

Effect of Email Marketing on Consumer Choice

Diploma Thesis

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Abstrakt

Sukeníková Petra. Vplyv emailového marketingu na správanie spotrebiteľov. Diplomová práca. Brno: Mendelova univerzita v Brně, 2016.

Práca sa zaoberá problematikou emailového marketingu a jeho vplyvom na spotrebiteľské správanie. Je analyzované správanie českých spotrebiteľov vo veku 19-26 rokov, ktorý majú už skúsenosť s emailovým marketingom. Pri výskume je využitá metóda eye trackingu, dotazníkové šetrenie a hĺbkové rozhovory. Cieľom práce je navrhnúť všeobecne platné odporúčania pre tvorbu email marketingovej kampane.

Kľúčové slová

Email marketing, newsletter, A/B testovanie, správanie spotrebiteľov, eye tracking, dotazníkové šetrenie, hĺbkové rozhovory

Abstract

Sukeníková Petra. Effect of Email Marketing on Consumer Choice. Master thesis. Brno: Mendel University in Brno, 2016

The master thesis analyses the influence of email marketing on choice of consumers. It focuses on the behavior of Czech consumers at the age 19-26, who already have an experience with email marketing. The method of eye tracking, questionnaire survey and in-depth interviews were used to collect data for the research. The aim of the thesis is to suggest general recommendations for creation of email marketing campaign.

Keywords

Email marketing, newsletter, A/B testing, consumer behavior, eye tracking, questionnaire survey, in-depth interview.

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1 Introduction

If somebody would track activity of people on the Internet, one could be surprised how much time they are willing to devote to checking their mailbox. Undoubtedly, email became one of the strongest media through which people can communicate with their relatives, colleagues, and friends but also with current customers, and potential customers. The marketers spotted immediately the potential of using emails for marketing purpose.

The meaning of email marketing is very diverse. Whereas for some it is a synonym for a communication that builds trust and relationship, for others it is a reminder that the company still exists, and for the rest it might be just a burden which gratuitously blocks their inbox and which needs to be deleted straight away. On the contrary email marketing definitely is not a one-time sending sales offer of the services or products to the list of somewhere obtained contacts. That is rather called spam. Marketers have to be therefore in particular careful when creating their email marketing campaign as the border between unsolicited and solicited electronic message is incredibly thin.

Even in email marketing people often live in the cycle. On one hand it is all about making contacts, mailing campaigns to them, measuring the response to this campaign. On the other hand it is also about contacts unsubscribing from the mailing list. The goal of every marketer is naturally optimization of this cycle. That requires preparation of a good quality email and planning a proper delivery of this email. Everything has to be done as appealing as possible so people are eager to open the newsletter and look at the product offer. Best scenario is then when they read it and click through to respond to the product which was promoted in the email.

This work brings answers to plenty of questions regarding related to the email marketing. Do people actually read email newsletter? Which way do they browse and read newsletters? What draws their attention the most and vice versa what not at all? Why they tend to unsubscribe from the mailing list? These points and many others are analyzed and discussed in detail in the next chapters and subchapters.

2 Objectives

The purpose of this diploma thesis is to explore whether and how attention to email marketing mediates consumers' choice. It analyses the behaviour of youth population between 19-26 years old. The thesis is divided into several parts and each targets a specific goal to achieve.

The first part of the thesis consists of the theoretical findings coming from the literature and creates a background for the other part - practical part. The insight into the method of eye tracking is provided as well as basic terminology regarding consumer behavior and email marketing is explained. The chapter Methodology focuses on data collection through the following qualitative and quantitative methods chosen – eye tracking session, in-depth interviews and questionnaire survey. Besides, it introduces two variants of A/B testing, describes how the entire own research was performed as well as how the given research methods were used. Characteristics of questionnaire survey respondents are mentioned too. An essential part of the chapter is formulation of the hypotheses, which represent assumptions, based either on the current trends in email marketing or on the results of the research carried out in the past. The practical part then deals with topic of email newsletters itself. Its output is interpretation of the results gathered.

In order to reach the main objective of the thesis the followings partial objectives have to be met:

- Elaborate an overview of current situation in the area of email marketing in the Czech Republic
- Determine the main drivers influencing consumer behavior when opening and browsing email newsletters
- Identify the elements capturing positively and negatively people's attention and elements not capturing people's attention at all
- Through the method of A/B testing identify the importance of the position of selected elements and the find out the right position of these elements
- Based on the results collected formulate specific recommendations for creation of email newsletters

3 Literature Overview

This part deals with the definition and explanation of the basic terms regarding email marketing, consumer behavior and eye tracking.

3.1 Email Marketing

Direct marketing is any advertising activity which creates and exploits a direct relationship between the user and customer as an individual (Bird, 2007). Roddy Mullin (2002) describes it as delivery of a marketing message to a target customer in a customer-favorable format, put to the customer from the seller without an intermediary person.

The Internet offers a new paradigm for marketing, engendering a shift from product to customer focus that includes micro-level customization and customer relationship management (Rust, Espinoza, 2006). During the past decade, new forms of marketing communication gained in popularity, for example, email marketing. There are number of ways how to define the concept of email marketing. Perhaps the most accurate definition is the one saying email marketing is a cost effective way how to build relationships that drive business success (Groves, 2009). It is also characterized as “a unique communication platform that blends both art and science while delivering value to the subscriber’s inbox” (Jenkins, 2009, p. xiii).

Knowing the difference between email and email marketing is important. According to Waldow and Falls (2013) email consists of messages between friends, families, co-workers and colleagues. It is generally one message sent to one person, or one message sent to a small group of people. Email is usually meant as a way to communicate ideas, ask questions, request information, and so on.

On the other hand, he says, email marketing is a marketing channel that allows individuals and companies to communicate en masse with their customers, prospects, fans and subscribers. For many businesses, email marketing is the channel to alert people to upcoming events, new business developments and new product and service announcements.

In 2015 there are nearly 2.6 billion email users and this number is expected to increase up to 2.9 billion by the end of 2019. And the number of non-spam emails sent and received per day totals over 205 billion (Radicali Group, 2015). Permission-based e-mails sent to customers are a form of marketing that is on the increase (Cho and Khang, 2006). Compared to Q1 2014 in Q1 2015 the email volume rose by 15.5 percent (Experian, 2015).

80% of B2C marketers use email marketing and according to them it is rated as the most effective tactic used with rating of 66% (Content Marketing Institute, 2015). Open rate of marketing emails is on average 21% (Silverpop, 2015). According to Pavlov et al. (2008), e-mail marketing campaigns produce approximately twice the return on investment of the other main forms of online marketing such as web banners and online directory adverts.

3.1.1 Structure of Email Marketing

According to study from Ellis-Chadwick and Doherty (2010) e-mail marketing messages are delivered using a range of approaches – such as web page in the mail box, product catalog, and newsletter – and depending on the chosen format, the e-retailer may elect to include a broad range of interactive features and hyperlinks in order to sustain prospective customers' attention.

Ellis-Chadwick and Doherty (2010) further reports that the subject line of an e-mail must grab the initial attention of the customer and prompt him or her to open the e-mail. This coincides with a study from Marketing Sherpa (2012) that shows people prefer short, clear, and un-creative headlines for their emails. Too creative headlines don't tell subscribers what they will find inside at all. It should be highly avoided to use the subject lines that sound like spam (Butler, 2009).

Nielsen Group's report (2006) based on the eye-tracking visualizations shows that users often read web pages in an F-shaped pattern: two horizontal stripes followed by a vertical stripe. Such a result was also confirmed in Edisona's research report (2013) saying people read emails marketing messages by selectively drawing an F on the screen with their eyes. Web users spend 69% of their time viewing the left half of the page and 30% viewing the right half (Nielsen Group, 2010). A report on email newsletter usability (Nielsen Group, 2006) found out users are extremely fast as both processing their inboxes and reading newsletters: the average time allocated to a newsletter after opening it was only 51 seconds. Participants of Edisona's research had trouble reading long single blocks of text, often became distracted while reading them and most likely remembered less of the text when they were done (Edisona, 2010). People fully read only 19% of newsletters and the predominant user behavior is scanning (Nielsen Group, 2006). In Nielsen's research the further results show that users often didn't even scan the entire newsletter: 35% of the time, participants only skimmed a small part of the newsletter or glanced at the content. Butler (2009) recommends 4-6 paragraphs are the most the marketer should offer at any issue. Edisona (2013) also suggests concentrating on short paragraphs and proves the higher the text is placed, the higher the chance that it gets read. Comparatively,

according to research by Ellis-Chadwick and Doherty (2010) the verbal text, seems to be less important for e-mail marketers who choose to adopt a catalog approach, it is often reduced to a brief description of each product and the length of email might be longer.

When it comes to pictures (illustrations), they may be the most powerful way to attract the attention of a consumer towards a print ad (Rossiter and Bellman, 2005), as well as they help to engage readers in email campaigns (Ellis-Chadwick and Doherty, 2010). The emailing elements that always draw eyesight first are faces that convey information (Edisonda, 2013). The faces match closely in terms of attractiveness (Kringelbach et al., 2008). The research on adults' brain responses (Kringelbach et al., 2008) shows people are also wired to react more to a baby's face. Adult humans showed distinct brain responses to unfamiliar infant faces compared to adult faces. Facial expressions and the direction of eyesight both have a crucial meaning (Edisonda, 2013). According to study 'Eye Gaze Cannot Be Ignored' (Galfano et al., 2012) human beings have a natural tendency to follow the gaze of the others, and they have been coached since birth to follow arrows directing them to where they should be looking or going. The marketers need to choose pictures in a way that leads the eyes at what they want them to look at (Edisonda, 2013).

3.1.2 Advantages of Email Marketing

Like any marketing medium also email marketing has its advantages and disadvantages. Some of the key benefits are listed below. One of the advantages is **tracking**. Direct email marketing messages often include mechanisms that provides the sender with feedback on the effectiveness of a campaign, by making it possible to track metrics such as the number of messages that were opened, the number of clicks that were generated from a message, the number of recipients that requested removal from the sender's list, etc. (TechTarget, 2007). Combine that with a business's ability to track sales back to a source and customer engagement and response through an entire cycle with clear, easy-to-understand metrics can be identified (Gao, 2014).

The physical **costs** of email marketing are substantially less than those of direct mail (Chaffey, 2013). An effective email marketing program only needs a great email marketing platform or service and a good marketer who knows how to put the right offers and the right copy and graphics in front of the right portion of your user or customer list (Gao, 2014). Jenkins (2009, p. ix) further explains: "Email drives online and offline sales for retailers and delivers leads for B2B marketers. It strengthens customer relationships, creates loyalty, and builds trust and awareness. And it does all this cost-effectively using data-

driven technology that lets you customize your messages down to an individual recipient basis.”

Email marketing is also **easily accessible and easily shareable**. Advertisers can enjoy a better chance of getting views thought email marketing as they do not have to go to a specific website to see the message. They just have to go through the email messages they have received (Niles, 2014). It also provides better ability for users to share information easily with friends and family as forwarding an email with an enticing or useful offer only takes seconds (Gao, 2014). According to the study of Cases et al. (2009) the recipient’s attitude toward the email campaign is positively influenced by a strong intention to visit again the company’s site.

3.1.3 Disadvantages of Email Marketing

Being aware of the disadvantages and limitations of email marketing allows the marketers to make efficient and intelligent use of this valuable marketing medium. The few drawbacks worth noting are explained below.

One of the main disadvantages is **spam**. According to Lewis (2002) a spam’s new definition refers to sending numerous copies of the same message to people who aren’t expecting to hear from you. He also adds that spam is unsolicited and unwanted e-mail. Spam seems to come in vast crowds that ask users to remove them, sometimes to the tune of 100 spam emails a day (Butler, 2009). In an experiment by Clark et al. (2014) the participants indicated the most characteristic features of spam as follows: keywords (e.g. Viagra) possibly miss-spelt, short messages, poor grammar, uppercase titles, mostly uncoordinated text, poor layout, product names, large font, certain unfamiliar names, exclamation marks, usually a “you have won” message.

Email response decay - it’s not easy to keep subscribers actively engaged with the company in the long-term (Fariborzi, Zahedifard, 2012). According to Heuer (2013) usually thirty to fifty percent of an email list becomes inactive annually. Email recipients are most responsive when they first subscribe to an email (Chaffey, 2013). Then they don’t unsubscribe, but stop reading the emails and interaction. The most common cause is irrelevant offers, over mailing and newsletter content which does not deal with the interest of the reader. Moreover Jupiter Communications survey (2002) revealed that, when consumers change e-mail addresses, less than a third inform e-mail lists of this change.

The risk of **email overload** belongs to the disadvantages too. Low production costs spur greater production, inducing entry to the industry by legitimate and not-so-legitimate marketers, which further increases the volume of email messages sent

(Schwartz, 2004). A constant barrage of emails in the inbox can be very annoying (Baggott, 2014). Sometimes it is difficult for the individual to distinguish between solicited and unsolicited email, as well as have time to read through all the emails (Fariborzi, Zahedifard, 2012).

3.1.4 Types of Email Communication

Nussey (2004, p. 127): "Every email interaction involves an exchange of value between company and customer. Types are a useful way to classify the gap between the value of the email and the recipient." He lists 6 types of emails, which should fit the majority of the email communications: interpersonal, informational, administrative, transactional, promotional and prospecting.

Interpersonal communication is used to describe the act of one person manually composing and sending a message to another. Examples of interpersonal emails might be an engineer asking a colleague for feedback on a problem, or a hiring manager following up with an applicant. Interpersonal emails should be as individual and as relevant as a personal conversation Nussey (2004).

According to Jenkins (2009) **informational** emails are relationship builders. They are a great way to share relevant content with email subscribers as they might inform about company news and improve brand awareness. Baggott (2007) adds it serves rather informational and educative purposes than purchasing ones. This type of email works by providing information that is valuable to a targeted audience.

Nussey (2004) explains in his book that email becomes a vital route for communicating the periodic information that regularly passes between companies and their customers (e.g. billing information, policy updates, or other requisite administrative information). **Administrative** emails can be used as an effective communication also internally - for sharing information such as paper use guidelines, security precautions, new cafeteria prices etc. (Chron, 2004).

Transactional email can be a follow-up to any type of interaction. It might include updates or regular information such as registration, subscription, order confirmation, shipment tracking or receipts (Baggott 2007). Betting company William Hill found that automated follow-up emails converted twice as many registrants to place their first bet compared to registrants who did not receive an email. (Chaffey, 2013)

Promotional and prospecting emails have the same aim - to elicit a purchase. Promotional emails use existing customer relationships and active permissions to make their call to action Nussey (2004). For example, Amazon.com may send a promotional

email offering a discounted rate on books to a customer who has expressed an interest in books some time ago (Jenkins, 2009).

Prospecting email is also sent with the goal of enticing a purchase. The difference is that the potential purchaser is more of a stranger than a friend. The recipient has not initiated a relationship, offline or online, and is therefore not anticipating the message (e.g. sending a promotion to a list borrowed from a business partner) Nussey (2004).

On the other hand according to Mullen and Daniels (2009) we can define five key types of email messages, where each incited one of five types of actions – awareness, consideration, conversion, product usage, and retention and loyalty. Their communication goals can be described as following:

Awareness-focused emails are meant to drive a recipient to another location, offline or online, to get more information or to be engaged with the brand or product. The purpose is simply to make consumers aware of something they may be interested in and put the thought into their heads (Mullen, Daniels, 2009).

Consideration emails are specifically targeting subscribers that the sender wants to turn into customers. The logic is simple: By identifying a particular group of the contacts that is already known are interested in a specific topic, the sender can follow up with more relevant and targeted content that makes them more likely to continue their relationship (HubSpot, 2012).

Conversion messages are the standard ‘Buy it now’ and ‘Sign up today’ emails. They work well when the reader is already in the mood and mind-set to purchase something from the company (Mullen, Daniels, 2009).

The aim of **product usage** oriented emails to target email subscribers who have previously purchased some products with complementary or enhanced offers (MarketingProfs, 2013). An example could be a confirmation email with recommendations of other products that people who bought the same thing also purchased (Mullen, Daniels, 2009).

Mullen and Daniels (2009) explain **loyalty** emails are also sent only after a transaction has taken place. The role is to deepen the relationship for lifetime value impact by delivering value-added information (e.g. expiration reminder email, informing about reaching a new status in a loyalty program, offering an incentive for customer to return) (Marketing Cloud, 2014).

3.2 Consumer Behavior

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs

and desires (Solomon, 2012). Schiffman et al. (2008) define consumer behavior as a study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. According to Noel (2009) it also examines how the purchases of the products influence consumers' daily lives. It has been also defined as the study of the processes involved when consumers acquire, consume and dispose of goods, services, activities, ideas in order to satisfy their needs and desires Noel (2009).

Marketers expect that by understanding what causes consumers to buy particular goods and services they will be able to determine which products are needed in the market place, which are obsolete, and how best to present the goods to the consumers (Panda, 2008).

It is also important the study of consumer behavior is not limited to how a person purchases tangible products such as a bottle of water or a new camera. Consumer behavior also examines the acquisition of services such as a contract for a broadband internet service. It also includes how consumers pursue activities such as attending a gym or booking a holiday (Noel, 2009). Designing of an effective message and selecting the most appropriate communication tools are important steps in the creation and maintenance of consumer preferences for a product/one brand or company (Mihaela, 2015).

3.2.1 Online Consumer Behavior

Marketers consider the internet as a powerful medium because of its unique characteristics such as wide reach, low cost, consumer feedback facilities, and ability to compress time and distance. In the last 20 years, users' navigation through the Internet has grown from less than 1 million in Europe and North America (Hill, 2011) to 3 billion worldwide with an exponential growth in Asia and the Middle East. Online shopping has grown very fast and online retail sales in the U.S. alone will reach \$370 billion by 2017 (Lauren, 2013). The online purchasing behavior needs to be further understood (Herrero, San Martin, 2012) hence, it attracts increasing research attention (Mosteller et al., 2014).

Researchers have also found that the product category affects the choice of a channel. For instance, Konus et al. (2008) found that consumers prefer brick-and-mortar stores for "high touch" product categories such as clothing, sporting goods, and health products (Lynch et al. 2001) and online stores for "low touch" product categories such as airline tickets and software as they place importance on shopping quickly (Lynch et al. 2001). In tourism, for example, the Internet has considerably altered consumers' behavior since it gave them the opportunity to directly interact and engage with suppliers and tourist destinations (Buhalis, Law, 2008, Xiang et al., 2015). Nowadays, tourists use the Internet not

only to gather information about tourist products and destinations, but also to buy tourist products (Law et al., 2010).

While much of the technology acceptance research focuses on initial adoption phase, evidence suggests that such models can help to examine post-adoption behavior, such as continuing use (Kim, Malhotra, 2005). A recent research identifies factors likely to support post adoption behavior with a technology. These factors include renaming the variables and reframing the measurement items to reflect continuation behavior. Examples include Son and Han (2011) for an Internet based data subscription service, and Choi, Kim, & Kim (2011) for mobile data services.

Consumers switch between different roles (e.g. information searcher, evaluator) and perform activities in order to reach the final goal of choosing a product. Roles are essentially the modules of the behavior that interact with each other. They encompass a set of related activities to achieve the goal of that particular role (Warboys et al., 1999). An activity is essentially a behavioral item that is of interest. Cues can be used to identify activities and they can be classified into actions (e.g. navigation, clicks) and dialogues (e.g. saying something aloud) (Karimi et al., 2015).

The moderating role of personality variables has received insufficient attention from internet researchers as well, as online visitors may be often a heterogeneous group of consumers (Richard, Chebat, 2016).

3.2.2 Factor Influencing Online Consumer Behavior

Kotler and Armstrong (2012) divided the factors influencing consumer behavior in personal, social, cultural and psychological. Electronic commerce, however, has determined great changes in consumer behavior, changes caused mainly by the modification of factors that influence online consumer behavior (Cetina et al., 2012)

When it comes to cultural factors, evidence certainly suggests that cultural differences exist in terms of consumer acceptance of modern communication technologies (Hofstede, 2001). In terms of Internet purchasing, people in high context cultures may perceive this activity as an impersonal way to do business with firms (Grandón et al., 2010). They may avoid changing from existing ways of purchasing and be less likely to take risks with e-commerce, particularly in the early stages of B2C e-commerce activity available to consumers (Grandón et al., 2010, Nasco et al., 2008) People in high context cultures prefer to gain information related to Internet purchasing from personal information networks (Cyr, Bonanni, Bowes, 2005).

Noel (2009) claims the positive attitude and beliefs of consumers towards the brand might raise the likelihood of purchasing the product in the traditional consumer behavior model. Extant studies suggest that attitude is an important predictor of intentions to use also the Internet for purchasing (e.g., Doolin et al., 2005, Hernández et al., 2010) or to adopt e-commerce in SMEs (Grandón et al., 2010, Nasco et al., 2008). A research on modeling online consumer behavior (Richard, Habibi, 2016) proved that the attitudes might be enhanced by the website's effectiveness and informativeness.

Many studies examined the relationship between online information quality and consumer satisfaction (DeLone, McLean, 2003, Guo, Ling, Liu, 2012, Gounaris et al., 2010) and they have consistently reported positive correlations between these two variables. Within an online context, satisfaction is defined as an affective state indicating an emotional reaction to the user's website experience (Lindgaard, Dudek, 2003, McKinney et al., 2002). High information quality is likely to help users to research and compare online products (e.g., books, music CDs, and electronic goods) and services (e.g., health information, consumer banking and finance), and therefore to be able to make better online decisions. Thus, perceiving high online IQ increases consumers' satisfaction and may help them to perceive websites as more useful in accomplishing their tasks (DeLone, McLean, 2003, Petter et al., 2013). Ghasemaghahi (2015) suggests that online retailers and their website developers should focus particularly on the information quality representational dimensions of online information (e.g., consistency, conciseness, and interpretability).

The similar implies to the brand attitude. Online brand-related information from electronic word-of-mouth sources has a positive influence on consumer attitude toward the brand and purchase intention for that brand (Chen et al. 2016). Some studies also show that in terms of brand information the consumers are likely to take others' recommendations into account since peer-to-peer information is considered to be trustworthy and dependable (Bickart, Schindler, 2001, Van Beuningen et al., 2009). Chen et al. (2016) demonstrated that consumers with low susceptibility to informational influence use more information sources (e.g. neutral/third party, and manufacturer/retail) to search for brand-related information in order to form their brand attitude (Chen et al. 2016). Information such as price promotions, product descriptions, ads, after-purchase service, and other, plays an important role in the formation of consumer brand attitude for these consumers as well (Bickart, Schindler, 2001, Van Beuningen et al., 2009).

Consumers' knowledge of products is an individual characteristic that has been shown to have an effect on the online purchase behavior process (Chang, Burke, 2007, Cowley, Mitchell, 2003, Cheung, 2005) and has been shown to influence the infor-

mation search stages (Schmidt, Spreng, 1996). Consumers with high levels of knowledge are more aware of their preferences and tend to start with a smaller considered set of alternatives (Cowley, Mitchell, 2003). They tend to have a preconceived idea of what evaluation *criteria* they should use in order to evaluate alternative products (Cowley, Mitchell, 2003). They are capable of effortlessly assessing information (Cowley, Mitchell, 2003), which can reduce their overall evaluation *time* and number of *cycles*. It has been argued though that a longer duration visit could be also the result of different factors such as confusing navigation, slow connection and load times (Karimi et al., 2015). It could also indicate a certain level of difficulty in understanding the content or executing the shopping task (Karimi et al., 2015).

3.2.3 Consumer Trust in Online Consumer Behavior

Ever since the birth of the Internet trust has been recognized as a key driver of the Web's success. As the popularity and usage of the Internet continues to grow, the security and privacy of online transactions bring to light the necessity for trust. Lack of trust is regarded as the greatest barrier preventing consumers from transacting online (Urban, Amyx, Lorenzon, 2009). Trust has long been treated as an experience based attribute of relationships in the marketing field (Lambe, Spekman, Hunt, 2000). As several studies have pinpointed, the key to long-term success for e-retailers is to build consumer trust (Suh and Han, 2003, Pavlou and Fygenson, 2006, Vos et al., 2014), but the latter is negatively influenced by the perceived risks (Hong and Cha, 2013, Kamarulzaman, 2007) associated with both products (Ward, Lee, 2000) and web-vendors (Jiang et al., 2008).

Perceived risk is a factor that influences a person's attitude or intentions to purchase on the Internet (Cheung, Lee, 2001, Forsythe et al., 2006, Qureshi et al., 2009). It is the extent to which using the Web to make purchases is perceived as risky in terms of credit card fraud, privacy of information and general uncertainty about the Internet environment. Despite significant diffusion of B2C e-commerce, consumers continue to perceive that purchasing on the Internet is risky (Andrews & Boyle, 2008). Perceptions of risk with online purchasing often go alongside using the medium, that is, with the security and reliability of transactions over the Web (Biswas, Biswas, 2004). Forsythe et al. (2006) find that risk negatively impacts on consumers' perceptions of using the Internet for purchasing, particularly those individuals who purchase less frequently. Conversely, Wang et al. (2010) find that more innovative respondents perceive less risk about purchasing on the Internet. Additionally, the more often respondents shop on the Internet the less risk they perceive, which is consistent with Forsythe et al.'s (2006) findings for frequent purchas-

ers. Compared to men, women perceive more risk to buying online both in terms of probability and in terms of likelihood and also perceive more severe consequences to loss of privacy (Garbarino, Strahilevitz, 2004) and attach a higher level of importance to security of online transactions (Liu et al., 2013)

A vast majority of Web users are concerned about the privacy of their personal information (Federal Trade Commission, 2000). Online consumers respond to their privacy concerns by withholding their personal data and by providing false or incomplete data (Hoffman et al., 1999). Online consumers are more likely to withhold information if they do not trust a retailer and are more likely to cooperate with a retailer by exchanging information if they do trust it (Schoenbachler & Gordon, 2002). An online retailer needs to communicate the security of personal information and payments to its consumers to build consumer trust. Prestigious third-party seals of approval help to assure consumers that their personal information is secure and online payments can be executed only with proper authorization (Urban et al., 2001). Also Cheskin Research (2000) reported that many of their respondents believed that seals of approval can lower their financial risk. Research on signaling the trustworthiness (Wang, Beatty, Foxx, 2004) also proved that providing seals of approval and detailed privacy disclosures in a Web site increased consumers' willingness to provide personal information.

While the privacy and security statements of electronic merchants earn appreciation from consumers, it is the website's design that influences consumer trust and consequently impacts online purchase intentions (Schlosser, White, and Lloyd 2006). Karvonen's (2000) finding is consistent with this conclusion. Karvonen found that consumers make intuitive, emotional decisions based on their perceptions of an online merchant's website. The look and feel of a website serves as a basis for consumers to form a first impression of the merchant, to develop an opinion of its trustworthiness, and to ultimately form their behavioral intent. In a marketing study of site design features and trust, Bart et al. (2005) found a number of site variables that affect consumers' trust. They confirmed that privacy and security are important in site design, but not as important as user-friendly navigation and presentation. When consumers feel empowered, trust is formed. It may be obvious, but errors in the site (missing links or pages or other inconsistencies) are trust busters and must be avoided by careful quality assurance Bart et al. (2005). A good-looking website (e.g., one with no textual mistakes, right colors, good balance between animation and usability, right brand communication) makes users think they are browsing in a professional environment and helps foster trustworthiness of the company behind the site (Urban, Amyx, Lorenzon, 2009). McKnight, Choudhury, Kacmar (2000) in their trust-

building model also identified website quality and structural assurance of the website as antecedents that build consumers' trust in the electronic merchant.

Bart et al. (2005) found out that brand was an important conveyor of trust as well. Branded products with strong brand equity enjoy an immediate trust gain when in an online environment. This study also found past experience through order fulfillment was an important determinant of the trust consumers have in the site. Good execution of order fulfillment is expected. If this expectation is not met, trust will decrease. Wood (2000) argued that return-policy leniency is another way to minimize the inherent consumer risks in remote purchase environments, including online shopping. As in other remote purchase environments, online shoppers' lack of experiential information makes product choice more risky (Wood, 2000).

3.3 Theoretical Methodological Basis

3.3.1 Eye tracking

Eye-tracking is the process of monitoring people's eye movements as a means of understanding visual processing behaviors (Duchowski, 2003). It can also measure the characteristics of eye movements and of the eye itself (Bojko, 2013). Sundstedt (2012) says eye tracking could be described as a process that identifies a specific point, e.g. on a computer screen, in both space and time that is being looked at by the observer. The gaze direction indicates where people focus their attention. According to Bergstrom and Schall (2014) it is a methodology that helps researchers to understand visual attention. With eye tracking, one can detect where users look at a point in time, how long they look at something, and the path their eyes follow. Graham et al. (2012) adds the information regarding the gazing behavior is collected in an objective, rapid, and non-invasive way.

Despite the fact that the eyes move, on average, three to four times per second, people are unaware of it and most of the time they are not conscious of where they are pointing their eyes (Horsley et al., 2013). Krajewski et al. (2011) claims eye tracking is less influenced by response bias than self-reporting is, and has a more standardized way of investigating cognitive processes than memory-based measures. Thus, eye movements provide an ideal and powerful objective measure of ongoing cognitive processes and information requirements during behavior (Horsley et al., 2013). The eye-tracking method has been increasingly used for studying consumer behavior over the last few years, which proves the number of recent studies on consumer perception (e.g. Otterbring et al., 2016,

Vu et al., 2016, Li et al., 2016), online purchasing behavior (e.g. Yang, 2015) as well as email marketing (e.g. Edisonda, 2013, Clark et al. 2014).

Eye Tracking Technology and Principle

Eye tracking is conducted with the help of a device called an eye tracker (Bojko, 2013). High-speed cameras precisely record a participant's gaze to assess visual attention. These cameras are mounted either on a flat, stable surface like a desk or are worn by the participant (e.g., using cameras mounted on a pair of glasses) (Graham et al., 2012). Therefore we distinguish between two main types of eye trackers used – wearable and remote. **Wearable eye trackers** are worn on a participant's head (e.g. as a pair of glasses, attached to a hat or on a headband). This type of eye trackers is used in studies that require participants to move around and interact with physical objects or people (e.g. way finding, shopping). On the other hand **remote eye trackers** are contact free and placed in a fixed location in front of a participant. It is mainly used in studies during which participants can sit or stand in one place and the stimulus is presented on a stationary surface (e.g. research using on/screen stimuli such as websites, images and video) (Bojko, 2013).

Most modern eye trackers rely on a method called corneal reflection to detect and track the location of the eye as it moves. Corneal reflection uses a light source to illuminate the eye, which then causes a reflection that is detected by a high-resolution camera. The image captured by the camera is then used to identify the reflection of the light source on the cornea and in the pupil (Bergstrom, Schall, 2014). The process is show in Figure 1.

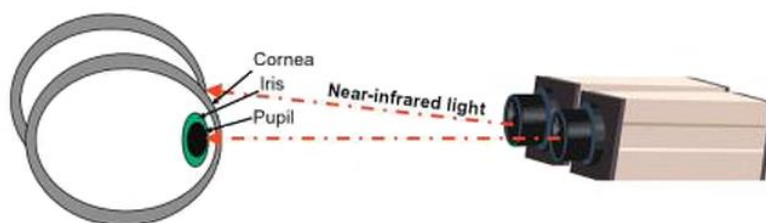


Figure 1 A conceptual illustration of how eye tracking technology works

Source: Bergstrom, Schall, 2014, p.4

The eye's multiple observations don't happen as one smooth, panning movement, the eye moves in spurts and rests between each movement instead (Nielsen, Pernice, 2010). The most reported event in eye tracking does not in fact relate to a movement, but to the state called **fixation** (Holmqvist, 2015, Duchowski, 2003). A fixation is defined as the brief amount of time when the eyes stay temporarily still and gaze at a specific point of the visual field (Rayner, 2009). It lasts anywhere from tens of milliseconds up to several seconds. It's generally considered that when we measure the fixation, we also measure attention to

that position (Holmqvist, 2015). Recent studies (Knoblich et al., 2001, Jones, 2003) found out that, in a difficult task, mean fixation duration increased significantly. They explained that the people need impasse stages (long gazes without making any moves) for cognitive processes searching for solutions; therefore, the more difficult a task is, the longer the fixation time has to be. Furthermore, information extracted during fixations leads to consumers' memory, preference, and choice (Wedel, Pieters 2008), for example, the product information or the feature advertisement characteristics lead to attitude or purchase outcomes via their effect on consumers' attention (Maughan et al., 2007, Zhang et al., 2009).

On the other hand **saccades** are rapid movements of the eye from one fixation to another to help the eye piece together a complete scene of what an individual looks at (Bergstrom, Schall, 2014). Because the eye moves so fast, each saccade lasts only between one-hundred and one-tenth of a second. The optical image on the retina blurs very much during this fast movement that people are effectively blind during a saccade. Due to this fact saccades are not analyzed, only fixations are considered when discussing the results of eye tracking studies (Nielsen, Pernice, 2010).

Eye Tracking Results Interpretation

Eye tracking analysis is performed by using eye tracking software that offers countless possibilities of its output interpretation. Some of the most commonly used are include the heat map, gaze plot and areas of interest.

Heatmap

A heatmap is a two-dimensional representation of data, in which the values of an eye tracking measure are shown in colors. They are compelling because of the intuitive nature of their color scale as it relates to the temperature (Bojko, 2013) -

Red indicates the areas that received the greatest amount of attention, green the least and black shows no attention at all (Maughan et al., 2007). The amount of "heat" is proportional to the level of the represented measure (Bojko, 2013). An area with no color on a heat map signifies that the participants may not have fixated on the area. That does not necessarily mean they did not see anything – they may have looked there for a short period or may have only registered peripherally, but it may not been detectable by the eye tracker. (Bergstrom, Schall, 2014).

As for the heat map creation, all fixations are mapped onto a static background image representing what the stimulus looked like when the data shown in the visualization were captured. Color values are then assigned to a small area immediately surrounding the center of each fixation. Finally the values of overlapping areas are added, which results

in a smooth color map (Bojko, 2013). Heatmaps are typically aggregated across multiple users. It doesn't depict individual users' viewing behavior – it represents the average behavior for all users (Nielsen, Pernice, 2010).

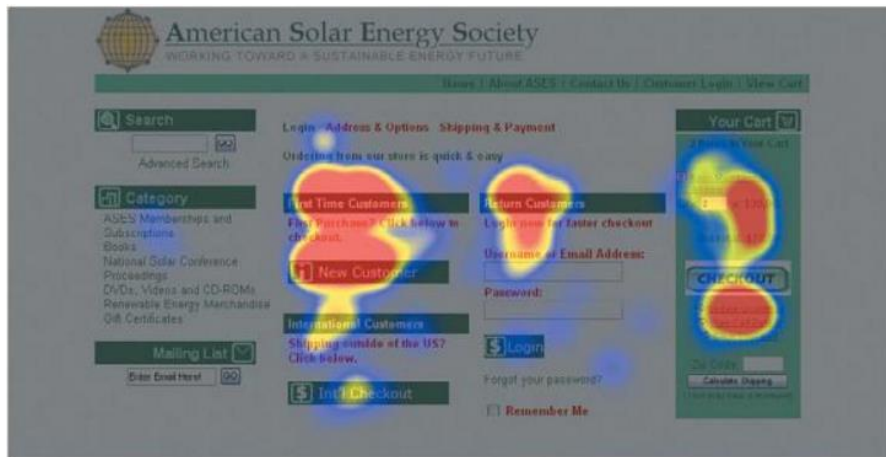


Figure 2 An example of heatmap data visualization
Source: Nielsen and Pernice, 2010, p.11

Gaze plot

Gaze plots are a visual representation of fixations and saccades for a particular time frame (Bergstrom, Schall, 2014). The example of the gaze plot is depicted in Figure 3. In most software applications, fixations are represented by dots, and saccades are lines connecting the dots (Bergstrom, Schall, 2014). The circles indicate the location of fixations of the viewer's gaze, and the size of a circle represents the duration of the fixation; a larger circle indicates a longer fixation (Maughan et al., 2007). Fixations are typically numbered to show the order of the fixations and can vary in size to illustrate the duration of fixation (Bergstrom, Schall, 2014).

Gaze plots can be used for qualitative analysis, which focuses on how an individual scanned a display or product in order to detect and explain usability issues. Gaze plots can also serve as illustration of these issues in reports. Occasionally, gaze plots can be used to exemplify quantitative results, especially fixation-based measures, such as fixation count or mean fixation duration (Bojko, 2013).



Figure 3 An example of gaze plot diagram

Source: Bergstrom, Schall, 2014, p.16

Areas of interest

An Area of interest (AOI) is a region of the stimulus that is relevant to the research questions. That region could be a navigation bar, software widget, paragraph of text, product on a shelf, billboard or a wayfinding sign at an airport (Bojko, 2013). Longer fixation duration on each area of interest (AOI) implies that it is difficult to extract or interpret information from the display element of the AOI, or the object in the AOI is more engaging or needs further investigation in some way (Ehmke, Wilson, 2007, Poole, Ball, 2005). AOIs must reflect the study objectives. There is no perfect set of AOIs for a stimulus, because the same stimulus can have different AOIs, depending on what is needed for the analysis (Bojko, 2013).

When using areas of interest as visualization and interpretation of the results, several terms have to be clarified. A **dwell time** is defined as one visit in an AOI, from entry to exit and it measures sum of durations from all fixations and saccades that hit the AOI. **Hit ratio** expresses how many subjects out of the selected subjects looked at least one time into AOI. **Glances (visits)** represents the number of glances to a target (saccades coming from outside) within a certain period. Definition of **sequence** is order of gaze hits into the AOIs based on entry time (SMI Visions, online).

3.3.2 Marketing Research

Marketing research is the process of defining a marketing problem and opportunity, systematically collecting and analyzing information, and recommending actions to improve organization's marketing activities (Berkowitz, 2000). Panda (2008) defines marketing research as the study of marketing problems, techniques and other aspects of marketing related decision-making and their implementation. According to Kramarova and Kicova (2013) it can be also defined as an objective and systematic search and analysis of information relevant for the identification and solution of any problem in the field of marketing. It studies an economic unit in terms of its various constituents such as consumers, buyers and sellers and their response towards price, promotion, purchasing power and loyalty towards specific brands and other similar marketing activities (Panda, 2008). Palmer (2012) supplements marketing research includes also monitoring the effectiveness of the advertising, intermediaries and pricing position. It also tries to determine the contribution of other relevant factors such as habits, customs and preferences to decision-making (Panda, 2008).

Marketing Research Process

The stages of the marketing research process can be described in a simple linear format. A model of this process begins with the definition of the research problem and ends with the presentation of the findings (Palmer, 2012). The stages are highly interrelated and affect one another (Panda, 2008). The details of the process involved are shown in the following diagram and explained below.

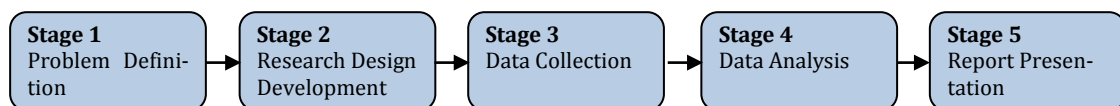


Figure 4 Marketing Research Process
Source: Palmer, 2012

A culmination of the **problem definition** process is a statement of the research objectives. These objectives are stated in terms of the precise information necessary to address the marketing research problem/opportunity and are usually in a form of a hypothesis (McDaniel, Gates, 2013).

A second step is to **design the research plan** and strategy in accordance with the requirements of the problem. It covers a cost structure for the research, identification of the data needed for the marketing actions, the nature of the data collection and the time scheduling for the research (Panda, 2008).

The marketing researcher then has to make a plan for **collecting** secondary **data**, primary or both. It depends on the nature and objective of the study, financial resources available, and desired degree of accuracy (Panda, 2008). Most survey-based data are now collected on the Internet. Interview-based data collection might be done by marketing research field services (McDaniel, Gates, 2013).

After the data have been collected, the next step in the research process is **data analysis**. The marketing researcher may use a variety of techniques, beginning with simple frequency analysis and culminating in complex multivariate techniques (McDaniel, Gates, 2013).

An important task of market researchers is to **present** their **findings** clearly to those responsible actions. Generally effective presentations of marketing research results require organizing the data into meaningful tables, figures and graphs (Berkowitz, 2000).

Marketing Research Types

Palmer (2012) claims that there needs to be made one important decision when developing a survey-based research plan and that's whether to conduct a **qualitative** or **quantitative** survey. Both options are described below.

Qualitative data are collected to know more about things that cannot be directly observed and measured e.g. feelings, thoughts, intentions, and behavior that took place in the past (Aaker, 2013). In the past years questions about the quality of qualitative research in the human and social sciences, medicine, nursing and public health, have generated increasing interest, particularly in terms of implementation and evaluation of qualitative research (Flick, 2007, Giacomini, Cook, 2000). It contributes to the belief that qualitative research can be confusing and unreliable (Mays, Pope, 2000) as it is considered subjective in comparison to quantitative research which is considered objective (Muijs, 2011).

Qualitative analysis can be conducted using by in-depth interviews or focus groups (Aaker, 2013). In-depth interviews are relatively unstructured extensive interviews in which interviewers asks many questions and probes for in-depth answers (McDaniel, Gates, 2013). These semi-structured interviews usually unfold in a conversational manner offering participants the chance to pursue issues they feel are important (Longhurst, 2009). In-depth interviews as a data collection method has been merely used in areas such as e.g. medicine (Bibby, 2006), human behavior (Beissenova at al., 2013), education (Verberg et al., 2015), and many others (e.g. Tseng et al., 2009).

Quantitative research is designed to gather information from statistically representative samples of the target population (Palmer, 2012). (McDaniel, Gates, 2013) defines

it as a research that uses mathematical analysis and it might be used to find statistically significant differences between the variables.

Regarding the sample size Palmer (2012) argues it is related to the size of the total population being studied, the variability within it, and the degree of statistical reliability required, balanced against time and cost constraints. Quantitative research is usually conducted among several hundred of respondents and the information is generally obtained using standardized structured questionnaires.

4 Methodology

This chapter provides with an overview of the methodology used in the practical part of the thesis. To provide a comprehensive view of consumer behavior the practical part was performed by three research methods - a quantitative method of questioning via an electronic questionnaire survey and qualitative methods of eye-tracking and in-depth interviews. The chapter gives further details about these methods and explains the techniques and analysis of data evaluation and interpretation. All of the research methods were focused on Czech consumers at the age group 19-26.

4.1 Eye Tracking

Eye tracking research was carried out in November 2015. For the purpose of the research an eye tracking laboratory located in the Faculty of Business and Economics at Mendel University in Brno was used. In total 12 newsletters were presented to 52 participants. Each of the newsletters in the experiment had two versions – an original one and one with a slight modification in the layout. The participants were divided into two groups and each was presented only one version of the newsletters.

Before starting the experiment a pilot test attended by two participants was run. Thank to it some of the imperfections of the research were revealed and reduced. One of the fundamental requirements for the observed sample of respondents was awareness of the email marketing and email newsletters. They were supposed to be familiar with the concept and purpose of email newsletters and receive some of them regularly into their inbox. The goal was to find out which elements of the newsletters attract most of the attention of the participants.

At the very beginning of the research itself each participant was introduced to the basics of eye tracking method. The experiment was then started with a procedure of calibration. After accomplishment of the calibration tasks participants were shown 12 newsletters of various industries and diverse graphic design. Each stimulus was presented for unlimited length of time, thus it was the participant itself who regulated the speed of the presentation. Each email newsletter was followed by two questions.

1. *Are you interested in this newsletter?*
2. *Would you visit the website based on the newsletter seen?*

The answers yes and no were offered for both questions. At the very end of the session 5 identification questions were asked. The session took around 25 minutes in average.

53 participants from among the students of Mendel University took part in the study. 1 participant had to be excluded from the observation sample as in this case an eye defect was detected and the initial calibration and validation of the eye tracking device was unable to be executed. Another 3 respondents were partially taken out of the data set since there was observed high signal loss of their gaze activity for certain stimulus. That might have been caused e.g. due to blinks or unexpected move during the session. The rationale behind omission of the sample comes from Bojko (2013), who recommends setting a threshold of data lost - an interval 10% – 30%. Overcoming this limit would mean the data should be excluded from the research. For the purpose of this study a limit of 15% was set. The ratio Blink duration total in relation to Export end trial time was calculated and when the loss of signal was higher than 15% of the entire time spent observing the stimulus, it was left out from the statistic sample. At the end the eye tracking research was conducted

The study was performed by SMI RED 250 remote eye tracker, which was attached to the bottom part of the computer screen. The device used operates at frequency 250 Hz. This frequency allows to capture data about the position of the eye up to 250 times per second allows a very accurate measurement of both static and dynamic images (etlab.cz, 2014). The research uses software SMI iview X, which is used also for controlling of the eye tracker device. Furthermore, the program SMI Experiment Centre in which the experiment itself was created and run. Data were then analyzed in detail via software SMI BeGaze.

A/B Testing

A/B testing appears to be an effective method to compare the efficiency of multiple variants of the same marketing tool. The primary goal of such method in this study was to analyze how small changes in the layout can be perceived by respondents and whether they turn out to be important for them at all. Each of the newsletters presented contained one modification and was shown only to one group of participants. The alterations were made via graphic editors Zoner Photo Studio 17 and Adobe Photoshop CS6. The adjustments applied on the email newsletters were following:

- change of the position of elements
- removal or shortening of the text
- removal of the element announcing discount
- mirror reflection

The first group of newsletters included an experiment with the arrangement of logo from right to left, a call to action button from bottom part to the first half of the newsletter or free shipping announcement again from the bottom part to the upper part. The readers tend to scan the message from the top so the element which is meant to convince them not to close the e-mail right away should be placed as close to the top as possible (Edisonda, 2013). The first research question is therefore following:

1. *People pay more attention to the element in the version of the newsletter where it is placed closer to the top.*



Figure 5 Visualization of changing the position of free shipping element in newsletter, original newsletter on the left, modified one on the right

Source: Own research, 2016

Based on the results from Nielsen Norman Group (2007) on introductory text people read only very little on web pages. They tend to skip and ignore introductory paragraphs on the websites and in the emails and instead they move their eyes to more actionable content. The first alteration was therefore shortening of the introductory text in one newsletter and cutting the text block containing specifications of the products in two other newsletters. The headline, price of the product and a call to action button was kept on the same spot in the message. The visualization of one of the newsletter modifications can be seen in Figure 6. The research question no.2 is:

2. *People focus their attention more on the products in the version of the newsletter with the reduced introductory text.*



Figure 6 Visualization of removal of text block in newsletter, original newsletter on the left, modified one on the right

Source: Own research, 2016

The third research question relates to the elements announcing sale and discount of the product. A special price highlighted by a sign 'sale' or a percentage of the original price shown which might be saved generally looks appealing to the consumers. People are more motivated and more likely to be interested in a product or service. Enjoyment was selected as a general positive emotion resulting from low prices or the opportunity to get a good deal in particular (Zielke, 2011). Of an interest of this experiment was to monitor the behavior of consumers when these elements were removed from the newsletter completely (Figure 7). It was assumed:

3. *People spent less time viewing the product in the version of the newsletter without the elements announcing discount.*

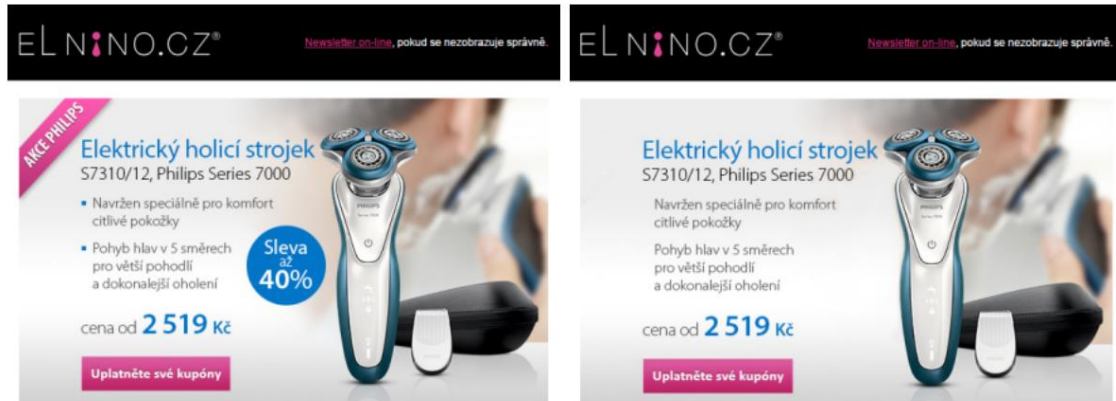


Figure 7 Visualization of removal of the elements announcing discount, original newsletter on the left, modified on the right

Source: Own research, 2016

The last email newsletter modification was made with the aim to find out what changes in consumer perception a mirror reflection of a newsletter can cause. In the original version the studied newsletter contained all the text blocks on the left hand side and the picture section on the right hand side. The newsletter was adjusted and the sections mutually interchanged. This study analyses how it influenced the reading behavior of the participants and their attention to the other elements of the newsletter. The visualizations of all experimental modifications on the selected newsletters can be found in Attachment E.

The data were processed via visual tools such as heat maps as well as via statistical analysis where information gained from AOIs were used. For statistical testing a nonparametric Wilcoxon rank-sum test that compares two unpaired groups was chosen. The formula of Wilcoxon rank sum test is defined as follows (Salkind, 2007):

$$S_n = \sum_{i=1}^n R_i \quad (1)$$

where R_i are the ranks and S_n is the sum of the ranks for a sample of size n .

The hypotheses were tested on 5% significance level, meaning in order to reject the hypothesis p -value had to be lower than 0.05. The results were then depicted graphically via Box & Whisker plots (boxplots).

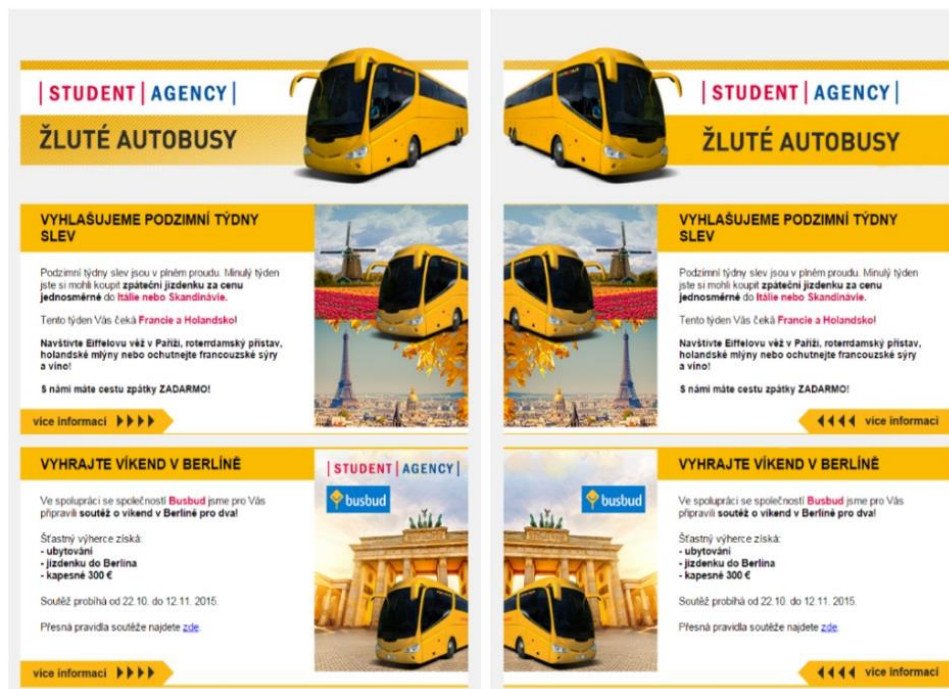


Figure 8 Visualization of mirror reflection in newsletter, original newsletter on the left, modified one on the right

Source: Own research, 2016

4.2 In-depth Interviews

A second part of the qualitative research was an in-depth interview. These semi-structured interviews were conducted with respondents after completion of the eye tracking part. All participants were given the same open questions and in total the individual interview took approximately 20 minutes. The goal of the method was to determine the attitudes towards the selected newsletters which the participants had the chance to see during the eye tracking session. In the interview the pictures of all newsletters were again shown to the participants, and various attributes of them such as placement of the elements, graphical design, content, initial impression, etc. were further discussed.

The respondents were also asked to express and substantiate their preferences in terms of two best and two worst perceived newsletters. For more exact evaluation a method of Product reaction cards¹ was used. Although the original mix of the cards con-

¹ Set of adjectives research participants could use to describe their reactions. These adjectives represented a mix of descriptions that people might consider positive, negative or neutral (Benedek, Miner, 2002).

sists of 118 items, in case of this research a slight modification was performed and the list of the cards was narrowed to 39 most relevant adjectives. The balanced ratio of positive, negative and neutral cards was kept as suggested by Benedek and Miner (2002). The participants could interact with these cards and were asked to select 5 of them they thought most closely matched their personal reactions towards the most and least favorite newsletters. The data were then processed through the word clouds creation, based on the frequency of the words chosen.

4.3 Questionnaire Survey

As a quantitative method of data collection a questionnaire survey was designed. The main goal of the quantitative phase was to gather data which could help to analyze the actual behavior of consumers in terms of email newsletters. For this purpose an application form in Google documents was used, mainly due to the ease of its distribution and completion. Prior to launching of the survey a pretest of 5 persons was run in order to verify that all questions are properly understood by the respondents. The pretest brought few new ideas to the concept of the questionnaire and helped to better formulate some of the questions and answers. The questionnaire survey was then run from February until March 2016 and distributed online through various social networks and email. It consisted of 16 research questions and 5 identification questions placed at the end of the survey. In total 456 respondents took place in the survey. Five respondents had to be taken out as not all of the identification questions were fully completed. The data obtained from the questionnaire survey was sorted through and from further data processing were excluded those respondents who do not subscribe for email newsletters. As a tool for evaluation of the data collected a statistical program Statistica 12 was used. For all questions the relative and absolute frequency was calculated.

Based on the results of Aberdeen (2015), more than 95% of organizations believe that email personalization can improve email marketing performance. The research carried out by MarketingProfs (2013) had also proved such an assumption as email messages with no personalization had the lowest click rate (2.0%), whereas personalization of both the subject line and message content resulted in the highest click rate (2.8%). The first hypothesis was formulated accordingly:

1. *Readiness of the received newsletters depends on the personalization of the email message content.*

Formulation of the second hypothesis comes from the researches on mobile email newsletters. Mobile email accounts for 15 to 70% of email opens, depending on the target audience, product and email type (Emailmonday, 2016). Mobile device is used to sort through the emails before reading them on the desktop by 29% of the age category 19 to 34 (Adestra, 2016). Small mobile phone screens can present big usability challenges though and therefore marketers should use responsive design and other techniques to adapt a single newsletter to various platforms (Nielsen Norman Group, 2012). Nearly 70% of email recipients (19 to 34) say they will delete an email if it doesn't look good on their mobile device (Adestra, 2016). The second hypothesis for the quantitative research is therefore:

2. *Visiting the website through the link in the newsletter does depend on the electronic device used.*

According to a recent study (PFSweb, 2015) U.S. women email users are more likely to engage with email content when it is labeled as “on sale” than men (84% to 78%). Lots of women sign up for newsletters from their favorite brands and stores just so they can be the first to learn about special offers and they are much more motivated by discounts and promotional coupons offered in the email newsletter (Freshmail, 2015). Thus, the third hypothesis used in the research is following:

3. *Motivation to purchase a product through received newsletter does not depend on gender.*

The null hypotheses assume independence between the studied variables. The alternative hypotheses were therefore created, which on the contrary assume the dependent relationship between the variables. They were tested through Pearson's Chi-square statistic with a level of significance (α) set to a value of 0.05 i.e. with a 95% probability that the result is correct and 5% probability of error that is inherent in the test. Thus, if a calculated p-value was greater than α 0.05, then H_0 is not rejected at the 5% significance level. If the dependency between the variable was proved, a Pearson correlation coefficient was calculated to measure the strength of a linear association between the sets of data. According to Puth et al. (2014) a measure of correlation is a useful statistic in situations in which there seems to be symmetry, and it is just as valid to ask how a change in X would be expected to influence Y as vice versa. As for interpretation of the Pearson correlation coefficient they state the value will always lay between -1 and 1, where 0 indicates no linear association, 1 means a perfect linear relationship between the variables and -1 suggests a perfect nega-

tive relationship with any sampled individual. In general the more it approaches the value to 1, the greater the dependence between the observed data. The questionnaire can be found in a full version (in Slovak and English language too) in Attachment A and B at the end of the thesis.

Segmentation of respondents

The questionnaire survey was answered by 452 respondents. Majority of them was represented by women (339 respondents, 75%), whereas men represent 113 (25%) out of all answers collected.

When it comes to the age breakdown to ensure the respondents demonstrate a representative sample of Czech population quota sampling was applied. The survey participants were selected according to quotas obtained from Czech Statistical Office. The quotas used represent age composition of Czech population to 31st December 2014 and they are shown in Table 1. Based on the results of the survey the largest group of respondents was people at the age 26 years, representing 19.5%. Frequency of the other age categories of respondents is also displayed in Table 1.

Another identification measure of the respondents was socioeconomic criterion. The analyzed sample was asked to choose its prevailing occupation and highest education received. An absolute majority of respondents (50.88%) have received a university degree. Regarding the occupation most of the people stated they are students (73%), whereas 26.3% represent the working population and less than 1% of the sample is unemployed. All the results related to the segmentation according to education and occupation shows Table 2.

Identification information		Absolute frequency	Relative frequency (%)	Observed quotas (%)
Age	19	27	6,0	9,9
	20	47	10,4	11,0
	21	76	16,8	12,4
	22	60	13,3	12,5
	23	67	14,8	13,3
	24	45	10,0	13,5
	25	42	9,3	13,4
	26	88	19,5	14,0

Table 1 Age segmentation of respondents, n=452

Source: Own research, 2016

Identification information		Absolute frequency	Relative frequency (%)
Highest Education Received	Primary school	3	0,66
	High school without school leaving exam	2	0,44
	High school with school leaving exam	217	48,01
	University degree (Bachelor, Master, Phd.)	230	50,88
Occupation	Unemployed	3	0,66
	Student	330	73,01
	Employee	119	26,33

Table 2 Occupation and education segmentation of respondents, n=452

Source: Own research, 2016

The last identification question was devoted to the size of the town where the respondents currently live. Almost 40% of all respondents live in a town with number of inhabitants more than 50 000. Nearly 35% answered they live in a town with 3 000 – 5 000 inhabitants and the remaining 25% of survey participants marked the answer “Less than 3 000 inhabitants”.

5 Practical Part

The practical part consists of the analysis of the secondary data and analysis of the primary data. The first part is devoted to analysis of Czech environment in terms of internet, email and email marketing usage based on the relevant researched carried out in Czech Republic as well as abroad.

In the second part the focus is on the analysis of the results obtained from the recent eye tracking research, questionnaire survey and in-depth interviews. A model of consumer behavior in area of email marketing is also formulated as well as recommendations for the industry and possible practical application of the results.

5.1 Analysis of Secondary Data

In terms of the proportion of Internet users in Czech Republic the development had a very positive trend in the last 8 years (as seen in Figure 9). It was raised by more than 25% and the amount in 2014 even exceeded the EU 28 average. Internet was in the Czech population aged 16-74 years used by 79.7% of people, while the average of EU countries accounted for 78.0%.

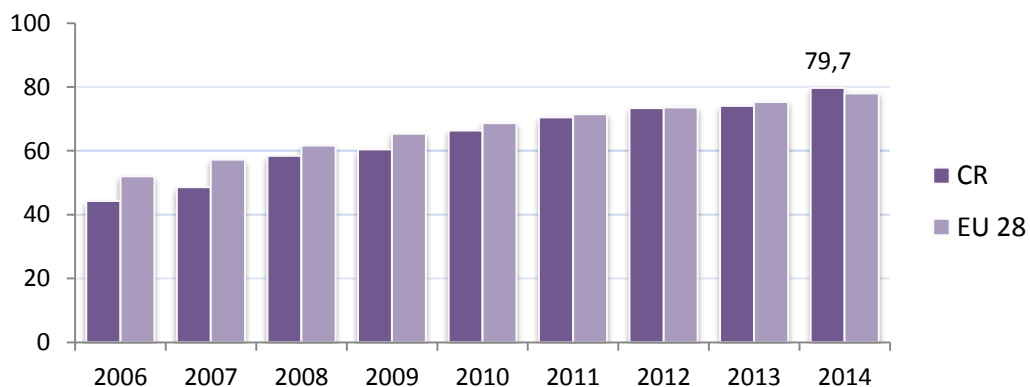


Figure 9 Individuals using the Internet in CR and EU (%)

Source: Czech Statistical Office, 2015

Looking deeper at the segmentation of Czech Internet users the highest proportion in terms of age represents the group category 16-24. 98% of all population of this age uses Internet actively. In terms of economic activity 99.7% of Czech students belong to the Internet users and it's also 95% of all people who have received a university degree. As for

gender the leaders are men with 77.3% of all male individuals using Internet, whereas from among female population it's 71.3% (Czech Statistical Office, 2014).

83% of companies in Czech Republic with ten or more employees had its own website in January 2015. Compared to the end of 2001 their share has almost doubled, (in 2001 only less than half of the companies were using a website - 45%).

The most common service that corporate websites offer to their customers is the ability to access the catalogs and price lists of the products and services. This option has been available by almost 60% of Czech companies. A customer was able to order or book a product or service through the website at 35% of the websites and in less than a tenth of the cases a customer had also a possibility to pay through the given website (Czech Statistical Office, 2015).

In 2014 one quarter of business used to sell its goods and/or services online. Revenues from e-sales accounted for almost one third (29%) of total sales of businesses in Czech Republic. In terms of size the big enterprises (250 and more employees) definitely dominate the market. Nearly half of them sell online and nearly 40% of their revenues come from e-sales (Czech Statistical Office, 2015).

Definitely the most popular group of activities carried out on the internet for private purposes is communication. Seven out of ten Czechs (more than 93% of Internet users) use e-mail communication. The email popularity is balanced across all age categories (Czech Statistical Office, 2014). Moreover, every year a growing number of people using Internet for private shopping can be seen. In Q2 2015 nearly 3.7 mil of Czech consumers reported they have made a purchase over Internet in the past 12 months. That represents nearly 42% of total population of Czech Republic and more than 55% of the total number of Internet users in this country. The most frequent category of goods purchased online includes clothing, footwear and fashion accessories, which were bought by almost 2 mil of Czech population in 2015. Popular are also the tickets for various sport and cultural events, which were bought by almost 1.4 mil persons above 16 years. A deeper insight into the types of goods which were ordered online by individuals is shown in Figure 10. The higher value gives the percentage out of all Czech inhabitants, while the lower one represents the percentage value of the population doing online shopping.

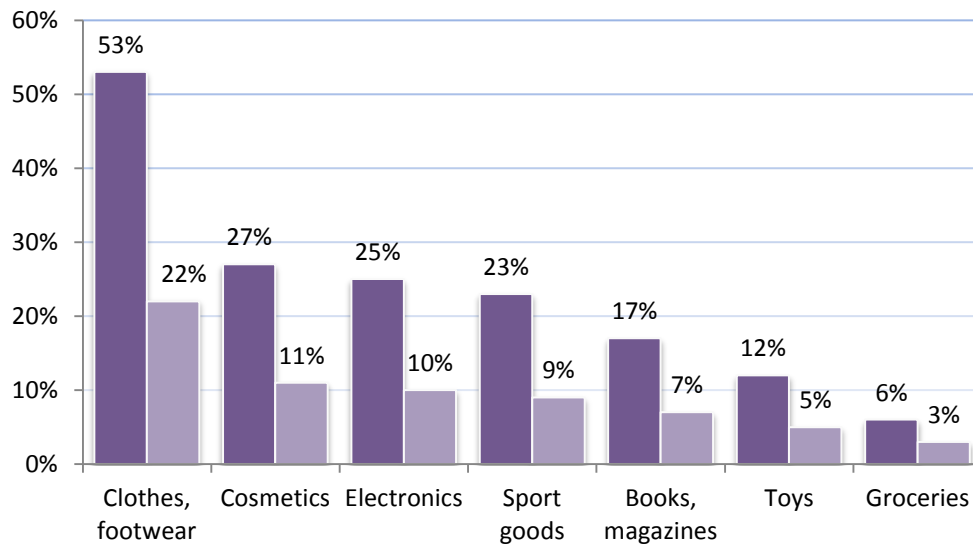


Figure 10 Categories of goods purchased online by individuals in 2014

Source: Czech Statistical Office, 2015

The email newsletters for the analysis of this thesis were selected accordingly. The priority was to examine the ones presenting the products, which are of the general interest of the consumers. The wide range of fields and industry sectors also assure higher objectivity of the research and provide deeper insight into the area studied. The selected newsletters therefore represent the categories of fashion (Mango, Vivantis), Cosmetics (Elnino, DrMax), Sports (Sportissimo), Electronics (Datart, Alza), Education (Martinus, Österreich Institut), Groceries (Tesco) and Travel (Student Agency).

Looking at the email marketing benchmarks published by email marketing provider Mailchimp (2016) the average open rate of newsletters across industries is about 22%. Open rate usually peaks in the first hour after delivery of the email, declines rapidly within the next 19 hours, and gradually diminishes thereafter. A substantial part of the open rate is derived from a subject line, which many of the marketers consider as a key decision factor influencing whether consumers open the email newsletter or rather delete it. According to March 2012 survey results from Chadwick Martin Bailey (2012) developing strong relationships with consumers and writing strong subject lines appear to be the best ways to ensure email opens. When respondents were asked what makes them open an email from a business, the sender email is from (64%) and the subject line (47%) were far more popular than other factors such as liking the offer (26%) or the first few lines of the body of the email (14%).

Although liking an offer was not a top factor given for opening emails, consumers were motivated by discounts and special offers. In fact, they said that receiving discounts

and special offers (58%) was the top reason for subscribing to emails from businesses. Right after the reason for email newsletter subscription was taking part in a specific promotion (39%) (Chadwick Martin Bailey, 2012). The messages have then the average click rate about 2.7% varying across sectors (Mailchimp, 2016).

Consumers also appear to be clear on one topic: too many newsletters have an undesirable effect. When the respondents were asked by Chadwick Martin Bailey (2012) why they unsubscribe from an email list, too many emails topped the list of reasons given, cited by 69%. The second-most important reason among newsletter subscribers was the information is no longer being relevant to them (56%). Results from Upstream survey (2012) also showed overload being a major turn-off. Data from that survey indicated that two-thirds of US and UK consumers would unsubscribe from a brand's promotions if they thought the messages they were receiving were too frequent. The breakdown of open, click through and unsubscribe rates of the areas used for the research can be seen in Table 3.

Industry	Open Rate	Click Rate	Unsubscribe Rate
Beauty and Personal Care	19.3 %	2.15%	0.33 %
Electronics	21.32 %	2.34 %	0.30 %
Education	22.1 %	2.78 %	0.20 %
Retail	21.52 %	2.67 %	0.29 %
Sports	26.03 %	3.50 %	0.28 %

Table 3 Average Email Campaign Stats of MailChimp Customers by Industry

Source: Mailchimp

5.2 Eye Tracking

A qualitative method of eye-tracking played a major role in data acquisition. Data was received through sessions where the gaze activity of 52 respondents was monitored. For the purpose of interpreting the results heat maps, areas of interest and gridded areas of interest were used. For testing the hypotheses regarding A/B testing a non-parametric Wilcoxon rank-sum test was chosen. Due to rather extensive method of interpretation (in total 12 newsletters), not all outputs of eye-tracking sessions are included in this subchapter. The general findings valid for all newsletters are followings:

The greatest attention of all respondents grabbed headlines. In all of the examined newsletters they were the elements which were noticed by every single individual participated in the research. Moreover, in 11 out of 12 emails they were the first area of interest observed. Headlines are usually the most striking elements of the message as their aim is to convince people to read further. They are also one of the first elements people spot after opening the email newsletters. After headlines, people were mainly looking at the product details and illustrations of the products as well.

Logo didn't gain much attention. Logo as an element was noticed by majority of the research participants; however, there was every time only a short moment of attention devoted to it. Overall, it represented in average only about 1% of all time spent on browsing the specific newsletter. The only exception was Mango newsletter, where the attention on a logo represented in average about 3%. That was caused by the length of the message though as the newsletter by Mango was one of the shortest emails analyzed and therefore also the time spent on it was much shorter. Furthermore, logo was not the first element of the email recognized as one could think in regards to its common location. People often looked at the main headline first and continued up to the logo afterwards. It usually ended up as the second or third area of interest observed.

The font size has a crucial role in browsing the content. The larger font was used, the more visible and more eye-catching it was for the sample. The font was usually bigger in case of headlines what actually made them even more engaging. On the contrary a content of long paragraphs was written in a font of smaller size and in the end resulted in less of gaze attention. It confirms the tendency of people only to scan the email instead of going through each section in detail. Bigger font words and sentences are easier and faster to scan.

The length of the email matters. When it comes to product offer newsletters the attention of people always dropped with the length of the message. The longer the email was the more attention was distracted. The products in the second half on the email gained

significantly less attention than the products placed above them. Some of the participants didn't even scroll fully through the message.

	Are you interested in the newsletter?		Would you visit the website based on the newsletter seen?	
	Yes	No	Yes	No
Lékarna	21	31	15	37
Student Agency	44	8	46	6
Österreich Institut	16	36	11	41
Mango	43	9	34	18
Vivantis	29	23	23	29
Elnino	37	15	34	18
Sportissimo	32	20	32	20
Tesco	18	34	12	40
Alza	26	26	26	26
Datart	12	40	12	40
Martinus	42	10	39	13
DrMax	14	38	13	39

Table 4 Are you interested in the newsletter?

Source: Own research, 2016

Table 4 expresses the opinion of the respondents on the questions whether they liked the newsletters they have seen and whether they would let themselves transfer to the company website for more details about the products or any other information provided in the newsletter. Looking at the frequencies of the answers it is obvious that newsletters by Student Agency, Mango and Martinus draw most of the positive attention. 44 research participants (84.6%) answered "Yes" for the first question about Student Agency newsletter, 43 (82.6%) about Mango newsletter and 42 (80.7%) about newsletter by a company Martinus. Approximately the same amount of people would visit the website based on the newsletter seen with the exception of Mango message. Its ratio dropped to only 34 "Yes" representing 65% of all answers. Presumably, people liked the newsletter shown but were either not keen on the topic of the newsletter or not interested in the portfolio of the products presented. That might have been a result of the composition of the sample as vast majority were women and Mango is a fashion company selling female clothes. On the contrary people were not interested in emails by Datart (40 participants), DrMax (38) and Österreich Institut (36). Surprisingly, the newsletter by Österreich Institut would not visit

even higher number of the sample – it rose to 41 (78.8%). Similar results in terms of how likeable were the newsletters came out of in-depth interviews as well (see chapter xx).



Figure 11 Heat map - Mango email newsletter

Source: BaGaze

A very important role in perception of email newsletters play people which appear in them. The basic assumption coming from experiments carried out in the past says human faces and human bodies are very eye catching and naturally attract attention of respondents. Having looked at Figure 11 one could conclude human face does draw significant time of gaze attention. The face of a woman in the upper part of the newsletter was noticed by all participants resulting in hit ratio of 100%. Only 17 participants though returned to this area of interest later on. They devoted the human face 833.7 ms of gaze activity in average – 9.5% of the entire time spent on browsing this newsletter. There was only one element which gained more attention in average than the woman face and that was the main headline in the very middle of the message. People focused on it for about 1260 ms in average (dwell time 14.7%). Also, it was read by majority of them (hit ra-

tio 91.3%). The second human being in the newsletter received substantially less attention from the participants than the first one. Only 17 of them paid really attention to it resulting in 73.9% hit ratio. Despite of this fact it still remained one of the most noticeable elements in the newsletter (dwell time 666.2 ms). According to the heat map people found also fairly interesting the presence of the dogs in the newsletter (564.3 ms spent in average on the dogs in the upper part, 701.6 ms spent on dogs in the bottom part).



Figure 12 Heat map - DrMax email newsletter

Source: BeGaze

A similar result brings an examination of DrMax email newsletter where parts of a woman face dominates the message (Figure 12). Again, people obviously devoted a significant amount of time to the eye of the woman, which makes at the end 88.9% of hit ratio and 2333.5 ms of dwell time (5.4%). It could be admitted the picture didn't distract too much attention of the participants as the majority of the time spent on this newsletter was anyway concentrated on the product description and its details (6722.2 ms, 17.8%). This area

of interest was not skipped by any of the participants; moreover rate of revisits was 100% as well.

Observation from newsletter by Österreich Institut brings results how people read email newsletters consisting of more extensive blocks of content. Figure 13 shows clearly that people only rarely read every word of the heavy long text. The research participants quickly scanned the text, starting at the top and moving to the bottom, noticing the left part first, right one afterwards. They looked primarily on the headlines and only very little attention was devoted to the text underneath the headlines. Moreover, the position of the headline also mattered - the higher the headline was located the more attention it got. Such a reading style is well known as F-pattern when people's eye movements firstly form a horizontal line across the top of the screen and next a vertical line on the left side. This reading phenomenon is most commonly discussed in context of webpages; however it plays an important role in relation with email newsletters as well. Although in Österreich Institut email message the pictures were situated on the left hand side, as they apparently didn't draw too much of readers attention, the readers very smoothly moved to right side located text and continued skimming and scanning content there. The reader is usually looking for something he likes, and then is willing to devote more attention to that part and start reading normally.

Looking more closely at Figure 14 a gaze activity on each area of interest set can be seen. The respondents noticed the areas of interest in the following order – logo, introductory text, text no. 1, picture no. 1, cover picture, picture no. 2 and finally text no. 2. What is quite interesting, the cover picture probably was not very attractive for the sample since it was noticed only as fifth area of interest and not among the first ones. The area of interest with the longest dwell time was undoubtedly the introductory text (8593.6 ms, 32.9%). Every respondent went through the text and 21 of them even revisited the area. Its ratio fixation count was the highest from among all areas of interest too (21.3). The trend of decreasing attention on the second and third text and picture can be also observed from analysis of KPIs of areas of interest. While people were looking at Text 1 for 4503.8 ms in average, when it comes to Text 2 it was only 2636.8 ms in average. As for Picture 1 the participants spent around 727 ms browsing the illustration, whereas only 497.4 ms in case of Picture 2. The difference might be also result of the type of the picture shown. Picture 1 depicts group of people which is usually a more appealing theme for the readers

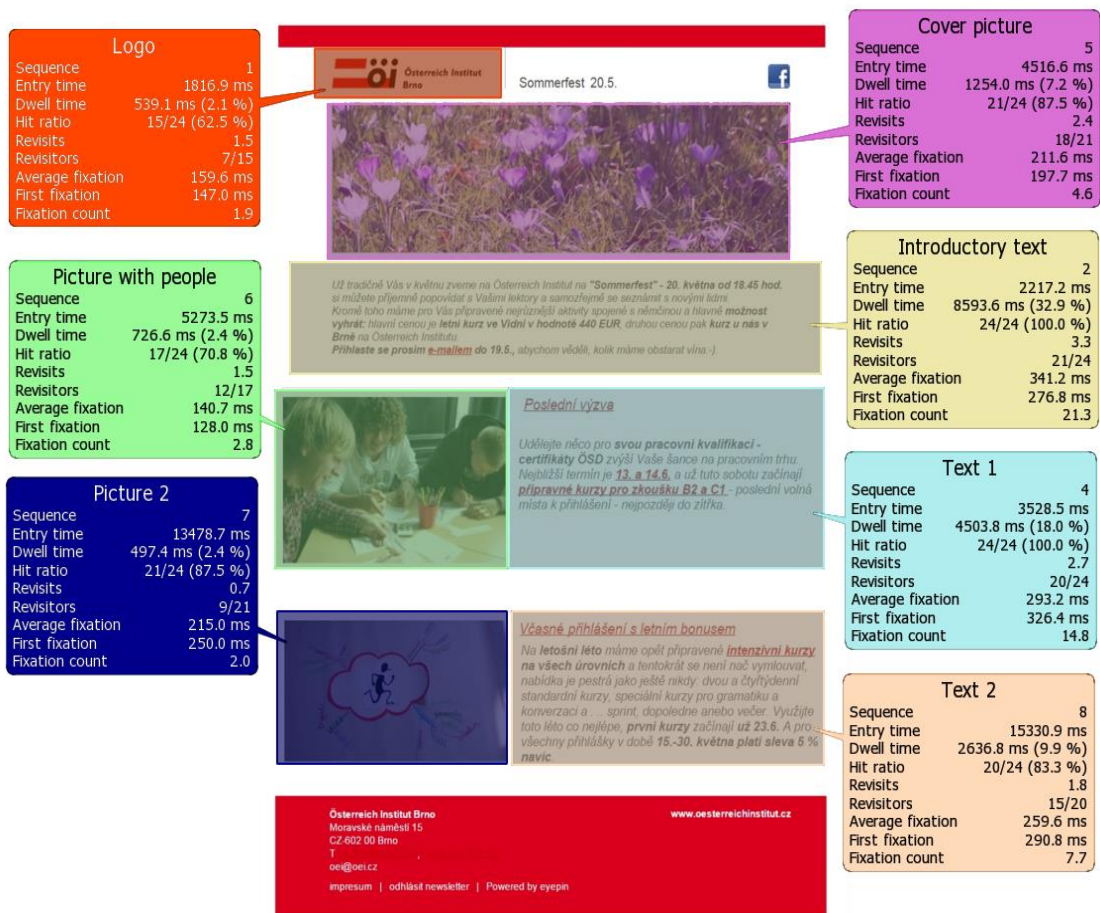


Figure 14 AOIs - DrMax email newsletter

Source: BeGaze

The gaze activity of Tesco newsletter demonstrates the suitable location of the products offered. If the products are located in multiple columns and multiple rows as seen in Figure 15 then there is the highest concentration on the first item in the first column and the first row. Such a conclusion is even more obvious from AOI KPIs. The average gaze activity on the first product in a line was 903 ms, on the second product 848.3 ms and on the third product 498.6 ms. Order in which the products were viewed reflects the time spent scanning them – the first product in a line, the second one and the third one at the end. Afterwards people moved their attention to the second line of the products. Therefore if the goal of the newsletter is to attract attention of the reader on a particular product, this product should be placed in the top left part of the list.

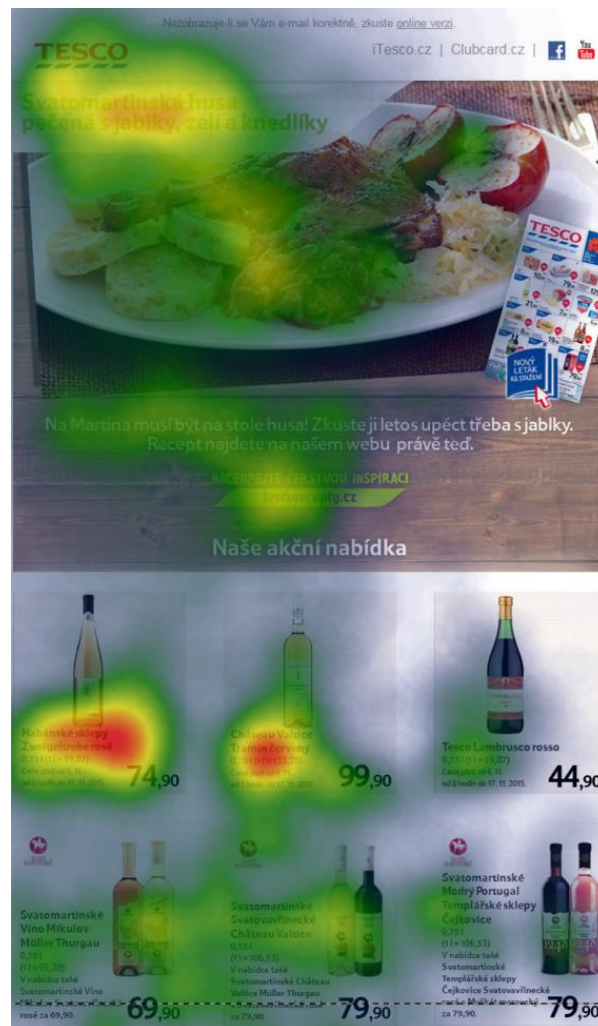


Figure 15 Heat map - Tesco email newsletter

Source: BeGaze

The ideal position of the products could be analyzed from a heat map and gridded areas of interest of Elnino newsletter as well. One spots immediately that the area which catch the eyes of respondents the most was the product located closest to the top of the screen. Based on the corresponding quadrant the average time of their gaze activity was 4513.4 ms. This value might have been influenced partially by a position of the brand logo, which is located in the same quadrant. However, it is obvious from the heat map that the first product gained most of the attention anyway. A declining trend in the interest in the products can be observed. The average dwell time of the second product was 2928.1 ms and it kept its decreasing tendency as the reader scrolled down the message. Average dwell time of the third quadrant dropped to 2378.9 ms. Almost the same applies to the illustrations of the products, even though in the last rectangle the average time spent increased a bit

compared to the visualization of the second quadrant in the same column. Anyway people were evidently losing their attention as they continued browsing the newsletter. Significantly less attention was focused on the products underneath the very first ones. The products the newsletter should promote the most would be therefore reasonable to place on the top of the list. There is the biggest chance will be noticed by email viewers and that the information about the given products will be read.



Figure 16 Heat map and gridded AOIs – Elnino email newsletter

Source: BeGaze

5.2.1 A/B Testing

Change of the position of elements

For the purpose of A/B testing of the email newsletters several experimental modifications on the presented newsletters were made. As for the change of the position of certain elements a similar modification has been performed on three newsletters:

- Mango – moving a company logo from top left corner to the top right corner
- Drmax – moving a free shipping announcement from upper part to the bottom part
- Vivantis – moving a call to action from bottom part to the upper part

The hypothesis tested in line with the modifications was following:

H0: Location of the elements in the newsletter has zero influence on people's attention to this element.

The assumption of the hypothesis is that people pay more attention to the element in the version of the newsletter where it is placed closer to the top. Regarding Mango newsletter, since the logo remained in the position on the top of the screen, it was assumed more attention was devoted to the element when placed in the top left corner, where people usually expect a company logo to be. For testing the hypothesis for the three newsletters Wilcoxon rank-sum test was used. P-values were generated and analyzed on 5% significance level.

	U	Z	Valid N (Original)	Valid N (Modified)	2*1sided (exact p)
Mango	327,0000	-0,183147	25	27	0,855926
Vivantis	223,5000	2,078723	27	25	0,036031
DrMax	226,5000	2,023779	25	27	0,041353

Table 5 Wilcoxon non-parametric test for Mango, Vivantis and DrMax newsletter

Source: Own research, 2016

Looking at the results in Table 6, as for Mango newsletter p-value is higher than 0.05 and therefore we don't reject the hypothesis. The assumption was not confirmed and thus the manipulation with the arrangement of logo element from right to left didn't play a significant role in the research. There was not shown any significant difference neither in the average time of looking at this element nor in the average number of the fixations at it (see Figure 17). The same applies to median values of time spent by looking at the logo – 232 in

the first one and 282 in the second one. The logo in both locations attracted attention of a similar amount of the participants. Presumably, the location of a brand logo doesn't seem to be too important for people as long as it is situated on the top of the screen.



Figure 17 AOI Logo – Mango email newsletter

Source: BeGaze

The same hypothesis was tested also for the newsletter from a drug store DrMax. A p-value based on Wilcoxon rank-sum test is 0.041353, meaning the null hypothesis can be rejected. In this case location of free shipping announcement does have an influence on people's attention. The results showed that in the original version of the newsletter where the element was placed above the product picture and product details, was much more noticeable than in the modified version. The average dwell time of this area of interest in the original message was 1647.1 ms (6.5%) whereas in the modified one only 1041.9 ms (3.3%). Also the ratio fixation count differs – while in the version with free shipping on the top there were 6.6 fixations, in the latter one the number of fixations dropped to 4.4. The graphical view of the median values of both newsletters is to be seen via Box & Whisker plot in Figure 18. From the boxplots it is obvious that the assumption of equality of the two median values is not justified. In case of original message the median value was 1408 whereas after the modification it dropped to 599.9.

As people tend to scan newsletters top-down, our observation from the research is that the element to which we want people to focus their gaze activity should be placed as close to the top as possible.

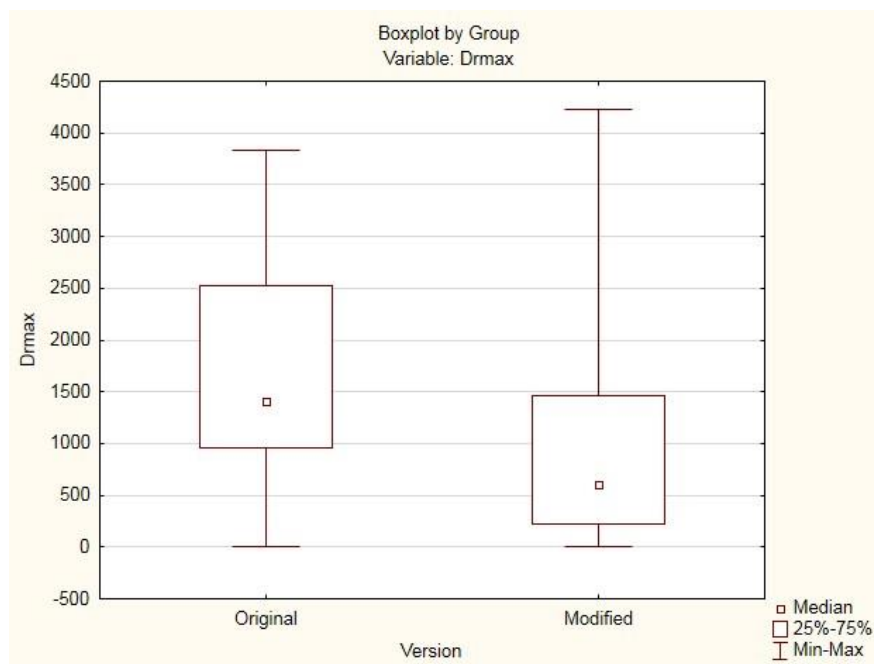


Figure 18 Boxplot DrMax newsletter

Source: Own research, 2016

When it comes to a newsletter from an online company Vivantis, the impact of movement of call to action button from bottom part to the upper part was observed. Since $p\text{-value} (0.036031) < \alpha (0.05)$, the null hypothesis is rejected and the alternative one can be applied. As in the previous situation changing the position of the element does influence people's perception of the message. In the original version where the call to action button was placed in the bottom part the average dwell time of the button area of interest was 150.6 ms, whereas in the modified newsletter 548.9 ms. A slight change can be seen in terms of median values of time spent on the element as well – 55.8 in the original one and 350.0 in the second one. Such a difference might be a result also of the length of the newsletter, where the original call to action button was placed below the fold. People had to scroll the newsletter down couple of times to be able to see the element and to focus their attention to it. Similarly to the previous case, the higher the element is positioned the more attention it gains and therefore the important elements should be well-visible at a first glance.

Removal or reduction of the text

With this type of modification the assumed reaction of people was they would focus their attention more on the products in the version of the newsletter where the introductory text was reduced or where the details about the product were removed. Three email

newsletters were involved in the experiment of this alteration and the changes applied were:

- Alza – removal of product’s parameters
- Datart – removal of product’s parameters
- Martinus – shortening of introductory text

There was formulated a following hypothesis:

H0: Reduction of the introductory text has zero influence on the people’s attention on the product.

	U	Z	Valid N (Original)	Valid N (Modified)	2*1sided (exact p)
Alza	228,5000	-1,98715	25	27	0,045252
Datart	214,0000	-2,25271	27	25	0,023381
Martinus	230,0000	-1,95968	25	27	0,049450

Table 6 Wilcoxon non-parametric test for Alza, Datart and Martinus newsletter

Source: Own research, 2016

Starting with a newsletter from Alza company nonparametric Wilcoxon rank-sum test was again applied to verify the correctness of the hypothesis. The test was significant at $p < 0.05$. P-value was 0.045252 (see Table 7) and therefore the null hypothesis is rejected and an alternative one confirmed. The null hypothesis was rejected in favor of the alternative one also in case of Datart newsletter. Its p-value was 0.023381. It proved that removal of the text block of the product has an influence on people’s attention on the given product. The participants were looking at the product more intensively in the modified newsletter. Their average gaze activity in case of Alza newsletter on the first product was 1035.8 ms (original message) and 174.6 ms average fixation compared to 1803.2 ms (modified message) and its average fixation of 189.5. The second product gained even more attention – dwell time in the original newsletter represented 1505.6 ms in average whereas in the modified version it raised to 2534.4 ms in average. When it comes to email newsletter from electronics retailer Datart more attention was devoted to the first product. The gaze activity on average on the displayed picture of the first product was 458.3 ms (in original newsletter) in contrast with 899 ms (in modified version). There was slightly lower focus on the second product in line – in original newsletter 702.1 ms, in the altered one 395.2 ms. For better visualization a boxplot of dwell time of the first product picture in both versions of the newsletter from both retailers can be found in Figure 19.

Absence of the product specifications apparently gave people an opportunity to focus more on the visual side of the products as there were fewer elements which could potentially distract them. The reaction of a student on a question which design would be preferred for him was as follows: *“It doesn’t bother me if there is no additional information about the product. Anyway I wouldn’t read it at the first sight, because there are too detailed and at the moment of scanning of the newsletter I’m not convinced to buy the product at all. I like when the design of the newsletter is simple and straight forward and that’s exactly in case when the product information is not present.”*

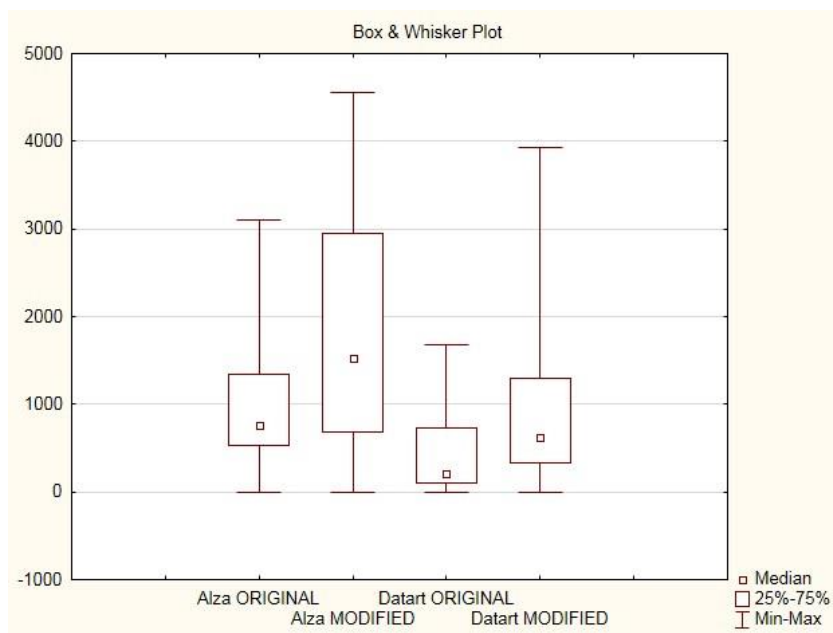


Figure 19 Boxplot Alza and Datart newsletter

Source: Own research, 2016

A newsletter by Martinus was used for the purpose of the A/B testing experiment as well. Its introductory text which was placed right under the main headline was shortened to its necessary minimum and was tested whether such a change makes any impact on people’s attention. The null hypothesis was tested through nonparametric Wilcoxon rank-sum test. The P-value was 0.049450 resulting in rejection of the null hypothesis. We could conclude that shortening of the introductory text does influence people’s attention on the product. In Martinus newsletter such a conclusion is obvious on the time people were looking at the product located after the text. The average dwell time of the participants increased from 3089.6 ms to 4663.6 ms. Also value of average fixation raised from 236.9 in the original newsletter to 298.7 in the modified newsletter. Boxplots in Figure 20 proves that medians of the two samples are not identical (1899.7 vs. 3107.7).

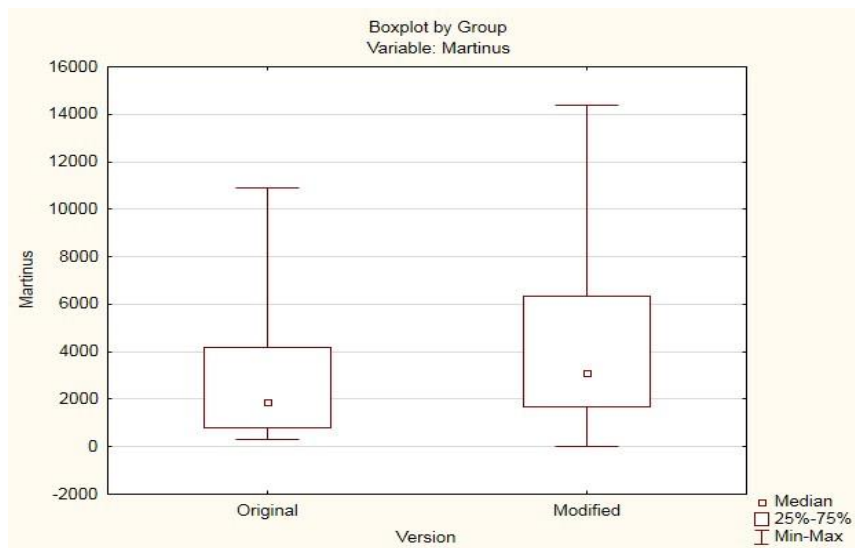


Figure 20 Boxplot Martinus newsletter

Source: Own research, 2016

Instead of reading a large block of the text in the original email people’s gaze activity was devoted to the product itself in the modified email. The scan paths remained relatively the same in both email newsletters. The observation from the experiment on introductory text is people tend to avoid reading of long texts and they prefer moving to different type of content. Presumably, even if they decide to go through the paragraph, the information might very likely not be remembered and processed. What attract readers’ attention much more though are key words, separate sentences, pictures, terms highlighted in a bigger font, or any other content that is more interactive than a full paragraph of text. On the other hand a short introductory text might give recipients a quick information or general idea what the email newsletter is all about.



Figure 21 AOI Product – Martinus email newsletter

Source: BeGaze

Removal of the element announcing discount

Elimination of the information which point outs on a discounted product is another group of changes performed on the examined sample of newsletters. The assumption behind is people spent less time viewing the product in the version of the newsletter without the elements announcing discount. It is assumed people prefer browsing the product which is offered for lowered price as it might be more attractive to be purchased. Similar changes were done on newsletters from companies Elnino and Tesco.

- Elnino – removal of an announcement “Sale” and “Special deal”
- Tesco – removal of an announcement “Sale”

Testing of the assumption required formulating of a null hypothesis:

H0: Removal of the element announcing discount does not have any influence on the attention on the product.

	U	Z	Valid N (Original)	Valid N (Modified)	2*1sided (exact p)
Elnino	289.000	-0.879108	27	25	0,382472
Tesco	305.500	-0.576914	25	27	0,560894

Table 7 Wilcoxon non-parametric test for Elnino and Tesco newsletter

Source: Own research, 2016

As seen in Table 8 for both newsletters p-value was higher than 0.05 (0.3824 for Elnino, 0.5609 for Tesco), therefore the null hypothesis cannot be rejected on 5% significance level. It confirms that removal of the element announcing discount does not have any influence on the attention on the product. The results come from the gaze activity on the very first product presented. Their median values were as follows – as for Elnino original version of the newsletter 384.1, after the modification it increased to 636.1. Tesco had a median of 355.9, later 547.9 when the discount information disappeared. Figure 20 shows a graphical visualization of median values for both versions of both newsletters.

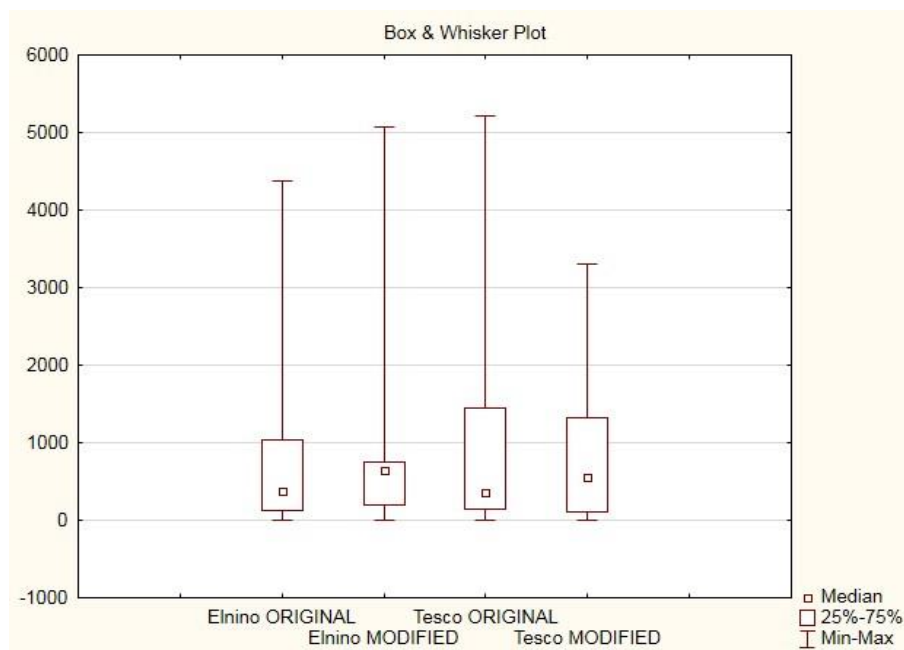


Figure 22 Boxplot Elnino and Tesco newsletter

Source: Own research, 2016

One of the arguments why the assumption was not confirmed might be the choice of the products was not of the taste of the participants. Their gaze attention devoted to the products then didn't depend on the presence or absence of the discount element. The special deals could also not be appealing enough to people. They might have perceived the prices of goods still quite high and therefore they didn't bother themselves to spend time on browsing product illustrations more in detail.

Mirror reflection

This subchapter shows the perception of the newsletter after a mirror reflection of its graphical design. The experimental modification had been performed on a newsletter by a company Student Agency, where the text blocks, brand logo and headlines were moved from left hand side to the right one and all the way around in terms of illustrations of the products. As seen in heat map of both newsletters displayed in Figure 24, in both emails the highest attention was devoted to the text paragraphs, where the F-pattern was kept. The change the alteration brought is that in the modified version of the newsletter the average time spent on browsing the email went up from 30306.9 ms to 37058.12 ms. As a result of that one could observe the pictures draw people's attention slightly more in the modified newsletter than in the original one. The average dwell time raised from 2008.6

ms to 2406.3 ms and number of fixations increased from 8.4 to 9.9. Similar behavior was seen in terms of text paragraphs too since in the original message people were looking at them for about 21520 ms on average and for 25755.9 ms in the modified one. Although the value in the second newsletter was slightly higher, due to the difference in the total average time spent on the newsletter it represented only 66.7% whereas in the first one it made 68.1% out of the entire time.

Furthermore, the order of the fixations also little changed. While in the original message the text block was definitely spotted earlier than the pictures, in the modified one it was all the way around. People firstly scanned the pictures on the left part of the newsletter and subsequently moved to the part containing written information. The behavior probably results from people's reading habits as they tend to read from left to right in general.

The figure displays two versions of an email newsletter for 'STUDENT AGENCY' with heat maps indicating user eye-tracking. The newsletter is organized into several sections:

- ŽLUTÉ AUTOBUSY (Yellow Buses):** Promotes autumn travel packages. The heat map shows high engagement with the bus image and the text 'VYHLASUJEME PODZIMNÍ TYDNY'.
- VYHRAJTE VÍKEND V BERLÍNĚ (Win a weekend in Berlin):** Promotes a weekend trip to Berlin. The heat map shows high engagement with the bus image and the text 'VYHRAJTE VÍKEND V BERLÍNĚ'.
- ZÍSKEJTE ZDARMA SLEVOVOU KARTU EYCA (Get a free EYCA discount card):** Promotes a discount card. The heat map shows high engagement with the text 'ZÍSKEJTE ZDARMA SLEVOVOU KARTU EYCA'.
- ZAJISTÍME VÁM KOMPLETNÍ SERVIS (We will provide you with complete service):** Lists services like flights, hotels, and taxis. The heat map shows high engagement with the text 'ZAJISTÍME VÁM KOMPLETNÍ SERVIS'.

The heat maps on the right version of the newsletter show significantly higher fixation on the images (buses, Berlin, EYCA card) compared to the text blocks, indicating a visual-first scanning pattern.

Figure 23 Heat map – Student Agency email newsletter

Source: BeGaze

5.3 In-depth Interviews

In this subchapter information gained from in-depth interviews will be evaluated. In order to avoid possible biased data the in-depth interviews were carried out right after completion of eye-tracking session, when respondents still had all the impressions and opinions about email newsletters seen fresh in their minds. In total the in-depth interviews were conducted with 52 students at age 19-26. To keep the authenticity, the full citations of the interviewed sample will be used.

The interview began with the usual motives for email newsletter subscription. Nikola, 22 explains: *"I like subscribing for those newsletters, which benefit me in any sense. They could bring e.g. sales, discounts or anything else"*. Most of the answers of the respondents were related to the interest in product portfolio the given company offers and interest in receiving news connected with them. Also, gaining some added value from the subscription which people normally wouldn't get (in form of discount prices, special deals, limited offer, etc.) motivated them quite a lot. Few of the respondents believed they would be the first informed by the company about the hottest deals in return for signing up the mailing list. At least half of the respondents mentioned in their answers checkboxes of the newsletter subscription which were on the registration page checked by default. They didn't like them at all and were irritated when the newsletter was later sent into their inbox.

On the other hand the explanation why people don't subscribe for email newsletters was often very brief – they didn't need them, didn't want to be "spammed" as they cited, or simply wouldn't read them anyways. David, a 20 year-old student, commented it as follows: *"I'd then receive information I'm not interested in. If I am interested in something I look it up on my own"*.

What people pay attention to in email newsletter was another query asked. The elements which were mentioned multiple times were prices, headlines, graphical design, unsubscribe button and pictures. The most frequent answer was headlines, followed by prices. The visualization of the results can be seen in Figure 25. Prices were described also as an important indicator in deciding whether to keep the email open or not. Eva, 24: *"When the prices are not present in the newsletter it doesn't have any value for me. I don't know then whether the product is sold for a reasonable price and the offer is attractive for me. This incomplete information definitely doesn't make visit the website and search for the price there."* According to 36 participants prices in newsletters might not only motivate to click through the link and be transferred to the company website but might drive people to purchase the products as well. Discounts were described as another motivational tool by majority of participants. On the other hand they confessed although they are in favor of

receiving email newsletters they only barely open and read them. The common behavior which was described in the interviews was people most likely go through the email sender and subject line. They either draw their attention and make them open the email or does not and therefore the email remains untouched. They like when the email subject says clearly what the message contains. It was also said a simply and structured graphical design usually leave a positive message, whereas a disorganized and complicated one is perceived as pretty negative and confusing. For the group of participants it is a sign of obvious unprofessionalism and quick work and they get discouraged easily. Such a reaction might then result in immediately closing of the newsletter.

When the term unsubscription was mentioned, all of the interview participants nodded they have already used this option in past. Most of them associated it with too many unwanted emails received. This was also the most commonly heard rationale why they unsubscribe from the mailing list. Katerina, 22: *"I used to receive couple of emails per day from one company and that was terrible. I had to unsubscribe, unconditionally"*. Michaela, 26: *"My mailbox was constantly being flooded with newsletters, which were sent pointlessly way too often..."* The other very common reason behind unsubscription was the emails no longer included interesting content for the recipients either because the structure of them had been altered or the recipient simply changed his interests. Another interesting finding was regarding the presence of the button for unsubscription. Respondents' feelings resulted in overall dissatisfaction when they struggled to find the unsubscribe button or the way to be removed from the mailing list was too complicated. They have learned the button is usually positioned at the very bottom of the newsletter and they manage to unsubscribe just by one simple click on it.



Figure 24 What do you pay attention to in email newsletter?

Source: Own research

Besides other questions, which were used as a base for further questionnaire survey, respondents were also asked to browse the newsletters one more time and select two of them, which had left the most positive impression on them. On the contrary, two least favorite were asked to be chosen as well. A more detailed discussion was consequently performed about the selected newsletters. The respondents were also called to use the reaction cards to extent and clarify their feelings towards the newsletters.

The most favorite newsletter according to the respondents was the one from fashion company Mango. 32 out of 52 people selected it as the one they liked the most, which makes 61.5% of all people asked. Respondents tended to highlight its unique graphical design, which differed from all the other newsletters. The dominant features of the newsletter are two winter pictures of ladies dressed in the pieces of clothes from the new collection with few dogs in the background. The entire scenery is supplemented only by very few words about the collection and a button transferring people to the company website (see the newsletter in Attachment D). Moreover, Mango is a brand well known for its stylish fashion, footwear and accessories and all the respondents were already familiar with the brand, many even already had a shopping experience with it, some of them do shopping in Mango stores regularly. All of that might have contributed to its highest preference compared to other email newsletters. The respondents expressed their opinions about the newsletter as follows:

Lucie, 24: *"The combination of new winter collection, snow and dogs is just perfect. It doesn't bother anyone and includes only necessary information. The graphical design is very well done."*

Dominika, 20: *"Very nice high quality pictures. It's modern and simple at the same time."*

Veronika, 21: *"Mango is my favorite fashion store and the newsletter matches perfectly its style."*

David, 21: *"I am always attracted by good looking girls who are connected with the products."*

When it comes to reaction cards, the most frequently used cards to describe Mango newsletter were simple (21 times), attractive (15 times) and appealing (15 times). I suppose people are tired of newsletters which are overloaded with sales, discounts and too many colors. Apparently they look for more simple alternatives, which Mango newsletter offers. The overview of other reaction cards chosen can be seen in Figure 26, where the bigger font means higher frequency of the term used and smaller font means a lower frequency.



Figure 25 Word cloud – Mango email newsletter

Source: Own research, 2016

The second top newsletter (29 voices, 55.7%) was the one from a company Student Agency (visualization of the newsletter in Attachment D). The term Student Agency was nothing unknown for the respondents as everyone already knew what the company deals with. Many of them already experienced products or services of the company in the past. Students' general interest in travelling was one of the most commonly heard rationale and also one of the reasons why this newsletter finished in second place. Students were mainly interested in the content part of the newsletter such as bus ticket deals and they paid less attention to the graphical side of the email. Many of them admitted they either still do or

used to in past receive newsletters from this company because of the attractive discounts of products and services they offer. The following statements were said about the email newsletter:

Michaela, 26: *“Newsletters of Student Agency are so classy, they cannot ruin anything. The design is always very pleasant and the product or service offer very appealing. I like reading them and I think the same works for other people who are interested in travelling.”*

Ondra, 25: *“I was interested maybe because I already know the company, have positive experiences and also I’m very keen on travelling as well.”*

Petra, 19: *“Their characteristic yellow color leaves a very warm impression on me. I like it.”*

Jana, 25: *“Simple, direct, appropriate. One doesn’t have to think a lot to understand there is some kind of a special deal and that one can easily win something.”*

After viewing the newsletter the participants thought the most relevant emotional cards for its description are appealing (picked by 13 people), motivating (12 people) and interesting (12 people). They also agreed the message seems to be trustworthy (11 people), understandable (11 people) and attractive as well (11). The visualization of frequency of the cards is depicted via a word cloud in Figure 27.



Figure 26 Word cloud – Student Agency email newsletter

Source: Own research, 2016

On the other hand as for the least preferred newsletter, Österreich Institute had a big lead ahead of other newsletters. 33 interviewed ones marked it as the least favorite newsletter, representing 63.5%. The newsletter contains quite massive introductory text and then informs about future activities and special deals of the company. It is combined with couple of pictures from the classroom on the left hand side. Specifically, respondents didn’t

like neither the content side, which was found too extensive, nor the graphical side considered to be monotonous and uninteresting. Perhaps the very long content was criticized a bit more as it was written in a small font and inconsistent formatting, which at the end had rather dissuasive effect. On the top of that Österreich Institute is a company not well known for all the youth of the examined age category. It offers German language courses and therefore only German speaking part of the sample or the part interested in German culture might have found the content of the newsletter engaging. Zero association with the brand definitely didn't help the newsletter to succeed in the experiment.

Ondrej, 23: *"It consists of way too much text which completely discouraged me from reading it and giving it more attention."*

Olga, 23: *"For me it's quite chaotic. I didn't like the big amount of information accumulated on such a small piece of newsletter."*

Barbara, 19: *"The design is very uninteresting, I could rather say boring. Nothing really caught my eye."*

Magda, 24: *"I went through the newsletter twice and didn't get what it meant to say. I didn't understand what it was offering, it was confusing and I hardly could orientate in it."*

The reaction cards were used also in case of Österreich Institute newsletter. The most widely preferred terms to describe it in the most exact way were unattractive (22 times), tedious (19 times) and comprehensive (19 times). The entire choice of the cards is shown in Figure 28 and the mail newsletter in its full length in Attachment D



Figure 27 Word cloud – Österreich Institut email newsletter

Source: Own research, 2016

Respondents weren't the same decisive in terms of the second least favorite newsletter. At the end it is a newsletter by a company Datart, although it was selected only 14 times.

What people bothered probably the most was the choice of the color design and how ordinary it was. Moreover too much unnecessary information e.g. regarding product references or detailed product parameters didn't look very appealing to the experiment participants (see Attachment D). Honza's (24) opinion was expressed as follows: *"In general I'm not a big fan of red color. It's too authoritative; I feel being forced to buy the product. And that newsletter was full of red."* On the other hand most of them appreciated the way it was structured and products were arranged in separate sections.

The list of terms which participants thought best describe the design of the newsletter contains mostly negative vocabulary. It starts with monotonous (7 times), unattractive (7 times) and ordinary (6 times). It further continues with the adjectives uninteresting (selected 5 times) and bothering (5 times). People simply showed the given newsletter was not of their highest preference.



Figure 28 Word cloud – Datart email newsletter

Source: Own research, 2016

One matter of interest worth mentioning is that newsletter by online company Vivantis never appeared on the list of the most preferred newsletters, but the least preferred ones either. Combination of such a graphical design and product offer is probably not the most attractive for the recipients, but not irritating either. It could be definitely called a neutral message, as it didn't evoke neither significantly positive nor negative emotions.

If two different versions of email newsletters were taken into consideration the results were definitely comparable. In both versions the Mango newsletter was most frequently marked as the favorite one (A version 17 times, B version 15 times) and newsletter by the Student Agency company as the second most favorite one (A version 15 times, B version 14 times). Of a substantial difference was selection of Martinus newsletter though.

The group which saw the original version with the long introductory text chose this email only 3 times, whereas the version with shortened introductory text was selected 13 times and it ended as the third most favorite newsletter right after Mango and Student Agency one. Regarding the least preferred messages the Österreich Institut newsletter was a “winner” for both groups of participants (14 version A, 19 version B). Datart and Lekarna were then “fighting” about the second place as the results were very close. For the first group it was 6 times Datart and 7 times Lekarna, while the other group decided 8 times for Datart newsletter and only 5 times for Lekarna newsletter.

The list of all newsletters with the frequencies they were selected can be found in Attachment C and visualization of all newsletters used in Attachment D). Figure 30 compares the most and least likeable newsletters according to the respondents.

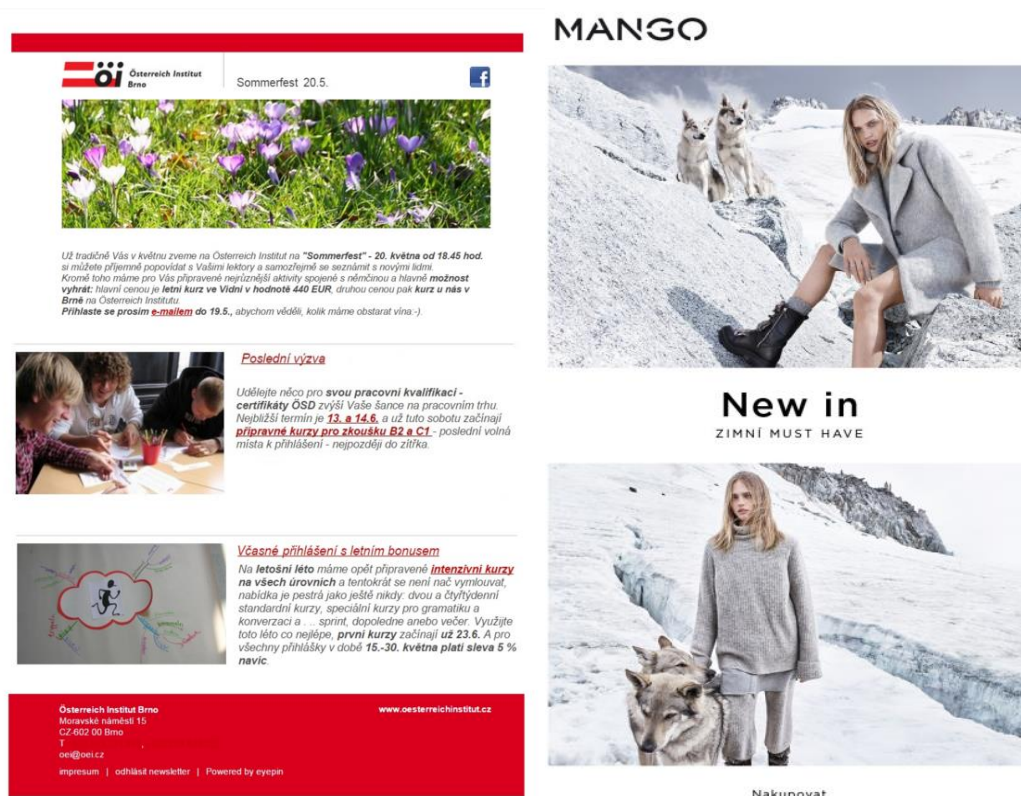


Figure 29 Visualization of least (left) and most preferred email newsletter (right)

Source: Österreich Institut newsletter, August 2015, Mango newsletter, November 2015

5.4 Questionnaire Survey

In the following section the analysis of data gathered from questionnaire survey will be performed. The main purpose of this section is to understand the consumer behavior of youth of the age category 19-26 in the area of email newsletters. The data were evaluated through a combination of a descriptive analysis and a statistical analysis, enriched by citations from in-depth interviews. All the in-depth interviews were performed prior launching the questionnaire survey and were used as a base point for the quantitative research.

The aim of the first question was to filter those respondents, who subscribe for email newsletters. In total 362 out of all respondents do subscribe for email newsletters, representing 80.1% of the sample. The main motivation for signing up for a mailing list is to receive regular news updates about the company (55.6%). Little more than 53% of email newsletter subscriptions are the result of auto-subscription, when people start receiving company's newsletter after purchasing a product on their website. The third most common reason is the possibility of getting a deal or a special offer, which was the answer of 51% asked respondents.

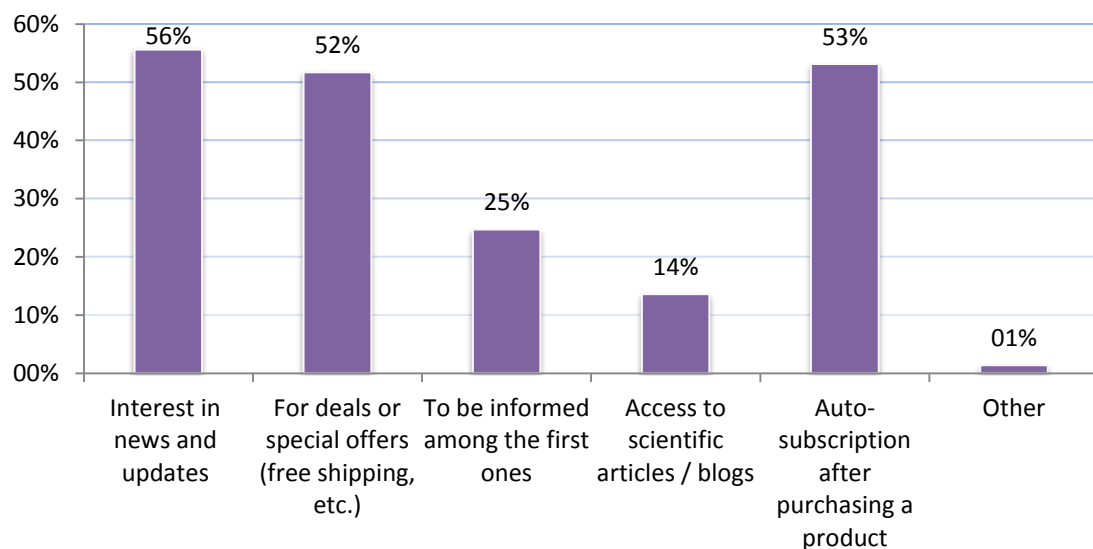


Figure 30 What is the reason you subscribe for email newsletters?

Source: Own research, 2016, n=452

On the other hand 20% of the survey participants don't subscribe for email newsletters at all. The reasons behind are mainly that people simply prefer another way of receiving information about offered products or services than via email newsletters. That answer matched the opinion of 50% of all participants who don't subscribe for email newsletters.

Other very popular argument was receiving already way too many emails (42.2%). These people feel being overwhelmed by emails and don't want to be "bombarDED" even more. The detailed overview of the answers provided can be seen in Figure 32.

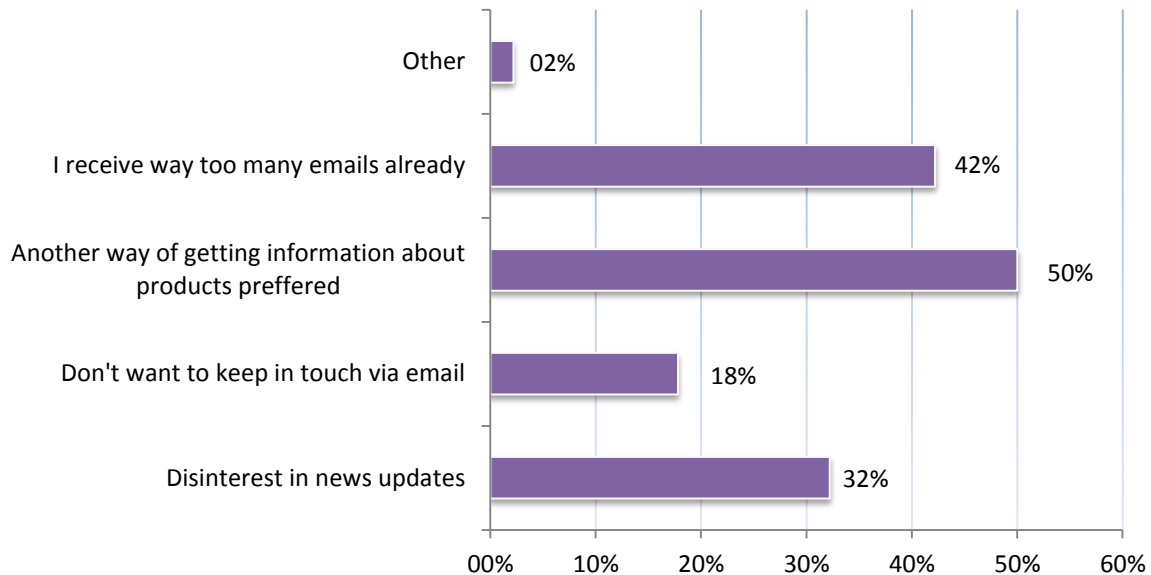


Figure 31 What is the reason you don't subscribe for email newsletters?

Source: Own research, 2016, n=452

In the contingency analysis a correlation between the newsletter subscription and gender of the respondents was verified. Due to the p-value (0.00176) lower than the significance level $\alpha = 0.05$, it was proved these two variables depend on each other. Newsletter subscription depends on gender; however, only very low dependence was demonstrated. 83.5% of women said they subscribe for email newsletters, as well as nearly 70% of men. The correlation among other identification parameters and email newsletter subscription was not found.

Also the contingency analysis showed generally weak dependence of these qualitative characters. It could be concluded the demographic distribution of respondents doesn't have any impact on the email newsletter subscription. The exact results of the analysis are to be seen in Table 9.

	P-value	Phi	Contingency coefficient
Gender	0.00176	0.147137	0.1455696
Age	0.65586	0.1055288	0.1049460
Education	0.07149	0.1380545	0.1367574
Occupation	0.07530	0.1069745	0.1063676
Size of the town	0.89712	0.0219171	0.0219119

Table 8 Results of contingency analysis characterizing the respondents

Source: Own research, 2016, n=452

The next question focused on identifying the types of email newsletters for which people subscribe. The question again offered the possibility to select multiple answers, as it is supposed people usually like receiving various kinds of email newsletters at the same time. The highest preference was in fashion newsletters - this answer was marked by 51% out of all respondents. Such a result was mainly influenced by female population as 56.9% of all women participated in the survey subscribe for this type of newsletter. On the contrary only less than 30% of men are interested in newsletters from fashion industry. People also showed high interest in cosmetics (45.2%), services (44.9%), education (38.5%), technics (36.3%) as well as travelling (33.0%). Among the answers "Other" was also multiple times mentioned "job related newsletter" such as posted vacancies from various job portals or news and updates from professional network LinkedIn (see Figure 33).

When it comes to readiness of the email newsletters, questions number 5, 6 and 7 dealt with this topic. Question 5 aimed to find out whether people read the newsletters which arrive into their mailbox or not. Respondents who decided to mark an answer "no" or "rather no" were subsequently transferred to the question no. 6, which aimed to identify the motives of such a behavior. Question 7 was then devoted to understanding which electronic devices are most commonly used for reading the email newsletters.

Only 27% of the sample expressed a positive answer on the question "Do you read email newsletters?". A definite "Yes" was represented by only 3% and "Mostly yes" by 24%, whereas "no" or "rather no" was chosen altogether by 26.3% (no 4.1%, rather no 22.4%). Quite big portion of the asked sample was rather indecisive since the answer "Sometimes" was selected 168 times, representing 46.4% of people asked.

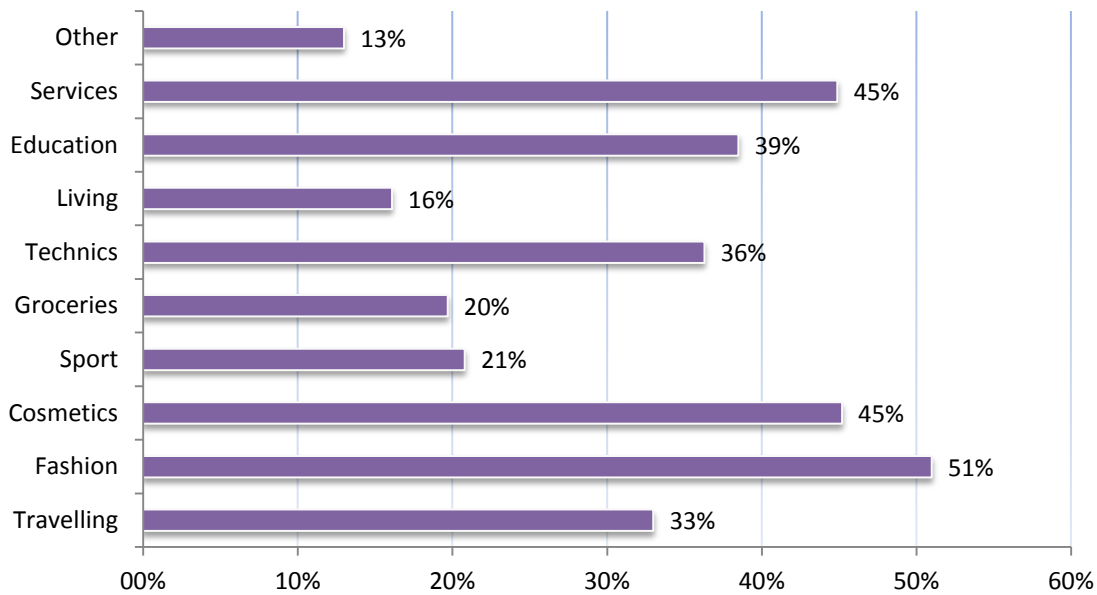


Figure 32 What kind of newsletters do you subscribe for?

Source: Own research, 2016, n=452

The motives for not reading the email newsletters received in the user mailbox are mixed. 61.5% people say the company sends the newsletters too often and they are simply weary of them. 56.3% respondents receive too many other emails. It's supposed they receive number of personal and work related emails, which they read and obviously there is then lower importance or preference to go through product related emails. The third most commonly picked reason was disinterest in products/irrelevant content. Another reasons for not reading email newsletters are e.g. the email contained a boring subject (30.2%), which doesn't raise any interest or also the fact that the email was classified as spam (24.0%). Figure 34 provides with a more detailed overview of the answers.

Regarding the devices people most often use for reading or browsing the email newsletters, the favorite one is still a personal computer (77.6%), followed by a mobile phone (16.9%) and a tablet (4.4%). 4 respondents selected a combination of a personal computer and a mobile phone.

The readiness was examined also in terms of gender and other identification factors. However, no significant differences were detected neither between men and women nor among other researched groups.

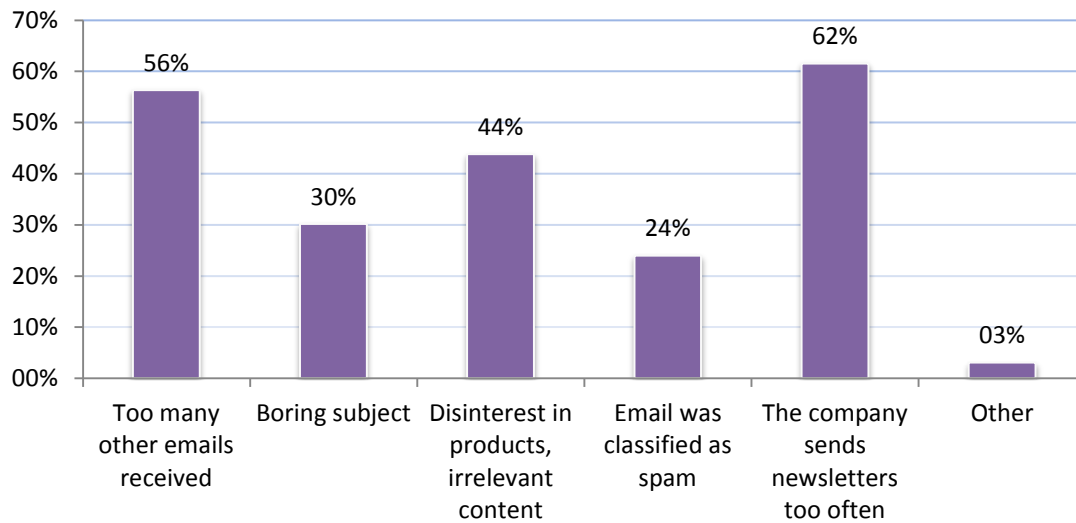


Figure 33 Why don't you read email newsletters?

Source: Own source, n=452

The next question was formulated as follows – “Is a personalized content in email newsletter (e.g. greetings, happy birthday wish, etc.) important for you?” Respondents were offered two answers – yes and no. Even though still more and more companies are using email recipient personalization in order to attract people’s attention, from our results for 58.6% respondents email personalization plays zero importance. On the contrary 41.4% said yes, it is important for them.

The following question was devoted to people’s perception of the discounts and sales in the email newsletter sent and whether the discounts usually motivate them to purchase the product or service. In total five possible answers were available, out of those only one could have been chosen. The highest preference was in answer “Sometimes” selected by 54.7% of respondents. For these respondents it’s assumed the content of the newsletter matters as well as to what product the discount is related and therefore not all discounts play the same role to them. 18.8% decided for “yes” or “mostly yes” answer and 26.5% for “no” or “mostly no”.

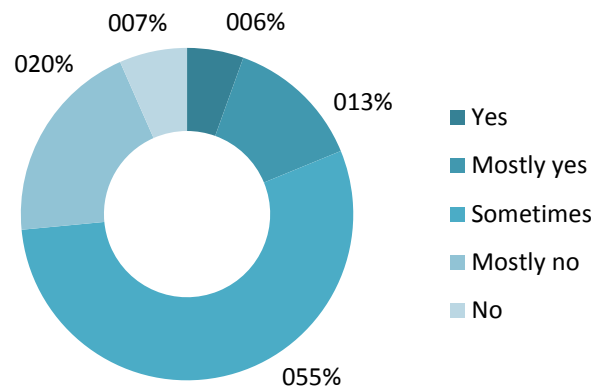


Figure 34 Do the discounts mentioned in the email newsletters motivate you to buy the product?

Source: Own research, 2016, n=452

Based on the results from question 10 about 4.7% of the sample asked usually visit the company website after reading/browsing the email newsletter sent. 18% stated they mostly do so, 49.4% expressed “Sometimes”, whereas 19.9% said “Mostly no” and 8% strict no. In order to find out more about motivation behind the survey participants who have chosen one of the first three answers (yes, mostly yes or sometimes) were further asked for their rationale. They had a chance to select one or more of the offered reasons or if preferred, type in the box their own one. A clear winner among reasons which make people visit the company website through a link in the newsletter is a good deal introduced in the newsletters (discount voucher sent, free shipping, etc.). That was the motivation for more than 65% of asked participants. The reason number two was interest in the products or services highlighted in the newsletter, selected by 62%. Attractive price finished with 49.2% in third place. Unfortunately, some people still follow the company website link only with the aim of unsubscribing (8.5%).

The questions 12 and 13 are very closely linked to each other and therefore they will be evaluated together. Question aimed to find out whether the survey participants have ever been discouraged from reading the email newsletter due to its graphical design. In case the respondent answered positively on question number 12, he/she was subsequently requested to specify, what exactly was discouraging for him/her. Question 13 then summarized these aspects of graphical design which had a negative impact on the sample.

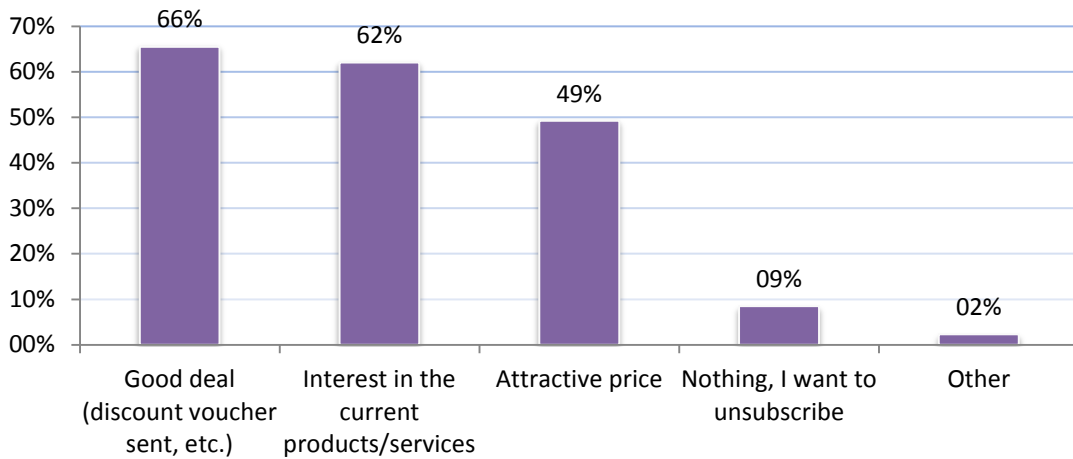


Figure 35 What makes you visit the company website based on the email newsletter received?

Source: Own research, 2016, n=452

58.8% answered on question 12 positively, the remaining 41.2% of respondents so far never came across an email newsletter they would be discouraged to go through because of its graphical design. Answers on the question what exactly have ever discouraged them from reading email newsletter in terms of graphical design can be seen in Figure 37. The vast majority of respondents found bothering when the email newsletter includes an unclear product offer (74.1%). Too extensive text was discouraging for 57.5%. Pictures of the products which are present but not displayed properly could demotivate from reading 46.7% of asked sample. The same unpopular is also unattractive design of the newsletter (34.0%) and obvious unprofessional work (30.7%).

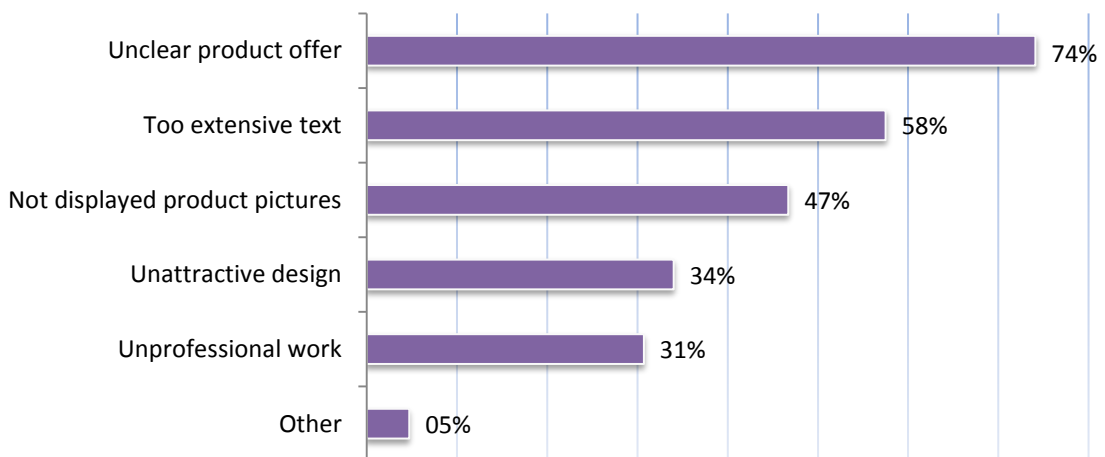


Figure 36 What exactly have ever discouraged you from reading email newsletter?

Source: Own research, 2016, n=452

The last set of questions was focused on email newsletter unsubscription. First of all the survey participants were asked whether they ever unsubscribed from email sign up list. The group of participants who reacted positively on the previous question was transferred to a multiple choice question regarding the usual reason of email newsletter unsubscription. At the very end all participants had a chance to express their opinion about the acceptable optimal frequency of sending the email newsletter from one company to them.

Returning back to the first of the above mentioned questions, nearly 85% have already ever unsubscribed from email newsletter. On the contrary only 15.2% have never done so yet. Why people unsubscribe is a query which is answered by the results from the questionnaire survey in Figure 38.

The top reason was too high frequency of sending emails (81%). The email marketers apparently overestimate the frequency the recipients want to hear from them. Other main reason stated by 59% was "I didn't sign up voluntarily". This might have in common with auto-subscription and email subscription check box selected by default. Nearly of all the participants of the in-depth interviews have an experience with receiving the newsletters, whose subscription they haven't been aware. They didn't find such an experience neither lovable nor effective as they usually delete the email straight after it has been received or unsubscribed. The third most often reason marked was "Content expectations not fulfilled" with 42.6%. People also pointed out "Change of interests" (29.8%) as well as "Poor quality of the technical side" (13.1%).

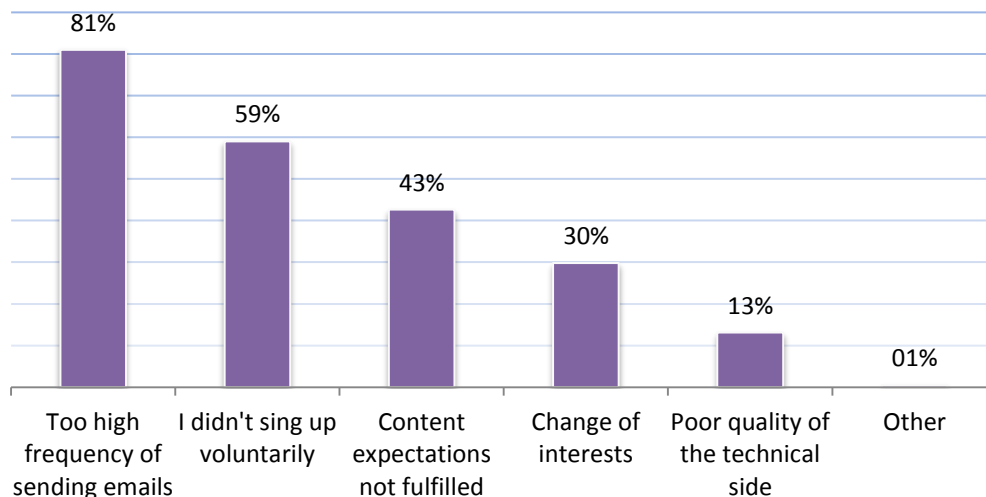


Figure 37 What is your usual reason for email unsubscription?

Source: Own research, 2016, n=452

As for the optimal frequency of sending the email newsletters into recipients mailboxes the most often answer was once a fortnight (36.8%), followed by once a month (34%) and once a week (25%). Only 2.5% of people asked think the email newsletters should be sent more times a week.

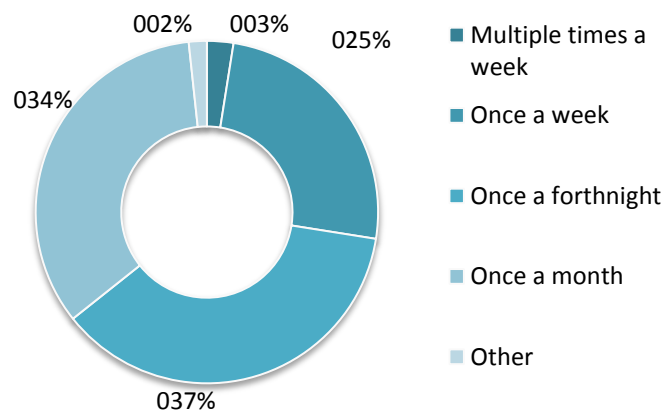


Figure 38 What do you think is the optimal frequency of sending newsletters from a company?

Source: Own research, 2016, n-452

Testing of statistical hypotheses

H₀: Visiting the website through the link in the newsletter does not depend on the electronic device used.

The expected outcome was to prove that browsing email newsletters on a personal computer is more likely to make people visit the company website. Not all mobile email newsletters might have a responsive design yet.

In order to verify this hypothesis, Pearson Chi-square was determined (10.94864) as well as a p-value (0.20463). As p-value is higher than the level of significance α (0.05), the null hypothesis cannot be rejected. The dependence between visiting the website through the link in the newsletter and the electronic device used was not confirmed as well as the assumption was not confirmed.

H₀: Motivation to purchase a product through received newsletter does not depend on gender.

Our assumption was women in general react more positively on discounts and sales offered in the email newsletter and thus their motivation to purchase a product through the received newsletter is higher.

or testing of this hypothesis Pearson Chi-square was used. Based on the Pearson Chi-square, with a value of 8,050271, was determined a p-value 0.08975. On the level of significance of $\alpha=0.05$ the null hypothesis is not rejected. The dependence between motivation to a purchase a product through received newsletter and gender does not exist and so the assumption was not confirmed.

H0: Readiness of the received newsletters does not depend on the personalization of the email message content.

It was expected the personalization present in the email newsletter message (such as greetings, etc.) makes the recipients more eager to read the email newsletter.

P-value was again compared against 95% level of significance to test this statistical hypothesis. In this case p-value determined was 0.30771 and therefore the null hypothesis is not rejected. There was found no dependence between readiness of the newsletters and personalization of newsletter content. Thus our assumption was not confirmed.

6 Recommendations

The following recommendations are designed for online stores, marketers but also all businesses and companies which distribute email newsletters and other commercial messages. Doesn't matter whether their purpose it to sell the product, build long-term relationships with customers or just strengthen the brand image. These are recommendations for all groups of people which use email marketing as a way how to approach their current and future potential customers.

Prior sending the newsletters out marketers should ask each individual for permission to send such a commercial communication. It does not always mean that the customer who has bought a product from a particular company is automatically happy to receive email newsletters. Moreover, as heard in the in-depth interviews people start being allergic to checkboxes regarding email newsletter subscription checked by default when ordering goods at the company's website. Such a strategy to extend the mailing list is not very recommended. Instead companies should give people a straightforward chance to decide about subscribing on their own. A nice compromise could be placing a registration form on the company website and people would be signed up only if they fill the form in. Ideally the form should be situated on the sidebar or in the footer of the site so it is always well visible for visitors.

Marketers should also fully concentrate on getting the email newsletter open as that is the first key to success. If the recipient never opens the received email, all the effort will be simply lost. Email recipient basically sees three things – the name of the sender, subject of the email and the email preview. All of them are very important and one should target each of them separately.

The emails should be definitely sent under the own company name as it is personal and trustworthy too. The key to success is to use a 'From' name the subscribers will recognize. Receiving an email from an unknown sender would rather drive disgust than curiosity. It is also a relationship towards the company, brand or person, which for some reason makes people to look at the email.

The second crucial aspect is the subject of the email. It should arouse interest, curiosity, or should indicate some great advantage that one gains only thank to the email content. It has to be appealing enough and not too exhausting at the same time. A useful tool could be to ask a question in the subject line, whose answer people would desire. What also often works well is mentioning clearly what is in the given email message. As it stems from the in-depth interviews, people appreciate it much more than an eye

catching phrase which doesn't correspond with the content of the message at all. They can at least realize immediately whether the message was targeted correctly to their person or it is of zero interest for them. Presence of caps lock is perceived pushy and therefore marketers should avoid it.

As a preview of the email the upper part of the message is displayed. Again it might influence whether the recipient wants to go through the received email campaign. It is recommended to test the email newsletter on various email clients and web mails in advance due to potential issues with displaying of the message. For some recipients e.g. pictures or buttons might not be displayed properly, which can result in a discouraging effect. Moreover, creators of email marketing shouldn't ignore the mobile phone recipients. People still more often use their mobile phones for browsing emails, which means the emails have to be adapted accordingly. Altering the layout, enlarging the font, making easily clickable buttons or clickable phone numbers are all examples of modifications necessary for easier manipulations with mobile phones. Companies should definitely pay a lot of attention to responsive design of the newsletter.

The email should be created in line with the company's visual identity, usual method of communication and should be consistent with the character of the brand. If the company aims to implement some innovations in email marketing it may attract bigger volume of audience. However, keeping the same style of the message over longer period of time builds a better connection between the newsletter and the brand itself. Also, using every time the same range of colors leads to creating a certain association and makes the newsletter in some way characteristic for the recipient.

High emphasis should be put on the graphical design of the message as well. To prevent from discouraging to read the email newsletter due to its graphical side, marketers should bet on simple, clear and well-arranged design. People should be able to understand the goal of the email quickly and orientate in it easily. They expect newsletter elements to be placed at specific location and thus they can easily spot the information they are looking for. Newsletter should also leave the impression it didn't take only few minutes to create it, but that it required much more effort from the marketers. That could be accomplished by e.g. avoiding typos, avoiding frequent newsletter templates and choosing only high quality product pictures. The latter evokes that not only the picture but also the product is of a pretty good quality.

In case of email content itself there are several points to propose. What people await the most in the newsletter is overview of favorably priced products, special deals, sales and discounts. Hence, presence of prices is especially important. From the research is obvious people expect only very basic overview from email marketing message and don't

want to be bothered with any useless piece of information. The content should be therefore brief and concise. Since people only tend to scan the message instead of reading it, the key information should be written in headlines or bullet points. Long paragraphs of text are never appreciated and therefore should be omitted. People in general pay much more attention to the illustrations of the products and short engaging headlines which get to the point. Due to people's reading habits (way of reading from left to right), more important information is recommended to be situated on the left hand side. It gains in overall bigger gaze activity from the readers. If done the other way around and so e.g. the product's details block is placed more on right, the same gaze attention is distracted among both elements and more time is possibly spent on the less important part. Similarly, the general rule "the higher the better" should be borne in mind of everyone who contributes to building email marketing campaigns. If the element is situated close to the top, ideally above the fold, people will always spent more time looking at it.

If the names of the recipients or the customers are known it is highly recommend to use them in the email as people are happy to receive personalized emails. In some cases the first name is more appropriate to use in some cases rather surname all depending on the target group the email aims to reach. Adjusting the email marketing based on the history of the purchasing behavior of customer is another way of possible personalization. If the person already got in touch with the company marketers could take advantage of it e.g. offer a product which was already browsed on the website, include supplements of the product which was already purchased, etc.

Only the most important products should be selected to be offered in email newsletter and not dozens of them. The recipients might then feel being overloaded with the product offer and might not be able to process such an information flow at one moment. That is very closely linked with the length of the email. As resulted from eye tracking research, a shorter email might more easily get readers to take the action the marketer aims (e.g. to buy the product, click on the call to action button). Their attention is concentrated on fewer items which they can browse more carefully. In each email campaign should be present also a clear call to action button to encourage immediate purchase. A good combination might be a call to action button with a time limit, so the recipient would be even more motivated not to delay the purchase. Moreover, presence of women is positively perceived and this finding could be effectively used in email marketing campaigns related to fashion or cosmetics.

Another must before sending the newsletter out is to make sure an unsubscribe button is included in the message. People call for the possibility to freely change their decision about subscription of the newsletters. The button should be well visible and should

be placed at the very bottom part of message. That it at least a spot where it is expected to be. Based on the results of the research performed people do unsubscribe. Too many emails received is the most common reason for unsubscription. Frequent sending of commercial messages can only be effective in the short term. On the contrary for the effective building of loyal customer base is vital not to burden people with unnecessarily high number of various product offers.

The quite high unsubscription rate could be lowered by adapting the frequency of sending email newsletters according to people's preferences. It was said the optimal frequency of sending email newsletters from a company would be about once a fortnight or once a month. Alternatively, if the user has an option to choose how often he would like to receive the newsletter (when signing up for the mailing list), the unsubscription rate could drop even more. In order to prevent from unsubscribing due to no longer relevant content of the message, the company could give them a chance to decide about the content on their own. Again when signing up for the mailing list, people could select the categories which they would like to receive the newsletter from.

7 Discussion

In order to elaborate this thesis it was necessary firstly to obtain information from secondary data. Czech Statistical Office was used for gaining fundamental information about consumer behavior on the Internet in Czech Republic. Due to the lack of relevant eye tracking case studies and researches on email newsletters carried out in Czech Republic, the material for secondary data analysis was mainly taken from foreign sources. As a main source a study by Edisona and by Nielsen Norman Group was used.

To obtain primary data several research methods were selected. The first one was an eye tracking observation with A/B testing. It aimed to identify the elements that influence people when going through email newsletter. The goal of A/B testing method was to find out the difference in perception of newsletters when certain elements were modified or removed. In total 52 participants took place in the experiment. These participants were divided into two groups and each group was shown only one version of the newsletters.

Since eye tracking research only shows where people were looking and where they fixated, it does not say anything about the reason of the fixations. A longer fixation may indicate either attraction to that element or that participant struggled to understand the element. Therefore after each eye tracking session an in-depth interview with the participant was conducted. In that way perception of the emails shown was discussed and understood more in detail.

Furthermore, to underline a value of the research a quantitative method of questionnaire survey was used for data collection. Answers from 452 respondents were collected and evaluated.

For the purpose of the eye tracking analysis 12 newsletters from various sectors and areas were chosen. Showing too many stimuli in eye tracking session could result in a loss of participants' attention which the research aimed to prevent. The areas of newsletters were chosen based on data from Czech Statistical Office that mentions the fields in which people do online shopping the most often. It is also very closely interlinked with the fields in which people show online the biggest interest. The specific email messages were then selected based either on own experience with email newsletters or on availability of the newsletters. In order to assure great variety of the examined newsletters, emails of different length, extent and graphical design were represented. It then assured higher objectivity of the research and provided deeper insight into the area studied.

The area which may raise a question is the target group of all research methods. This thesis concentrated on inhabitants of Czech Republic at the age 16-26. The partici-

pants were mostly students of Bachelor as well as Master degree, As stated in a report by Czech Statistical Office from 2014 98% of Czech population aged 19-24 is using Internet actively. It is the most active age group of population on the Internet. Regarding occupation the most active are students (99.7% of them using Internet) and as for education people with a university degree (95% of them using Internet). The target group was determined as a combination of all above mentioned information. Another reason comes from the environment where the research was carried out. For a current student at the university the highest perspective to gather sufficient number of respondents for all methods used was to target students from the same surroundings.

This thesis has several limitations that should be acknowledged. Firstly, the sample size of questionnaire survey contained very unequal numbers of female and male population, with female gender unambiguously prevailing (75% women, 25% men). Such an imbalanced distribution of respondents might then lead to misinterpretation of the results. Analysis based on gender difference might be irrelevant and inaccurate. Moreover, the informative value of quantitative research could be increased by higher number of respondents participated in the survey. That would enable to come up with more specific suggestions applicable in the given area. Similarly, with regard to eye tracking research the number of participants for each version of the newsletter was only 25-27. That can also limit the generalizability of the conclusions.

Secondly, the eye tracking laboratory as a test environment could have led to less natural subject behavior. Even though many of the participants expressed disinterest in a specific newsletter, they still spent relatively long period of time browsing it. Presumably, that was caused because they knew their activity was being monitored. Such a behavior would very likely not be observed under real unstimulated conditions as people would not possibly even open the received email.

Finally, given that the participants of eye tracking research were mostly university students (88.5%), their behavior might be expected to be different from those of average user. The vast majority of them were students of Mendel University, primarily from Faculty of Forestry and Wood Technology and Faculty of Business and Economics. Students of other study focus or working population might potentially generate different results. The environment in which the eye tracking technology is located was the main rationale behind the selection of participants. The bigger variability of participants would be undoubtedly a big "plus" for the research.

Having compared the eye tracking results with Edisonda case study, several similarities were recognized. Edisonda carried out an A/B testing experiment too and compared the gaze activity of both groups of participants. Alike in this thesis, an email design

with a reduced introductory made people look at the products more intensively. The case study came to the conclusion the introductory text should be used only when it is necessary, but it should be kept as short as possible. Regarding arrangement of the elements it recommends to place the most important information in the top of the list and the most important product should be placed in the top left corner of the product list. The own research confirmed such an observation.

Future visual research on email marketing could employ eye-tracking to explore how people allocate visual attention when navigating content with dynamic elements such as videos or animations. Furthermore, this work only shows observational behavior with respect to desktop email newsletters. With the prevalence of mobile devices allowing people to access email newsletters more conveniently, future studies may seek to investigate the gaze behavior displayed on smartphones.

8 Conclusion

The focus of this diploma thesis is the analysis of email marketing and its impact on consumer behavior. The main goal was to explain how Czech consumers at age 19-26 perceive email newsletters and how they affect them. Partial objectives, formulated for the purpose of the thesis were to identify the elements of such a commercial communication that gain attention of people and the elements that are rather ignored. Of an interest was also the importance of position of certain elements. Some of the emails were slightly altered and tested via A/B testing method. In order to achieve the goals quantitative (questionnaire survey) as well as qualitative research (eye tracking, in-depth interviews) was conducted. Based on the findings specific recommendations applicable in the sector were proposed.

Majority of people of both genders subscribe for email newsletters. No correlation based on gender was found. A common incentive to subscribe is the long term value people can get. They usually expect to receive latest news and updates and information about special deals and discounts. The latter is especially the main driver to make them go through the email message and take an action the marketer targets. On the other hand many subscriptions are a result of automatically checked boxes included in the online registration forms. People expressed disgust in them and that they definitely don't create a positive awareness of the company. The sectors of email newsletters people subscribe for are of a great variety. The categories fashion, cosmetics and services are on the very top of it. Although people do agree with signing up to the mailing list, the research showed they don't usually read the emails which arrive into their mailbox. Therefore marketers have to be in particular creative to attract reader's attention. People still tend to read emails mainly on their laptops; however the popularity of using mobile phones is increasing as well.

The eye tracking sessions revealed the key element for newsletter's readers is the headline. Headlines were also the first elements noticed and the elements that drew the biggest attention. The font size definitely contributed to make people look at them. All headlines were written in bigger font which made them more visible and striking. In contrast, logos gained only minimum attention from people. They scanned them, but didn't place any importance on them. In contrast, high importance was placed on human faces and human bodies. If only the human face was displayed, it was the eye where the gaze activity was concentrated the most. With respect to the appropriate length of the message, shorter messages were preferred. The longer the email was, more attention was distracted and less gaze activity was devoted to the products. People were rather interested in short and "get to the point" type of newsletters. When asked about the preference of the

most favorite newsletter, the emails with clear, simple and professional design were chosen. On the contrary, the text heavy ones were the most often marked as the least favorite.

The research also confirmed people are not in favor of long paragraphs in the newsletters and they hardly read them. They are usually only very quickly scanned though. People look mainly at the headline of the paragraph and if the headline does not sound appealing enough they tend to ignore the rest of the text. Attention is also paid on bullet points, separate sentences of text written in bigger font. The way people read the newsletter could be characterized by F-pattern – they scan newsletters top-down by forming firstly a horizontal line across the top of the screen followed by a vertical line on the left side. If a picture was placed on the left hand side of the message the reader fixated for longer time than when it was positioned on the right.

Using the method of A/B testing brought following results. The element which is supposed to attract the gaze activity of people should be placed as close to the top as possible. It should be well visible at a first glance, ideally above the fold. The more people scrolled down the newsletter, the faster was their scanning path and less time was devoted to the products and other elements. The first product displayed in the newsletter should be the most important one as that one is also the most eye-catching for people. When it comes to a brand logo, the location does not seem to be crucial as long as it is situated on the top of the screen. People spent about the same time looking at the brand logo when it was placed both on right and left side of the page. As for introductory text in the newsletter, it was noticed but not read. Cutting this part increased an average time of fixating the gaze on the products offered in the email. Such a behavior was obvious especially in case of the very first product displayed. Furthermore, the element announcing sale or discount didn't confirm having any influence on the attention on the product. The gaze activity in the email where this element was present was compared to the newsletter where the same element was removed.

Unsubscribe is a term a vast majority of people already has an experience with. Most of them associated it with too many unwanted emails received. According to them the optimal frequency of commercial emails sent from one company is once a fortnight or even less regularly - once a month. Not including an unsubscribe button in the message is not perceived positively by the readers. People always expect the button to be present in the newsletter and to be located in the very bottom part of the screen.

Nowadays email marketing is a very powerful marketing tool, which can attract attention of crowds. However, its effect should not be overestimated and its usage should not be exaggerated. People can get very excited about the content of the message but at the same time they might easily feel being overloaded with the amount of emails received.

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10 Attachments

A Questionnaire Survey – Slovak

1. Odoberáte nejaké emailové newslettere?
 - Áno
 - Nie
2. Z akého dôvodu neodoberáte newslettere?
 - Nemám záujem o novinky z diania firmy
 - Uprednostňujem inú formu kontaktu s firmou
 - Uprednostňujem iný spôsob získavania informácií o produktoch/službách firmy
 - Emailov mi chodí už príliš veľké množstvo
 - Iné
3. Aké typy newsletterov odoberáte?
 - Cestovanie (Student Agency, cestujevne, ...)
 - Móda (HM, Mango, ...)
 - Kozmetika (Parfums, DM, ...)
 - Šport (Intersport, Hudy, ...)
 - Potraviny (Tesco, Lidl, ...)
 - Technika (Alza, Datart, ...)
 - Bývanie (Ikea, Bonami, ...)
 - Vzdelanie (Martinus, Österreicher Institut, ...)
 - Služby (Slevomat, ...)
 - Iné
4. Z akého dôvodu odoberáte newslettere?
 - Záujem o novinkách a aktuálnych informáciach o firme
 - Možnosti objednávky za zvýhodnených podmienok (poštovné zdarma, ...)
 - Byť informovaný/á medzi prvými
 - Odkazy na odborné články/blogy
 - Firmy mi newslettere začali posielat' automaticky po zakúpení produktu
 - Iné
5. Čítate newslettere po ich zaregistrovaní?
 - Áno
 - Väčšinou áno
 - Niekedy
 - Väčšinou nie
 - Nie
6. Čo Vás vedie k neprečítaní newsletteru po jeho prijatí do emailovej schránky?
 - Veľké množstvo iných obdržaných emailov

- Nepútavý predmet
 - Nezaujímam o produkty/služby danej firmy, nerelevantný obsah
 - Email bol vyhodnotený ako spam
 - Firma posielala príliš často newslettere s podobným obsahom/som informáciami od firmy už presýtený/á
 - Iné
7. Na akom zariadení väčšinou čítate newslettery?
- Počítač
 - Mobilný telefón
 - Tablet
 - Iné
8. Je pre Vás dôležitý osobný prístup v newsletteroch (oslovenie, pranie k narodeninám)
- Áno
 - Nie
9. Motivujú Vás informácie/zľavy v zaslanom newsletteri k nákupu?
- Áno
 - Väčšinou nie
 - Väčšinou áno
 - Nie
 - Niekedy
10. Zvyknete navštíviť webovú stránku firmy na základe zaslaného newslettera?
- Áno
 - Väčšinou nie
 - Väčšinou áno
 - Nie
 - Niekedy
11. Čo Vás vedie k návšteve webovej stránky firmy prostredníctvom zaslaného newslettera?
- Zvýhodnená ponuka (zaslaný zľavový kupón, poštovné zdarma, ...)
 - Záujem o aktuálnu ponuku produktov/služieb
 - Pútavá, lákavá cena
 - Nič, chcem sa z odberu newsletterov odhlásiť
 - Iné
12. Odradilo Vás už niekedy grafické prevedenie od prečítania newsletteru?
- Áno
 - Nie
13. Čo konkrétne Vás na newsletteri odradilo?
- Neatraktívny design

- Neprehľadná ponuka produktov / služieb
 - Príliš obsiahly text
 - Nezobrazovanie obrázkov produktov v newsletteri
 - Neprofesionálne spracovanie
 - Iné
14. Využili ste už niekedy možnosť odhlásenia sa z odberu newsletterov?
- Áno
 - Nie
15. Čo Vás viedlo k odhláseniu sa z odberu newsletterov?
- Príliš častá frekvencia zasielania
 - Nenaplnené obsahové očakávania
 - Zmena záujmov
 - Nekvalitná technická stránka (nezobrazené obrázky, design, atď.)
 - Na odber som sa dobrovoľne neprihlásil/a
 - Iné
16. Aká je podľa Vás optimálna frekvencia zasielania newsletterov od jednej firmy?
- Viackrát týždenne
 - Raz za dva týždne
 - Raz týždenne
 - Raz za mesiac
17. Aké je Vaše pohlavie?
- Muž
 - Žena
18. Aký je Váš vek?
19. Aké je Vaše najvyššie dosiahnuté vzdelanie?
- Základoškolské
 - Stredoškolské s maturitou
 - Stredoškolské bez maturity
 - Vysokoškolské
20. Koľko obyvateľov ma mesto v ktorom žijete?
- Menej ako 3000
 - Viac ako 50000
 - 3000 až 50000
21. Aké je Vaše prevažujúce zameranie?
- Študent
 - Nezamestnaný
 - Zamestnaný
 - Iné

B Questionnaire Survey – English

1. Do you subscribe for email newsletters?
 - Yes
 - No
2. What is the reason you don't subscribe for email newsletters?
 - I receive way too many emails already
 - Another way of getting information about products preferred
 - Don't want to keep in touch via email
 - Disinterest in news updates
3. What kind of newsletters do you subscribe for?
 - Travelling
 - Fashion
 - Cosmetics
 - Sport
 - Groceries
 - Technics
 - Living
 - Education
 - Services
 - Other
4. Why is the reason you subscribe for email newsletters?
 - Interest in news and updates
 - For deals or special offers (free shipping, etc.)
 - To be informed among the first ones
 - Access to scientific articles / blogs
 - Auto-subscription after purchasing a product
 - Other
5. Do you read email newsletters?
 - Yes
 - Mostly yes
 - Sometimes
 - Mostly no
 - No
6. Why don't you read email newsletters?
 - Too many emails received
 - Boring subject
 - Disinterest in products, irrelevant content
 - Email was classified as spam
 - The company sends newsletters too often
 - Other

7. Which electronic device do you usually use for reading email newsletters?
- Personal computer
 - Mobile phone
 - Tablet
 - Other
8. Is a personalized content in email newsletter (greetings, happy birthday wish, etc.) important for you?
- Yes
 - No
9. Do the discounts mentioned in the email newsletters motivate you to buy the product?
- Yes
 - Mostly yes
 - Sometimes
 - Mostly no
 - No
10. Do you usually visit the company website after reading / browsing the email newsletter?
- Yes
 - Mostly yes
 - Sometimes
 - Mostly no
 - No
11. What makes you visit the company website based on the email newsletter received?
- Good deal (discount voucher sent, etc.)
 - Interest in the current products / services
 - Attractive price
 - Nothing, I want to unsubscribe
 - Other
12. Have you ever been discouraged from reading the email newsletter due to its graphical design?
- Yes
 - No
13. What exactly have ever discouraged you from reading email newsletter?
- Unclear product offer
 - Too extensive text
 - Not displayed product pictures
 - Unattractive design
 - Unprofessional work
 - Other

14. Have you ever unsubscribed from email newsletter?

- Yes
- No

15. What is your usual reason for email unsubscription?

- Too high frequency of sending emails
- I didn't sign up voluntarily
- Content expectations not fulfilled
- Change of interests
- Poor quality of the technical side
- Other

16. What do you think is the optimal frequency of sending newsletters from a company?

- Multiple times a week
- Once a week
- Once a fortnight
- Once a month
- Other

17. What is your gender?

- Male
- Female

18. What is your age?

19. What is your highest education received?

- Primary school
- Secondary school
- University degree
- Other

20. How many inhabitants has the town you currently live in?

- Less than 3000
- 3000 – 5000
- More than 5000

21. What is your occupation?

- Student
- Employed
- Unemployed
- Other

C Frequency tables of chosen reaction cards

Mango		Student Agency		Österreich		Datart	
Category	Count	Category	Count	Category	Count	Category	Count
simple	21	appealing	13	unattractive	22	monotonous	7
attractive	15	motivating	12	comprehensive	19	unattractive	7
appealing	15	interesting	12	tedious	19	ordinary	6
interesting	14	trustworthy	11	nonunderstandable	15	uninteresting	5
original	13	understandable	11	uninteresting	15	bothering	5
creative	11	attractive	11	complex	12	tedious	4
casual	11	useful	8	ordinary	12	simple	4
appropriate	8	organized	8	monotonous	9	poor quality	4
inspiring	7	practical	7	hard to use	5	organized	4
pleasant	7	convincing	7	confusing	4	distracting	4
understandable	4	appropriate	7	simple	4	comprehensive	2
motivating	3	pleasant	6	poor quality	3	poorly arranged	2
intuitive	3	meaningful	4	bothering	2	easy to use	1
exceptional	3	friendly	4	poorly arranged	2	motivating	1
easy to use	3	simple	4	distracting	1	nonunderstandable	1
natural	2	creative	3	casual	1	confusing	1
trustworthy	2	natural	2	dull	1	complex	1
meaningful	2	easy to use	2	practical	1	dull	1
ordinary	2	inspiring	1	friendly	1	understandable	1
useful	1	innovative	1	useful	1	trustworthy	1
elegant	1	casual	1	organized	1	useful	1
nonunderstandable	1	original	1	motivating	1	practical	1
practical	1	intuitive	1				
friendly	1						
convincing	1						
organized	1						
innovative	1						
confusing	1						

D Original email newsletters

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Dr.Max

Novinky u Dr.Max

! DOPRAVA PO PRAZE ZDARMA!

LEOREX™
Fyzikou proti času

- Vyhlazení vrásek
- Peeling pleti
- Hydratace
- Svěží a zdravý vzhled

Okamžitý viditelný účinek
 100% přírodní
 Klinicky prokázané

Redukuje potřebu Make-Upu
 Žádné výstřihy nebo operace

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 Pokud byste se chtěl(a) kdykoliv odhlásit, [klikněte sem](#).

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**DOKONALÝ PÁR
SPOLU LADÍ**

GUESS

-24% **2 669 Kč** ~~3 499 Kč~~ **989 Kč**

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Šperky pro ni a pro něj

Krytálo Svatočouški Krytálo Preciosa

690 Kč **1 100 Kč**

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naše novinka 1 rok záruky ZDARMA

9 100 Kč **3 590 Kč**

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Přítomnost nabídky do **18. 11. 2015** nebo do vyprodání zásob.

- Vybírejte z více než 32 000 produktů od kabelky po parfém
- Blesková doprava Dnes u nás, zítra u vás
- Donujeme ZDARMA při nákupu nad 2 000 Kč
- Dáme vám 1 rok na vrácení zboží

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Daruj knihu a více času na čtení





Milí Martinuši,
všichni víme, že knih a času na čtení není nikdy dost. Proto jsme se rozhodli připravit pro vás akci. Měra učte! Pořadí každého knihomola. Když si **do 15. listopadu objednáte knihu na Martinus.cz**, nejen že budete mít ideální vánoční dárek pro své blízké, ale dostanete k nákupu pohlednici, se kterou budete moci zároveň darovat více času na čtení. A my vám za to po Novém roce pošleme poukázku v hodnotě 150 Kč! Teď opravdu nemá smysl váhat :)

Poukázky pro věnování času vám přibalíme ke každému nákupu a poukázku v hodnotě 150 Kč k nákupu nad 950 Kč [získat 150 Kč poukázku >>](#)

Daruji ti 2 hodiny na čtení. Já zatím za tebe: VŠECHNO VÍZELIŠ

DÍVKA VE VLAKU
PAULA HAWKINS

Doporučujeme pod vánoční stromeček

 <p>Elon Musk 331 Kč 399 Kč -17% více o knize</p>	 <p>Dívka v pavoučí síti 269 Kč 349 Kč -23% více o knize</p>
 <p>Jsou světla, která nevidíme 319 Kč 399 Kč -20% více o knize</p>	 <p>Lásky s chutí makronky 280 Kč 329 Kč -15% více o knize</p>

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4 000 Kč na vánoční dárky! ~~Či 4 000 Kč~~

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The image displays two side-by-side screenshots of an email newsletter from the company DOPYČIT. The newsletter is titled "VÍKENDOVÉ SLEVY" (Weekend Discounts) and features a grid of product offers. Each offer includes a product image, a price tag showing the original price and the discounted price, a star rating, and a "Koupit" (Buy) button. The products featured include Samsung washing machines, Samsung Galaxy smartphones, Sony AXL cameras, Bialetti coffee makers, Vinafi wine, Darcy coffee beans, and Aligator Bluetooth speakers. At the bottom of the newsletter, there is a navigation menu with icons for "Cena" (Price), "Kvalita" (Quality), and "Možnosti" (Options), followed by a map of the Czech Republic showing store locations. The footer contains contact information and social media links.

Elektrický holící strojek
57310/12, Philips Series 7000

Nabízíme speciální pro kosmetičky
výhodnou cenu!

Patřte k tomu v 2 směrech
pro větší pohodlí
a dokonalější očištění

cena od 2 519 Kč

[Užitečné vám doporučení](#)

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a dokonalější očištění

Sleva 40%

cena od 2 519 Kč

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10. Dermacol
Zapojte se i Vy!
A soutěžte o produkty
kosmetiky Dermacol

Koučička

končí 11. 06. 17. 2015

10. MCE Dermacol
Zapojte se i Vy!
A soutěžte o produkty
kosmetiky Dermacol

Koučička

končí 11. 06. 17. 2015

LANCÔME
Luxusní francouzská
kosmetika Lancôme
za **AKČNÍ CENY!**

Více informací

končí 11. 06. 17. 2015

LANCÔME
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za **AKČNÍ CENY!**

Více informací

končí 11. 06. 17. 2015

Výhodná nabídka

Platnost: 11. 06. 2015 až 11. 06. 2015 veškeré množství

Lagerfeld Kart. Lakšiká for Her Eau de Parfum 100 ml 599 Kč	Mercedes-Benz Vie Club Pour Women 100 ml 850 Kč	Giorgio Armani Black Code 100 ml 1570 Kč
DKNY Blue DKNY 100 ml 633 Kč	Kenzo Flower in the Air 100 ml 590 Kč	Hugo Boss The Scent 100 ml 1340 Kč
Tigi Shampoo & Conditioner 2x 250 ml 590 Kč	L'Oréal Nour-Hold Eye Cream 15 ml 150 Kč	Orifluido Nourishing Shamp 100 ml 220 Kč

Výhodná nabídka

Platnost: 11. 06. 2015 až 11. 06. 2015 veškeré množství

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NÁS TIP
NEVÍTE SI RADY, ČÍM UDELAT RADOST?
Věnujte svým blízkým
dárkový poukaz!

Vyberte poukaz

Nabízíme dva typy poukazů: elektronický nebo tištěný

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CURAPROX
Vysoce kvalitní
produkty pro zdravé
a zářivé zuby

Zobřete produkty

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CURAPROX
Vysoce kvalitní
produkty pro zdravé
a zářivé zuby

Zobřete produkty

KAMERNA
ROZŠÍRUJEME NÁS TYM!
Hledáme nové posily
do našich týmů Zdraví a Zdraví
Nehledáme právě Vás?

Kariéra v ELNINO.CZ

KAMERNA
ROZŠÍRUJEME NÁS TYM!
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Podzimní týdny slev jsou v plném proudu. Minulý týden jste si mohli koupit zpáteční jízdenku za **cenu jednosměrné do Itálie nebo Skandinávie**.

Tento týden Vás čeká **Francie a Holandsko!**

Navštívte Eiffelovu věž v Paříži, rotterdamský přístav, holandské mlýny nebo ochutnejte francouzské sýry a víno!

S námi máte cestu zpátky ZADARMO!

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VYHRAJTE VÍKEND V BERLÍNĚ

Ve spolupráci se společností **Busbud** jsme pro Vás připravili **soutěž o víkend v Berlíně pro dva!**

Šťastný výherce získá:

- ubytování
- jízdenku do Berlína
- kapesné 300 €

Soutěž probíhá od 22.10. do 12.11. 2015.

Přesná pravidla soutěže najdete [zde](#).

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ZÍSKEJTE ZDARMA SLEVOVOU KARTU EYCA

Pouze u nás nyní k nákupu mezinárodní jízdenky na vybraných prodejních místech získáte **ZDARMA Evropskou kartu mládeže EYCA***

EYCA svým držitelům nabízí **60.000 výhod a slev** na:

- jízdenky
- ubytování
- stravování
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