



Journal of Research in Interactive Mar

**Email is Evil! Behavioural Responses towards Permission-based Direct Email Marketing and Gender Differences**

Journal:	<i>Journal of Research in Interactive Marketing</i>
Manuscript ID	JRIM-09-2018-0112.R2
Manuscript Type:	Research Paper
Keywords:	email marketing, direct marketing, Structural Equation Modeling, segmentation, customization, online consumer behavior

SCHOLARONE™  
Manuscripts

1  
2  
3 **Email is Evil! Behavioural Responses towards Permission-based Direct Email**  
4  
5  
6 **Marketing and Gender Differences**  
7

8 **ABSTRACT**  
9

10  
11 **Purpose** – This study assesses consumers' beliefs in three Middle Eastern Arab countries  
12 regarding attitudinal and behavioural responses towards permission-based Direct Email  
13 Marketing (hereafter DEM) and the moderating role of gender in the hypothesized path model.  
14  
15

16  
17 **Design/methodology/approach** – Structural equation modelling was used to test our  
18 hypothesized path model, utilizing data collected from 829 respondents.  
19  
20

21  
22 **Findings** – Our findings show that attitude was found to fully mediate the relationship between  
23 beliefs and behavioural responses towards permission-based DEM. Gender moderates the  
24 relationship between beliefs and attitudes, and responses to permission-based DEM. Notably,  
25 female respondents were found to react more actively when exposed to permission-based  
26 DEM.  
27  
28

29  
30 **Research limitations/implications** – Further qualitative research is needed to learn more about  
31 how and why individuals develop behavioural intentions in certain ways towards opt-in DEM.  
32 Also, neuropsychology approaches such eye-tracking are endorsed for future research to gain  
33 more insights and conquer biases associated with self-reporting procedures in countries where  
34 such technologies are deemed as legal and ethical to be used with human subjects.  
35  
36

37  
38 **Practical implications** – Advertisers promoting products and services in the Middle Eastern  
39 Arab context should take further steps to enhance the quality of information [including cultural  
40 sensitiveness] and the perceived entertainment value that could be delivered to consumers  
41 through permission-based DEM, especially for female internet users. Additionally, this study  
42 highly recommends the double opt-in approach to permission-based DEM.  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 **Originality/value** – To the best of our knowledge, this is the first attempt to address the gender  
4  
5 role as a moderator of the path depicting the effectiveness of permission-based DEM approach  
6  
7 in the Middle East (Arab countries), from beliefs to behavioural responses via attitudes.  
8  
9

10  
11 **Keywords** Direct email marketing, permission-based direct email marketing, gender, Middle  
12  
13 East, Arab countries, structural equation modelling.  
14

15  
16 **Paper type** Research paper  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

## Introduction

Advertising has long been regarded and adopted by firms as an effective promotional tool that is used to communicate with consumers through a variety of media. Advertising in a digital world created a wealth of new opportunities for advertisers, as the possibility of instantaneous feedback and the ability to capture customers' preferences to deliver highly personalized content became technologically feasible and desirable. Email, while not as glamorous as some other digital advertising channels available today, including social media and mobile apps, remains popular and relevant for marketers today due to being a fast, convenient, and inexpensive communication tool. In the age where most technological innovations are constantly replaced by smaller, faster, more powerful solutions, email remains surprisingly untouched by all of the advances of the technological revolution. Email is still growing in popularity across the world, as the number of email users worldwide is not only expected to surpass 4 billion by year 2020 but expected to continue its growth (Statista, 2018a).

Direct Email Marketing (or DEM) attributes its origins to a first marketing email blast sent 40 years ago. Conceptualizations of email as an advertising medium centre around the idea of sending advertising messages to internet users with email accounts (Rubel, 2010), either targeting specific account holders or via mass messaging (Gopal et al., 2001). As such, Chaffey and Smith (2017) regard DEM as the most successful form of communication technology.

Today's marketers are becoming more aware than ever of the benefits of analysing customers' residual data to work smarter, to make better-inform marketing decisions, and strategies. Times of worry for how consumers are accessing and responding to advertiser's emails are now history. This is due to technological advancements that are now allowing for such interactions to be traced and recorded. Notwithstanding, significant differences in consumers attitudinal outcomes towards DEM across countries, geographic regions, and

1  
2  
3 industries can be very possible. In this regard, learning about how customers engage with DEM  
4  
5 in different contexts could provide invaluable opportunities to the marketers to target different  
6  
7 markets effectively through culturally tailored digital marketing communication strategies.  
8  
9

10 Chaffey and Ellis-Chadwick (2016, p.523) defines permission-based DEM as the form  
11 of email direct marketing where “an individual agrees to receive email communications”. This  
12 research studies attitudinal and behavioural responses to permission-based DEM messages as  
13 exhibited by users/subscribers in three Arabic Middle Eastern countries, including Saudi  
14 Arabia, UAE, and Oman. Furthermore, this investigation is an attempt to explore how gender  
15 could impact the relationships amongst the aforementioned variables regarding opt-in email  
16 marketing messages. While the Middle East region represents only about 3.9% of the world’s  
17 internet users, it has exhibited the second highest internet users growth rate in the world -  
18 4,894% between 2000 and 2018, which is more than four times the overall world-wide internet  
19 users growth rate. What is also notably distinct among users in the region is the proliferation  
20 of webmail usage to access emails, rather than using mobile or desktop devices. While almost  
21 half of email users in the world (49.1%) access emails on their mobile devices (IBM 2018  
22 Marketing Benchmark report, 2018), the Middle East region has a significantly smaller  
23 percentage, only 33.6% according to the IBM report (although India and Africa are included  
24 in the same region), of mobile email users, with 56% of users getting their email via webmail,  
25 which represents the second highest percentage in the world after Latin America and Caribbean  
26 (and twice as high as England, who is the world leader in mobile email usage). Email read rates  
27 in Middle East are among the highest in the world (only Canada and Australia /New Zealand  
28 have higher rates according to IBM 2018 report). Respectively, the region shows among the  
29 lowest “glanced and deleted” and “skimmed” email rates. It is not surprising that the Middle  
30 East, similar to other geographic regions in the world, has seen a significant shift in advertising  
31 towards utilization of digital platforms with advertisers' expecting internet advertising to  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 become the fastest growing format through 2019 (Gulf Marketing Review, 2017). Furthermore,  
4  
5 in 2016, checking email on a smart phone was found to form 47 to 66% of the weekly online  
6  
7 activities in the Middle East (Google, nd).  
8  
9

10  
11 Whilst information technology and its application to marketing communication has  
12  
13 been widely studied, most extant studies in this field were conducted in Western settings with  
14  
15 developed telecommunication infrastructures (Baliamoune-Lutz, 2003). Little research has  
16  
17 been conducted outside developed countries about internet users' attitudes and behavioural  
18  
19 responses to DEM (Mahmoud, 2015). The dearth of non-Western settings for studying DEM  
20  
21 is surprising given the rapid expansion of computer and internet use in developing countries  
22  
23 (Chinn and Fairlie, 2010). To address the apparent knowledge gap and to advance the existing  
24  
25 body of knowledge in this domain, our study investigates the effectiveness of permission-based  
26  
27 DEM in a Middle Eastern context, by studying the relationships between beliefs, attitudes and  
28  
29 behavioural responses towards DEM. Our inquiry aims to determine how Middle Eastern Arab  
30  
31 internet users evaluate those relationships and whether the internet user's gender moderates the  
32  
33 hypothesized path.  
34  
35  
36  
37  
38

39  
40 To the best of our knowledge, this study is the first to offer an empirical evidence to  
41  
42 address the gender role as a moderator of the path from beliefs to behavioural responses via  
43  
44 attitudes depicting the effectiveness of permission-based DEM in the cultural context of Arab  
45  
46 countries in the Middle East. Advertisers promoting products and services to a Middle Eastern  
47  
48 consumer should take further steps to enhance the quality of information [including cultural  
49  
50 sensitiveness] and the perceived entertainment value that could be delivered through DEM,  
51  
52 especially for female internet users.  
53  
54  
55  
56  
57  
58  
59  
60

## Literature Review and Hypothesis Development

Much of the peer-review literature regarding DEM corresponds to the opt-out version of DEM. However, looking at the other types of good sources (e.g., trade magazines) to gain rationale for our hypotheses, contributors from both academic or industrial backgrounds have largely used opt-out behavioural outcomes in their discussions about permission-based DEM. Thus, this study, for the most part of this section, adopts a generic review of the literature about DEM and attempts to align this review to permission-based DEM. Further, this inquiry conceptualises the relationships amongst the variables based on the *planned behaviour theory* which is discussed later in the subsections.

### *Effects of expanding marketplace and DEM*

Since the advent of the internet, organisations have been trading not only in the physical space but also in the virtual marketplace. Developments in internet technology have facilitated global transactions in various areas of business (Buchanan et al., 2016). Modern business entails that competitive advantage is multidimensional and is thought of and gained in a plurality of spheres. The virtual sphere has emerged to be a significant battle ground for organisations in Western societies (Pikas and Sorrentino 2014). However, the virtual influence for the internet is also growing in the developing world. In fact, Pilinkiene, et al. (2013) recognize that e-business solutions have a positive effect on various business processes, though in some cases this does not materialise into increased profits. However, overall the effect of e-business and e-advertising on companies is significant. Scholars such as Dadzie et al. (2005), Porter (2001) and Sanders (2007) found that supply chain activities conducted virtually, through personalisation of customer service, increased customer loyalty. More recently, Pikas and Sorrentino (2014) pointed to the fact that more and more consumers are spending their time on the internet, leading companies to take advertising campaigns to online platforms.

1  
2  
3 In recent years, competition in virtual platforms has manifested in the form of Email  
4 direct marketing (DEM), with advertisers reaching out beyond the use of their own websites to  
5  
6 online advertising platforms such as Google, Facebook, and MSN among others. The spread  
7  
8 of digital transactions and DEM, in particular, could pose challenges to maintaining an  
9  
10 organization's cultural integrity even in well-established organizations (Buchanan et al., 2016).  
11  
12 Thus, a gradual adaptation is suggested for organisations and cultures to survive.  
13  
14  
15

### 16 17 *Characteristics of DEM as a form of internet-based marketing*

18  
19  
20 Internet-based advertising has become a significant aspect of modern business practices and  
21  
22 organisations (Tavor, 2011). Its rise to prominence, and almost as the preferred mode of  
23  
24 receiving product information by many communities, stems not only from the development of  
25  
26 the internet but also from the evolving pressures of modern living characterised by intense  
27  
28 competition to reach consumers before competitors do. With the number of online users  
29  
30 reachable by e-advertising already exceeding half of the population of the planet and  
31  
32 continuing to grow (Statista, 2018b), millions of households are now connected in both the  
33  
34 developed and developing worlds, rendering advertising continuously accessible to a wider  
35  
36 audience in a single day (Li, and Huang, 2016; Tavor, 2011; Becker-Olsen, 2003). This  
37  
38 surpasses traditional means of advertising such as newspapers, billboards, and leaflet drops by  
39  
40 a significant margin (Fuxman et al., 2014). Many authors (Tavor, 2011; Faber, Lee and Nan,  
41  
42 2004; Zourikalatehsamad, 2015) therefore see the speed with which digital marketing reaches  
43  
44 its audiences as a key characteristic and advantage of such means of advertising. This is further  
45  
46 supported by Zourikalatehsamad et al. (2015, p.3424) who found that “predictors such as cost  
47  
48 saving factor, convenience factor and customized product or services, have positive impact on  
49  
50 intention to continue to seek online advertising”. This signifies that in addition to reaching  
51  
52 critical masses, DEM also attracts return viewers and referrals. Faber et al., (2004) found that  
53  
54 internet-based advertising is more effective when it is targeted. Their research showed random  
55  
56  
57  
58  
59  
60



1  
2  
3 pop-ups as irritating and not constructive, prompting a debate about advertising overload and  
4 information crowding. However, despite the emerging challenges of internet advertising,  
5 positive characteristics such as speed, critical mass reach, variety, depth, and convenience  
6 outweigh the negatives (Faber et al., 2004; Becker-Olsen, 2003; Li and Huang, 2016).  
7  
8  
9

### 10 11 12 13 *Beliefs about DEM*

14  
15  
16 Wyer and Albarracin (2005) define beliefs as predictions people hold about the possibility that  
17 their knowledge regarding a referent is true. Mahmoud (2013) posits that beliefs regarding  
18 online advertising can be defined as collective knowledge that consumers consider as factual  
19 for DEM. Consequently, such beliefs can provide a good source of product information (Ju-  
20 Pak, 1999) or an incredible source of information (Grabner-Krauter and Kaluscha, 2003), or  
21 simply a source of irritation for the email recipient (Ducoffe, 1996).  
22  
23  
24  
25  
26  
27  
28  
29

30  
31 Ethics in Advertising play a vital role in the success of businesses and/or professionals  
32 (Snyder, 2017). Some scholars refer to the “unholy trinity” in advertising, which represents the  
33 case where none of the three pillars of the advertising communication process, i.e., advertisers,  
34 agencies, and the media, are willing to assume a primary responsibility for raising the ethical  
35 norms (Mostafa, 2011). Furthermore, many scholars see privacy as an integral part of  
36 humankind that forms, alongside newly imposed governmental regulations in some contexts, a  
37 dynamic challenge over time for digital marketers (e.g., Zorotheos and Kafeza, 2009  
38 Pomirleanu et al., 2013; Im and Ha, 2015; Hartemo, 2016). In this regard, and given the rapidly  
39 escalating advances in technology, *internet marketers* are required to communicate more  
40 effectively with their target audiences using *smarter* digital marketing techniques and solutions  
41 to minimise the perceived privacy invasion. Such drops in perceived privacy invasion levels  
42 will likely be accompanied by incremental customer loyalty to a brand (e.g., Limbu et al.,  
43 2011). For example, a recent new regulation on data protection and privacy, entitled ‘the  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 General Data Protection Regulation' (GDPR), has been put into effect in May 2018 for the  
4  
5 European Union (EU) and the European Economic Area (EEA) to add to the already existing  
6  
7 Privacy and Electronic Communications Regulations (PECR). The GDPR has been translated  
8  
9 to apply to all marketing activities that use personal data over electronic channels, e.g.,  
10  
11 electronic mails (The Direct Marketing Association, 2018). Gallup's Honesty and Ethics poll  
12  
13 states that consumers depict advertising as one of the most unethical industries (Murphy, 1998)  
14  
15 which calls for continuous investigations to elicit, through the consumers' perceptions, the  
16  
17 traits of advertising that trigger the negative attitudes towards the ethicality of advertising  
18  
19 especially those types that haven't received enough scholarly attention, e.g., DEM.  
20  
21  
22  
23

24  
25 Consumers' beliefs about DEM have been addressed from multiple perspectives. For  
26  
27 instance, using cosmetics brands as the focal product, Martin et al. (2003) found that  
28  
29 consumers, if influenced positively by the DEM, were more likely to visit a physical store to  
30  
31 purchase the product rather than visit the brand's online website to obtain further information.  
32  
33 Pikas and Sorrentino (2014), on the other hand, propose that well formulated e-advertising  
34  
35 strategies can attract relatively large numbers of customers that few traditional media can attain  
36  
37 given the vast number of internet users. The authors particularly expand on the role of  
38  
39 advertising through the social media such as Facebook, Youtube and Yahoo, which have  
40  
41 become normal virtual meeting and shopping places for Generation Z consumers (those born  
42  
43 in the digital age from mid-1990s). According to the authors, Generation Z consumers use  
44  
45 social media specially to build social capital and draw benefits from such capital. A key benefit  
46  
47 drawn from social capital is information, which includes information on products, services, and  
48  
49 current trends. Such a benefit transcends customer requirements about warranty promises. For  
50  
51 instance, Logan et al. (2012) found that informativeness and entertainment beliefs contribute  
52  
53 positively to the likeability of advertising by making advertising looks more valuable thing to  
54  
55 female social media users.  
56  
57  
58  
59  
60

### *Attitudes towards DEM*

There have been multiple conceptualizations of consumers' attitudes in the marketing literature, mostly focusing on how this construct is measured (Batra and Ahtola, 1991), and its application to the purchase and consumption of products (Howcroft et al., 2002). In definitional terms, Eagly and Chaiken (1993, p. 1) provided what may be the most conventional contemporary definition of attitude, specifically, an "attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor", whilst Bem (1970, p. 14) defines attitudes as "likes and dislikes". Based on Bem's (1970) definition of attitude, we can conceptualize consumers' attitudes toward DEM as the extent to which consumers like or dislike DEM. In a Middle Eastern context (Arab countries), Al-Madi et al. (2013) found that a number of factors determine consumers' attitudes to e-marketing. These factors include "usefulness, information on e-marketing, convenience, enjoyment, privacy and security and website quality" (p. 536). Al-Debei et al (2014) added the trust dimension as a significant parameter in advertising web quality. These studies fall short of considering the influence of the possible cultural determinant given the conservative nature of many Arab cultures which could have an impact on consumers' behavioural responses to e-advertising.

### *Behavioural responses toward DEM*

Behavioural responses towards advertising are prompted actions that consumers take after exposure to an advertisement (Mahmoud, 2013). Such behaviours could be actioned through seeking further information after exposure to the advertisement (Nedungadi et al., 1993). In the case of DEM, our study adopts two main behavioural responses, which can be operationally defined as "reading the advertisement" and/or "reporting it as spam" (Morimoto and Chang, 2006). This study addresses the dearth of research to date of consumers' behavioural responses to DEM. Al-Debei et al. (2014) found that trust in the web source of the advert can motivate

1  
2  
3 the type of response adopted by the consumers. Usually trusted sources will be opened, and  
4  
5 consideration given to the message of the advert. These behavioural responses, in a time of  
6  
7 increased security risks and 'fake news' is generally normalised in most societies and is not a  
8  
9 behavioural response which is specific to the Middle East or the Arab world. It is important to  
10  
11 explore the possible existence of other types of behavioural responses outside the reading of  
12  
13 the advertisement or its reporting as a spam by the internet user, that is, ignoring email adverts.  
14  
15 In fact, Burkeman (2014, p. 1) argues that "as email volumes continue to spiral upwards, our  
16  
17 inboxes are turning into streams akin to Facebook's newsfeed. Nobody really expects you to  
18  
19 see every item in a stream".  
20  
21  
22

### 23 24 *Gender differences and DEM*

25  
26  
27 Fundamental differences exist in the way men and women use the internet. In fact, Li and  
28  
29 Kirkup (2007) found that the gender gap in people's attitude to computers and their use of new  
30  
31 technology remains a reality which is deeply influenced by different cultural contexts. A  
32  
33 significant report by software giant Intel (2012) showed that there was a wide gender gap in  
34  
35 the use of the internet in Arab countries, where women have more limited access to it. Not  
36  
37 surprisingly, research suggests that men are more likely than women to use online services  
38  
39 such as email to purchase products online (Shavitt et al., 1998; Van et al., 2002). This is  
40  
41 surprising given that women generally found email more useful than men when communicating  
42  
43 (DeBrand and Johnson, 2008), however, that can be deemed to be the negative attitudes that  
44  
45 Middle Eastern female consumers hold toward ethics issues in advertising (Mostafa, 2011).  
46  
47 The lack of equal access to the internet by women in the developing world puts them at a great  
48  
49 disadvantage in many areas of life, for example, education (online learning) opportunities for  
50  
51 online work and health information (Antonio and Tuffley, 2014; OECD, 2008) are harder to  
52  
53 access. The authors also argue that such gender gap in the access to the internet reinforces  
54  
55 men's control over women's lives in many developing countries including those of the Middle  
56  
57  
58  
59  
60

1  
2  
3 East. Stephen (2016) argues that digital marketing has the power to transform people's lives  
4 by influencing their perception of the world and their purchasing habits. This means that as  
5 well as being a promotional tool for products and services, e-advertising could act as a source  
6 of information, education and socialisation (see also GSMA, 2015; Chakravorti, 2017).  
7  
8  
9  
10  
11  
12

13 This study attempts to further our understanding of the role gender plays in permission-  
14 based DEM. It is particularly important in the context of the Middle East and developing  
15 countries where culturally a significant proportion of women are the main care-givers and stay  
16 at home (Epstein, 2007). Our study therefore considers the degree to which these women may  
17 miss out on vital sources of information and exposure to the modern market place and whether  
18 limited access to the internet and e-advertising is linked to what Epstein (2007) describes as  
19 the 'subordination of women'.  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29

30 Pikas and Sorrentino (2014) found a 1 per cent difference between those men and  
31 women who identified that they spend less than one hour, 1-2 hours, and 7+ hours per day on  
32 the web; 6 per cent difference between the number of men and women within the 3-4-hour  
33 category and an 8 per cent difference within the 5-6-hour category. The authors argue that men  
34 and women spend equal amount of time on the internet. However, we see a sizeable difference  
35 particularly as the amount of time spent on the internet increases, the difference of 8 per cent  
36 becomes significant. Our perspective derives from the fact that the data was collected in the  
37 developed world. This means that the difference in time spent on the internet between men and  
38 women could be more significant in developing countries where cultural arrangements put  
39 more constraints on women's ability to act independently of the male partner. This is  
40 corroborated by evidence put forward by GSMA (2015) which found that in the developing  
41 world women are 14 per cent less likely to own a mobile phone and have access the internet.  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58 This supports the Chakravorti's (2017) thesis about systematic digital discrimination against  
59  
60

1  
2  
3 women. Yet this groups represents a sizeable customer base for organisations trading products  
4  
5 online.

6  
7  
8 *The conceptual model and hypotheses*  
9

10  
11 Academic interest and early conceptualizations of attitudes towards advertising date back to  
12  
13 the 1960s when Lavidge and Steiner (1961) posited that consumers process advertising as a  
14  
15 sequence of events starting with cognition, then onto affect, and finally conation. Later, Bauer  
16  
17 and Greyser (1968) studied attitudes towards advertising and found that consumers  
18  
19 discriminated between two clusters, namely, social effects and economic effects. Bauer and  
20  
21 Greyser's study is particularly important in studies of advertising since it revealed the  
22  
23 correlation between exposure to advertisement and the fact of taking notice of it. Those adverts  
24  
25 that are taken notice of are likely to shape the consumer's attitude towards them. However, the  
26  
27 historical context of Bauer and Greyser's research creates some difficulties in the use of the  
28  
29 model in today's advertising world. Bauer and Greyser's findings were based on exposure to  
30  
31 advertising in limited number of traditional pre-internet media, e.g. newspaper, radio, T.V.,  
32  
33 thus limiting the exposure to advertising to those purchasing the print or household with a T.V.  
34  
35 or radio set. In today's internet era, exposure to advertising transcends these traditional forms  
36  
37 of media to include a diversity of digital media which are widespread, easy to access and mostly  
38  
39 free. We may entail that exposure to advertising is significantly higher but then such 'harassing  
40  
41 media' may also alter consumer attitude to advertising. Later studies confirmed the significant  
42  
43 role that beliefs about advertising play in predicting consumers' attitudes toward internet-  
44  
45 mediated advertising (op. cit. Kamal and Chu, 2012; Li-Ming, et al. 2013; Mahmoud, 2013,  
46  
47 2015; Saadeghvaziri et al., 2013; Zabadi et al., 2012).

48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60  
Garland, Yang and Kang (2016) conducted a quantitative study among non-profit  
organization's members to find out the attitudes of members towards advertising through post

1  
2  
3 and email. Their study found that email advertising was an effective channel of marketing.  
4  
5 Likewise, Mahmoud (2015) has investigated the attitude of consumers towards email  
6  
7 advertising in the context of Syria. His quantitative study examined the relationship among  
8  
9 consumers' attitudes, beliefs, and behavioural reactions toward email advertising. He found  
10  
11 that beliefs of consumers toward email advertising positively influenced their attitudes toward  
12  
13 it. Moreover, he also found that consumers' beliefs impact their email behaviours as well,  
14  
15 revealing that emails which are designed in an attractive way and consist of reliable information  
16  
17 get more positive response from consumers. Another quantitative study by Andersson et al.  
18  
19 (2014) regarding attitudes of consumers towards email advertising also found the positive  
20  
21 impact of attitudes on behaviours and found negative attitude of consumers for email  
22  
23 advertising. Their study revealed that negative attitudes vary across age groups of consumers.  
24  
25 More negative attitudes towards email advertising were found in age group of 40-49 and  
26  
27 positive attitudes were found among younger groups. Authors believed that younger people  
28  
29 showed more positive attitudes towards email advertising because they are more used to the  
30  
31 digital world. Merkle (2008) found that consumers have positive attitudes towards usage of  
32  
33 permission-based email marketing. Khan et al. (2016) empirically examined the influence of  
34  
35 gender and nationality on the perceptions of consumers towards email marketing and found  
36  
37 positive response towards email marketing. Khan et al. (2016) empirically examined the influence of  
38  
39 gender and nationality on the perceptions of consumers towards email marketing and found  
40  
41 positive response towards email marketing.  
42  
43  
44

45 Based on the aforementioned studies, we posit:

46  
47  
48 *H1: Beliefs about permission-based direct email marketing (DEM) will significantly be related*  
49  
50 *to consumers' attitudes towards it.*  
51  
52

53  
54 The relationship between attitudes and behavioural responses toward internet media  
55  
56 advertising has received considerable scholarly attention. The findings indicate that positive  
57  
58 attitudes are accompanied by favourable behavioural responses towards advertising  
59  
60

(Mahmoud, 2013, 2015; Saadeghvaziri et al., 2013; Wang and Sun, 2010). Wang and Sun (2010), particularly, found that belief was a major predictor of attitude to advertising, which in turn was a significant predictor of consumers' responses to advertisements. Wang and Sun's study was conducted in the Romanian context, which within Hofstede's (2011) culture model, is a collectivistic culture, thus displaying cultural proximity with Middle Eastern culture (also collectivistic). We therefore posit:

*H2: Consumers' attitudes towards permission-based direct email marketing (DEM) will mediate the relationship between beliefs about DEM and behavioural responses towards such advertising.*

Consumers' differences regarding gender have always been an interest to marketers (Cho and Jialin, 2008). Understanding the variance between males and females regarding their beliefs about and attitudes towards advertising, allows marketers to target consumers efficiently (Wolin and Korgaonkar, 2005). For example, Darley and Smith (1995) indicated that males differ from females in processing the promotional messages delivered by advertising. The study by Wolin and Korgaonkar (2005) is particularly informative in the sense that it further confirmed the differences in male and female attitudes towards advertising in the internet and new media era, which is significant for our research. From a cultural perspective, gender roles in the Western context in which Wolin and Korgaonkar (2005) study took place are relatively blurred; yet they found that Western women's attitudes towards internet advertising significantly differed from those of men. With gender roles being more separated and less overlapping in the Middle Eastern culture, where men and women have strict places and roles to play in the society, we therefore hypothesize that:

*H3: The path from beliefs about DEM to behaviour towards DEM via consumers' attitude will be largely moderated by gender.*



## Methodology

### *Procedures*

Out of 1,500 distributed questionnaires, we received 829 valid responses that were used in our statistical analyses, via an online survey shared with email users in 3 Middle Eastern countries comprising of Saudi Arabia, Oman, and UAE (see Appendix for descriptive statistics of the sample's responses to the attitudinal measures of this study). We hired surveyors to approach the respondents using convenience sampling. Data were collected between January 2016 and May 2018. The surveyors approached the participants in different cities of each country, on different days of the week and at different times of the day for email addresses collection and to obtain participation consents. Given the conservative nature of the context of this study, gender match between the surveyors and the participants was addressed when the initial part of the survey was conducted, thus, female surveyors approached female participants and the same applied to the male counterparts. Afterwards, the participants were contacted via email with a personal message that included our online survey and an assertion of the confidentiality of the respondent's identity. The adoption of non-probability sampling in this study may affect the external validity of our findings. However, many survey actions include biases (e.g., non-response); hereby, the understandings resulting from the current investigation are likely to be greater than the limitations of the sampling technique (Wolin et al., 2002). Finally, the survey contained, in addition to beliefs, attitude, and behavioural responses measures, a set of demographic questions that assessed the gender, educational level, and age of a respondent.

According to Leth-Steensen and Gallitto (2016), the general consensus amongst scholars regarding the most recommended approach to test mediation appears to be towards adopting bias-corrected bootstrapping (BC bootstrapping) for testing indirect effects. BC bootstrapping was introduced by Shrout and Bolger (2002) and it mainly comprises of taking

multiple repeated samples with replacement from the dataset being discussed. Thus, we utilised BC bootstrapping to test the indirect effects with a standard 95% confidence interval. Further, we chose 5,000 samples for bootstrapping as suggested by Preacher and Hayes (2008). Finally, we used Baron and Kenny's (1986) conceptualisation to determine whether the mediation would be full or partial. Indirect effects estimates were reported as unstandardized coefficients (Preacher and Hayes, 2008).

### *Measures*

Measures of the study were already validated in the context of one Middle Eastern Arab culture (Mahmoud, 2015). However, as Mahmoud's (2015) validation took place in an extreme context, i.e., wartime, we went through the validation of process again for the items - as they were factorised by their original developer - to avoid any shortcomings regarding their construct validity. Doing so, belief scale items were subject to face validity again (along with the items of both attitude and behaviour) by asking academics and experts in the area of digital marketing in the countries where the data were collected to evaluate the wording of the items before having the questionnaire pilot-tested among 56 participants to ensure an understanding and acceptance by our respondents in line with recommendations from Tharenou et al. (2007).

Table 1 shows the original constructs and their measuring items (with sources) used in this study. A confirmatory factor analysis was run to evaluate the belief structure (see Figure 1) and it had poor fit to our data ( $\chi^2/df = 29.88 > 5$  (Bollen, 1989), GFI = .73 < .95 (Byrne, 2016), AGFI = .58 < .90 (Brown, 2015), TLI = .72 < .95 (Tucker and Lewis, 1973), CFI = .79 < .9 (Bentler, 1990), SRMR = .09 > .08 (Hu and Bentler, 1995), and RMSEA = .19 > .06 (Hu and Bentler, 1999) which recalled measurement model re-specification (Byrne, 2016). Thus, we ran an exploratory factor analysis with principal component analysis as an extraction method and Varimax with Kaiser Normalization as a rotation method. The EFA results led to

1  
2  
3 reducing the number of factors to two dimensions (see Table 2). Afterwards, and for more  
4  
5 robustness, we conducted a confirmatory factor analysis to assess beliefs structure new  
6  
7 dimensionality as shown in Figure 2. With  $\chi^2/df = 2.52 < 5$  (Bollen, 1989),  $GFI = .98 > .95$   
8  
9 (Byrne, 2016),  $AGFI = .97 > .90$  (Brown, 2015),  $TLI = .96 > .95$  (Tucker and Lewis, 1973),  
10  
11  $CFI = .98 > .9$  (Bentler, 1990),  $SRMR = .017 < .08$  (Hu and Bentler, 1995), and  $RMSEA =$   
12  
13  $.036 < .06$  (Hu and Bentler, 1999), our confirmatory factor analysis confirmed the belief  
14  
15 structure concluded by Mahmoud (2015), i.e., comprising of irritation and informativeness.  
16  
17 Additionally, we assessed the convergent validity using the average variance extracted (AVE).  
18  
19 All AVE values were exceeded the minimum of 0.5 recommended by Fornell and Larker  
20  
21 (1981), i.e.,  $AVE_{Irritation} = .63$ ,  $AVE_{Information} = .55$ ,  $AVE_{Attitude} = .87$ , and  $AVE_{Behaviour} = .79$ .  
22  
23 Finally, measures were assessed for reliability using Cronbach alpha co-efficient for beliefs  
24  
25 and attitude and Spearman-Brown co-efficient for behaviour (Eisinga et al., 2013) to check for  
26  
27 their internal consistency (see Table 3).  
28  
29  
30  
31

32  
33  
34 INSERT TABLE 1 ABOUT HERE  
35  
36  
37

38  
39  
40 INSERT FIGURE 1 ABOUT HERE  
41  
42  
43  
44

45  
46  
47 INSERT TABLE 2 ABOUT HERE  
48  
49  
50  
51

52  
53  
54 INSERT TABLE 3 ABOUT HERE  
55  
56  
57  
58  
59  
60

## Results

The respondents in most cases were males (65%), held a bachelor's degree or were doing postgraduate degree (57%) and with an age range of 18-35 years (80%). Using one-sample t-test, our results show that respondents hold negative beliefs and attitudes regarding permission-based DEM which they view as being irritating ( $t = 8.8, P < .0001$ ) and not informative ( $t = -23.71, P < .0001$ ). Further, the respondents consider DEM as untrustworthy, annoying, and lacking the entertainment value. Overall, the respondents dislike email adverts and hold unfavourable attitudes towards them ( $t = -11.39, P < .0001$ ). Further, the respondents seldom read email advertisements ( $t = -11.20, P < .001$ ), rather they report them as spam ( $t = 2.90, P < .01$ ).

The path from beliefs to behaviour via attitude was assessed following a structural equation modelling approach. All major fit indexes like the comparative fit index (Bentler, 1990), root mean square error of approximation (Browne and Cudeck, 1993), and standardized root mean square residual (Hu and Bentler, 1995) were employed to judge the validity of our hypotheses 1, 2, and 3. In this regard, our statistics  $GFI = .97 > .95$ ,  $AGFI = .93 > .90$ ,  $\chi^2/df = 3.73 < 5$ ,  $CFI = .99 > .90$ ,  $TLI = .97 > .90$ ,  $SRMR = .021 < .08$ ,  $RMSEA = .057 < .06$  show that the path model has high level of fit for the observed data and consequently is deemed to be significant. Further, the mediating role of attitude between beliefs and behavioural responses is assessed using bootstrapping. The mediation tests show that attitude significantly and fully transmits the effects of irritation ( $B = -.729, P < .01$ ) and informativeness ( $B = .635, P < .01$ ) to behavioural responses. Thus, we found support for H1 and H2. Moreover, as a preliminary step in assessing the path model invariance regarding gender, a separate analysis is also run for each of the two subgroups in gender (that is, males and females), with the results being equivalent to that of the full-sample analysis. The equivalency analysis tests the difference between an unconstrained model, which presumes that the groups are generating different

values of the parameters when the model is applied to the data, and a set of constrained models, which assume that the groups are yielding equivalent values of given sets of parameters when the model is applied to the data (Meyers et al., 2017). In our case, the unconstrained model yielded a statistically significant chi square difference,  $\chi^2 (14, N = 829) = 167.873, P < .0001$ . Thus, we conclude that the path model has at least one path moderated by gender and to know which path(s) are moderated, we conduct pairwise parameter comparisons using Z score that is calculated on the basis of Bonferroni corrected statistical significance level which equals .0167. Therefore, we assess the significance of the pairwise parameter differences against a Z score equals to 2.13. Thus, gender is found to moderate the path from attitude to behaviour ( $Z = 3.27 > 2.13$ ), specifically (see Figure 2), females' behaviour to DEM is more affected by attitude ( $\beta_{Females} = 0.951$ ) than males' ( $\beta_{Males} = 0.817$ ). We conclude that H3 is partially supported.

INSERT FIGURE 3 ABOUT HERE

INSERT FIGURE 2 ABOUT HERE

## Discussion

This study was conducted in Arab Middle Eastern context and focused on the permission-based form of DEM, which has been deemed by many scholars (e.g., Chang et al., 2013; Mahmoud, 2015; Khan et al., 2016) as an option to enhance the effectiveness of DEM, i.e., by lowering the chances where consumers take unfavourable actions towards email marketing communication (e.g., reporting emails as spam, deleting them without reading). Our findings show that attitude towards permission-based DEM fully mediates the relationship between the corresponding beliefs and behavioural responses. Furthermore, we found that our sample

respondents exhibited negative belief, attitude, and behavioural responses regarding permission-based DEM. Although this finding concurs with the very scarce previous research that investigated DEM in Middle Eastern Arab countries (e.g., Mahmoud, 2015) and contradicts with the expectations that opt-in DEM will survive the subscribers' harsh responses, yet, our finding extends the validity of unfavorability towards opt-out DEM to its permission-based version and sheds light on the necessity for developing and adopting new techniques for opt-in DEM, as obtaining permission from email users seems to be insufficient in its current form. In view of our sample responses, we explicate this mediating role through the role that attitude plays in transmitting the beliefs' effects to consumers' behaviours towards opt-in DEM. Specifically, our sample participants who reported negative behaviour towards opt-in DEM would do that as a result of disliking it because they perceived those DEM communications as irritating and lacking informativeness specially for females. On one hand, this concurs with the relevant literature where females are found to have higher levels of fear of spamming and perceived risk than males (e.g., Im and Ha, 2015). On the other hand, our result is novel as it extends the validity of corresponding literature to the permission-based DEM. Utilising DEM on a permission basis has been suggested to enhance the perceived communication empowerment by consumers and lead to higher levels of consumer engagement in the marketing communication process (Hartemo, 2016), however it seems that there is still need and room for improving the way permission-based DEM is managed, specially some contexts (e.g., the Arab markets in the Middle East).

#### *Practical and social implications*

The findings have significant implications for organizations that use permission-based DEM to communicate their value proposition. In this regard, this study suggests some recommendations to minimize the irritation caused by permission-based DEM among male and female audience.

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

Inherent in the findings of this study is the need for marketing organizations to design and develop email advertisements that demonstrate deft editing, the use of colourful visuals, and contain entertainment value relevant to the intended target audience whilst complying with cultural norms in the Arab countries of the Middle East. In that sense, as Stephen (2016) argues, the e-advertiser needs to have accumulated sufficient social and cultural capital in order to be able to sensitively engage the audience. In cultures where electronic advertisements are perceived as culturally-insensitive and lacking informativeness, they are likely to be blocked by the State. Such censorship and the male dominance in Middle Eastern societies not only limits the advertiser's access to a sizeable proportion of the market but also contributes to the further deprivation of women and valuable product information, e.g. information on health and educational products. Thus, the perception about advertising in the context of Middle Eastern countries is to some degree intertwined with culture. Our findings also support Antonio and Tuffley's (2014, p.673) view that when "women are able to engage with internet technology, a wide range of personal, family and community benefits become possible. The key to these benefits is online education, the access to which sets up a positive feedback loop".

We found that females' attitudes to permission-based DEM had stronger effects on their behavioural responses than males. This implies that practitioners should be more cautious when running email marketing campaigns that target female customers who exhibit more negative attitudes towards permission-based DEM compared to males. Even though gender differences have been widely addressed in the marketing literature, however, in terms of permission-based DEM, this is a very novel finding. In this regard, we recommend that marketers should approach female subscribers via female senders to boost the effectiveness of opt-in DEM. For example, according to Henkes (2012), a report by CleverTouch Marketing showed that, on average, emails sent from women achieved an 18% click through, as opposed to just 10% where the sender was a man. Looking for another recommended technique, personalizing DEM

1  
2  
3 content rather than sending ungendered content can enhance DEM effectiveness when  
4  
5 marketers send offers or content targeting female subscribers.  
6  
7

8  
9 Although some critiques classify DEM to belong to the bygone era of digital marketing,  
10 we believe that it is current and not obsolete. According to V12DATA (2018), there is a  
11 consensus amongst 85% of marketers that DEM performance is on the rise and of those  
12 surveyed 58% described DEM as increasing significantly. Even with the rise of social media  
13 networks as a prominent opportunity for digital marketing, Singal (2018) suggests that social  
14 media marketing can be more powerful with DEM. Hereby, it still carries the potential to  
15 impact business, therefore, marketers should be prepared for future trends and should use  
16 appropriate strategies to take their businesses to a new level and to get more subscribers using  
17 permission-based DEM. In order to enhance the effectiveness of permission-based DEM, the  
18 marketers are suggested to enhance the features of emails in various ways. For instance,  
19 changing the current emails' designs by switching from visually rich messages and newsletters  
20 to more plain contents in textual form (e.g., Maybach et al., 2018). Likewise, an effective  
21 customisation could be also useful in making emails more personalised based on the  
22 consumers' personal needs and targeting each receiver separately (Wachal, 2018; Harper,  
23 2018). Additionally, marketers may create positive impressions and inspire audiences by  
24 focusing on storytelling type of textual contents. The storytelling could include the sharing of  
25 consumer experiences, or brand stories, or both, which allow the subscribers to know about  
26 product's brand in the most personal way by promoting transparency. Storytelling also  
27 demonstrates the benefits of products or services and the value given to consumers through  
28 personalized experiences. Thus, this strategy can attract more subscribers and can convert them  
29 into paying customers. The storytelling strategy may not only have the potential to enhance  
30 audience engagement, but also can lead towards consumer taking the desired action because  
31 storytelling humanizes marketers' businesses (e.g., Harper, 2018; Han, 2018; Munipally,  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60



2018). Furthermore, the marketers can focus on mobile optimization by going easy on videos and images, using responsive templates of emails, dividing text into smaller paragraphs, and paying attention on call to action (CTA) buttons and making them large (Harper, 2018). The marketers need to assess the forthcoming trends through predictive analysis of existing and historical databases to determine the needs of the target audience.

The permission-based DEM should also incorporate chatbots that can identify the likings of new subscribers. Chatbots can be also used to remind subscribers about special promotion or detail about future event or special promotion that have been emailed to their inboxes. Likewise, emails should include the links to marketers' site's chatbots to assist the customers in solving issues related to services or products, because the chatbots can reply to them quickly, thus improving relationships with customers. Eventually, we highly recommend the adoption of *double opt-in* DEM which has been deemed as the only technique to pledge for genuine permissions by the subscribers (Jacobs, et al., 2018). Double opt-in DEM happens when an individual submits their email address to a firm's list and is then required to revert back with a confirmation of their email address.

#### *Research implications and limitations*

Due to the nature of the study which led to collecting data from conservative societies, gender match approach between surveyors and participants and non-probability sampling technique was opted. While we acknowledge that the non-probability sampling procedure may affect the external validity of the findings and may reduce the ability to generalise the results, the insights resulting from the current investigation are likely outweigh the limitations of the sampling technique knowing that the use of invariance analysis to detect gender differences towards attitudinal variables regarding email marketing is one of the first attempt in the region. Future research is encouraged to use qualitative methods like unstructured interviews and big data

1  
2  
3 analytics to learn more about how and why subscribing users behave in certain ways towards  
4  
5 opt-in DEM. Furthermore, neuropsychology approaches such eye-tracking are recommended  
6  
7 to be adopted for future research to gain more insights and conquer biases associated with self-  
8  
9 reporting methods in countries where such technologies are deemed as legal and ethical.  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

**References:**

- Al-Debei, M.M., Akroush, M.N. and Ashouri, M.I. (2014) 'Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality', *Internet Research*, vol. 25, no. 5, pp. 707-733.
- Al-Madi, F., Al-Zawahreh, A. and Al-Qawasmi, S. (2013) 'Determinants of Consumer's Attitudes to Electronic Marketing in Jordan', *International Journal of Management*, vol. 30, no. 2, pp. 536-544.
- Andersson, M., Fredriksson, M. and Berndt, M. (2014) 'Open or Delete: Decision-makers' Attitudes Toward Email Marketing Messages', *Advances in Social Sciences Research Journal*, vol. 3, pp. 133-144.
- Antonio, A. and Tuffley, D. (2014) 'The Gender Digital Divide in Developing Countries', *Future Internet*, vol. 6, pp. 673-687.
- Baliamoune-Lutz, M. (2003) 'An analysis of the determinants and effects of ICT diffusion in developing countries', *Information Technology for Development*, vol. 10, no. 3, pp. 151-169.
- Baron, R.M. and Kenny, D.A. (1986) 'The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations', *Journal of personality and social psychology*, vol. 51, no. 6, p. 1173.
- Batra, R. and Ahtola, O.T. (1991) 'Measuring the hedonic and utilitarian sources of consumer attitudes', *Marketing Letters*, vol. 2, no. 2, pp. 159-170.
- Becker-Olsen, K.L. (2003) 'And now, a word from our sponsor', *Journal of Advertising*, vol. 32, no. 2, pp. 17-32.
- Bem, D.J. (1970) *Beliefs, attitudes, and Human Affairs*, Belmont, CA: Brooks/Cole.

1  
2  
3 Bentler, P.M. (1990) 'Comparative fit indexes in structural models', *Psychological Bulletin*,  
4  
5 vol. 107, pp. 238-246.  
6  
7

8 Bollen, K.A. (1989) *Structural Equations with Latent Variables*, New York: John Wiley and  
9  
10 Sons, Inc.  
11  
12

13 Brown, T.A. (2015) *Confirmatory factor analysis for applied research*, 2<sup>nd</sup> edition, New York:  
14  
15 Guilford Press.  
16  
17

18 Browne, M.W. and Cudeck, R. (1993) 'Alternative ways of assessing model fit', *Sociological*  
19  
20 *Methods and Research*, vol. 21, no. 2, pp. 230-258.  
21  
22

23  
24 Buchanan, J., Kelley, B. and Hatch, A. (2016) *Digital workplace and culture: How digital*  
25  
26 *technologies are changing the workforce and how enterprises can adapt and evolve*,  
27  
28 *Deloitte*, [Online], Available: HYPERLINK  
29  
30 "https://www2.deloitte.com/content/dam/Deloitte/us/Documents/human-  
31  
32 capital/us-cons-digital-workplace-and-culture.pdf"  
33  
34 [https://www2.deloitte.com/content/dam/Deloitte/us/Documents/human-capital/us-](https://www2.deloitte.com/content/dam/Deloitte/us/Documents/human-capital/us-cons-digital-workplace-and-culture.pdf)  
35  
36 [cons-digital-workplace-and-culture.pdf](https://www2.deloitte.com/content/dam/Deloitte/us/Documents/human-capital/us-cons-digital-workplace-and-culture.pdf) [29 November 2017].  
37  
38

39  
40  
41 Burkeman, O. (2014) *Sit back, relax and ignore your email inbox. Nobody expects you to read*  
42  
43 *it all*, [Online], Available: HYPERLINK  
44  
45 "https://www.theguardian.com/commentisfree/oliver-burkeman-  
46  
47 column/2014/dec/05/relax-ignore-email-inbox-read-it-all"  
48  
49 [https://www.theguardian.com/commentisfree/oliver-burkeman-](https://www.theguardian.com/commentisfree/oliver-burkeman-column/2014/dec/05/relax-ignore-email-inbox-read-it-all)  
50  
51 [column/2014/dec/05/relax-ignore-email-inbox-read-it-all](https://www.theguardian.com/commentisfree/oliver-burkeman-column/2014/dec/05/relax-ignore-email-inbox-read-it-all) [05 December 2017].  
52  
53

54  
55 Byrne, B.M. (2016) *Structural Equation Modeling With AMOS*, 3<sup>rd</sup> edition, New York:  
56  
57 Routledge.  
58  
59  
60

1  
2  
3 Chaffey, D. and Ellis-Chadwick, F. (2016) *Digital Marketing*, Harlow: Pearson Education  
4  
5 Limited.

6  
7  
8 Chaffey, D. and Smith, P. (2017) *Digital Marketing Excellence*, Oxon: Routledge.

9  
10  
11 Chakravorti, C. (2017) *HBR Webinar: Internet Usage - Closing It Would Open Up*  
12  
13 *Opportunities for Everyone*, [Online], Available: HYPERLINK  
14  
15 "https://hbr.org/2017/12/theres-a-gender-gap-in-internet-usage-closing-it-would-  
16  
17 open-up-opportunities-for-everyone" [https://hbr.org/2017/12/theres-a-gender-  
20  
21 gap-in-internet-usage-closing-it-would-open-up-opportunities-for-everyone](https://hbr.org/2017/12/theres-a-gender-<br/>18<br/>19 gap-in-internet-usage-closing-it-would-open-up-opportunities-for-everyone) [15  
22  
23 February 2018].

24  
25  
26 Chang, H., Rizal, H. and Amin, H. (2013) 'The determinants of consumer behaviour towards  
27  
28 email advertisement', *Internet Research*, vol. 23, no. 3, pp. 316–337.

29  
30  
31 Chinn, M.D. and Fairlie, R.W. (2010) 'ICT use in the Developing World: An Analysis of  
32  
33 Differences in Computer and Internet Penetration', *Review of International*  
34  
35 *Economics*, vol. 18, no. 1, pp. 153-167.

36  
37  
38 Cho, H. and Jialin, S.K. (2008) 'Influence of gender on Internet commerce: An explorative  
39  
40 study in Singapore', *Journal of Internet Commerce*, vol. 7, no. 1, pp. 95-119.

41  
42  
43 Dadzie, K.Q., Chelariu, C. and Winston, E. (2005) 'Customer service in the internet-enabled  
44  
45 logistics supply chain: website design antecedents and loyalty effects', *Journal of*  
46  
47 *Business Logistics*, vol. 6, no. 1, pp. 53–78.

48  
49  
50  
51 Darley, W.K. and Smith, R.E. (1995) 'Gender differences in information processing strategies:  
52  
53 An empirical test of the selectivity model in advertising response', *Journal of*  
54  
55 *Advertising*, vol. 24, no. 1, pp. 41-56.

56  
57  
58  
59 DeBrand, C.C. and Johnson, J.J. (2008) 'Gender differences in email and instant messaging: A  
60

- 1  
2  
3 study of undergraduate business information systems students', *Journal of*  
4  
5 *Computer Information Systems*, vol. 48, no. 3, pp. 20-30.  
6  
7  
8  
9 Ducoffe, R.H. (1996) 'Advertising value and advertising on the web', *Journal of Advertising*  
10  
11 *Research*, vol. 36, no. 5, pp. 21–35.  
12  
13  
14 Eagly, A.H. and Chaiken, S. (1993) *The Psychology of Attitudes*, Orlando, FL: Harcourt Brace  
15  
16 Jovanovich.  
17  
18  
19 Eisinga, R., Grotenhuis, M. and Pelzer, B. (2013) 'The reliability of a two-item scale: Pearson,  
20  
21 Cronbach, or Spearman-Brown?', *International Journal of Public Health*, vol. 58,  
22  
23 no. 4, pp. 637-642.  
24  
25  
26  
27 Epstein, C.F. (2007) 'The cultural, cognitive, and social bases of the global subordination of  
28  
29 women', *American Sociological Review*, vol. 72, pp. 1–22.  
30  
31  
32 Faber, R.J., Lee, L. and Nan, X. (2004) 'Advertising and the consumer information environment  
33  
34 online', *American Behavioural Scientist*, vol. 48, no. 4, pp. 447-446.  
35  
36  
37  
38 Fornell, C. and Larcker, D.F. (1981) 'Evaluating structural equation models with unobservable  
39  
40 variables and measurement error', *Journal of marketing research*, vol. 18, no. 1, pp.  
41  
42 39-50.  
43  
44  
45 Fuxman, L., Elifoglu, H., Chao, C. and Li, T. (2014) 'Digital Advertising: A More Effective  
46  
47 Way To Promote Businesses' Products', *Journal of Business Administration*  
48  
49 *Research*, vol. 3, no. 2, pp. 59-67.  
50  
51  
52  
53 Garland, C., Yang, K. and Kang, Y. (2016) 'The Effectiveness of Permission-based Email  
54  
55 Marketing for Non-profit Organizations: A Case Study of National Public Radio  
56  
57 (KTEP-FM) in El Paso, Texas', *Journal of Creative Communications*, vol. 11, no.  
58  
59 1, pp. 17-26.  
60

1  
2  
3 Google *Online activities performed weekly on smartphones in the Middle East, as of 2016, by*  
4  
5 *select country*, [Online], Available: HYPERLINK  
6  
7 "https://www.statista.com/statistics/731873/weekly-online-activities-middle-east/"  
8  
9  
10 <https://www.statista.com/statistics/731873/weekly-online-activities-middle-east/>  
11  
12 [10 September 2018].

13  
14  
15 Gopal, R.D., Walter, Z. and Tripathi, A.K. (2001) 'Ad Mediation: New horizons in effective  
16  
17 email advertising', *Communications of the ACM*, vol. 44, no. 12, pp. 91-96.

18  
19  
20 Grabner-Kräuter, S. and Kaluscha, E.A. (2003) 'Empirical research in on-line trust: a review  
21  
22 and critical assessment', *International Journal of Human-Computer Studies*, vol.  
23  
24 58, no. 6, pp. 783-812.

25  
26  
27  
28 GSMA (2015) *Women are left out of the digital revolution in low- and middle-income*  
29  
30 *countries*, [Online], Available: HYPERLINK  
31  
32 "https://www.gsma.com/mobilefordevelopment/programme/connected-  
33  
34 women/women-are-left-out-of-the-digital-revolution-in-low-and-middle-income-  
35  
36 countries" [https://www.gsma.com/mobilefordevelopment/programme/connected-  
37  
38 women/women-are-left-out-of-the-digital-revolution-in-low-and-middle-income-  
39  
40 countries](https://www.gsma.com/mobilefordevelopment/programme/connected-women/women-are-left-out-of-the-digital-revolution-in-low-and-middle-income-countries) [15 February 2018].

41  
42  
43  
44  
45 Gulf Marketing Review (2017) *How Middle East ad agencies see advertising trends evolving*  
46  
47 *in 2017?*, [Online], Available: HYPERLINK  
48  
49 "https://gulfmarketingreview.com/advertising/middle-east-ad-agencies-see-  
50  
51 advertising-trends-evolving-2017/"  
52  
53 [https://gulfmarketingreview.com/advertising/middle-east-ad-agencies-see-  
54  
55 advertising-trends-evolving-2017/](https://gulfmarketingreview.com/advertising/middle-east-ad-agencies-see-advertising-trends-evolving-2017/) [3 September 2017].

56  
57  
58  
59 Han, S. (2018) *10 Ideas to Get Attention in your Cold Emails with Storytelling*, [Online],  
60

Available: HYPERLINK "https://medium.com/@stephen\_han/crash-course-on-storytelling-and-cold-emails-e77e0a8e2bd4"

[https://medium.com/@stephen\\_han/crash-course-on-storytelling-and-cold-emails-e77e0a8e2bd4](https://medium.com/@stephen_han/crash-course-on-storytelling-and-cold-emails-e77e0a8e2bd4) [11 January 2019].

Harper, T. (2018) *The Future of Email Marketing 2019: Get to Know All Email Marketing Trends*, [Online], Available: HYPERLINK "https://www.digitaldoughnut.com/articles/2018/november/the-future-of-email-marketing-2019" <https://www.digitaldoughnut.com/articles/2018/november/the-future-of-email-marketing-2019> [11 January 2019].

Hartemo, M. (2016) 'Email marketing in the era of the empowered consumer', *Journal of Research in Interactive Marketing*, vol. 10, no. 3, pp. 212-230.

Henkes, M. (2012) *Email marketing: Why do female senders perform better than males?*, [Online], Available: HYPERLINK "https://www.marketingtechnews.net/news/2012/oct/11/email-marketing-why-do-female-senders-peform-better-males/" <https://www.marketingtechnews.net/news/2012/oct/11/email-marketing-why-do-female-senders-peform-better-males/> [10 January 2019].

Howcroft, B., Hamilton, R. and Hewer, P. (2002) 'Consumer attitude and the usage and adoption of home-based banking in the United Kingdom', *International Journal of Bank Marketing*, vol. 20, no. 3, pp. 111-121.

Hu, L.-T. and Bentler, P.M. (1995) 'Evaluating model fit', in Hoyle, R. (ed.) *Structural Equation Modeling: Concepts, Issues, and Applications*, Thousand Oaks, CA: Sage.

IBM (2018) *Marketing Benchmark report*, [Online], Available: HYPERLINK "https://public.dhe.ibm.com/common/ssi/ecm/74/en/74017674gben/watson-



customer-engagement-watson-marketing-report-38013538usen-20180621\_74017674GBEN.pdf"

[https://public.dhe.ibm.com/common/ssi/ecm/74/en/74017674gben/watson-customer-engagement-watson-marketing-report-38013538usen-20180621\\_74017674GBEN.pdf](https://public.dhe.ibm.com/common/ssi/ecm/74/en/74017674gben/watson-customer-engagement-watson-marketing-report-38013538usen-20180621_74017674GBEN.pdf) [28 December 2018].

Im, H. and Ha, Y. (2015) 'Is this mobile coupon worth my private information? Consumer evaluation of acquisition and transaction utility in a mobile coupon shopping context', *Journal of Research in Interactive Marketing*, vol. 9, no. 2, pp. 92-109.

Intel (2012) *Women and the Web: Bridging the Internet gap and creating new global opportunities in low and middle-income countries*, [Online], Available: HYPERLINK "https://www.intel.com/content/dam/www/public/us/en/documents/pdf/women-and-theweb.pdf" <https://www.intel.com/content/dam/www/public/us/en/documents/pdf/women-and-theweb.pdf> [12 December 2017].

Internet World Stats (2018) *Usage and population statistics*, [Online], Available: HYPERLINK "https://www.internetworldstats.com/stats.htm" <https://www.internetworldstats.com/stats.htm> [28 December 2018].

Jacobs, M., Mehring, J. and Sharma, D. (2018) *Email Marketing*, [Online], Available: HYPERLINK "https://www.infusionsoft.com/business-success-blog/marketing/email-marketing/permission-based-email-marketing" <https://www.infusionsoft.com/business-success-blog/marketing/email-marketing/permission-based-email-marketing> [10 January 2019].

Ju-Pak, K.-H. (1999) 'Content dimensions of Web advertising: A Cross-National Comparison',

1  
2  
3 *International Journal of Advertising*, vol. 18, no. 2, pp. 207–231.  
4  
5

6 Kamal, S. and Chu, S.C. (2012) 'Beliefs, attitudes, and behaviours toward advertising on social  
7 media in the Middle East: a study of young consumers in Dubai, United Arab  
8 Emirates', *International Journal of Internet Marketing and Advertising*, vol. 7, no.  
9 3, pp. 237-259.  
10  
11  
12  
13  
14

15  
16 Khan, S.F., Rehman.S., Khan, M.K. and Khan, M.A. (2016) 'Influence of gender and  
17 nationality on consumers' perception towards email marketing: An exploratory  
18 study in Oman', *International Journal of Applied Business and Economic Research*,  
19 vol. 14, no. 1, pp. 457-464.  
20  
21  
22  
23  
24  
25

26 Leth-Steensen, C. and Gallitto, E. (2016) 'Testing mediation in structural equation modeling:  
27 The effectiveness of the test of joint significance', *Educational and Psychological*  
28 *Measurement*, vol. 76, no. 2, pp. 339-351.  
29  
30  
31  
32

33  
34 Li, W. and Huang, Z.Y. (2016) 'The Research of Influence Factors of Online Behavioral  
35 Advertising Avoidance', *American Journal of Industrial and Business*  
36 *Management*, vol. 6, pp. 947-957.  
37  
38  
39  
40

41 Li, N. and Kirkup, G. (2007) 'Gender and cultural differences in Internet use: a study of China  
42 and the UK', *Computers and Education*, vol. 48, no. 2, pp. 301–317.  
43  
44  
45

46 Limbu, Y.B., Wolf, M. and Lunsford, D.L. (2011) 'Consumers' perceptions of online ethics and  
47 its effects on satisfaction and loyalty', *Journal of Research in Interactive Marketing*,  
48 vol. 5, no. 1, pp. 71-89.  
49  
50  
51  
52

53  
54 Li-Ming, A., Wai, T., Hussin, M. and Mat, N. (2013) 'The predictors of attitude towards online  
55 advertising', *International Journal of Applied Psychology*, vol. 3, no. 1, pp. 7–12.  
56  
57  
58

59 Logan, K., Bright, L.F. and Gangadharbatla, H. (2012) 'Facebook versus television: advertising  
60

value perceptions among females', *Journal of Research in Interactive Marketing*, vol. 6, no. 3, pp. 164-179.

Mahmoud, A.B. (2013) 'Syrian consumers: Beliefs, attitudes, and behavioral responses to internet advertising', *Business: Theory and Practice*, vol. 14, no. 4, pp. 297–307.

Mahmoud, A.B. (2015) 'E-mail Advertising in Syria: Assessing Beliefs, Attitudes, and Behaviors', *Journal of Promotion Management*, vol. 21, no. 6, pp. 649-665, Available: HYPERLINK  
"http://tandfonline.com/doi/full/10.1080/10496491.2015.1055044"  
<http://tandfonline.com/doi/full/10.1080/10496491.2015.1055044> [12 Aug 2018].

Martin, B.A., Van Durme, J., Raulas, M. and Merisavo, M. (2003) 'Email advertising: Exploratory insights from Finland', *Journal of Advertising Research*, vol. 43, no. 3, pp. 293-300.

Maybach, K. et al. (2018) *Create a marketing email and go live*, [Online], Available: HYPERLINK "https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/create-marketing-email" <https://docs.microsoft.com/en-us/dynamics365/customer-engagement/marketing/create-marketing-email> [11 January 2019].

Merkle (2008) *View from the inbox 2008: Actionable information for marketers from the annual consumer Email study*, [Online], Available: HYPERLINK "http://merkleinc.com" <http://merkleinc.com> [26 June 2008].

Meyers, L., Gamst, G. and Guarino, A. (2017) *Applied multivariate research: Design and interpretation*, Thousand Oaks, California: SAGE Publications, Inc.

Morimoto, M. and Chang, S. (2006) 'Consumers' attitudes toward unsolicited commercial e-

mail and postal direct mail marketing methods: intrusiveness, perceived loss of control, and irritation', *Journal of Interactive Advertising*, vol. 7, no. 1, pp. 1-11.

Mostafa, M.M. (2011) 'An investigation of Egyptian consumers' attitudes toward ethical issues in advertising', *Journal of Promotion Management*, vol. 17, no. 1, pp. 42-60.

Munipally, R.P. (2018) *7 Email Marketing Trends for 2019*, [Online], Available: HYPERLINK "<https://www.business2community.com/email-marketing/7-email-marketing-trends-for-2019-02120824>" <https://www.business2community.com/email-marketing/7-email-marketing-trends-for-2019-02120824> [10 Jan 2019].

Murphy, P. (1998) *Eighty exemplary ethics statements*, Notre Dame, IN: University of Notre Dame Press.

Nedungadi, P., Mitchell, A.A. and Berger, I.E. (1993) 'A Framework for Understanding the Effects of Advertising Exposure on Choice', in Mitchell, A.A. (ed.) *Advertising Exposure, Memory, and Choice*, Hillsdale, NJ: Lawrence Erlbaum.

OECD (2008) *Gender and Sustainable Development: Maximising the economic, social and environmental role of women*, [Online], Available: HYPERLINK "<https://www.oecd.org/social/40881538.pdf>" <https://www.oecd.org/social/40881538.pdf> [13 December 2017].

Pikas, B. and Sorrentino, G. (2014) 'The Effectiveness of Online Advertising: Consumer's Perceptions of Ads on Facebook, Twitter and YouTube', *Journal of Applied Business and Economics*, vol. 16, no. 4, pp. 70-81.

Pilinkiene, V., Kurschus, R.-J. and Auskalnyte, G. (2013) 'E-business as a source of competitive advantage', *Economics and Management*, vol. 18, no. 1, pp. 77-85.

- 1  
2  
3 Pomirleanu, N., Schibrowsky, J.A., Peltier, J. and Nill, A. (2013) 'A review of internet  
4 marketing research over the past 20 years and future research direction', *Journal of*  
5  
6 *Research in Interactive Marketing*, vol. 7, no. 3, pp. 166-181.  
7  
8  
9  
10  
11 Porter, E.M. (2001) 'Strategy and the Internet', *Harvard Business Review*, March, pp. 63-78.  
12  
13  
14 Preacher, K.J. and Hayes, A.F. (2008) 'Asymptotic and resampling strategies for assessing and  
15 comparing indirect effects in multiple mediator models', *Behavior research*  
16 *methods*, vol. 40, no. 3, pp. 879-891.  
17  
18  
19  
20  
21 Rubel, S. (2010) 'Hot or Not: Email Marketing Vs. Social-Media Marketing', *Advertising Age*,  
22 no. 81, p. 16.  
23  
24  
25  
26  
27 Saadeghvaziri, F., Dehdashti, Z. and Reza Kheyrikhah Askarabad, M. (2013) 'Web advertising:  
28 Assessing beliefs, attitudes, purchase intention and behavioral responses', *Journal*  
29 *of Economic and Administrative Sciences*, vol. 29, no. 2, pp. 99-112.  
30  
31  
32  
33  
34 Sanders, R.N. (2007) 'The Benefits of using e-business technology: the supplier perspective',  
35 *Journal of Business Logistics*, vol. 28, no. 2, pp. 177-207.  
36  
37  
38  
39  
40 Sergeeva, A. and Andreeva, T. (2016) 'Knowledge sharing research: Bringing context back in',  
41 *Journal of Management Inquiry*, vol. 25, no. 3, pp. 240-261.  
42  
43  
44  
45 Shavitt, S., Lowrey, P. and Haefner, J. (1998) 'Public attitudes toward advertising: More  
46 favorable than you might think', *Journal of Advertising Research*, vol. 38, no. 4, pp.  
47 7-22.  
48  
49  
50  
51  
52 ShROUT, P.E. and Bolger, N. (2002) 'Mediation in experimental and nonexperimental studies:  
53 New procedures and recommendations', *Psychological Methods*, vol. 7, no. 4, pp.  
54 422-445.  
55  
56  
57  
58  
59  
60 Singal, A. (2018) *Does Email Marketing Still Work Anymore? 5 Reasons Email is Still King*,

[Online], Available: HYPERLINK "<https://www.thebalancesmb.com/does-email-marketing-work-4043443>" <https://www.thebalancesmb.com/does-email-marketing-work-4043443> [10 Jan 2019].

Snyder, W. (2017) *Ethics in Advertising: Making the Case for Doing the Right Thing*, Oxon: Routledge.

Statista (2018a) *Number of email users worldwide from 2017 to 2022*, [Online], Available: HYPERLINK "<https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>" <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/> [28 December 2018].

Statista (2018b) *Number of internet users worldwide from 2005 to 2017*, [Online], Available: HYPERLINK "<https://www.statista.com/statistics/273018/number-of-internet-users-worldwide/>" <https://www.statista.com/statistics/273018/number-of-internet-users-worldwide/> [14 June 2018].

Stephen, A.T. (2016) 'The Role of Digital and Social Media Marketing in Consumer Behavior', *Current Opinion in Psychology*, vol. 10, pp. 17-21.

Tavor, T. (2011) 'Online advertising development and their economic effectiveness', *Australian Journal of Business and Management Research*, vol. 1, no. 6, pp. 121-133.

Tharenou, P., Donohue, R. and Cooper, B. (2007) *Management Research Methods*, Cambridge: Cambridge University Press.

The Direct Marketing Association (2018) *GDPR and PECR: To ask for consent or not?*, [Online], Available: HYPERLINK "[https://dma.org.uk/uploads/misc/5b2110a682043-gdpr\\_and\\_pecr\\_5b2110a681f8c.pdf](https://dma.org.uk/uploads/misc/5b2110a682043-gdpr_and_pecr_5b2110a681f8c.pdf)"

1  
2  
3 [https://dma.org.uk/uploads/misc/5b2110a682043-](https://dma.org.uk/uploads/misc/5b2110a682043-gdpr_and_pecr_5b2110a681f8c.pdf)  
4 [gdpr\\_and\\_pecr\\_5b2110a681f8c.pdf](https://dma.org.uk/uploads/misc/5b2110a681f8c.pdf) [15 June 2018].  
5  
6  
7

8 V12 Data (2018) *85% of Marketers Agree that Email Marketing Performance is on the Rise.*  
9 *How Do Your Campaign Strategies Stack Up?*, [Online], Available: HYPERLINK  
10 "https://www.v12data.com/blog/85-of-marketers-agree-email-marketing/"  
11 <https://www.v12data.com/blog/85-of-marketers-agree-email-marketing/> [10 Jan  
12 2019].  
13  
14  
15  
16  
17  
18  
19

20 Van Slyke, C., Comunale, C.L. and Belanger, F. (2002) 'Gender differences in perceptions of  
21 web-based shopping', *Communications of the ACM*, vol. 45, no. 8, pp. 82-86.  
22  
23  
24  
25

26 Wachal , M. (2018) *How to Design Visually Appealing Emails*, [Online], Available:  
27 HYPERLINK "https://piktochart.com/blog/design-visually-appealing-emails/"  
28 <https://piktochart.com/blog/design-visually-appealing-emails/> [11 Jan 2019].  
29  
30  
31  
32

33 Wang, Y. and Sun, S. (2010) 'Assessing beliefs, attitudes, and behavioral responses toward  
34 online advertising in three countries', *International Business Review*, vol. 19, no. 4,  
35 pp. 333-344.  
36  
37  
38  
39  
40

41 Wolin, L., Korgaonkar, P. and Lund, D. (2002) 'Beliefs, attitudes and behaviour towards Web  
42 advertising', *International Journal of Advertising*, vol. 21, no. 1, pp. 87-113.  
43  
44  
45

46 Wyer, R.S. and Albarracín, D. (2005) 'The origins and structure of beliefs and goals', in  
47 Albarracin, D., Johnson, B.T. and Zanna, M.P. (ed.) *Handbook of attitudes and*  
48 *attitude change*, Hillsdale, NJ: Erlbaum.  
49  
50  
51  
52  
53

54 Zabadi, A.M.A., Shura, M. and Elsayed, E.A. (2012) 'Consumer attitudes toward SMS  
55 advertising among Jordanian users', *International Journal of Marketing Studies*,  
56 vol. 4, no. 1, p. 77.  
57  
58  
59  
60

1  
2  
3 Zhou, Z. and Bao, Y. (2002) 'Users= Attitudes Toward Web Advertising: Effects of Internet  
4 Motivation and Internet Ability', In NA - Advances in Consumer Research,  
5 Valdosta, GA, 71-78.  
6  
7  
8  
9

10 Zorotheos, A. and Kafeza, E. (2009) 'Users' perceptions on privacy and their intention to  
11 transact online: a study on Greek internet users', *Direct Marketing: An International*  
12 *Journal*, vol. 3, no. 2, pp. 139-153.  
13  
14  
15  
16  
17

18 Zourikalatehsamad, N., Payambarpour, S.A., Alwashali, I. and Abdolkarimi, Z. (2015) 'The  
19 Impact of Online Advertising on Consumer Purchase Behavior Based on Malaysian  
20 Organizations', *World Academy of Science, Engineering and Technology*,  
21 *International Journal of Social, Behavioral, Educational, Economic, Business and*  
22 *Industrial Engineering*, vol. 9, no. 10, pp. 3424-3429.  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60



**Appendix:****Descriptive Statistics**

<b>Measuring items</b>	<b>N Statistic</b>	<b>Minimum Statistic</b>	<b>Maximum Statistic</b>	<b>Mean Statistic</b>	<b>Std. Error</b>	<b>Std. Deviation Statistic</b>	<b>Variance Statistic</b>
I enjoy receiving email advertisements*	829	1	5	2.29	0.04	1.16	1.36
It is fun to receive email advertisements*	829	1	5	2.25	0.04	1.07	1.15
Irritating	829	1	5	3.20	0.05	1.36	1.86
Annoying	829	1	5	3.16	0.05	1.35	1.82
Confusing	829	1	5	2.76	0.04	1.28	1.64
Good source of information	829	1	5	2.54	0.04	1.14	1.29
Timely – delivers product-related information	829	1	5	2.31	0.04	1.12	1.25
Email advertising provides information I really need	829	1	5	2.34	0.04	1.20	1.44
Helps me make good purchase decisions	829	1	5	2.11	0.03	0.98	0.97
I trust email advertised products	829	1	5	2.23	0.03	0.99	0.98
Overall, I like email advertisements	829	1	5	2.52	0.04	1.16	1.35
Overall, email advertising is important	829	1	5	2.43	0.04	1.18	1.38
Overall, email advertising is good	829	1	5	2.75	0.04	1.20	1.44
Reading the advertisement	829	1	5	2.50	0.04	1.28	1.64
Reporting email ads as spam*	829	1	5	3.14	0.05	1.36	1.86

\* Not reverses-scored in this table but were in the analysis

Figures

FIGURE 1: Basic belief structure

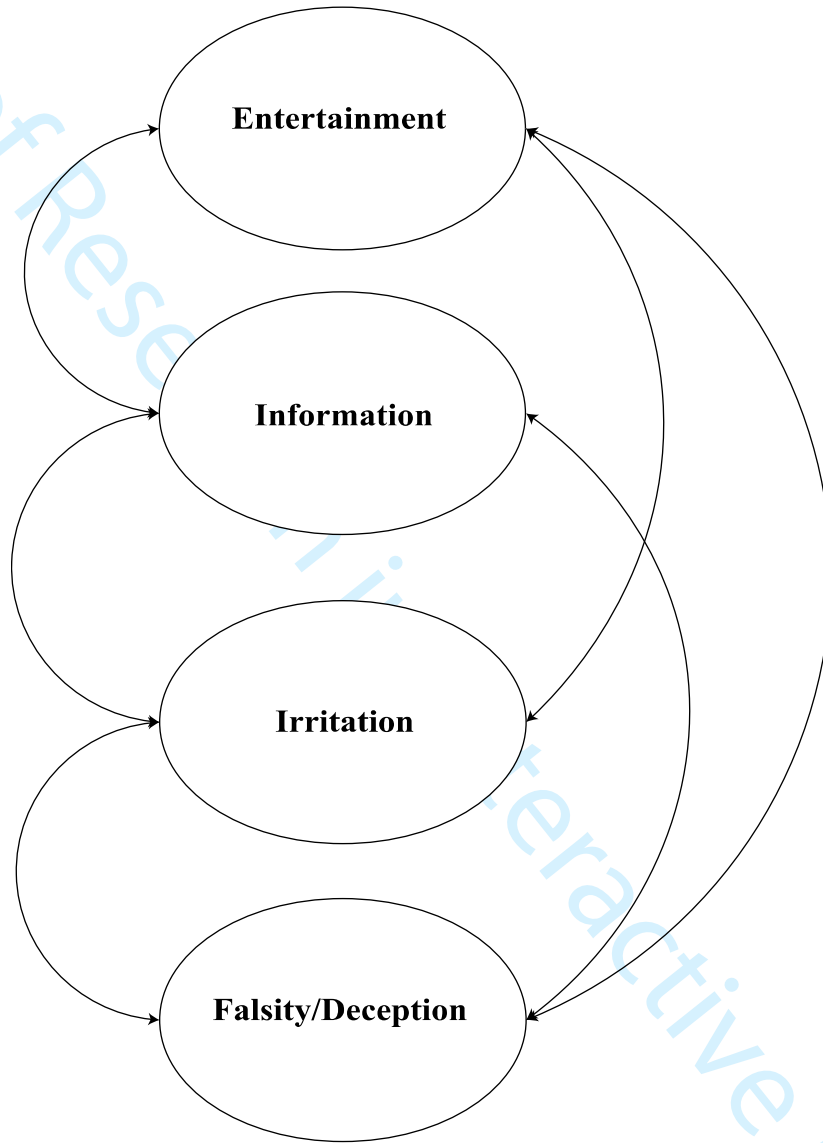


FIGURE 2: Beliefs regarding Email direct marketing basic measurement model

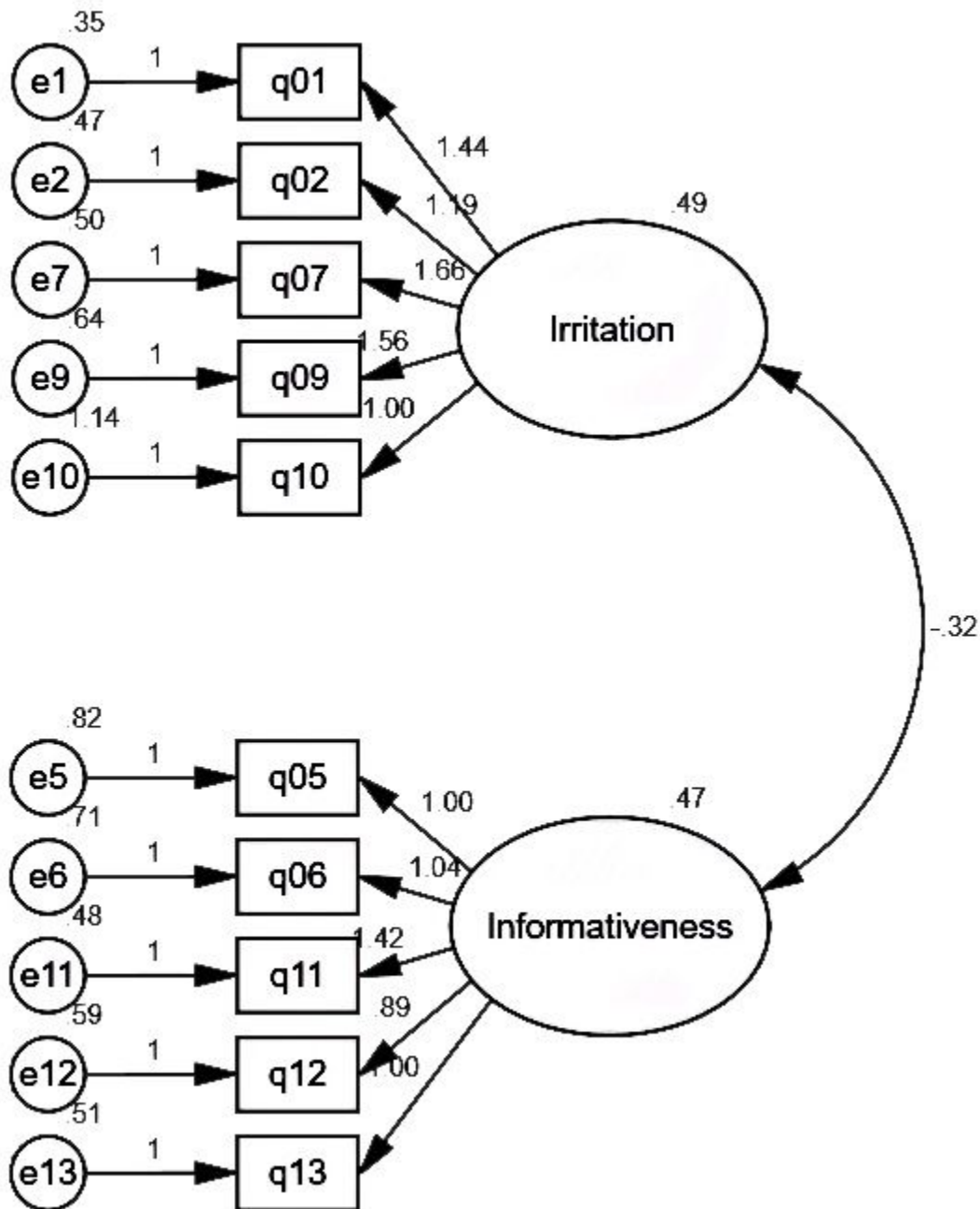
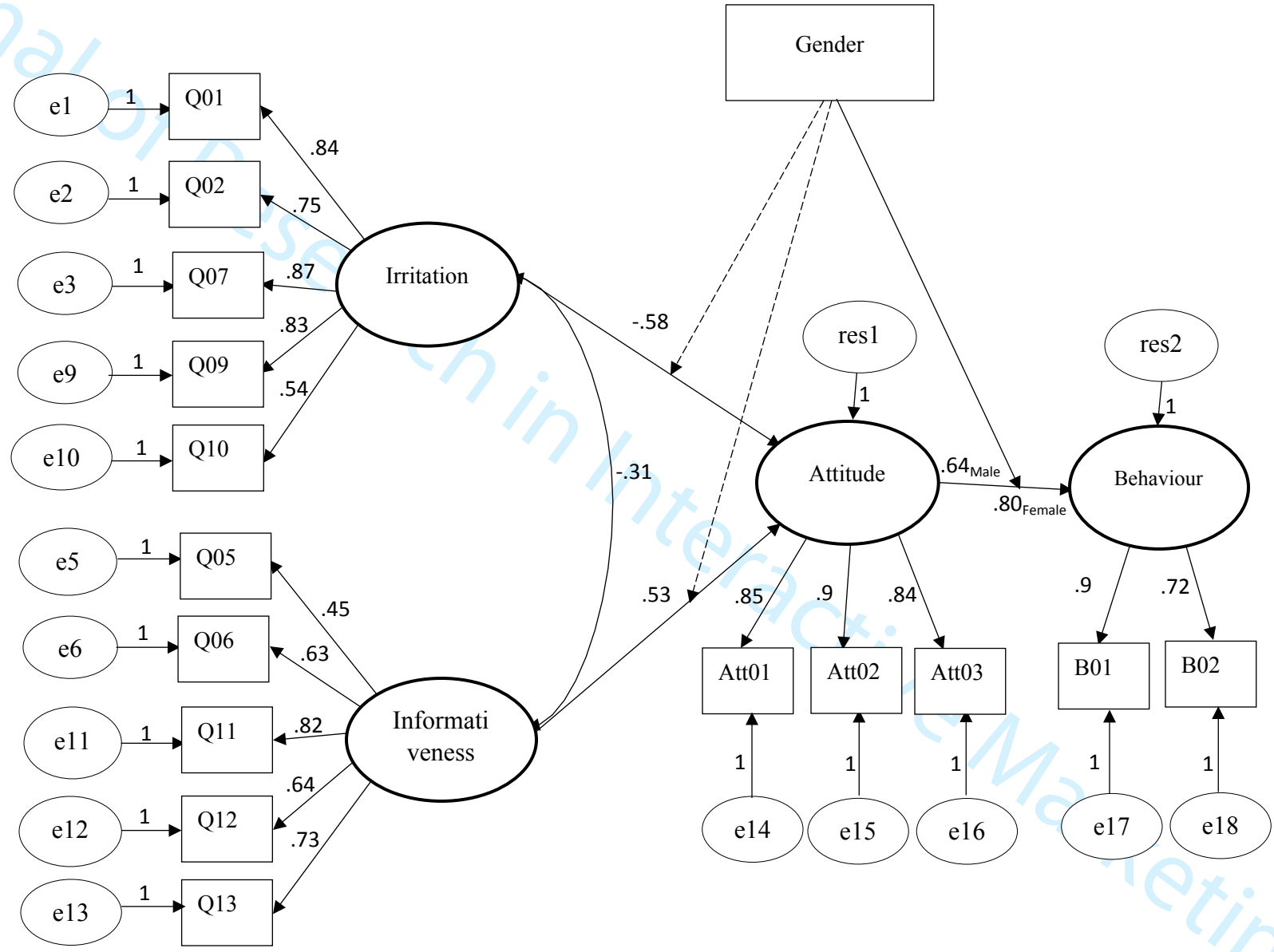


FIGURE 3: Path analysis



## Tables

TABLE 1: Constructs measures

Construct	Item	Source
	I enjoy receiving email advertisements*	
	It is fun to receive email advertisements*	
<b>Irritation</b>	Irritating	
	Annoying	Wolin et al., (2002);
	Confusing	Ducoffe,
	Good source of information	(1996) op cit.
	Timely – delivers product-related information	Mahmoud (2015)
<b>Informativeness</b>	Email advertising provides information I really need	
	Helps me make good purchase decisions	
	I trust email advertised products	
	Overall, I like email advertisements	Wolin et al., (2002);
<b>Attitude</b>	Overall, email advertising is important	Wang &
	Overall, email advertising is good	Sun, (2010) op cit.
	Reading the advertisement	Mahmoud (2015)
<b>Behaviour</b>	Reporting email ads as spam*	Mahmoud (2015)

\*Reverse-scored

**TABLE 2: Exploratory factor analysis of belief's structure**

<b>Item</b>	<b>Irritation</b>	<b>Informativeness</b>
I enjoy receiving email advertisements	-.833	
It is fun to receive email advertisements	-.725	
Irritating	.897	
Annoying	.874	
Confusing	.601	
Good source of information		.488
Timely – delivers product-related information		.733
Email advertising provides information I really need		.744
Helps me make good purchase decisions		.864
I trust email advertised products		.810
<b>Eigenvalue</b>	3.538	3.034
<b>% Variance</b>	35.379	30.339

**TABLE 3: Descriptive statistics, reliability, and inter-correlations**

<b>Dimension</b>	<b>Alpha</b>	<b>Mean</b>	<b>SD</b>	<b>Irritation</b>	<b>Informativeness</b>	<b>Attitude</b>
<b>Irritation</b>	0.88	3.31	1.03			
<b>Informativeness</b>	0.83	2.31	0.84	-.566**		
<b>Attitude</b>	0.89	2.56	1.10	-.805**	.740**	
<b>Behaviour</b>	0.74	1.68	1.18	-.737**	.517**	.686**

\*\* Correlation is significant at the 0.01 level (2-tailed).