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CONSUMER ATTITUDES TOWARD AN E – MAIL CAMPAIGN TO DURABLE GOODS IN SRI LANKA AND ITS IMPACT ON PURCHASE INTENTION

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ABSTRACT

Most of the Sri Lankans are very close to the globalized environment and market. As a result of internet usage, the environmental process also highly improved. In the current situation, Sri Lanka has rapid growth in internet literature in the past 05 Years. IT developments have given rise to a global network and allow their users to communicate without geographic or time constraints via E-mail. Then it became the most popular and established medium of communication in this worldwide network & its use for promotions campaigns. The research objectives were two-fold. A. to measure the nature of attitude towards the durable goods B. to assess the impact of attitude towards an email campaign on purchase intention. The Methodology of research used the consumer Tri-component attitudes model and how it affects the purchase intention. This research can be found many peoples use email account above ten years ago. As a result of current technology development, 29% of email account owners' age gap holders are in 2-4. As a habit, these respondents are checking their email account every day. More than 65% of respondents are seeing and read the email newsletters. They are saying the email has

hyperlinks create easy ways to purchase, and respondents are browsing that stated web site on the newsletter and see that product. Finally, this research can be found as a conclusion. As a result of the email newsletter, 22% of respondents have an intention to purchase durable goods through the internet. So can be saying durable goods email newsletter campaigns have the opportunity to affect consumer attitude & it's can create better purchase intention.

Keywords: Durable Goods, Email Newsletters, Online Marketing, Tricomponent model

INTRODUCTION

Most of the Sri Lankans are very close to the globalized environment and market. As a result of internet usage, the environmental process also highly improved. In current situation Sri Lanka has rapidly growth in the internet literature, during 2000- 2007. CAGR (compound annual growth rate) is 130.5%. The internet was used by 280,000 peoples in Sri Lanka during 2000 -2007

Country	Population	Internet usage	Percentage of Population (%)	Percentage of world (%)	Growth rate (2000/2007)
Sri Lanka	19,796,874	280,000	1.4%	0.1%	130.5%

Among those people majority has e mail address. E-Mail is one of the most established and evidenced method of communication in new world. Major reason is that most of E-mail use; it is cost effective and time efficient method of communication. This opportunity earliest used persons are marketers. They used e mail as a direct marketing tool for their advertising process. Similarly Sri Lankans also use e-mail so in our country business and their management also become use e-mail as a marketing tool. That is very useful to understand which type of process effectively used to influence the consumer attitudes towards e-mail campaign. Presently various kind of e-mail campaign has in Sri Lanka.

Eg:

- Promote durable goods (TV, laptop, Notebook Computers, Multimedia Projectors & Printers, etc)
- Web sites
- Magazine

Background of the Research

Recently released a new market research report - "Sri Lankan ICT Market Analysis" that includes details of the ICT industry in Sri Lanka. It explains the current and future scenario of the IT and telecom sectors covering Personal Computer, Internet, mobile & fixed telephony, and broadband. The report highlights the key success factors and challenging issues for the Sri Lankan ICT industry and provides a rational analysis on its various aspects. The research findings will help the investors, financial service providers and global IT and telecom players to evaluate their success chances in the growing ICT market in Sri Lanka.

Key Findings

- During 2001-2007, total broadband subscribers in Sri Lanka grew at a CAGR

(Compound Annual Growth Rate) of 143.99%.

- Total Internet users in Sri Lanka expanded at a CAGR of 40.2% during 2004-2007.

- Sri Lanka witnessed a massive increase of around 20% in its IT workforce in 2006 over 2005.

In current situation Sri Lanka has rapidly growth in the internet literature, during 2000- 2007 CAGR (compound annual growth rate) is 130.5%. During 2000 - 2007, 280,000 people are using internet in Sri Lanka. In above see, what is the current situation in Sri Lanka regarding internet usage.

So can be identified three main groups in e-mail audience.

- Consumers (Leisure or Business)
- Intermediaries (travel agent, wholesalers)
- Corporate clients

In Sri Lankan consumers has variety kind of attitudes regarding promotion. Our country business promotes their products to using television, radio, billboard, banner, handouts, events, exhibition, etc. But as a result of wide spread of Internet around the country, a new marketing communication tool becomes to the market as E-mail campaign. As a result of this tool E marketers promote different kinds of goods and service through e mail campaign. These days majority of e marketers promote durable good through e mail campaign.

Eg: products TV, Laptop, Refrigerators, Notebook Computers, Air conditioners, etc

info@buyabans.com

(www.buyabans.com)

- Singer Sri Lanka
- Metropolitan Computers Pvt Ltd

[Special promotion package for Acer notebook & desktop computers exclusively for the staff of Dialog Telecom take pleasure in forwarding our

customized offer to you. (DATE: 17.11.2008)]

Normally majority of person are checking e mail Tuesday and Wednesday. For the first three quarters of 2003, 11 a.m. was the highest time period for recipients to open their email messages. For the period of 8 a.m. through 4 p.m., more than 50% of messages were opened by recipients and roughly 75% were opened during the period of 6 a.m. to 6 p.m. With 25%-30% of email messages sent between 9 a.m. and 11 a.m., it is not surprising that the 11 a.m. time slot is the highest open period. An IPT email marketing survey (2004) found that 92% percent of professional respondents currently used email marketing with over half (51%) declaring that the budget would increase the following year. It is perhaps not surprising that these figures are so positive given the findings from the consumer part of the survey. According to IPT, 99% of consumers use the internet for email creating a vast potential audience for marketing messages. Even more encouraging for marketers is the medium consumers felt were the most effective for marketing communication. Email ranked second at 32%, a score only 7% behind television, but markedly higher than press, radio and other forms. Clearly these statistics have to be approached with caution, the answers consumers give, compared to their actual behavior can often be distinctly different. Still, the figures do show consumers are still receptive to email communication despite that fact that "the average email user gets between 54 and 93 e-mails per week, a number that increases in direct proportion to the length of time the person has been using email"

Significance of the study

When we consider Sri Lanka, our country is rapidly increase E Marketing. Ex: e marketing eye, Roomsnet, 3ccs, Zeebells, Target, etc. At currently SL has

online purchasing web site also. Ex: singersl.com, abans.com, roomservice.lk, avent.lk, flowers.lk, me.lk, lassanaflower.lk, etc. These kinds of web sites are promoting their product using e mail campaign. As a result of this, now a days SL has creating new cyber market. Those cyber market customers have variety kind of expectations to fulfill their needs to using cyber space (web sites). So in this research helps to find out their attitudes regarding E mail campaign and it helps to those web sites to effectively promote their product in cyber space.

Research Problem

Research problem identified as;

Consumer attitudes toward an e – mail campaign to durable goods in Sri Lanka and its impact on purchase intention. That mean as a promotional tool E mail campaign success or fail.

Research objective

- To measure the nature of attitude towards the durable goods
- To access the impact of attitude towards an e mail campaign on purchase intention

Research Questions

1. Do consumers consider e mail campaign is good marketing tool?
2. How important e mail campaign as promotional tool regarding durable goods?
3. How durable goods e mail campaign affect to the purchase intention?

Chapter framework

This research consist five chapters. The first chapter includes the back ground of this research, Significant of study, research problem, research objectives, and research question. The second chapter analyzed all the passed researches about consumer attitudes regarding e mail campaign and online shopping. The third chapter showed the methodology and the

research design. The fourth chapter contains the data analysis and presentation. Finally, illustrated the

LITERATURE REVIEW

An attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to a given object. Attitudes are not directly observable but must be inferred from what people say or what they do. There are very few studies on internet users' attitudes toward commercial e-mails. In fact, little research looks at psychological variables in order to account for users' attitudes toward direct mail (Dufrene et al., 2005). Thus, it seems interesting to gain insight into the antecedents of consumer attitudes toward e-mails. Vriens et al. (1998) were the first to dissect the process of responding to a direct mail offer. According to these authors, the content of the mailing influences the probability of taking notice of the offer made and the attractiveness of the offer increases the probability of responding. In continuation of this type of research, our study takes into account. The consequences of attitudes are toward an e-mail campaign in which we introduce variables such as attitudinal commitment and purchase intention. The research takes place in the framework of opt-in marketing campaign, and considers e-mail only as a customer-fidelity tool.

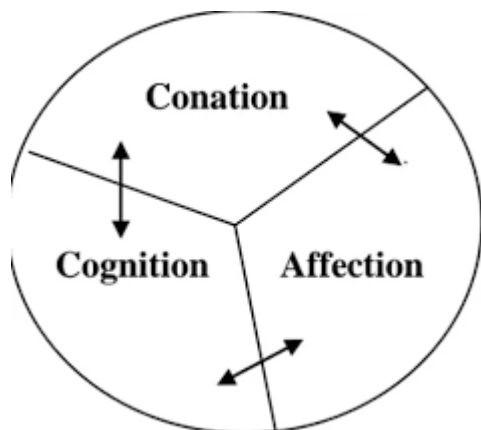
Given that little attention has been paid in the literature to internet users' attitudes toward e-mail, we first conducted a qualitative, exploratory study on twelve internet users using a convenience sample. The main results provided insight into the antecedents of attitudes toward e-mail, such as the person's overall opinion of the company's website (interest, trust, attitude toward the website) and personal data privacy. These findings suggest that the internet user needs to know the retailer to be reassured about the use of personal

conclusion of the key findings as well as the recommendation.

information. Finally, this qualitative research suggests that e-mail marketing campaign can contribute to build durable relationships with the company, through encouraging visits to a website and stimulating purchase intention.

What is attitude? In consumer behavior context, an attitude "is a learned predisposition to behave in a consistency favorable or unfavorable way with respect to a given object" this is critical to understanding the role of attitudes in consumer behavior. Our definition that attitudes occur within and affected by the situation By "situation", we mean events or circumstances that, at a particular point in time, influence the relationship between an attitude and behavior. A specific situation can cause consumers to behave in ways seemingly inconsistent with their attitudes. Indeed, consumers can have a variety of attitudes towards the particular object, each corresponding to a particular situation or application. For instances, saul may feel its alright to have a situation wagon to drive the kids to their after school and week end activities or even to take his college age daughter back and forth each year, with all her staff, to state college, some two hundred and fifty miles away. However, when it comes to his growing interest in off-road driving, saul feels strongly that only a high quality sports utility vehicle (SUV) would provide the appropriate features to enable him to safely purchase his growing interest.

An attitude consists of three major components; cognitive components, an affective component and conative components. This is known as Tricomponent attitude model.



Cognitive component

Tricomponents attitude model consists of a person's cognitions, that is the knowledge and perceptions that are acquired by a combinations of direct experience with the attitude object and related information from various source. This knowledge and resulting perceptions commonly take the form of beliefs. That the attitude object possesses various attributes and that specific behavior will lead to specific outcomes.

Knowledge

Consumers vary in their knowledge about products and brands, depending on their personal experiences. For example, an individual might be highly knowledgeable about computers but not dishwashers, or about pet grooming but not broker services. These differences in knowledge have important implications for consumers' pre-purchase information search activities (Alba and Hutchinson, 1999). Yet, the findings from past studies are equivocal (e.g. Brucks, 1985). A large number of studies have found a negative relationship between knowledge and information search (e.g. Moore and Lehman, 1980; Anderson et al., 1979), suggesting that prior knowledge increase the consumer's confidence in his/her own evaluations. Conversely, other

investigations report a positive relationship between search and knowledge, because experts tend to have reduced cognitive costs associated with additional information search, and they perceive the benefits from search to be greater than novices (Jacoby et al., 1978; Johnson and Russo, 1984; Punj and Staelin, 1983). In this study, we propose that the impact of prior knowledge on consumer search activities might depend on two factors:

- (1) The type of knowledge
- (2) The type of information source.

Perception

Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world. Although Nagle and Holden (2002) believe that price merely represents the monetary value a buyer must give to a seller as part of a purchase agreement, we go on suggesting that customer's price perception is closely related on her perception of quality, value and other beliefs. The work on price perceptions and adoption of innovations has produced a large number of contradicting research findings. Related to price perceptions, Goldsmith and Newell (1997) found shopping innovators to be less price sensitive than laggards whereas Korgaonkar and Smith (1986) reported no associations between purchase behavior and price consciousness. However, earlier Korgaonkar (1984) had concluded that non-store shopping would be most appealing to price oriented individuals.

An affective component

A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are frequently treated by consumer researchers as primary evaluative nature; that is, they capture an individual's direct

or global assessment of the attitude object. The emotional status may enhance or amplify positive or negative experience and that later recollection of such experience may impact what comes to mind and how individuals acts.

Feelings / Emotions

Specifically, consumption emotions have been conceptualized as distinct categories of emotional experience and expressions, such as joy, anger, fear; or as a limited number of dimensions underlying emotional categories, such as pleasantness/unpleasantness, relaxation/action, or calmness/excitement (Izard, 1977; Plutchik, 1980). In the satisfaction literature, there has been a debate as to whether satisfaction is itself an emotional construct or a cognitive construct which includes an emotional component (Babin and Griffin, 1998; Bagozzi, 1991). Indeed, Wirtz and Bateson (1999) have suggested that satisfaction is a partly cognitive and partly affective (emotional) evaluation of a consumption experience and that separating the two is both valuable and necessary for modeling consumer behavior in service settings. Further, Oliver (1997) suggests that emotion “coexists alongside various cognitive judgments in producing satisfaction” (p. 319) and is essential in understanding customers' consumption experiences

Conative component

This concerned with the like hood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. According to some interpretations, the conative component may include the actual behavior itself. This is frequently treated as an expansion of consumer's intention to purchase.

2.3.1 Intention to purchase

According to Authors Carole, in this research attitude is described as the psychological tendency of a person to respond, or behave, in a consistently positive or negative manner with respect to a stimulus as a result of their attitude toward the stimulus. In this case the stimulus is direct marketing media and response channels (1995- 1998)

Fishbein and Ajzen (1975) have been working on a theory of reasoned action based on the attitude-intention-behavior links for many years, and so have others. Sheppard et al. (1988) conducted a meta-analysis of reasoned action research to suggest modifications and make recommendations for future research. In general terms they found that the reasoned action theory had sound predictive ability. They also revealed three moderating variables impacting on the effectiveness of the model. These were:

1. the measure of the intention to purchase;
2. the type of activity; and
3. Whether there was a choice among alternative option of behavior.

Fishbein and Ajzen are still very active in the area (Ajzen, 2000; Ajzen and Fishbein, 2000) and also work with others, where reasoned action is sometimes called planned behaviour (Hrubes et al., 2001; Reinecke et al., 1997). Over the years this research has demonstrated that consumer behaviour can be predicted by knowing the attitudes operating at the time behaviour occurs.

Lindgren and Shimp (1995) argue that a hierarchy-of-effects model best explains the relationship between customer attitudes and intention to purchase. In this model it is posited that marketing communications progress customers from an initial stage of goods or services awareness, to interest in the goods or services, to desire, and finally, to action (purchase). The intention to purchase must

occur somewhere immediately prior to action.

Purchasing Intention

A plan to purchase a particular good or service in the future

According to Shwu-Ing Wu, Attitude surveys are widely used throughout marketing today. One of the most influential and widely researched models in the literature is Fishbein's behavioral model (Burnkrant and Page, 1982). Many marketers and consumer behaviorists have given more attention to the Fishbein model (e.g. Woodside and Clokey, 1974; Bass and Talarzyk, 1972; Mazis et al., 1975; Etter, 1975). Etter (1975) examined the relationship between Fishbein's attitude model and decision theory models. Lutz (1977) reported on two laboratory-type experiments designed to investigate the causal relationships within the Fishbein model. Fishbein's position was that people form attitudes toward objects on the basis of their beliefs (perceptions and knowledge) about these objects. Fishbein's model was constructed so that a person's overall attitude toward some object could be derived from his beliefs and feelings about various attitudes about the object. The Fishbein model can thus be used as a multi-attribute attitude measurement model.

Fishbein's attitude model can be expressed in equation form as (Fishbein, 1967a, b): (see equation 1) where:

$$A_o = \sum_{i=1}^n b_i e_i$$

1. A_o = the person's overall attitude toward object o.

2. b_i = the strength of his belief that the object is related to attribute i (such as the strength of the belief that online shopping is convenience).

3. e_i = evaluation or intensity of feelings toward attribute i.

4. n = the number of relevant beliefs for that person.

According to Fazio and Zanna (1981), attitudes based on direct experiences results from prior behavior toward an attitude object. Many researchers (Cetola 1988; Fazio and Zanna 1978; Fazio, Zanna, and Cooper 1978; Regan and Fazio 1977; Sherman 1982) have provided evidence that indicates that direct experiences lead to greater consistency between attitudes and behaviors than do indirect experiences. Also, Fazio and Zanna (1981) identify three attitudinal attributes that appear to vary across attitudes developed through direct and indirect experiences. Attitudes developed through direct experience are more confidently held, more enduring, and more resistant to attack than are those developed through indirect experience. According to Fazio and Zanna's (1981) model, these attitudinal features contribute to attitude—behavior consistency. Experience with an attitude object can be considered a continuum anchored by direct and indirect (Fazio and Zanna 1981). Seeing a product demonstrated on television is a more direct experience than hearing it described on radio, and receiving a trial sample provides a more direct experience than watching the product being demonstrated on television. In other words, seeing a household cleanser cause stains to disappear, seeing pets eating happily, or driving a car that performs well on a slick highway is much closer to a direct experience than hearing about these experiences is. Smith and Swinyard (1982, 1983) test the usefulness of the concepts of direct and indirect experience in the advertising domain. They find that attitudes based on direct experience, such as through product trial, better predicted subsequent behaviors (like purchasing) than did attitudes formed through advertising, an indirect experience. They

also find that attitudes formed through product trial were more confidently held than were those formed through advertising.

E-mail

The aim of this section is to define email marketing and give the reader an understanding of the importance of email and why it is an important element of a marketing mix. According to the Oxford American Dictionary e-mail stands for "messages distributed by electronic means from one computer user to one or more recipients via a network." The internet, in its current form, was not a prerequisite for e-mail. Indeed, the first crude form of e-mail was sent by Ray Tomlinson of ARPANET in 1971 (Griffiths, R.T., 2002), however, in order for the subject area of this research, email marketing, to be utilized by marketers, the internet along with more advanced software and networking technology was required. With this backbone in place Hoffman (2000) argues that e-mail has become "the most important innovation since the development of the printing press" able to "transform not just the way individuals go about conducting their business with each other, but also the very essence of what it means to be a human being in society." This is certainly an extreme viewpoint, but there is some justification to Hoffman's views. The following figures make impressive reading and certainly suggest that e-mail has become an intrinsic part of many people's lives. According to Messaging Online (2000) "e-mail is the fastest-growing communications technology in history. From only 2m e-mail accounts in 1985, this grew to 891.1m e-mail accounts at the beginning of 2001." This number is now even higher, according to The Radicati Group (2006) there are a staggering "668 million email users worldwide, with over 1.2 billion active email accounts." When this is coupled with "worldwide email traffic per

day total[ing] about 135 billion messages" the result is a behemoth of a communication medium.

E-mail Campaign

E-mail campaign is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail campaigning. However, the term is usually used to refer to:

- Sending e-mails with the purpose of enhancing the relationship of a merchant with its current or old customers and to encourage customer loyalty and repeat business.
- Sending e-mails with the purpose of acquiring new customers or convincing old customers to buy something immediately.
- Adding advertisements in e-mails sent by other companies to their customers.

Why Email Campaign works?

Email campaign works for a variety of reasons.

- allows targeting specific demographics
 - It is data driven
 - drives direct sales
 - builds relationships, loyalty and trust
- supports sales through other channels

Modern Email campaign services and solutions support database integration, segmentation and various other tricks and techniques for improving the targeting of outgoing messages. Advanced methods generate on-the-fly Emails customized down to an individual recipient basis. And every Email campaign you send out generates a heap of actionable data you

can use to refine your approach and messages.

Email promotions and offers generate immediate action: sales, downloads, inquiries, registrations, etc. Informative Email newsletters and other Emails send people to offline stores and events, prepare the way for catalogs, build awareness, contribute to branding, strengthen relationships, encourage trust and cement loyalty. Below are some of the facts and figures related to Email marketing campaigns obtained through a Double Click sponsored study.

The study shows that as a result of receiving permission-based Email,

- 68% of consumers have purchased online
- 59% have purchased in retail stores
- 39% have purchased through catalogs
- 34% through call centers
- 20% through postal mail

According to the study, 78% of online shoppers have made a purchase after clicking on an Email. Of this year's online shoppers, one-third (33%) have clicked through an Email and purchased immediately, (35%) have clicked through and purchased later online, and another 10% have clicked through and purchased later offline.

- 66% of online shoppers plan to use Email to purchase during the holiday season
- 48% plan to use Email to assist in purchasing for birthdays.
- 86% of online shoppers have purchased from the same merchant more than once
- 46% have used a coupon or code when shopping online during the past year.

However, e-mail marketing has to cope with many challenges like spam, filters decreasing delivery rates, and e-mail overload of in-boxes. The disadvantage of illicit e-mails or spam is a problem for

advertisers as well as for subscribers. The volume of e-mails, and therefore spam e-mails, has increased during the last several years and legitimate e-mail can be mistaken for spam. Advertisers try to get around e-mail filters that are set up to avoid spam in order to increase the delivery of legitimate e-mails.

Durable goods

In economics, a durable good or a hard good is a good which does not quickly wear out, or more specifically, it yields services or utility over time rather than being completely used up when used once. Most goods are therefore durable goods to a certain degree. Perfectly durable goods never wear out. An example of a durable good might be a brick. As a counter-example, sticky tape is not very durable.

Examples of consumer durable goods include cars, appliances, business equipment, computer equipment, electronic equipment, home furnishings and fixtures, house ware and accessories, photographic equipment, recreational goods, sporting goods, toys and games. Durable goods are typically characterized by long interpurchase times--the time between two successive purchases.

When we consider above all the factor, Sri Lanka, is rapidly increasing E Marketing. Ex: e marketing eye, Roomsnet, 3ccs, Zeebells, Target, etc. At currently SL has online purchasing web site also. Ex: singersl.com, abans.com, roomservice.lk, avent.lk, flowers.lk, me.lk, lassanaflower.lk, etc. These kinds of web sites are promoting their product using e mail campaign. As a result of this, now a days SL has creating new cyber market. Those cyber market customers have variety kind of expectations to fulfill their needs to using cyber space (web sites). So in this research helps to find out their attitudes regarding E mail campaign and it helps to those web sites to effectively promote their product in cyber space.

Abbreviations & Definitions

E-mail - Electronic Mail

HTML - Hyper Text Mark-up Language

IPT - Interactive Prospect Targeting (company)

ISP - Internet Service Provider

Link(s) - Hyperlink (Method of navigating to content)

Open-rate - The number of e-mails opened by recipients

Spam - Unsolicited Commercial E-mail

Click-through rate - The number of hyperlinks accessed from a campaign

Image link - Hyperlinks accessed from a campaign.

METHODOLOGY

Introduction

Most of the Sri Lankans are very close to the globalized environment and market. As a result of internet usage, the environmental process also highly improved. In current situation Sri Lanka has rapidly grown in the internet literature, during 2000- 2007. This chapter gives a clear picture on the methodology used in the study specifically the sample selection and data collection.

Purpose of the study

In this research I'm going to touch, consumer attitudes toward an e-mail campaign to durable goods in Sri Lanka and its impact on purchase intention. In Sri Lankan consumers have a variety of attitudes regarding promotion. These days majority of e marketers promote durable goods through e mail campaign.

Theoretical framework

Based on the proceeding literature and research question, the conceptual model for this study is shown follows. It was conducted based on casual relationship of some variables. Initially it has described

the relationship between Consumer attitudes to durable goods e mail campaign and Consumer purchase intention.

Consumer purchase intention

Consumer attitudes to durable goods e mail campaign

Research hypothesis

Ho: cognativeness is a not a significant components in consumer attitudes towards developing purchase intention in durable goods.

H1: cognativeness is a significant component in consumer attitudes towards developing purchase intention in durable goods.

Ho: affectiveness is a not a significant components in consumer attitudes towards developing purchase intention in durable goods.

H1: affectiveness is a significant component in consumer attitudes towards developing purchase intention in durable goods.

Definitions of Variables

Independent variable

Independent variables of this study is conative factor (purchase intention)

Dependent variables

The dependent variable of this study was cognitive factors and affective factors affect purchase intention on durable goods. Twenty two questions measuring executive level customer cognitive factors and affective factors affect purchase

intention on durable goods were included in the survey.

Types of the study

This study is a descriptive study. To using this descriptive study Tricomponent attitude model is analysis according to objectives. Major objectives of the descriptive research is to describe something usually market characteristics or functions. So my research is describe cognitive (knowledge, perception), affective (feelings), conative (purchase intention). Current situation of e mail newsletter campaign in Sri Lanka is rapidly developing and their usage is increasing year by year.

Approach

The main approach is field survey research method for data collection.

Time horizon

A cross sectional research design used to collect information from respondents. A cross-sectional or one shot study has followed to gather the data from sample of Executive level customers who are dealing with internet, select in Middle, Upper Middle and High income classes. The data was gathering through a one week from them.

Population and sampling

Population is including Colombo district internet usage customers.

Sampling

In sample include among that population, Executive level customers who are dealing with internet select in Middle, Upper Middle and High income classes.

Sample size

Total Sample size 100
 · Male 60% of total sample
 · Female 40% of total sample
 Male sample 60 customer
 Female sample 40 customer
 Use four income level
 Income level 20000-40000
 40000-60000 60000-80000
 80000-Above

Six Age category used
 18-25, 26-32, 33-39, 40-46, 47-53,
 Above 54

Sample procedure

Judgmental sampling technique and quota sampling technique are used. Selected executive level customers are contributing to the sample.

Contact method

Respondents meet face to face and some question papers to give the friends who are executive posts in companies.

Measurements

Questions will be used to gather information. Those questions include measuring Tricomponent attitude mode

Factor	Dimension	Set of questions	Measure
General	E mail account	<ul style="list-style-type: none"> Do you have e mail account? How old is it? How often do you check your e mail what type of e mail you receive given the choice of one of the following options, which would you, prefer to receive (1,2,3,4,14 respectively) 	Frequency, percentage Yes / No (Nominal, Ordinal scale)

	Products	<ul style="list-style-type: none"> What type of products (durable goods) you receive through e mail newsletter (8) 	Frequency, percentage Nominal scale
	Data search	<ul style="list-style-type: none"> When you are reading an email, in which situation are you most likely to click on a hyper-link (11) 	Frequency, percentage Nominal scale
	Shopping experience	<ul style="list-style-type: none"> How many times you purchase durable goods through internet (17) 	Frequency, percentage Nominal scale
Attitude	Cognitive		
	Knowledge	<ul style="list-style-type: none"> When you receive email newsletter (5) I often see durable goods e mail newsletter (6) 	Likert Scale Strongly agree 1 and strongly disagree 5. Mean, percentage, Anova, significance

Perception	<ul style="list-style-type: none"> would you like purchase durable goods online (7) Are you interest to purchase these types of goods through internet (9) What are your think regarding e mail newsletter purchasing durable goods? (10) 	Likert Scale Definitely will not buy 1 and Definitely will buy 5 (7) Definitely would 1 and Definitely not 5 (9) Strongly agree 1 and strongly disagree 5 (10) Mean , percentage, Anova, significance
Affective		
Feelings	<ul style="list-style-type: none"> Does internet provide benefit to life? (12) If internet usage beneficially, how important is each of the following points, (13) you select multimedia e mail newsletter, said reason to select it, (15) 	Likert Scale Strongly agree 1 and strongly disagree 5 (12,15) very important 1 and not at all important 5 (13) Mean , percentage, Anova, significance
Conative (purchase intention)	When I received durable goods e mail newsletters, normally I have purchase intension (16)	Likert Scale Strongly agree 1 and strongly disagree 5 (16), Anova , significance Mean , percentage

Data analysis method

Prior to survey distribution, a statistician was consulted to ensure the questions would be applicable and also to

determine the most suitable statistical method to use for this research. Statistical Packages for Social Sciences' (SPSS) software is used for the data analysis. The

plan for analysis is as follows. First, descriptive statistics, frequency, percentage, Anova, significance and mean tables will be generated by SPSS analysis.

DATA ANALYSIS AND FINDINGS

This chapter provides a detailed description of the data analysis and discussion of research findings as a result of various statistical tests. Data were collected via self-administered survey in executive level customer. The data file was the data enter to the Statistical Packages for Social Sciences' (SPSS) software for analysis. The plan for analysis is as follows. First, descriptive statistics, frequency, percentage, Anova, significance and mean tables will be generated by SPSS analysis.

E mail account

This question checks the all persons have the email account because my research based on e mail holders. So my every sample has e mail account (100%).

Frequency	Percent (%)
N 100	100.0

Age limit

The respondents were asked to give information about their currently using of e mail account (age of e mail a/c). Those divide into six age groups. According to that we can see among 100 respondents 29 are used their e mail a/c between categories of 2-4. Also we can see age between 8-10 also 20% e mail a/c usages.

	Frequency	Percent (%)
below two	8	8.0
2-4	29	29.0
4-6	17	17.0
6-8	14	14.0
8-10	20	20.0
above 10	12	12.0
Total	100	100.0

E mail checking

This question said the habit of checking e mail and interacting of internet habit. Among respondents over 75 persons check their e mail every day.

	Frequency	Percent (%)
Every day	76	76.0
2-3 times a week	15	15.0
weekly	6	6.0
monthly	3	3.0
Total	100	100.0

E mail type

These questions target the different kind of option of e mails. But I mainly concern about the e mail news letter, in my data collection I can be found every respondents receive e mail news letter, so I used that percentage to my research. Other options like, pictures, text mail, advertisement / promotional mail also 100 % receive every respondents.

	Frequency	Percent (%)
Email newsletter	100	100.0

Below question no 5 to 10 measure regarding about the cognitive component of attitude, question 5 and 6 concern about consumer knowledge, question 7,9,10 concern about consumer perception.

email newsletter,

	N	Mean
see & read	100	2.2200
forward others	100	3.0900
browse the web site that state in news letter	100	3.1800
report as spam	100	3.5700

delete without reading	100	3.3300
delete (when appear inbox)	100	3.4800

See & read

	N	Mean
See & Read	100	2.2200
	Frequency	Percent (%)
Strongly agree	24	24.0
Agree	42	42.0
Neither agree nor disagree	25	25.0
Disagree	6	6.0
Strongly disagree	3	3.0
Total	100	100.0

When consider frequency and mean, 42% of respondent and 24% of respondents are above the agree stage. That mean more than 65% respondents are see and read the e mail newsletter. Therefore mean is 2.2200, it is become close to 1. Other 34 respondents not much consider the e mail newsletter.

Forward to others

	N	Mean
forward others	100	3.0900
	Frequency	Percent (%)
Strongly agree	8	8.0
Agree	22	22.0
Neither agree nor disagree	30	30.0
Disagree	33	33.0
Strongly disagree	7	7.0
Total	100	100.0

Majority of respondents are not forward newsletters to others. Mean of forward others are 3.0900. It's going over mean 3,

so it can be see majority of respondents not likely to forward newsletters to others. But 30% of respondents are in above agree stage in forward newsletters to others.

Browse the web site that state in news letter

This question target when persons receive newsletter, how about they use data searching about that newsletter.

	N	Mean
browse the web site that state in news letter	100	3.1800
	Frequency	Percent (%)
Strongly agree	2	2.0
Agree	28	28.0
Neither agree nor disagree	28	28.0
Disagree	34	34.0
Strongly disagree	8	8.0
Total	100	100.0

According to research only 30% respondents are browse that stated web site on newsletters others are not much of interested to brows and see that product.

Report as spam

	N	Mean
report as spam	100	3.5700
	Frequency	Percent (%)
Strongly agree	1	1.0
Agree	9	9.0
Neither agree nor disagree	30	30.0
Disagree	52	52.0
Strongly disagree	8	8.0
Total	100	100.0

Among all the respondents 90% are not like to report as spam. This is very good opportunity to e mail campaigners. Only 10% newsletters report as spam. Mean is highest (3.5700) when consider other factors.

Delete without reading

	N	Mean
delete without reading	100	3.3300
	Frequency	Percent (%)
Strongly agree	6	6.0
Agree	22	22.0
Neither agree nor disagree	16	16.0
Disagree	45	45.0
Strongly disagree	11	11.0
Total	100	100.0

Respondents are likely to see newsletter but they do not much interest to read, so they after seeing delete it. The mean of delete without reading is 3.3300. It can be said number of people open mail but majority not going to read it. After they open delete that newsletter.

Newsletter can see durable goods

	N	Mean
I often see durable goods e mail newsletter	100	2.4500
	Frequency	Percent (%)
Strongly agree	2	2.0
Agree	61	61.0
Neither agree nor disagree	28	28.0
Disagree	8	8.0
Strongly disagree	1	1.0
Total	100	100.0

Majority of respondents can be identified durable goods e mail newsletter. Their mean become 2.45, it is close to mean 1 than others. Majority of respondents know about durable goods e mail campaign (over 60%).

Purchase durable goods online

Delete (when appear inbox)

	N	Mean
delete (when appear inbox)	100	3.4800
	Frequency	Percent (%)
Strongly agree	4	4.0
Agree	23	23.0
Neither agree nor disagree	15	15.0
Disagree	37	37.0
Strongly disagree	21	21.0
Total	100	100.0

If newsletters see customers inbox they take different kind of decision. The biggest thing is delete (when appear inbox). In these respondents also can see that kind of reply. Their mean is 3.4800 also 27% of respondents do it. That is very bad affect of e mail campaigners.

	N	Mean
would you like purchase durable goods online	100	2.6300
	Frequency	Percent (%)
Definitely will not buy	13	13.0
Probably will not buy	32	32.0
Might or might not buy	35	35.0
Probably buy	19	19.0
Definitely will buy	1	1.0
Total	100	100.0

This question can see how respondents perception regarding purchase durable goods online. One respondent is definitely will buy and nineteen respondents probably buy through internet. So we can see here online purchase mean 2.63, it is some considerable amount because Sri Lanka is rapidly developing online behavior. Among respondents 20% are like to buy durable goods online.

products type (durable goods)

	Frequency	Percent (%)
Television	14	14.0
Refrigerators	13	13.0
Air-condition machines	13	13.0
Laptop	30	30.0
Mobile phones	30	30.0

purchase through internet

	N	Mean
are you interest to purchase these types of goods through internet	100	3.3600
	Frequency	Percent (%)
Definitely would	1	1.0
Probably would	28	28.0
Might / might not	20	20.0

you're think regarding e mail newsletter

	N	Mean
it is very good thing & easy way to purchase	100	2.7600
it goods for share details regarding products	100	2.0900
very low cost & easy way to promote products	100	1.7500
it is getting bother to me	100	2.9200

It is very good thing & easy way to purchase

Total	100	100.0
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When consider e mail newsletters Laptop, Mobile phones are the major things of e mail campaign. That is present 60% of others. Television, Refrigerators, Air-condition machines are secondary import with e mail campaigns.

probably not	36	36.0
Definitely not	15	15.0
Total	100	100.0

How above type of good (4.8 question) are purchasing interest through internet can be see this table. Those types of goods are purchase 29% respondents among others. But others are like to normal purchasing system. There mean is 3.36 that is considerable amount of purchase through internet.

	N	Mean
it is very good thing & easy way to purchase	100	2.7600
	Frequency	Percent (%)
Strongly agree	13	13.0
Agree	32	32.0
Neither agree nor disagree	26	26.0
Disagree	24	24.0
Strongly disagree	5	5.0
Total	100	100.0

When customer receive e mail news letter, he has different perception regarding it. In this question respondents have above agree stage to it is easy way of purchasing durable goods. It can be clearly see from mean, mean is 2.76. So it closes to 1. As take e mail newsletter become easy ways to purchase 45% respondents

agree it. But around 30% respondents are not agree it. When considering Sri Lanka situation, these mean value and percentage of agree is stated in highest position.

It goods for share details regarding products

	N	Mean
it goods for share details regarding products	100	2.0900
	Frequency	Percent (%)
Strongly agree	14	14.0
Agree	67	67.0
Neither agree nor disagree	15	15.0
Disagree	4	4.0
Total	100	100.0

Respondents think e mail newsletter is good things to share details regarding durable goods. The mean value is 2.09 also 71% agree to that statement. So it can be say to promote durable goods online e mail campaign is very good method.

Very low cost & easy way to promote products

	N	mean
very low cost & easy way to promote products	100	1.7500
	frequency	Percent (%)
strongly agree	42	42.0
agree	46	46.0
neither agree nor disagree	7	7.0
disagree	5	5.0
total	100	100.0

According to respondents details e mail campaign is very low cost and easy way to promote products. It represents through very good mean, mean is 1.75 very close to 1. as take percentage 86% of respondents are agreed to it.

It is getting bother to me

	N	Mean
it is getting bother to me	100	2.9200
	Frequency	Percent (%)
Strongly agree	11	11.0
Agree	29	29.0
Neither agree nor disagree	40	40.0
Disagree	17	17.0
Strongly disagree	3	3.0
Total	100	100.0

This statement says, 2.92 mean value of getting bother to respondents through e mail newsletter. As a percentage says it 40%, but major thing is, it is not highly get bother to respondents. So e mail campaign is not highly affected to customer bad perception.

hyper-links

	Frequency	Percent (%)
When the link is shown in full	26	26.0
When the link is embedded in a word or phrase	17	17.0
When the link is embedded in an image or picture	57	57.0
Total	100	100.0

Most of the e mail has hyper link, according to my data it same. Every e mail newsletter has hyperlink to that product web site. It can be use purchase or search information regarding products. Among these respondents can be seeing, majority of them like see hyper link as embedded in an image or picture. It's percentage 57%, and beside the mail can be stated link as shown fully, it percentage is 26. But only 17% like to link is embedded in a word or phrase.

Below question no 12 to 15 measure regarding about the affective component of attitude, its regarding consumer feelings.

benefit of internet

This question concern about feeling of internet provides benefit to consumer's

	N	Mean
does internet provide benefit to life	100	1.5500
	Frequency	Percent (%)
Strongly agree	50	50.0
Agree	47	47.0
Neither agree nor disagree	3	3.0
Total	100	100.0

Important of internet usage

	N	Mean
awareness of information	100	1.3700
exchange messages (e mail)	100	1.4600
purchasing durable goods	100	3.1400
e-commerce	100	1.6800

Awareness of information

	N	Mean
awareness of information	100	1.3700
	Frequency	Percent (%)
very important	63	63.0
important	37	37.0
total	100	100.0

Through internet usage, awareness of information is important to everyone. Mean value is very good, it present 1.37.

life. Too many respondents are agreeing to it, so it has very strong mean value, mean value is 1.55. Among 100 respondents 97% says internet is benefit to life.

Exchange messages (e mail)

	N	Mean
exchange messages (e mail)	100	1.4600
	Frequency	Percent (%)
Very important	58	58.0
Important	38	38.0
Neutral	4	4.0
Total	100	100.0

Every respondent use e mail as exchange message, mean value is 1.46 and 96% said important only 4% see it Neutral thing.

Purchasing durable goods

	N	Mean
purchasing durable goods	100	3.1400
	Frequency	Percent (%)
Very important	7	7.0
Important	15	15.0
Neutral	41	41.0
Not important	31	31.0
Not at all important	6	6.0
Total	100	100.0

Among respondents mean value is 3.14, mean value is very high amount. But it considers percentage 22% of respondents are like to purchase durable goods through internet. It is very good aspect of our country, because at the moment we are

developing internet usage among customers. Also this data is very help to e mail campaign users; because they can be effectively use their campaign about durable goods.

E-commerce

	N	Mean
e-commerce	100	1.6800
	Frequency	Percent (%)
very important	47	47.0
Important	42	42.0
Neutral	8	8.0
Not important	2	2.0
Not at all important	1	1.0
Total	100	100.0

89% respondents say internet is beneficially to e commerce and mean value 1.68. This feeling is benefit to every type of e mail campaigners to promote their product using internet.

E mail format

	Frequency	Percent (%)
Multimedia email	100	100.0

Every respondent receive both multimedia and text e mail. I concern on this research multimedia emails only.

Select multimedia e mail newsletter

	N	Mean
because of it is attractive	100	1.4200
because that email represent more details regarding durable goods	100	2.3700
easy to see	100	1.6100
easy to understand	100	1.8300

Because of it is attractive

	N	Mean
because of it is attractive	100	1.4200
	Frequency	Percent (%)
Strongly agree	59	59.0
Agree	40	40.0
Neither agree nor disagree	1	1.0
Total	100	100.0

Every type of respondents wants to see e mail newsletter in multimedia way, because it is attractive than text e mail. It has good 1.42 mean values. This type of attraction can be use e mail newsletter campaigners to increase effectiveness of their campaign.

Because that email represent more details regarding durable goods

	N	Mean
because that email represent more details regarding durable goods	100	2.3700
	Frequency	Percent (%)
Strongly agree	14	14.0
Agree	47	47.0
Neither agree nor disagree	28	28.0
Disagree	10	10.0
Strongly disagree	1	1.0
Total	100	100.0

These types of e mail newsletter campaign are agreed with 2.37 mean values. And respondents give maximum over 60% agree with this campaign.

Because multimedia e mail can be give more details regarding products. Ex: shape, color, etc

Easy to see

	N	Mean
easy to see	100	1.6100
	Frequency	Percent (%)
Strongly agree	42	42.0
Agree	55	55.0
Neither agree nor disagree	3	3.0
Total	100	100.0

Respondents can easily see the product when receive multimedia e mail; its mean value is 1.61 and 97% agree to it. It helps to express their feelings regarding product at that moments.

Easy to understand

	N	Mean
easy to understand	100	1.8300
	Frequency	Percent (%)
Strongly agree	30	30.0
Agree	59	59.0
Neither agree nor disagree	9	9.0
Disagree	2	2.0
Total	100	100.0

Respondents say when they receive multimedia e mail newsletter it can be easy to understand, because use very small word and can be show product from image. Over 90% customers are agreeing to it and 1.83 mean value present very good relation.

This question is regarding about the conative component of attitude, its regarding consumer purchase intension.

E mail news letters affect purchase intension

When respondents receive e mail newsletter he has different attitude regarding it. In this research concern the purchase intension. So this statistic said 3.15 mean value and only 27% respondents are agreeing to the statement. Majority of respondent haven't any intension to purchase durable good when they receive e mail newsletter. But considerable amount of customer has intension to purchase durable goods through internet and that intension improve to help this type of e mail newsletters.

	N	Mean
when i received durable goods e mail news letters, normally i have purchase intension	100	3.1500
	Frequency	Percent (%)
Agree	27	27.0
Neither agree nor disagree	38	38.0
Disagree	28	28.0
Strongly disagree	7	7.0
Total	100	100.0

Purchasing times in durable goods through internet

	Frequency	Percent (%)
More than 5 times per year	2	2.0
Between 3-5 times per year	9	9.0
Below 3 times per year	24	24.0
Never	65	65.0
Total	100	100.0

When we see this table, can identify 35% respondents are purchases durable goods through internet. It is good for the country like Sri Lanka, because here every day increase internet usage. So, company can be use minimum cost and take more profit through internet purchasing and selling.

Prefer to receive email newsletters

Over 50% of respondents are like to see e mail newsletter every weekly.

	Frequency	Percent (%)
Daily	8	8.0
Weekly	51	51.0
Bi-Weekly	18	18.0
Monthly	15	15.0
Quarterly	8	8.0
Total	100	100.0

These three-question analysis the personal details of respondents.

Gender

	Frequency	Percent (%)
Male	60	60.0
Female	40	40.0
Total	100	100.0

In this research I can be divide gender in to 60% male, 40% female.

Your age between

Respondent's age categorize into 6 ways.

	Frequency	Percent (%)
18-25	21	21.0
26-32	15	15.0
33-39	11	11.0
40-46	19	19.0
47-53	26	26.0
Above 54	8	8.0
Total	100	100.0

Average monthly individual income between

Respondents' average monthly individual income categorize into 4 ways.

	Frequency	Percent (%)
20000-40000	26	26.0
40000-60000	32	32.0
60000-80000	23	23.0
Above 80000	19	19.0
Total	100	100.0

cognitive attitudes affect purchase intention

Average mean value of question no.05	3.145
question no.06	2.4500
question no.07	2.6300
question no.09	3.3600
Average mean value of question no.10	2.38
All cognitive factor average mean value	2.793

question no.16 (PI)	N	Mean
when received durable goods e mail news	100	3.1500

letters, normally i have purchase intension		
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average mean value is 2.793 and purchase intention mean value is 3.15 and significance is .008. This can be said when developing cognitive attitude consumer purchase intention can be increase.

Cognitive attitude includes knowledge and perception. This All-cognitive factor

ANOVA
cognitive

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.221	3	.407	4.160	.008
Within Groups	9.395	96	.098		
Total	10.616	99			

Dependent Variable: cognitive
Tukey HSD

(I) When I Received Durable Goods E Mail News Letters, Normally I Have Purchase Intension	(J) When I Received Durable Goods E Mail News Letters, Normally I Have Purchase Intension	Mean Difference (I-J)	Std. Error	Sig.
Agree	Neither agree nor disagree	-.14335	.07874	.270
	Disagree	-.22823(*)	.08438	.040
	Strongly disagree	-.40130(*)	.13268	.017
Neither agree nor disagree	Agree	.14335	.07874	.270
	Disagree	-.08488	.07791	.697
	Strongly disagree	-.25795	.12867	.193
Disagree	Agree	.22823(*)	.08438	.040
	Neither agree nor disagree	.08488	.07791	.697
	Strongly disagree	-.17308	.13219	.559
Strongly disagree	Agree	.40130(*)	.13268	.017
	Neither agree nor disagree	.25795	.12867	.193
	Disagree	.17308	.13219	.559

• The mean difference is significant at the .05 level.

affective attitudes affect purchase intention

question no.12	1.5500
Average mean value of question no.13	1.9125
Average mean value of question no.10	1.8075
All affective factor average mean value	1.756

average consumer feelings are very important and help to take purchase intention. Average mean value of feelings is 1.756, it is strong. And purchase intention mean value is 3.15 and significance is .001. So these two types of mean value gain more advantage to durable goods e mail newsletter campaigners, and also very good significance said that strong relationship.

question no.16 (PI)	N	Mean
when i received durable goods e mail newsletters, normally i have purchase intension	1000	3.150

ANOVA

Affective

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.813	3	.604	6.201	.001
Within Groups	9.354	96	.097		
Total	11.167	99			

Affective or feeling of consumer is very important to purchase any type of products. So consider this two table

Multiple Comparisons

Dependent Variable: affective Tukey HSD

(I) When I Received Durable Goods E Mail News Letters, Normally I Have Purchase Intension	(J) When I Received Durable Goods E Mail News Letters, Normally I Have Purchase Intension	Mean Difference (I-J)	Std. Error	Sig.
Agree	Neither agree nor disagree	.19526	.07857	.069
	Disagree	-.00838	.08420	1.000
	Strongly disagree	-.29806	.13240	.117
Neither agree nor disagree	Agree	-.19526	.07857	.069
	Disagree	-.20363(*)	.07774	.049
	Strongly disagree	-.49332(*)	.12839	.001
Disagree	Agree	.00838	.08420	1.000
	Neither agree nor disagree	.20363(*)	.07774	.049
	Strongly disagree	-.28968	.13191	.132
Strongly disagree	Agree	.29806	.13240	.117
	Neither agree nor disagree	.49332(*)	.12839	.001
	Disagree	.28968	.13191	.132

• The mean difference is significant at the .05 level.

CONCLUSION & RECOMMENDATIONS

CONCLUSION

According to the findings of the research following conclusions can be done.

Sri Lanka is rapidly developing country; so many peoples are developing internet Literature. Around 100% respondents say internet is benefit to life. Among them, 22% of respondents are like to purchase durable goods through internet. That differs from age, income, gender. Through this research can be found many peoples use e mail account above 10 years ago. As a result of present technology development 29% e mail account age gap holders are in 2-4. As a habit these respondents are check their e mail account every day. Many peoples received different kind of e mail newsletters. Among those newsletters durable goods e mails has become good position.

This research can be found more than 65% respondents are see and read the e mail newsletter. That mean respondents know about durable goods e mail campaign. Another important thing is above 30% respondents are browse that stated web site on newsletter and see that product. Also can be see only 10% newsletters report as spam. This is very good opportunity to e mail campaigners to promote their products and increase turnover of durable goods. When analysis data can be found 20% respondents are like to buy durable goods online. It's very good amount for considering infrastructure facility in Sri Lanka. When consider e mail newsletters Laptop, Mobile phones are the major things of e mail campaign. Television, Refrigerators, Air-condition machines are secondary import with e mail campaigns. The amazing thing is, those types of goods are

purchase 29% respondents among others. "E mail newsletters become easy ways to purchase", that statement agree 45% respondents. Most of the e mail has hyper link, majority of my respondents like to see hyper link as embedded in an image or picture (57%).

Major thing I can found this research, as a result of e mail newsletter 22% respondents have an intention to purchase durable goods through internet. So can be saying durable goods e mail newsletter campaigns have opportunity to affect consumer attitude.

RECOMMENDATIONS

According to 4.22 said when developing cognitive attitude consumer purchase intention can be increase. To increase these things durable goods e mail newsletter campaigners have to use different kind of method. H1: cognativeness is a significant component in consumer attitudes towards developing purchase intention in durable goods. This is proving because significance is 0.008. It is below the 0.05.

According to 4.23 said companies can improve their campaign process with referring above data. Sometimes customers have big wants to purchase durable goods through internet or online, but they have some extent to fear to do it, because relevant details may not be provide by e mail newsletters. So if durable goods email newsletter campaigners can be improve this relevancy they can gain more advantage through online buying. H1: affectiveness is a significant component in consumer attitudes towards developing purchase intention in durable goods. This is proving because significance is 0.001. It is below the 0.05.

Research can be found more than 65% respondents are see and read e mails.30% of respondents forward to other that

message and browse the web site for more details. Therefore e mail campaigners should have do very attractive and powerful newsletters create.

Among all the respondents 90% are not like to report as spam. This is very good opportunity to e mail campaigners. Best thing in this research is Majority of respondents know about durable goods e mail campaign (over 60%).

One respondent is definitely will buy and nineteen respondents probably buy through internet. So we can see here online purchase mean 2.63, it is some considerable amount because Sri Lanka is rapidly developing online behavior. Among respondents 20% are like to buy durable goods online. That mean online buying market creates in Sri Lanka very quickly. That customer market mainly target Laptop and Mobile phones. So managers should identify this and be creative to find more options to Television, Refrigerators, Air-condition. Those types of goods are purchase 29% respondents among others.

And also can be found 45% respondents said, e mail newsletter become easy ways to purchase durable goods. 22% of respondents are like to purchase durable goods through internet. It is very good aspect of our country, because at the moment we are developing internet usage among customers. Also this data is very help to e mail campaign users; because they can be effectively use their campaign about durable goods.

These type customer and market is opportunity to the companies. Multimedia e mail format is much considers respondents. Because multimedia e mail can be give more details regarding products. Ex: shape, color, etc It helps to express their feelings regarding product at that moments. Respondents say when they receive multimedia e mail newsletter it can be easy to understand, because use very small word and can be show product from image. Over 90% customers are agreeing

to it and 1.83 mean value present very good relation.

Considerable amount of customer (27%) has intention to purchase durable goods through internet and that intention improve to help this type of e mail newsletters. When we see this table, (4.17) can identify 35% respondents are purchases durable good through internet. It is good for the country like Sri Lanka, because here every day increase internet usage. So company can be use minimum cost and take more profit through internet purchasing and selling.

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