.86		

	Total	90.52	101			
Intrusive	Between Groups	6.92	5	1.38	.93	.46
	Within Groups	141.02	95	1.49		
	Total	147.94	100			
Credible	Between Groups	5.78	5	1.16	1.29	.28
	Within Groups	89.79	96	.89		
	Total	91.96	101			
Convenient	Between Groups	22.30	5	4.41	4.24	.00*
	Within Groups	99.90	95	1.05		
	Total	122.20	100			
Easy to Use	Between Groups	22.03	5	4.41	5.87	.00*
	Within Groups	70.61	94	.75		
	Total	92.64	99			
Read Relevant To Needs	Between Groups	30.63	5	6.13	4.12	.00*
	Within Groups	70.61	100	1.73		
	Total	172.49	101			
Read Relevant to Interests	Between Groups	19.37	5	3.87	2.54	.13*
	Within Groups	144.87	95	1.53		
	Total	164.24	100			
Read Only Permission	Between Groups	6.92	5	1.38	.97	.44
	Within Groups	135.02	95	1.42		
	Total	141.94	100			
Influenced Purchase	Between Groups	16.02	5	3.21	2.74	.02*
	Within Groups	112.50	96	1.17		
	Total	128.52	101			
Helpful Making Purchase	Between Groups	16.07	5	3.21	3.16	.01*
	Within Groups	97.78	96	1.02		
	Total	113.85	101			
Prompted Renewal	Between Groups	6.33	5	1.27	1.86	.11
	Within Groups	65.48	96	.72		
	Total	71.81	101			

Note: *p<0.05

Post-hoc comparisons using Scheffe tests were conducted for differences between income groups toward email advertising. Several statistically significant differences were found between higher income groups and lower income groups. Refer to Table 4.16.

Table 4.18: Means and SD- Income Groups and Attitudes toward Email Advertising

	HH Income	N	Mean	SD
Email Advertising Is Convenient	Under \$20K	5	2.00	.707
	\$20-35,999	8	2.25	1.389
	\$36-49,999	12	2.75	1.422
	\$50-65,999	15	3.53	.915
	Over \$66K	58	3.31	.883
	Total	101	2.09	1.105

Email Advertising Is Enjoyable	Under \$20K	5	1.20	.447
	\$20-35,999	8	1.75	1.165
	\$36-49,999	12	1.50	.674
	\$50-65,999	15	2.40	.910
	Over \$66K	59	2.03	.946
	Total	101	1.93	.947
Email Advertising Is Easy to Use	Under \$20K	5	3.00	1.414
	\$20-35,999	8	2.62	1.302
	\$36-49,999	11	2.64	1.362
	\$50-65,999	14	4.00	.555
	Over \$66K	59	3.64	.676
	Total	100	3.44	.967
Email Advertising Helpful Making Purchases	Under \$20K	5	2.40	1.140
	\$20-35,999	8	2.38	1.408
	\$36-49,999	12	1.92	.900
	\$50-65,999	15	3.20	.676
	Over \$66K	59	3.31	1.029
	Total	102	2.60	1.128
Email Advertising Influenced Purchases	Under \$20K	5	2.00	1.225
	\$20-35,999	8	2.13	1.356
	\$36-49,999	12	1.92	1.084
	\$50-65,999	15	2.87	.990
	Over \$66K	59	2.83	1.069
	Total	102	2.60	1.128
Email Advertising Read Relevant To Needs	Under \$20K	5	2.00	1.000
	\$20-35,999	8	2.50	1.604
	\$36-49,999	12	2.33	1.231
	\$50-65,999	15	3.87	.743
	Over \$66K	58	3.37	1.258
	Total	102	3.16	1.311
Email Advertising Read Relevant To Interests	Under \$20K	5	2.60	1.140
	\$20-35,999	8	3.00	1.773
	\$36-49,999	12	2.42	1.311
	\$50-65,999	15	3.60	1.121
	Over \$66K	58	3.52	1.158
	Total	101	3.28	1.282

ANOVA analysis found that with the exception of the perception of intrusiveness ($p=.049$), there were no significant differences between income groups in attitudes toward postal direct mail advertising. Refer to Table 4.19 and Table 4.20.

Table 4.19: One-Way ANOVA – Attitudes toward Postal Direct Mail Advertising by Income

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	7.35	5	1.47	1.45	.21
	Within Groups	97.23	96	1.01		
	Total	104.59	101			
Irritating	Between Groups	9.85	5	1.97	1.56	.24
	Within Groups	121.03	96	1.26		
	Total	130.87	101			
Enjoyable	Between Groups	6.90	5	1.38	1.37	.21
	Within Groups	96.92	96	1.01		
	Total	103.81	101			
Intrusive	Between Groups	14.84	5	2.97	2.35	.04*
	Within Groups	122.57	96	1.28		
	Total	137.41	101			
Credible	Between Groups	2.26	5	.45	.63	.68
	Within Groups	68.54	95	.72		
	Total	70.79	100			
Convenient	Between Groups	4.93	5	.45	.63	.68
	Within Groups	102.91	95	.72		
	Total	107.84	100			
Easy to Use	Between Groups	2.52	5	.51	.49	.81
	Within Groups	103.72	94	1.10		
	Total	106.24	99			
Read Relevant To Needs	Between Groups	3.10	5	.62	.58	.71
	Within Groups	102.31	96	1.07		
	Total	105.41	101			
Read Relevant to Interests	Between Groups	12.62	5	3.15	.67	.65
	Within Groups	97.83	96	1.02		
	Total	101.26	101			
Read Only Permission	Between Groups	8.76	5	1.75	1.41	.23
	Within Groups	119.32	96	1.24		
	Total	128.08	101			
Influenced Purchase	Between Groups	8.14	5	1.63	1.51	.20
	Within Groups	103.67	96	1.08		
	Total	111.81	101			
Helpful Making Purchase	Between Groups	3.18	5	.64	.58	.71
	Within Groups	102.78	94	1.09		
	Total	105.96	99			
Prompted Renewal	Between Groups	6.21	5	1.24	.85	.52
	Within Groups	140.71	96	1.47		
	Total	146.91	101			

Note: *p<0.05

Table 4.20: Means and SD- Attitudes toward Postal Direct Mail Advertising by Income

	HH Income	N	Mean	SD
Postal Direct Mail Advertising Is	Under \$20K	5	3.60	1.140
Intrusive	\$20-35,999	8	2.75	1.165
	\$36-49,999	12	3.75	1.138
	\$50-65,999	15	3.80	1.146
	Over \$66K	59	3.34	1.139
	Total	101	3.47	1.166

4.2.4: Does recipient's level of education affect effectiveness of direct mail media?

Results from a One-Way ANOVA test showed that education had a statistically significant effect on the perception that email advertising is enjoyable ($p=.011$). Respondents with some college education were more likely to view email advertising as enjoyable ($M=3.00$) than those with college degrees ($M=1.97$) or post graduate degrees ($M=1.78$). There were no significant differences between education groups in other responses to statements regarding email advertising. Refer to Table 4.21 and Table 4.22.

Table 4.21: One-Way ANOVA - Attitudes toward Email Advertising by Education

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	5.35	3	1.79	3.90	.14
	Within Groups	92.61	98	.95		
	Total	97.96	101			
Irritating	Between Groups	3.88	3	1.29	1.17	.33
	Within Groups	108.28	98	1.11		
	Total	112.17	101			
Enjoyable	Between Groups	9.66	3	3.22	3.90	.01*
	Within Groups	80.86	98	.83		
	Total	90.52	101			
Intrusive	Between Groups	3.95	3	1.32	.89	.45
	Within Groups	143.99	97	1.48		
	Total	147.94	100			
Credible	Between Groups	4.10	3	1.37	1.52	.21
	Within Groups	87.87	98	.90		
	Total	91.96	101			

Convenient	Between Groups	11.69	3	3.90	3.90	.05
	Within Groups	110.51	97	1.14		
	Total	122.20	100			
Easy to Use	Between Groups	3.23	3	1.08	1.16	.33
	Within Groups	89.41	96	.90		
	Total	92.64	99			
Read Relevant To Needs	Between Groups	9.14	3	3.05	1.82	.15
	Within Groups	164.35	98	1.68		
	Total	173.49	101			
Read Relevant to Interests	Between Groups	7.06	3	2.35	1.45	.23
	Within Groups	157.18	97	1.62		
	Total	164.24	100			
Read Only Permission	Between Groups	6.32	3	2.11	1.51	.22
	Within Groups	135.62	97	1.62		
	Total	141.94	100			
Influenced Purchase	Between Groups	2.58	3	.86	.67	.57
	Within Groups	125.95	8	1.29		
	Total	128.52	101			
Helpful Making Purchase	Between Groups	4.34	3	1.45	1.30	.28
	Within Groups	109.51	98	1.12		
	Total	113.85	101			
Prompted Renewal	Between Groups	3.78	3	1.26	1.82	.15
	Within Groups	68.03	98	.69		
	Total	71.81	101			

Note: *p<0.05

Table 4.22: Means and SD- Attitudes toward Email Advertising by Education

	HH Income	N	Mean	SD
Email Advertising Is Enjoyable	High School	2	1.50	.707
	Some College	7	3.00	1.158
	College Degree	38	1.97	.972
	Post Grad Degree	55	1.78	.832
	Total	102	1.93	.947

One-Way ANOVA tests found that there were no significant differences between educational level groups in attitudes toward postal direct mail advertising. Refer to Table 4.23.

Table 4.23: One-Way ANOVA - Attitudes toward Postal Direct Mail Advertising by Education

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	1.50	3	.50	.48	.70
	Within Groups	103.08	98	1.05		
	Total	104.59	101			

Irritating	Between Groups	1.75	3	.59	.44	.72
	Within Groups	129.12	98	1.30		
	Total	130.87	101			
Enjoyable	Between Groups	3.38	3	1.13	1.10	.35
	Within Groups	100.44	98	1.13		
	Total	103.81	101			
Intrusive	Between Groups	1.98	3	.66	.48	.70
	Within Groups	135.43	98	1.38		
	Total	137.41	101			
Credible	Between Groups	1.06	3	.35	.49	.69
	Within Groups	69.74	97	.72		
	Total	70.79	100			
Convenient	Between Groups	1.48	3	3.43	3.03	.02*
	Within Groups	107.83	99	1.10		
	Total	107.84	100			
Easy to Use	Between Groups	4.21	3	1.40	1.32	.27
	Within Groups	102.03	96	1.06		
	Total	106.24	99			
Read Relevant To Needs	Between Groups	2.06	3	.69	.65	.58
	Within Groups	103.35	98	1.06		
	Total	105.41	101			
Read Relevant to Interests	Between Groups	5.86	3	1.95	2.01	.12
	Within Groups	95.40	98	.97		
	Total	101.26	101			
Read Only Permission	Between Groups	3.58	3	1.19	.94	.43
	Within Groups	124.50	98	1.27		
	Total	128.08	101			
Influenced Purchase	Between Groups	2.52	3	.84	.75	.52
	Within Groups	109.30	98	1.12		
	Total	111.81	101			
Helpful Making Purchase	Between Groups	3.42	3	1.14	1.07	.37
	Within Groups	102.54	96	1.07		
	Total	105.96	99			
Prompted Renewal	Between Groups	.86	3	.29	.19	.90
	Within Groups	146.05	98	1.49		
	Total	146.91	101			

Note: *p<0.05

4.2.5 Does recipient's innovativeness affect effectiveness of direct mail media?

Two survey questions were asked to determine a respondent's level of innovativeness. One question asked respondents to indicate which of a list of eight electronic devices they owned, and the other question asked respondents to indicate which of eight online activities they engaged in.

One-Way ANOVA tests found that there were significant differences between technology adoption groups in responses to statements regarding convenience ($p=.027$) and ease-of-use of email advertising ($p=.034$), as well as willingness to read email advertising relevant to needs ($p=.004$). Refer to Table 4.24.

Table 4.24: One-Way ANOVA – Attitudes toward Email Advertising by Technology Adoption

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	5.97	6	.99	1.07	.39
	Within Groups	83.02	89	.93		
	Total	88.99	95			
Irritating	Between Groups	4.77	6	.80	.67	.67
	Within Groups	105.19	89	1.18		
	Total	109.96	95			
Enjoyable	Between Groups	5.05	6	.84	.90	.50
	Within Groups	83.44	89	.94		
	Total	88.49	95			
Intrusive	Between Groups	5.72	6	.95	.61	.72
	Within Groups	137.08	88	1.56		
	Total	142.80	94			
Credible	Between Groups	1.25	6	.21	.23	.99
	Within Groups	80.71	89	.91		
	Total	81.96	95			
Convenient	Between Groups	17.28	6	2.88	2.52	.03*
	Within Groups	107.83	99	1.09		
	Total	107.84	100			
Easy to Use	Between Groups	12.92	6	2.15	2.40	.03*
	Within Groups	77.90	87	.90		
	Total	90.82	938			
Read Relevant To Needs	Between Groups	31.56	6	5.16	3.49	.00*
	Within Groups	134.18	89	1.51		
	Total	165.74	95			
Read Relevant to Interests	Between Groups	20.50	6	3.42	2.20	.05
	Within Groups	136.93	88	1.56		
	Total	157.43	94			
Read Only Permission	Between Groups	10.20	6	1.70	1.20	.31
	Within Groups	124.39	88	1.41		
	Total	134.59	94			
Influenced Purchase	Between Groups	8.32	6	1.39	1.08	.38
	Within Groups	114.83	89	1.29		
	Total	123.16	95			
Helpful Making Purchase	Between Groups	11.80	6	1.97	1.79	.11
	Within Groups	97.61	89	1.10		
	Total	109.41	95			

Prompted	Between Groups	8.20	6	1.38	2.17	.05
Renewal	Within Groups	56.67	89	.64		
	Total	64.96	95			

Note: *p<0.05

Post-hoc comparisons using Scheffe tests were conducted for differences between technology adoption groups toward email advertising. Statistically significant differences were found between higher technology adoption groups and lower adoption groups for perceptions of email advertising, as convenient and easy to use, as well as willingness to read email advertising relevant to interests. Refer to Table 4.25.

Table 4.25: Means and SD- Attitudes toward Email Advertising by Technology Adoption

	# of Devices	N	Mean	SD
Email Advertising Is Convenient	One	6	2.17	1.602
	Two	10	2.70	1.337
	Three	17	3.47	.717
	Four	28	2.68	1.124
	Five	17	3.24	.903
	Six	10	3.50	1.179
	Seven	7	3.57	.787
	Total	95	3.04	
Email Advertising Is Easy to Use	One	6	2.83	1.472
	Two	10	2.80	1.265
	Three	16	3.56	.814
	Four	28	3.52	.975
	Five	17	3.39	.698
	Six	10	4.00	.943
	Seven	7	3.57	.535
	Total	94	3.41	.988
Read Email Advertising Relevant to Interests	One	6	2.17	1.169
	Two	10	2.90	1.524
	Three	17	3.53	1.328
	Four	28	3.04	1.232
	Five	17	3.18	1.468
	Six	10	3.70	.675
	Seven	7	4.29	.488
	Total	95	3.24	1.294

One-Way ANOVA tests found that there were no significant differences between technology adoption groups in responses to statements regarding postal direct mail advertising, with the exception of willingness to read postal direct mail advertising relevant to interests ($p=.029$). Refer to Table 4.26 and Table 4.27.

Table 4.26: One-Way ANOVA – Attitudes toward Postal Direct Mail Advertising by Technology

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	3.65	6	.61	.58	.75
	Within Groups	93.69	89	1.05		
	Total	97.33	95			
Irritating	Between Groups	11.76	6	1.96	1.57	.17
	Within Groups	111.20	89	1.25		
	Total	122.96	95			
Enjoyable	Between Groups	5.53	6	.92	.89	.51
	Within Groups	92.31	89	1.04		
	Total	97.83	95			
Intrusive	Between Groups	7.51	6	.95	.61	.72
	Within Groups	120.48	88	1.56		
	Total	127.99	94			
Credible	Between Groups	1.50	6	.25	.33	.92
	Within Groups	66.46	88	.76		
	Total	67.96	94			
Convenient	Between Groups	8.91	4	1.49	1.38	.23
	Within Groups	96.00	89	1.08		
	Total	104.91	95			
Easy to Use	Between Groups	7.04	6	2.01	2.24	.07
	Within Groups	87.77	94	.90		
	Total	94.81	98			
Read Relevant To Needs	Between Groups	9.05	6	1.51	1.48	.20
	Within Groups	90.91	89	1.01		
	Total	99.96	95			
Read Relevant to Interests	Between Groups	13.77	6	2.30	2.49	.03*
	Within Groups	82.13	89	1.56		
	Total	95.914	95			
Read Only Permission	Between Groups	3.08	6	.51	.38	.89
	Within Groups	119.33	89	1.34		
	Total	122.41	95			
Influenced Purchase	Between Groups	4.33	6	.72	.64	.70
	Within Groups	100.63	89	1.13		
	Total	104.96	95			
Helpful Making Purchase	Between Groups	3.20	6	.53	.49	.82
	Within Groups	94.76	87	1.09		
	Total	97.96	93			

Prompted	Between Groups	15.70	6	2.62	1.85	.10
Renewal	Within Groups	125.94	89	1.41		
	Total	141.63	95			

Note: *p<0.05

Table 4.27: Means and SD- Attitudes toward Postal Direct Mail Advertising by Technology Adoption

	# of Devices	N	Mean	SD
Read Postal	One	6	4.17	.408
DM Advertising	Two	10	3.80	.919
Relevant to	Three	17	3.06	1.088
Interests	Four	28	3.43	1.034
	Five	18	4.06	.539
	Six	10	3.30	1.160
	Seven	7	3.14	1.215
	Total	95	3.53	1.005

One-Way ANOVA tests found that there were significant differences in attitudes toward email advertising between online activities groups regarding the perception of email advertising as easy to use (p=.008). Refer to Table 4.28.

Table 4.28: One-Way ANOVA – Attitudes toward Email Advertising by Online Activities

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	6.83	8	.85	.90	.52
	Within Groups	82.16	87	.94		
	Total	88.99	95			
Irritating	Between Groups	9.31	8	1.16	1.01	.44
	Within Groups	100.65	87	1.18		
	Total	109.96	95			
Enjoyable	Between Groups	5.71	8	.72	.75	.65
	Within Groups	82.77	87	.95		
	Total	88.49	95			
Intrusive	Between Groups	12.93	8	1.62	1.07	.39
	Within Groups	129.87	86	1.51		
	Total	142.80	94			
Credible	Between Groups	5.92	8	.74	.85	.56
	Within Groups	76.04	87	.87		
	Total	81.96	95			

Convenient	Between Groups	14.17	8	1.77	1.47	.18
	Within Groups	103.67	86	1.21		
	Total	117.83	94			
Easy to Use	Between Groups	18.94	8	2.37	2.80	.01*
	Within Groups	71.88	85	.90		
	Total	90.81	93			
Read Relevant To Needs	Between Groups	7.08	8	.89	.49	.87
	Within Groups	158.66	87	1.82		
	Total	165.74	95			
Read Relevant to Interests	Between Groups	7.77	8	.97	.56	.81
	Within Groups	149.67	86	1.74		
	Total	157.43	94			
Read Only Permission	Between Groups	10.68	8	1.34	.93	.50
	Within Groups	123.91	86	1.448		
	Total	134.59	94			
Influenced Purchase	Between Groups	13.68	8	1.71	1.36	.23
	Within Groups	109.48	87	1.26		
	Total	123.16	95			
Helpful Making Purchase	Between Groups	7.67	8	.96	.82	.59
	Within Groups	101.74	87	1.26		
	Total	109.41	95			
Prompted Renewal	Between Groups	.47	8	.03	.04	1.00
	Within Groups	64.71	87	.74		
	Total	64.96	95			

Note: *p<0.05

Post-hoc comparisons using Scheffe tests were conducted for differences between online activities groups in attitudes toward email advertising. Statistically significant differences were found between higher online activity groups (M=4.00, SD=1.414) and lower online activity groups (M=1.75, SD=1.732) regarding the perception of email advertising as easy to use. Refer to Table 4.29.

Table 4.29: Means and SD- Attitudes toward Email Advertising by Online Activities

	# of Activities	N	Mean	SD
Email Advertising Is Easy to Use	Zero	3	3.00	1.732
	One	4	1.75	.957
	Two	8	3.25	.886
	Three	31	3.32	.909
	Four	28	3.43	.920
	Five	16	4.00	.730
	Six	2	4.00	1.414
	Seven	1	4.00	1.414
	Eight	1	4.00	1.414
Total	94	3.41	.988	

One-Way ANOVA tests found that there were significant differences in attitudes toward postal direct mail advertising between online line activities groups regarding perception of postal direct mail advertising is easy to use ($p=.039$), willingness to read relevant to needs ($p=.002$), and willingness to read relevant to interests ($p=.030$). Refer to Table 4.30 and Table 4.31.

Table 4.30: ANOVA – Attitudes toward Postal Direct Mail Advertising by Online Activities

		Sum of Squares	df	Mean Square	F	p-value
Like to Receive	Between Groups	13.94	8	1.74	1.82	.08
	Within Groups	83.40	87	.96		
	Total	97.33	95			
Irritating	Between Groups	11.18	8	1.96	1.57	.17
	Within Groups	111.78	89	1.25		
	Total	122.96	95			
Enjoyable	Between Groups	10.59	8	1.32	1.32	.24
	Within Groups	87.24	87	1.01		
	Total	97.83	95			
Intrusive	Between Groups	20.12	8	2.52	2.03	.05
	Within Groups	107.87	87	1.24		
	Total	127.99	95			
Credible	Between Groups	9.19	8	1.15	1.68	.11
	Within Groups	58.76	86	.68		
	Total	67.96	94			
Convenient	Between Groups	13.40	8	1.68	1.59	.14
	Within Groups	91.51	87	1.05		
	Total	104.91	95			
Easy to Use	Between Groups	16.01	8	2.00	2.16	.04*
	Within Groups	87.77	85	.93		
	Total	94.81	93			
Read Relevant To Needs	Between Groups	23.45	8	2.93	3.33	.00*
	Within Groups	76.51	87	.88		
	Total	99.96	95			
Read Relevant to Interests	Between Groups	16.52	8	2.07	2.49	.03*
	Within Groups	79.39	87	.91		
	Total	95.91	95			
Read Only Permission Influenced Purchase	Between Groups	9.33	8	1.17	.90	.52
	Within Groups	113.08	87	1.30		
	Total	122.41	95			
Influenced Purchase	Between Groups	13.04	8	1.63	1.54	.15
	Within Groups	91.92	87	1.06		
	Total	104.96	95			

Helpful	Between Groups	9.47	8	1.18	1.14	.35
Making	Within Groups	88.49	85	1.04		
Purchase	Total	97.96	93			
Prompted	Between Groups	6.69	8	.84	.54	.82
Renewal	Within Groups	134.94	87	1.55		
	Total	141.63	95			

Note: *p<0.05

Table 4.31: Means and SD- Attitudes toward Email Advertising by Online Activities

	# of Activities	N	Mean	SD
Postal	Zero	3	4.33	.577
Direct Mail	One	3	4.00	.000
Advertising	Two	8	3.75	.463
Is Easy to Use	Three	30	3.10	1.185
	Four	29	3.38	.862
	Five	16	3.19	.911
	Six	3	2.33	1.155
	Seven	1	3.00	
	Eight	1	1.00	
	Total	94	3.28	1.010
Read Postal	Zero	3	3.33	1.155
Direct Mail	One	4	4.25	.500
Advertising	Two	8	4.00	.000
Relevant to	Three	31	3.39	.955
Needs	Four	29	3.83	.759
	Five	16	3.06	1.289
	Six	3	2.33	1.528
	Seven	1	2.00	
	Eight	1	1.00	
	Total	96	3.48	1.026
Read Postal	Zero	3	3.33	1.155
Direct Mail	One	4	4.25	.500
Advertising	Two	8	4.00	.000
Relevant to	Three	31	3.52	.851
Interests	Four	29	3.72	.922
	Five	16	3.19	1.377
	Six	3	3.00	1.000
	Seven	1	2.00	
	Eight	1	1.00	
	Total	96	3.53	1.005

Chapter 5: Discussion

5.1 ADVERTISING EFFECTIVENESS

The first aim of this study was to investigate whether effectiveness differed between online and offline direct mail advertising. Four measures were used to determine advertising effectiveness- response rate, attitude, willingness to read, and sales.

5.1.1 Media Type and Response Rate

Response rate is a measure frequently used to assess the effectiveness of direct mail advertising. This study employed defined response rate similarly to Ranchhod and Zhou (2001) when examining differences between respondents to email and postal mail surveys sent to UK marketing executives. They (Ranchhod & Zhou, 2001) defined response rate as the number of usable questionnaires returned as a percentage of questionnaires sent. The response rate for email surveys in Ranchhod and Zhou's (2001) study was far lower than the response rate from postal surveys. Their findings suggested that respondents to email surveys tended to possess a greater understanding of Internet technology and email operations and to use email more often in their work and home life than respondents to postal surveys (Ranchhod & Zhou, 2001).

A few years after Ranchhod and Zhou conducted their comparison of email and postal survey responses in the UK, Kent and Brandal (2003) examined response rates to permission email and postal surveys in Norway. They (Kent & Brandal, 2003) found that both forms of permission mail yielded very similar responses. They (Kent & Brandal, 2003) suggested that the low response rates to email found by Ranchhod and Zhou (2001) were due to conducting the study in a time when the use of email was less common and because the respondents had not given permission to be contacted by email.

This study used participants who had given permission to be contacted by both email and postal mail. Results showed, however, that online direct mail was not more likely to be responded to than traditional direct mail. Email and postal survey response rates in this study were similar to those of the

Ranchhod and Zhou (2001) study, suggesting email advertising may be less commonplace among participants of this study and that permission was not a barrier to email response.

Overall, survey respondents were more likely to disagree that email advertising was “convenient” or “easy-to-use”. It is likely that this perception of email advertising among survey respondents contributed to the lower response rate for email.

5.1.2 Attitudes toward Advertisements Delivered through Different Media

This study sought to compare attitudes toward email and postal direct mail advertising to see if email advertising generated more positive attitudes.

In measuring attitudes toward direct marketing on the Internet, Mehta and Sivadas (1995) found that respondents who had positive attitudes toward traditional direct mail advertising, held more positive attitudes toward Internet direct advertising. Their results further indicated that respondents had negative attitudes toward untargeted direct mail advertising on the Internet and more favorable attitudes toward targeted Internet marketing communications (Mehta & Sivadas, 1995).

Like the findings of Mehta and Sivadas (1995), the findings showed that respondents who held positive or negative attitudes toward email advertising held the same attitudes toward postal direct mail advertising. Overall, the majority of respondents agreed that email and postal mail were irritating and intrusive and disagreed that either medium was enjoyable.

Stewart and Pavlov (2007) observed that one problem in attempting to measure the effectiveness of interactive media may be that the Internet is a relatively new innovation. They argued that the newness of the medium and lack of understanding of how to use it may create negative attitudes and a barrier to usage (Stewart & Pavlov, 2002). Their findings supported that the types of media that advertisers use to deliver advertisements can be an important factor in predicting how consumers will respond to these ads.

Similar to Stewart and Pavlov (2007), the study found most email respondents held positive attitudes toward ease-of-use and convenience of email advertising. Overall, however, respondents disagreed that email advertising was “easy-to-use”.

Further analysis showed significant differences toward each advertising medium when analyzed by gender, age, income, education and technology adoption. These explained that consumers' attitudes toward the advertisements are moderated by demographic variables. The next section on demographics will discuss differences found in this study in perceptions found between gender, age, and income groups.

5.1.3 Intention to Read Advertisements and Media Type

As mentioned previously, though there are numerous commercial publications touting advantages of email marketing, there is a lack of empirical research comparing consumer responses and attitudes toward online and offline direct advertising (Chang & Morimoto, 2003).

One study, however, Merkle (2008), did examine responses to email advertising. Merkle (2008) used what was referred to as open rate, the percentage of email that a recipient was willing to open and read rather than deleting without opening, to measure effectiveness of email advertising. Merkle's survey (2008) found the majority of participants were willing to receive email advertising messages if they considered the messages were relevant to their needs and/or interests.

This study employed questions similar to Merkle's (2008) to measure willingness to read. Consistent with Merkle's (2008) findings, this study found that most respondents were willing to read email direct mail advertising that was relevant to their interests or needs. The majority also were willing to read postal direct mail advertising that was relevant to their interests or needs. Both this study and Merkle's (2008) have confirmed that perceived relevance of the advertising messages plays an important role in predicting how consumers will respond to advertising.

There were significant differences in responses to the statement "I read email/postal direct mail advertising only if I have given permission to the sender to contact me". More than half of respondents stated that they read only permission email, while only a third of respondents stated that they were limited to reading only permission postal direct mail advertising.

5.1.4 Purchase Intent and Media Type

Recent studies have investigated the correlation between permission email marketing and sales. King and Suntornpithug (2008) found that retail sales by permission email recipients were significantly

higher than average retail sales by other customers during their survey period. They argued that regular email marketing contact from the retailer was a useful form of communication that is likely to lead to satisfaction with the retailer, consumer trust, enjoyment of the shopping experience, and shopping loyalty (King & Suntornpithug, 2008).

Merkle (2008) also measured the effect of permission email advertising on sales. Fifty percent of Merkle's (2008) survey respondents stated that they were positively influenced to do business either online or offline with a company that sent what they considered to be good email, and 12% of respondents stated that permission email was the advertising medium that most influenced their online purchase decisions.

Consistent with King and Suntornpithug (2008) and Merkle (2008), findings of this study revealed that email was viewed as prompting more renewal of KTEP membership, particularly among email respondents. The rest of the analyses did not show whether email or postal mails were superior in affecting purchase intent. This suggests the possibility that though participants appear to have experienced the type of positive, purchase-impacting email communication with KTEP that King & Suntornpithug (2008) describe, they have not received a significant amount of such email advertising from other marketers.

5.2 EFFECT OF DEMOGRAPHICS

The second objective of this study was to investigate whether recipient demographics affected advertising effectiveness. Five categories of demographics were examined – gender, age, income, education, and innovativeness.

5.2.1 Gender and Effectiveness of Advertising

Gelen and Straub (1997) sampled groups of knowledge workers who used email systems in the American, Asian, and European airline industry to study gender differences in perception and use of email. They concluded that women and men differed in their perceptions of email but not its use. Their

findings showed that women viewed email as having a higher social presence and a higher value for perceived usage than men did (Gelen & Straub, 1997). They (Gelen & Straub, 1997) also noted that gender effects supported previous observations that men tended to feel more at ease with computer usage. Men were significantly more likely than women to understand technical terms, be aware of the latest technology issues, and be more confident in their technical ability (Fallows, 2005). Fallows (2005) concluded this interest and knowledge helped to explain why men go online more frequently and spend more time there than women.

Fallows (2005) pointed out that women slightly outnumber men in the Internet population because they comprise a greater share of the overall US population. Likewise, women outnumbered men in this survey sample, accounting for almost 60% of total respondents. However, men comprised nearly half of the email survey respondents.

Consistent with Gelen and Straub's (1997) observations, this study showed that gender had a statistically significant effect on perceptions of the ease of use for email advertising. Male respondents were more likely to view email advertising as easy to use than females. This perception is likely to account for the greater percentage of male email survey respondents than male postal survey respondents.

5.2.2 AGE AND ADVERTISING EFFECTIVENESS

Atkin and Jeffries (1998) compared Internet adopters and non-adopters using demographics, communication needs, media use habits, and relationships with technology. Adopters were found to be younger than non-adopters. Internet users from the May 2008 tracking survey of the Pew Internet & American Life Project tended to be younger than non-users, as well.

In comparing age differences in online activities, however, the Pew Internet & American Life Project (2008) found that for some activities such as email and online purchases there were only slight differences in usage by age categories, with email activity actually increasing after age 29 years and peaking between 51 and 59 years.

Lewis (2002) cautioned marketers not to ignore the mature market, pointing out that senior citizens represent not only 40% of the American population but the fastest-growing segment of Internet users, particularly Baby Boomers in their fifties and sixties.

The findings of this study were in line with those of Atkin and Jeffries (2008), Lewis (2002) and Pew (2008). There were clear age differences between the email and postal survey respondents.

While a third of each media group was made up of respondents ages 55 to 64 years, postal respondents had triple the number of respondents ages 65 and older, 27%, to email respondents, 7%. There were significant differences between age groups in their perceptions of convenience and ease-of-use for email advertising, as well. Negative perceptions of intrusiveness and irritation of email advertising were highest in the two oldest age groups. These negative perceptions among older respondents are likely to account for the lower number of email survey respondents and higher number of older postal survey respondents.

5.2.3 Income and Advertising Effectiveness

Atkin and Jeffries' (1998) and Pew (2008) noted that Internet adopters tended to have higher income levels than non-adopters. Fallows (2005) found that the percentage of both men and women who go online increases with the amount of household income. She (Fallows, 2005) attributed this finding to the ability of higher income groups to afford high speed internet connections.

Consistent with the studies of Internet adopters, this study showed slightly higher levels of income for email versus postal survey respondents. There were also significant differences between income groups in their perceptions of convenience and ease-of-use for email advertising, as well as in willingness to read email advertising and its influence on purchase intentions. Of those in the top two income groups, half found email advertising convenient, and nearly two-thirds found it easy to use. The vast majority were willing to read email advertising that was relevant to their interests and said they only read permission email advertising. These positive attitudes and perceptions of ease-of-use and convenience among higher income groups are likely to account for the higher percentage of upper income levels for email survey respondents.

5.2.4 Level of Education and Advertising Effectiveness

Early in the adoption of the Internet, Bachman et al. (1996) in conducting a study to compare response rates of email and postal mail, cautioned that email could only be a viable alternative to traditional mail in particular populations such as universities or among certain professionals such as engineers or architects. Just a few years after Bachman et al.'s study (1996), Atkin and Jeffries (1998) and Pew (2008) found that Internet usage increases with education level.

Consistent with Bachman et.al. (1996) and Atkins and Jeffries (1998) this study showed a higher level of education among email survey respondents than postal survey respondents. All email respondents reported having either a college or post-graduate degree, while 11% of postal survey respondents reported having a high school education or some college education.

Analysis further showed significant differences between levels of education of respondents in their perceptions of the convenience of email, with positive perceptions increasing with education. These positive perceptions likely contributed to the percentage of email survey respondents with higher levels of education.

5.2.5 Innovativeness and Media Type

Atkin and Jeffries (1998) noted that Internet adopters demonstrated a greater interest in trying new technologies than non-adopters. Horrigan (2007) used the number of electronic devices owned and online activities to determine Internet users' innovativeness and predict their levels of Internet usage, with usage rising with innovativeness.

Following Horrigan's (2007) model, this study examined the number of electronic devices owned and online activities as a means of measuring users' innovativeness. Findings showed that there were significant differences between technology adoption groups in responses to statements regarding convenience and ease-of-use of email. Respondents with more technological devices were more like to view email advertising as easy and convenient to use. These perceptions likely accounted for the finding that email survey respondents owned a greater number of technological devices such as laptop computers, Webcams, and iPods.

This study also found a difference between online activities groups with perceptions of ease-of-use of email advertising. Those with greater online activity were more apt to agree that email advertising was easy-to-use. This finding is likely to account for the higher percentage of those who engage in the most online activities in the email survey respondents.

Chapter 6: Conclusion

6.1 SUMMARY OF KEY FINDINGS

This study sought to compare and examine attitudes toward and responses to online and postal permission-based direct mail advertising. The study aimed to determine the qualities peculiar to each advertising medium and its adopters, as well as attitudes towards the medium that may have led to its adoption, acceptance, and possible preference as a channel of marketing communication. To collect empirical data for this comparison and examination, the study used a self-administered survey questionnaire. The questionnaire focused on measuring differences in effectiveness between online and offline direct mail advertising and the effects of demographics on effectiveness of online and offline direct mail advertising. A sample of 400 was randomly selected from the database of supporters of a National Public Radio station housed at a large southwestern public university in the United States. Participants had given permission to be contacted by email and postal mail.

In examining differences in effectiveness between online and offline direct mail advertising, results showed that online direct mail was not more likely to be responded to by study participants than traditional direct mail, did not generate more positive attitudes than traditional direct mail, and was no more likely to be read than traditional direct mail advertising. However, online direct mail advertising was viewed as prompting more radio station membership renewals, particularly among email survey respondents, suggesting that that online direct mail advertising may result in more sales than traditional direct mail.

In examining the effects of demographics on the effectiveness of advertising media delivered through either online or direct mail, results showed that demographics make a significance difference, particularly in perceptions of convenience and ease-of-use of email advertising. All five of the demographic variables measured- gender, age, income, education, and innovativeness- showed an effect on perceptions of the convenience of email advertising. All except education, showed an impact on perceptions of ease-of-use of email advertising.

6.2 THEORETICAL AND MANAGERIAL IMPLICATIONS

The theoretical contribution of this study lies in outlining the key factors that influence respondent attitudes toward and perceptions and adoption of email advertising. Rogers (2003) wrote that some innovations rapidly diffuse from introduction to widespread use. As an example of such an innovation, Rogers (2003) cited the Internet and its applications such as email. The Internet was adopted by over 70% of Americans in less than 12 years.

The results of this study suggest that email advertising, which yielded less than half the responses of postal mail, has not yet approached the rate of adoption of the Internet and email. The majority of respondents responded that email advertising was not convenient or easy-to-use.

Email did not generate more positive attitudes than traditional direct mail, and was no more likely to be read than traditional direct mail advertising, even if permission had been given to send the advertising. Demographics were shown to make a significance difference, particularly in perceptions of convenience and ease-of-use of email advertising. Gender age, income, education, and innovativeness impacted perceptions of the convenience of email advertising; all except education, affected perceptions of ease-of-use of email advertising.

For advertisers, media, and marketing professionals, the managerial implications of this study are to help better understand factors leading to more effective email advertising campaigns. There has been an abundance of marketing publications, both print and online, touting the advantages of email advertising versus postal direct mail advertising and providing guidelines for its usage for marketers (Chase, 2008; Lewis, 2002; MacPherson, 2001; Roberts et al., 2001). These publications are written from the advertiser's perspective and cover mechanics, such as format of the email communication and composition of the database (Chase, 2008; Lewis, 2002; MacPherson, 2001). This study examined online and offline direct mail advertising from the recipient's point of view providing a better understanding of how email is perceived by the recipient.

Results further suggested that online direct mail advertising may yield more sales than traditional direct mail. Results also showed that demographics, particularly gender, age, and income, have an effect on recipients' perceptions of convenience and ease-of-use of email advertising, as well as adoption of email advertising. Though respondents overwhelmingly reported that they do not enjoy email advertising and find it irritating and intrusive, the majority expressed willingness to read permission email and email advertising that is relevant to their needs and interests.

These study findings suggest that email advertising has the potential to be an effective marketing tool. The finding that respondents were willing to read email advertising that was relevant to their interests and relevant to their needs imply that advertisers who tailor their message to the interests and needs of the target audience will have better success in having their message read and in increasing the potential for sales.

6.3 LIMITATIONS OF THE STUDY

Though this study may make useful theoretical and managerial contributions toward understanding attitudes and responses to online and postal permission-based direct mail advertising and the characteristics of email advertising and its adopters, there are limitations to the study that affect interpretation of the results.

The sample for the study was randomly selected from the database of subscribers to a commercial free National Public Radio station housed at a large southwestern university. Since the sample included members from the surrounding community, as well as the university, it provided a wider range of demographics than a sample of students or faculty members might. The sample nonetheless was comprised of a greater number of females and was older, with higher levels of education and household income than the general adult population. It is possible that these demographics had an effect on attitudes toward and perceptions of email advertising, particularly in regard to convenience and ease-of-use, and thereby affected response rates. Additionally, it should be noted that survey participants were contributing members to the National Public Radio station. These

members donate to the station in order to keep it free of advertising/ It is possible that these participants had a negative attitude toward advertising in general.

Another consideration and possible limitation of this study is the format of the email survey questionnaire. The survey email was sent as a simple text message without graphics. The intent of using this format was to replicate as closely as possible the format of the postal survey. However, the lack of visual richness in the email message may have led to a failure to capture the interest or attention of the recipients, resulting in lower read and response rates.

6.4 FUTURE RESEARCH DIRECTIONS

The study findings have implications for improving consumer acceptance and response to email advertising. Much diffusion research has focused on adopter and innovation characteristics of the Internet and its applications such as email rather than email advertising (Bach, Elfrink, & Vanzana, 1996; Gefen & Straub, 2997; Horrigan, 2007; Rogers, 2003). Though these studies providing a plethora of data on Internet and email adoption and adoptors, there has been little on email advertising adoption and adopters. Marketing research and publications have focused on email advertising from the advertiser's perspective marketers (Chase, 2008; Lewis, 2002; MacPherson, 2001; Roberts et al., 2001). These publications are useful as guidelines to the mechanics of email communication such as format and composition of the database, but they do not examine consumer attitudes and perceptions of email advertising.

As noted previously, the results of this study suggest that email advertising has not yet approached the rate of adoption of the Internet and email messaging and that demographics affect attitudes toward and responses to email advertising. Future research focusing on the email advertising recipient and using a larger, more generalized sample with characteristics more closely mirroring the adult population of the community could lead to a more accurate depiction of the effectiveness of email advertising.

As also noted, the email survey questionnaire was delivered in a simple text message. Future research conducted from a Media Richness Theory perspective that explores the impact of various levels

of message richness could lead to a greater understanding of response and effectiveness of email advertising.

\

References

- Adams, D. A., Nelson, R. R., & Todd, P. A. (1992). Perceived usefulness, ease of use, and usage of information technology: A replication. *MIS Quarterly*, 16 (2), 227-247.
- Atkin, D. J., & Jeffres, L. W. (1998). Understanding Internet adoption as telecommunications behavior.
- Bachman, D., Elfrink, J., & Vazzana, G. (1996). Tracking the progress of E-mail vs. snail mail: Gap narrows on response rates, but applications still limited. *Marketing Research*, 8 (2), 31-35.
- Brace, I. (2007). *Questionnaire Design*. Philadelphia, PA: Kogan Page.
- Bauer, C., & Miglautsch, J. (1992). A Conceptual definition of direct marketing, *Journal of Direct Marketing*, 6 (2), 7-17.
- Bush, A., Bush, V., & Harris, S. (1998). Advertiser perceptions of the internet as a marketing communications tool. *Journal of Advertising Research*, 38 (2), 17-27.
- Chang, S., & Morimoto, M. (April, 2003). An assessment of consumer attitudes toward direct marketing channels: A comparison between unsolicited e-mail and postal direct mail. Paper presented at the Association for Education in Journalism and Mass Communication Conference, Kansas City, MO.
- Chase, L. (2008). Top ten success secrets of email marketing. Retrieved February 28, 2008, from www.wdfm.com.
- Dahlen, M., & Edenius, M. (2007). When is advertising advertising? Comparing responses to non-traditional and traditional advertising media. *Journal of Current Issues and Research in Advertising*, 29 (1), 33-42.
- Dillman, D. (2007). *Mail and internet surveys*. Hoboken: John Wiley & Sons.
- Direct Marketing Association. (2007). 2007 Direct Marketing Association Annual Report. Retrieved March 22, 2008, from <http://www.the-dma.org>.
- Ducoffe, R. (1996). Advertising Value and Advertising on the Web. *Journal of Advertising Research*, 36 (5), 21-35.

- DuFrene, D., Engelland, B. T., Lehman, C. M., & Pearson, R. A. (2005). Changes in consumer attitudes resulting from participation in a permission e-mail campaign. *Journal of Current Issues and Research in Advertising*, 27 (1), 65-77.
- Dupagne, M., & Salwen, M. B. (August, 2005). Predicting non-adoption of communication technologies based on demographics, media exposure, and selected perceptions. Paper presented at the Association for Education in Journalism and Mass Communication Conference, San Antonio, TX.
- Edwards, S. M. (2007). Motivations for using the Internet and its implications for Internet advertising. In D.W. Schumann & Thorson (Eds.), *Internet advertising* (pp. 91-119). Mahwah, NJ: Lawrence Erlbaum Associates.
- Fallows, D. (2005). How Women and men use the Internet. Retrieved September 20, 2008, from <http://www.pewinternet.org>.
- Gartner Research. (2001). Online advertising: Costs vs. effectiveness. Retrieved September 15, 2007, from <http://www.forbes.com/fdc/mediaresourcecenter/documents/gartner.pdf>.
- Gefen, D., & Straub, D. W. (December, 1997). Gender differences in the perception and use of E-mail: London: Simon & Schuster.
- Godin , S. (1999) *Permission Marketing: Turning Strangers into Friends, and Friends into Customers*. London: Simon & Schuster.
- Horrigan, J. B. (2008). Home broadband adoption 2008: Home broadband adoption is going mainstream and that means user-generated content is coming from all kinds of internet users. Retrieved September 20, 2008, from <http://www.pewinternet.org>.
- Horrigan, J. B. (2007). A typology of information and communication technology users. Retrieved June 17, 2008, from <http://www.pewinternet.org>.
- Horrigan, J. B. (2008). Online shopping: Internet users like the convenience but worry about the security of their financial information. Retrieved April 7, 2008, from

<http://www.pewinternet.org>.

Ipsos (2008, May 21). Habeas e-mail survey: Highlights and summary. Retrieved May 28, 2008, from

<http://www.emarketer.com>.

Jeffres, L., & Atkin, D. (1996). Predicting use of technologies for communication and consumer needs.

Journal of Broadcasting & Electronic Media, 40 (3), 318-331.

Karson, E. J., McCloy, S. D., & Bonner, P. G. (2006). An examination of consumers' attitudes

and beliefs towards web site advertising. *Journal of Current Issues and Research in*

Advertising, 28 (2), 77-91.

Kent, R., & Brandal, H. (2003). Improving email response in a permission marketing context.

International Journal of Market Research, 45 (4), 489-503.

Kiesler, S., & Sproull, L. (1986). Response effects in the electronic survey. *Public Opinion*

Quarterly, 50, 402-413.

King, S., & Suntorupithug, N. (2008, February). *Permission marketing: Email's offline-line response*.

Paper presented at the proceedings of ASBBS, Las Vegas, NV.

Korgaonkar, P. K., Karson, E. J., & Akaah, I. (1997). Direct marketing advertising: The

assents, the dissents, and the ambivalents. *Journal of Advertising Research*, 37 (5), 41-

56.

Krishnamurthy, S. (2001). A comprehensive analysis of permission marketing. *Journal of Computer-*

Mediated Communication, 6 (2), 1-38.

Leong, E. K. F., Huang, X., & Stanners, P-J. (1998). Comparing the effectiveness of the Website with

traditional media. *Journal of Advertising Research*, 38 (5), 44-51.

Lewis, H. G. (2002). *Effective e-mail marketing*. New York, NY: AMACOM.

Li, C., & Van Boskirk, S. (2005, May 2). US online marketing forecast: 2005 to 2010. Retrieved May

30, 2008, from <http://www.forrester.com>.

Liu, Y. & Shrum, L. J. (2002). What is interactivity and is it always such a good thing?

- Implications of definition, person, and situation for the influence of interactivity on advertising effectiveness. *Journal of Advertising*, 31 (4), 53-64.
- MacPherson, K. (2001). *Permission-Based E-Mail Marketing That Works*. Chicago: Dearborn Trade.
- Martin, B. A. S., Van Durme, J., Raulas, M., & Merisavo, M. (2003). Email advertising: Exploratory insights from Finland. *Journal of Advertising Research*, 43 (3), 293-300.
- McMillan, S. J. (2007) Internet advertising: One face or many? In D. W. Schumann & E. Thorson (Eds.), *Internet advertising* (pp. 14-36). Mahwah, NJ: Lawrence Erlbaum Associates.
- Mehta, R., & Sivadas, E. (1995). Direct marketing on the internet: An empirical assessment of consumer attitudes. *Journal of Direct Marketing*, 9 (3), 21-32.
- Merkle (2008). View from the inbox 2008: Actionable information for marketers from the annual consumer email study. Retrieved June 26, 2008, from <http://merkleinc.com>.
- Micu, A. C. (2007) Theoretical Approaches in Internet Advertising Research. In D.W. Schumann & Thorson (Eds.), *Internet advertising* (pp. 37-68). Mahwah, NJ: Lawrence Erlbaum Associates, Inc.
- Milne, G. R. & Gordon, M. E. (1993). Direct mail privacy-efficiency trade-offs within an implied social contract framework. *Journal of Public Policy & Marketing*, 12 (2), 206-215.
- Nunally, J.C. (1976). *Psychometric theory*. New York: McGraw Hill.
- Pew Internet Life Report. (May, 2000). Tracking online life: How women use the Internet to cultivate relationships with family and friends. Retrieved October 7, 2007, from <http://www.pewresearch.org>.
- Pew Internet & American Life Project. (2008). Internet: The mainstreaming of online life. Retrieved September 20, 2008, from <http://www.pewresearch.org>.
- Plasse, R. (2002). Using email to enhance customer-company relationships: A study of customer perspectives on email permission and relevancy. Retrieved June 5, 2008, from <http://cct.georgetown.edu/thesis/RachelPlasse/pdf>.

- Plummer, J., Rappaport, S., Hall, T., & Barocci, R. (2007). *The online advertising playbook*. Hoboken, NJ: John Wiley & Sons.
- PricewaterhouseCoopers, LLP. (2008, May). IAB Internet Advertising Revenue Report. Retrieved May 30, 2008, from <http://www.iab.net>.
- Ranchhod, A., & Zhou, F. (2001). Comparing respondents of e-mail and mail surveys: Understanding the implications of technology. *Marketing Intelligence & Planning*, 19 (4), 254-262.
- Rappaport, S. D. (2007). Lessons from online practice: New advertising models. *Journal of Advertising Research*, 47 (2), 135-141.
- Reitzen, J. (2008, May 23). Faithful e-mail remains tactic of choice. E-Marketer. Retrieved May 23, 2008, from <http://www.emarketer.com>.
- Rice, R. E., & Webster, J. (2002) Adoption, diffusion, and use of new media. In C. A. Lin & D. J. Atkin (Eds.), *Communication technology and society: Audience adoption and uses*. (pp.191-227). Creskill, NJ: Hampton Press, Inc.
- Roberts, S., Feit, M., & Bly, R. W. (2001). *Internet direct mail: The complete guide to successful e-mail marketing campaigns*. Lincolnwood, IL: NTC Business Books.
- Rodgers, S., & Chen, Q. (2002). Post-adoption attitudes to advertising on the Internet. *Journal of Advertising Research*, 42 (5), 95-104.
- Roehrich, G. (June, 2004). Consumer innovativeness: Concepts and measurements. *Journal of Business Research*. 57 (6), 671-677.
- Rogers, E. M. (2001). The information society in the new millennium: Captain's log, 2001. In C. A. Lin & D. J. Atkin (Eds.), *Communication technology and society: Audience adoption and uses*. (pp.43-64). Creskill, NJ: Hampton Press, Inc.
- Rogers, E. (2003). *Diffusion of innovations* (5th ed.). New York: Free Press.
- Rogers, E., & Singhal, A. (1996). Diffusion of innovations. In M. B. Sauwen & D. W. Stacks (Eds.), *An integrated approach to communication theory and research* (pp. 409-420).

Mahwah, NJ: Lawrence Erlbaum Associates.

Rogers, J. L. (1989). Consumer response to advertising mail. *Journal of Advertising Research*, 29 (6), 18-24.

Rubin, A., & Babbie, E. R. (2007). *Survey Research Methods*. Pacific Grove, CA: Brooks/Cole Publishing Company.

Santos, J. R. A. (1999). Cronbach's Alpha: A tool for assessing the reliability of scales. *Journal of Extension*, 37 (2), 1-7.

Scovotti, C., & Spiller, L. D. (2005, October) *Revisiting the conceptual definition of direct marketing: perspectives from scholars and practitioners*. Paper presented at the 17th annual of the Direct Marketing Educators Conference, Atlanta, GA.

Sewell, H. (2002). Has e-mail won the battle: Deciding whether direct mail is in your future. Retrieved September 30, 2007, from <http://www.conectdirect.com/articles/email.html>.

Sheehan, K., & McMillan, S. (1999). Response variation in E-mail surveys: An exploration. *Journal of Advertising Research*, 39 (2), 45-54.

Singhal, A., & Rogers, E. M. (2001). *India's communication revolution: From bullock carts to cyber marts*. Thousand Oaks, CA: Sage Publications.

SRI Knowledge Networks (Spring 2003). Online advertising really moves offline product. Retrieved September 15, 2007, from <http://www.knowledgenetworks.com/index4.html>.

Stafford, M. R., Lippold, E. M., & Sherron, C. T. (2003). The contribution of direct mail advertising to average weekly unit sales. *Journal of Advertising Research*, 43 (2), 173-179.

Stewart, D. W., & Pavlou, P. A. (2007). From consumer response to active consumer: Measuring the effectiveness of interactive media. *Journal of the Academy of Marketing Science*, 30, 376-396.

Thomas, L. (2007). Lessons learned in interactive advertising: E-mail advertising. *Advertising Compliance*. Retrieved October 25, 2007, from

<http://www.lawpublish.com/interactive-advertising.html>.

Thorson, E., Duffy, M., & Schumann, D. W. (2007). The Internet waits for no one. In D.W. Schumann & Thorson (Eds.), *Internet advertising* (pp. 91-119). Mahwah, NJ: Lawrence Erlbaum Associates.

TNS Media Intelligence. (March 2008). 2007 U.S. Advertising Expenditure Report.

Retrieved March 28, 2008, from <http://www.adage.com/datacenter>.

Wells, A. T. (2008). A portrait of early internet adopters: Why people first went online and why they stayed. Retrieved April 7, 2008, from <http://www.pewinternet.org>.

APPENDIX A

Dear KTEP Subscriber,

Caroline Staub Garland, a Master's Degree candidate in the UTEP Communication Department, is conducting a survey for her study of attitudes toward and responses to email and postal direct mail advertising. Ms. Garland is conducting this survey with the complete cooperation and permission of KTEP and the University of Texas at El Paso.

The survey is designed to help KTEP identify ways of improving the dissemination of station information to our listeners. We understand that the results will be publicly available by December 31, 2008 and that complete anonymity of individual respondents will be assured.

Should you choose to participate in the survey, please open the attached file and complete the questionnaire. After you've completed the survey, please save the file and attach it to your reply to csgarland@utep.edu.

On behalf of KTEP, I want to thank you in advance for participating and sharing the information needed for the survey. If you have any questions or concerns, please feel free to contact me at (915) 747-6295 or email patrickp@utep.edu.

Sincerely,

Patrick J Piotrowski
General Manager
Attachment

Dear KTEP Subscriber,

You are being asked to take part voluntarily in the research project described below. Please take your time making a decision and feel free to discuss it with your friends and family. Before agreeing to take part in this research study, it is important that you read the consent form that describes the study.

Intention of the study: The purpose of this study is to compare attitudes and responses to online and postal direct mail advertising, while also providing information about KTEP 88.5 FM supporting members and their communication preferences. You are being asked to participate in this study because you are a supporting member of KTEP 88.5 FM. Four hundred members will be asked to participate.

Survey questions:

If your decision is to take part in this study, you will be asked to respond to a list of questions about your demographics and what you think about email and postal direct mail advertising. Please record all answers on the questionnaire. The questionnaire will take approximately 15 minutes to complete. **When you complete the survey, please save the file and send to csgarland@utep.edu.**

Risks/Discomforts: The study does not provide direct health benefits. The study does not provide personal discomfort, stress, or personal risks to people who decide to participate in it.

Benefits: There will be no direct benefits to you for taking part in this study.

Other Options: You have the option not to take part in this study. There will be no penalties involved if you choose not to take part in this study.

Confidentiality: Everything you answer in the questionnaire will be kept confidential to the extent provided by law. The results of your participation will be kept anonymous and there will be no means of association between your responses and your identity by the researchers.

Questions: If you have any questions regarding this study you may contact Caroline Staub Garland, graduate candidate at the Department of Communication at The University of Texas at El Paso, by phone at (915) 861-7226 or by email at csgarland@utep.edu.

If you have questions or concerns about your participation as a research subject, please contact Lola Norton of the Institutional Review Board (IRB) at UTEP at (915-747-8841) or by email at lola@utep.edu.

Agreement:

I am an adult age 18 years or older. I have read each page of this paper about the study. I know that being in this study is voluntary, and I choose to be in this study. I know that I can stop being in this study without penalty. I can get information on results of the study later if I wish.

Participant's Initials: _____ Date: _____

Participant's Name: _____

Principal Investigator: _____ Date: _____

Thank you for taking time to complete our survey.

Thank you for taking time to answer our survey.

First, please tell us a little about yourself.

1. Are you Male Female

2. What is your age? 18-24 25-34 35-44 45-54 55-64 65+

3. What is your annual household income ?

Under \$20,000 \$20,000 to \$35,999 \$36,000 to \$49,999

\$50,000 to \$65,999 Over \$66,000

4. What is the highest level of education you have attained?

High school Some college College degree Post graduate degree

5. How long have you been a KTEP 88.5 FM supporting member?

Less than a year 1-2 years 2-5 years 5-10 years More than 10 years

6. Please check any of the following electronic devices that you own.

Desktop computer Laptop computer Cell phone Blackberry or other PDA

Digital camera Video camera Webcam iPod or MP3 player

7. Please place a check by any online activities you engage in. Check as many items as you wish.

Create or work on your own Weblog or online journal

Create or work on your own Webpage

Create or work on a Webpage or blog for others

Look for information using a search engine such as Google or Yahoo

Post comments to online news groups or Websites

Share things you create such as photos, stories or videos

Shop online

Visit online news sites

Go on to the Next Page.

Please read the following statements and indicate whether you disagree or agree with each one by placing an X in one box for each statement.

SD=Strongly Disagree

D=Disagree

N=Neutral

A=Agree

SA=Strongly Agree

The following statements ask what you think about email advertising.					
	SD	D	N	A	SA
I like to receive email advertising.					
Email advertising is irritating.					
Email advertising is enjoyable.					
Email advertising is intrusive.					
Email advertising is credible.					
Email advertising is convenient.					
Email advertising is easy to use.					
I read email advertising that is relevant to my needs.					
I read email advertising that is relevant to my interests.					
I read email advertising only if I have given permission to the sender to contact me.					
Receiving email advertising influenced me to purchase the advertised product.					
Email advertising is helpful in making a purchase decision.					
Email advertising prompted me to renew my KTEP membership.					
The following statements ask what you think about postal direct mail advertising.					
	SD	D	N	A	SA
I like to receive postal direct mail advertising.					
Postal direct mail advertising is irritating.					
Postal direct mail advertising is enjoyable.					
Postal direct mail advertising is intrusive.					
Postal direct mail advertising is credible					
Postal direct mail advertising is convenient.					
Postal direct mail is easy to use.					
I read postal direct mail advertising that is relevant to my needs.					
I read postal direct mail advertising that is relevant to my interests.					
I read postal direct mail advertising only if I have given permission to the sender to contact me.					
Receiving postal direct mail advertising influenced me to purchase the advertised product.					
Postal direct mail advertising is helpful in making a purchase decision.					
Postal direct mail advertising prompted me to renew my KTEP membership.					

This concludes our survey. Thank you again for your participation.

APPENDIX B

Dear KTEP Subscriber,

Caroline Staub Garland, a Master's Degree candidate in the UTEP Communication Department, is conducting a survey for her study of attitudes toward and responses to email and postal direct mail advertising. Ms. Garland is conducting this survey with the complete cooperation and permission of KTEP and the University of Texas at El Paso.

The survey is designed to help KTEP identify ways of improving the dissemination of station information to our listeners. We understand that the results will be publicly available by December 31, 2008 and that complete anonymity of individual respondents will be assured.

Should you choose to participate in the survey, please open the attached file and complete the questionnaire. After you've completed the survey, please save the file and attach it to your reply to csgarland@utep.edu.

On behalf of KTEP, I want to thank you in advance for participating and sharing the information needed for the survey. If you have any questions or concerns, please feel free to contact me at (915) 747-6295 or email patrickp@utep.edu.

Sincerely,

Patrick J Piotrowski
General Manager
Attachment

You are being asked to take part voluntarily in the research project described below. Please take your time making a decision and feel free to discuss it with your friends and family. Before agreeing to take part in this research study, it is important that you read the consent form that describes the study.

Intention of the study: The purpose of this study is to compare attitudes and responses to online and postal direct mail advertising, while also providing information about KTEP 88.5 FM supporting members and their communication preferences. You are being asked to participate in this study because you are a supporting member of KTEP 88.5 FM. Four hundred members will be asked to participate.

Survey questions:

If your decision is to take part in this study, you will be asked to respond to a list of questions about your demographics and what you think about email and postal direct mail advertising. Please record all answers on the questionnaire. The questionnaire will take approximately 15 minutes to complete. When you complete the questionnaire, please return it along with this signed consent form, in the stamped, self-addressed envelope provided.

Risks/Discomforts: The study does not provide direct health benefits. The study does not provide personal discomfort, stress, or personal risks to people who decide to participate in it.

Benefits: There will be no direct benefits to you for taking part in this study.

Other Options: You have the option not to take part in this study. There will be no penalties involved if you choose not to take part in this study.

Confidentiality: Everything you answer in the questionnaire will be kept confidential to the extent provided by law. The results of your participation will be kept anonymous and there will be no means of association between your responses and your identity by the researchers.

Questions: If you have any questions regarding this study you may contact Caroline Staub Garland, graduate candidate at the Department of Communication at The University of Texas at El Paso, by phone at (915) 861-7226 or by email at csgarland@utep.edu.

If you have questions or concerns about your participation as a research subject, please contact Lola Norton of the Institutional Review Board (IRB) at UTEP at (915-747-8841) or by email at lola@utep.edu.

Agreement:

I am an adult age 18 years or older. I have read each page of this paper about the study. I know that being in this study is voluntary, and I choose to be in this study. I know that I can stop being in this study without penalty. I can get information on results of the study later if I wish.

Participant's Signature: _____ Date: _____

Participant's Name: _____

Principal Investigator: _____ Date: _____

Thank you for taking time to complete our survey.

Thank you for taking time to answer our survey.

First, please tell us a little about yourself.

1. Are you Male Female

2. What is your age? 18-24 25-34 35-44 45-54 55-64 65+

3. What is your annual household income ?

Under \$20,000 \$20,000 to \$35,999 \$36,000 to \$49,999

\$50,000 to \$65,999 Over \$66,000

4. What is the highest level of education you have attained?

High school Some college College degree Post graduate degree

5. How long have you been a KTEP 88.5 FM supporting member?

Less than a year 1-2 years 2-5 years 5-10 years More than 10 years

6. Please check any of the following electronic devices that you own.

Desktop computer Laptop computer Cell phone Blackberry or other PDA

Digital camera Video camera Webcam iPod or MP3 player

7. Please place a check by any online activities you engage in. Check as many items as you wish.

Create or work on your own Weblog or online journal

Create or work on your own Webpage

Create or work on a Webpage or blog for others

Look for information using a search engine such as Google or Yahoo

Post comments to online news groups or Websites

Share things you create such as photos, stories or videos

Shop online

Visit online news sites

Go on to the Next Page.

Please read the following statements and indicate whether you disagree or agree with each one by placing an X in one box for each statement.

SD=Strongly Disagree

D=Disagree

N=Neutral

A=Agree

SA=Strongly Agree

The following statements ask what you think about email advertising.					
	SD	D	N	A	SA
I like to receive email advertising.					
Email advertising is irritating.					
Email advertising is enjoyable.					
Email advertising is intrusive.					
Email advertising is credible.					
Email advertising is convenient.					
Email advertising is easy to use.					
I read email advertising that is relevant to my needs.					
I read email advertising that is relevant to my interests.					
I read email advertising only if I have given permission to the sender to contact me.					
Receiving email advertising influenced me to purchase the advertised product.					
Email advertising is helpful in making a purchase decision.					
Email advertising prompted me to renew my KTEP membership.					
The following statements ask what you think about postal direct mail advertising.					
	SD	D	N	A	SA
I like to receive postal direct mail advertising.					
Postal direct mail advertising is irritating.					
Postal direct mail advertising is enjoyable.					
Postal direct mail advertising is intrusive.					
Postal direct mail advertising is credible					
Postal direct mail advertising is convenient.					
Postal direct mail is easy to use.					
I read postal direct mail advertising that is relevant to my needs.					
I read postal direct mail advertising that is relevant to my interests.					
I read postal direct mail advertising only if I have given permission to the sender to contact me.					
Receiving postal direct mail advertising influenced me to purchase the advertised product.					
Postal direct mail advertising is helpful in making a purchase decision.					
Postal direct mail advertising prompted me to renew my KTEP membership.					

This concludes our survey. Thank you again for your participation.

Curriculum Vitae

Caroline Staub Garland was born in Washington, DC. She graduated from George Washington University in 1971 with a bachelor's degree in Liberal Arts and concentration in the social sciences. She entered the Graduate School at The University of Virginia in 1974 studying for a master's degree in Developmental Psychology. She relocated to El Paso, Texas, in 1979, and started the master's program in Educational Psychology at the University of Texas El Paso. In the mid-eighties Caroline began a career in public relations and marketing that culminated with a position as a marketing, sales and local programming director for the Southwest Division of Time Warner Cable. In 2007, she returned to the academic world with the goal of obtaining a master of arts in Communication and, ultimately, a teaching position at the University of Texas El Paso.

Permanent address: 7676 Dianjou
El Paso, Texas 79912

This thesis was typed by Caroline Staub Garland.