



IIE's Vega School

Department of Strategic Brand Management

**The relationship between direct marketing initiatives and purchase intention
within the South African cosmetic industry.**

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Declaration on Ethical Conduct in Research

I hereby declare that the Research Report submitted for the Bcom Honours in Strategic Brand Management degree to The Independent Institute of Education is my own work and has not previously been submitted to another University of Higher Education institution for degree purposes.

ABSTRACT

Due to such a fast pace and competitive business world around us, cosmetic brands nowadays have no choice but to engage with direct marketing initiatives in order to 'stand out' within the market. Without brands 'standing out', this could have a major impact on customer purchasing patterns. For this reason it is imperative for brand managers to understand and be aware of the effectiveness that direct marketing initiatives have on customer purchase intention and customers attitude towards the brand.

The study aims to describe the relationship between direct marketing initiatives used by cosmetic brands and customer purchase intentions. The research made use of quantitative survey questionnaires for the purpose of collecting objective data, reflecting respondents level of purchase intention and their attitude towards the brand. The use of descriptive statistics is deemed fit for the study as the data which is collected and analysed, enables the researcher to understand the relationship which exists between direct marketing and purchase intention, as well as it was inexpensive and a great deal of information was collected in a quick manner.

The researcher found that there was a significant and positive relationship between direct marketing initiatives used by cosmetic brands and customers purchase intention and that there was a significant and positive relationship between direct marketing initiatives used by cosmetic brands and customers attitude towards the brand. This study expands on the existing body of knowledge by investigating and describing the relationship between direct marketing, customer purchase intention and attitude in the context of the South African cosmetic industry.

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INTRODUCTION

During a speech at MIT in 1967, Lester Wunderman coined a term that would one day become a major pillar within the marketing industry. This term is known as 'direct marketing' and since 1967 the concept of direct marketing is used by almost every company worldwide (Newman, 2018).

The word 'direct marketing' has been explored in multiple academic disciplines which has encouraged scholars and branding managers to expand their knowledge on this multifaceted term. For this reason there has been a significant growth around the concept throughout the last two decades (Durvasula, Akhter & Bamossy, 1996).

Direct marketing which is known as a type of advertising where information about a brand, product or service is communicated to a certain target market (Bauer and Miglautsch, 2010).

Being such a broad term, direct marketing has various medians through which brands communicate their message. These medians include brochures, catalogues, fliers, newsletters, free samples, targeted online display ads, phone calls, social media campaign and email campaigns (Lund & Marinova, 2014.)

The form of direct marketing that will be focused on within this study will be email campaigns.

Email campaigns are a coordinated set of individual email messages that are sent out over a specific period of time with one specific purpose. The purpose can also be known as a call-to-action to make a purchase (Jeshurun, 2018).

Email campaigns in the past, which were primarily used as a form of direct marketing have seen a decline since the development and increased popularity of social media platforms (Alalwan, 2018), resulting in brands using social media rather as a direct marketing technique (Putter, 2017).

However, according to Jeshurun (2018) and Vasudevan (2010), there is still value in email correspondence as it is a convenient and dynamic form of communication that allows brands to promote their products, in a cost effective manner, while reaching a wider demographic.

Furthermore, email campaigns are of high value since they are measurable and allow for a more personalised element and improve customer relationships. As brands can 'stay in touch' with their customers through the use of promotional emails, building a loyal customer base and influencing customers attitude towards the brand (Brett, Martin, Durme, Raulas & Merisavo, 2003; Jenkins ,2009).

Today, 3.1 million emails are sent every second. This statistic clearly indicates that customers are interacting with emails and so should brands be using this platform to their advantage (Internet Live Stats, 2021).

Email marketing is an opportunity that brands shouldn't be missing out on, especially in the world that we live in, where customers spend more time on their devices and pay more attention to the information, which is created and shared through these email campaigns (Mohsin, 2020).

Additionally, previous studies argued by Nash, (1986), Roberts and Berger, (1999), Scovotti and Spiller (2006), that direct marketing initiatives such as email campaigns is a powerful method to foster positive customer purchase intention, as well as create favourable customer attitude towards brands (Spears & Singh, 2004).

Rationale

Customer purchase intention, attitude towards brands as well as direct marketing, are terms which are used frequently within the marketing and business world.

Direct Marketing is a vital concept that all brands should have a good understanding of because through direct marketing initiatives, brands are able to inform customers about the products that are being offered and as a result this allows brands to be able to express the value of their product offering, while creating brand awareness and brand loyalty (Lund & Marinova, 2014).

The type of direct marketing initiative that will be focused on within this study is email campaigns , this is because email campaigns allow brands to build a large audience, personalised content and is one of the most cost effective ways of marketing (Jeshurun, 2018).

With this being said the most important aspect relating to email campaigns is that, this type of marketing requires “call to action.” For this reason it is still relevant for brands to make use of this type of direct marketing (Jeshurun, 2018).

However, it is imperative to note privacy concerns can have an adverse affect on a brands email campaign because if individuals don't agree to receive marketing emails from the brand, this can hamper the goal intended by the email campaign (Uzialko, 2020).

Furthermore, being able to understand customer purchase intention is a key element for brands. The reason for this is purchase intention can act as an effective tool to predict buying processes and therefore, will be able to aid the brand in determining the behaviour, perceptions and attitudes of customers (Sallam & Algammash, 2016).

Attitude will be further looked into within this study. This is because the way in which consumers perceive certain brands, either in a favourable, or unfavourable manner, will influence not only how consumers interpret the product offers, which are communicated through direct marketing initiatives, but also how they respond to the email campaigns (Akhter & Durvasula, 1991).

Thus, it is the aim of this study that the findings could potentially inform marketing and brand managers of the significance between the relationship which exists between direct marketing and customer purchase intention, within the cosmetic industry in South Africa.

Hence, it is important for brands to design an effective direct marketing strategy, which includes content and frequency planning, creative and content development and usage of a spam-free deployment system, as well as, email campaign tracking, analysis, and reporting, so that the level of influence on customer purchase intention can be established (Jenkins, 2009).

Problem Setting

Without brand managers being able to measure the effectiveness of their direct marketing initiatives, it could be difficult to justify spend in this area.

It would be of great value that brands are aware of the effectiveness that direct marketing initiatives have on customer purchasing patterns. Thus, if the potential relationship could be understood between how direct marketing, in the form of promotional emails and the purchase intention regarding the attitude in which the consumer has towards the brand, it could be viable for advertisers, brand and marketing managers to make better informed decisions on what email campaigns could be used in engaging customers more effectively.

By understanding the relationship between direct marketing and purchase intention, it could enable brands and brand managers to formulate accurate content so that a positive consumer purchase intention towards the brand and its products can be achieved.

Therefore, the identified knowledge gap relates to brands use of email campaigns and the impact it has on customer purchase intention and the attitude towards the brand.

Research Goal

The purpose of this study is to determine if there is a positive correlation between direct marketing used by cosmetic brands and customer purchase intentions.

Hence, the applied goal of this study is to deliver new insights into the relevance of emails as a form of direct marketing used by brands and through evaluating the impact of emails that have on the attitude of customers, which in turn, impacts purchasing intention of customers.

Therefore, the research objectives for this study are as follow:

1. To determine and describe the relationships between email campaigns and purchase intention.
2. To determine and describe the relationship between email campaigns and the attitude of customers towards the brand.

Research Question

The primary research question for this particular study is: How does direct marketing initiatives by cosmetic brands impact customer purchase intention and customer attitude towards the brand?

Based on that, the following questions were derived:

RQ1 :Does a significant and positive relationship exist between direct marketing initiatives used by Cosmetic brands and customer purchase intention?

RQ2: Does a significant and positive relationship exist between direct marketing initiatives used by Cosmetic brands and customer attitude towards the brand?

Hypotheses

One method of evaluating a research question is through hypothesis testing and due to the quantitative and deductive nature of this study, a hypothesis was formulated based on the literature which has been reviewed (A Research Guide, 2018).

The hypothesis can be stated as follows: There is a significant and positive relationship between direct marketing initiatives used by Cosmetic brands and customers purchase intention.

H1: There is a significant and positive relationship between direct marketing initiatives used by cosmetic brands and customers attitude towards the brand.

H2 : There is a significant and positive relationship between direct marketing initiatives used by cosmetic brands and customers purchase intention.

THEORETICAL FOUNDATION

The theory of planned behaviour (TPB) will be used as a theoretical framework within this study which will be based upon the seminal author, Ajzen's study explaining TPB (Ajzen, 1991).

Since there has been numerous scholars who used the TPB to test the factors impacting purchase intention with specific regard to direct marketing initiatives, it is deemed most suitable for the study at hand (Sallam & Algammash, 2016; Jeshurun, 2018).

In Ajzen's (1991) study on TPB, which is an extension of the Theory of Reason Action (TRA) it states that the intention to perform a certain behaviour can be predicted. This is because the theory allows for a structure to be identified which extensively explains human behaviour (Hegner , Fenko & ter Avest, 2017).

However, according to the theory attitude, subjective norm, and perceived behaviour control are the attributes that influence an individual's intention to perform a certain behaviour and hence, intention is seen to be the precursors of behaviour (Ajzen, 1991).

For this reason the TPB has been chosen as the behaviour, which drivers customer purchase intention and attitude as a result of email marketing campaigns is based on TPB.

Attitude

Attitude being one of the elements that is incorporated within the TBP has played a significant role in attempts to predict and explain human behaviour regarding intention (Hegner *et al.*, 2017).

Stated by Spears & Singh (2004), attitude towards intention refers to the extent to which an individual will perform a particular behaviour based on a favourable, or unfavourable judgement of the behaviour under consideration.

Hence, the more positive the attitude towards the behaviour, the stronger the intention of the individual performing the behaviour will be and vice versa (Armitage & Conner, 2001).

In relation to direct marketing techniques, attitude can be valued as a concept developed from customers behavioural process and judgement towards email campaigns as a form of direct marketing (Sallam & Algammash, 2016).

Individuals form opinions about certain objects and aspects by associating them with certain characteristics, or features (Akhter & Durvasula, 1991).

Thus, attitude is considered the most important contributor of intention (Ajzen, 1991). In the context of direct marketing and purchase intention, it aligns positively with behavioural intentions, which is the reason why attitude will be focused on within the study.

Subjective Norms

Subjective norms refers to individuals perception of social pressures to act upon (Ajzen, 1991). This can be explained by individuals who perceive 'others' to approve of the behaviour will be more likely to intend to show the behaviour, whereas, if the individual perceives 'others' to disapprove of the behaviour, the individual is less likely to intend to show the behaviour (Hegner *et al.*, 2017).

Therefore, it can be said that subjective norms are determined by sets of accessible standard beliefs and the attitudes of 'others' will likely impact purchase intention as individuals are concerned with their behaviour aligning to those of 'others' behaviours (Hegner *et al.*, 2017).

Thus, social pressures influence purchase intention of customers (Armitage & Conner, 2001).

Ajzen (1991) identified subjective norm as the least impactful factor towards intention. Hence, the researcher has chosen to discard subjective norms from the study and will rather focus on attitude, which will be motivated in the literature review section.

Perceived Behaviour Control

Perceived behavioural control (PBC) is defined as 'ones' ease or difficulty to engage in the behaviour intended (Ajzen, 1991). With this being said, PBC has both a direct impact on behaviour and an indirect impact on behaviour through behavioural intentions. This is because intentions are assumed to seize the motivational factors that impacts behaviour, as they are indicators of individuals willingness (Eagly & Chaiken, 1993).

According to Eagly and Chaiken (1993), the stronger the intention to engage in behaviour, the higher chance its performance should be - when an email campaign reflects positivity with customers attitude, customers willingness increases to follow through on a behavioural intention.

However, an intention can find behavioural expression only if the behaviour in question is under volitional control (Ajzen, 1991).

Another aspect which relates to PBC is that dependent on the necessary resources and opportunities required to perform the given behaviour, will also impact the behaviour intention (Madden, Ellen & Ajzen, 1992).

In other words, if the individual lacks the resources needed in order to perform the behaviour, this in turn will lead to a low intention to perform the behaviour. Even if the individuals attitude and subjective norm towards the performance of the behaviour is favourable (Madden *et al.*, 1992).

The relationship between PBC and product purchase intention is yet to be explored in detail and hence, the researcher will exclude this element from the study (Sallam & Algamash, 2016).

Although subjective norms and PBC will be excluded from this study, it is still important to note that the above elements have a major influence on purchase intention in a number of ways (Ajzen, 1991).

LITERATURE REVIEW

It is of importance that brands which operate in an increasingly competitive environment understand the significance that direct marketing initiatives have on the attitude of their target audience. Additionally, it is of equal importance that these same brands understand the relationship which exists between consumer attitude and purchase intention.

Direct Marketing Initiatives

Direct marketing has been defined by various authors (Bauer & Miglautsch, 1992; Roberts & Berger, 1999; Lund & Marinova, 2014.). Seminal authors on the topic provide the following definition: Direct marketing is a process of marketing, whereby exploring, transforming and maintaining information feedback and control at an individual level with the use of tracking codes based on the direct response of the advert put forward. (Bauer & Miglautsch, 1992).

A revised definition of direct marketing is seen to be a form of advertising, which makes use of promotional methods that present information which could be of potential interest to a pre determined customer who is likely to be a buyer (Lund & Marinova, 2014.)

There are several other authors who seem to support the notion that direct marketing has the primary objective of promoting products to attract and encourage a target market to purchase such products (Nash, 1986; Roberts & Berger, 1999; Scovotti & Spiller 2006).

According to Roberts and Berger (1999), direct marketing involves reaching the right customer with the right offer using the right creative approach. Additionally, Scovotti and Spiller (2006) states that this approach is the formula for success, despite the advancement of technology and new tools which direct marketing utilises.

However, according to Nash (1986), direct marketing involves more than just reaching the right customer with the right offer using the right creative approach.

Direct marketing is based on targeting, selectivity, personalisation, involvement, salesmanship, testing, measurability, responsibility and relationship building (Nash, 1986)

Furthermore, seminal author Akhter & Durvasula, (1991), mentioned that even though direct marketing growth is quite impressive, there are two challenges that could arise as a result of the rapid growth. Firstly, not all customers will respond favourably to direct marketing offers and secondly, as more and more direct marketers enter into the field, competition will intensify.

Brands need to identify between customers who purchase direct marketed products frequently and those who do not, in order to gain a better understanding of the level of influence that direct marketing has on customers purchase intention (Durvasula, Akhter & Bamossy, 1996).

According to Akhter & Durvasula, (1991), who proposed, that in order to evaluate customer purchase behaviour, there are three elements of direct marketing that need to be explored - source, mode and response channel.

This, however, relates to attitude as depending on how customers perceive the three elements. This will in turn influence their purchase intention (Hegner *et al.*, 2017). Attitude will be discussed in more detail in the coming theme within the literature review.

Emails Campaigns

Email campaigns which is a type of direct marketing initiative, is defined by studies as an electronic mail service which brands make use of, by communicating commercial messages to a specific target audience in order to promote a product via email (Jeshurun, 2018; Vasudevan, 2010).

As a result of the technological revolution that is happening around the world, email campaigns have become one of the most powerful marketing tools used to communicate to customers (Jenkins, 2009).

The use of email campaigns has influenced the way brands create relationships with their customers and the interaction offered by email campaigns are not only high tech but also fast, effective and convenient. They are spontaneous, visual and can be broadcasted almost to any customer, anywhere in the world (Brett *et al.*, 2003).

However, Jeshurun (2018), argues that despite email campaigns being a 'given' and vital part of any brands marketing strategy, the ability of brands being able to launch a successful email campaign, appears to be increasing difficult.

Purchase intention

Purchase intention which is a familiar topic within academic literature has been defined by multiple authors. According to Shah, Jaffari, Waris, Ejaz, Fatima and Sherazi (2012), purchase intention is a form of decision making process that looks into why a customer purchases a certain brand. The decision making process refers to the mental phase where customers acquire tendencies to act towards purchasing a product, or towards a brand and for this reason, purchase intention cannot be discarded (Wells, Valacich, & Hess, 2011).

To further support Wells, Valacich, & Hess statement previously, Toor, Husnain and Hussain (2017), also argue that purchase intention cant be dismissed in the field of marketing, advertising and selling. This is because purchase intention is a critical indicator, allowing customer behaviour to be understood, as the likelihood of a customer purchasing a product can be evaluated. For example, the higher the purchase intention, the higher customers' willingness to purchase a product will be (Toor *et al.*, 2017).

In contrast, Spears and Singh (2004:56), defines purchase intention as "an individuals conscious plan to make an effort to purchase a brand. "Hence, intentions are distinct to attitudes" - are summary evaluations, intentions refer to "the person's" motivation in the sense of his, or her conscious plan to exert effort to carry out a behaviour.

However, no matter how purchase intention is defined, it is a complex process that relates to behaviour, perceptions and attitude of customers (Akbariyeh, Mirabi & Tahmasebifard, 2015).

Furthermore, Akbariyeh, Mirabi & Tahmasebifard (2015), proposed that there are certain factors which influence customer purchase intention. The factors include, product quality, brand and advertisement.

Previous studies suggests that these factors are the motive for why brands have to invest in direct marketing initiatives as it can aid in boosting market share (Sallam & Algammash, 2016; Morwitz, 2012).

Additionally, Toor, Husnain and Hussain (2017), states that purchase intention has been studied in a variety of contexts, but the main variables which constantly arise and explain the influence of customer purchase intention include, consumer attitudes, perceived value, perceived risk, usefulness and the ease of use (Faqih, 2013; Hidayat & Diwasasri, 2013).

On the other hand, Akhter and Durvasula (1991), explains customer purchase intention could be influenced as a result of the following variables, risk perception, trust and attitude.

Beside the variables mentioned, which impact purchase intention, according to Ajzen (1991), attitude, subjective norms and perceived behaviour control can also influence purchase intention.

However, the main 'topic' which is identified throughout the various studies is attitude. This is because consumer attitude significantly predicts purchase intention (Ajzen, 1991).

Attitude

Literature has shown that attitude has been and continues to be a key concept in marketing research (Akhter & Durvasula, 1991; Sallam & Algammash, 2016; Spears & Singh, 2004).

Various researchers have defined attitudes as an individuals overall evaluation of an object, which can either be a favourable, or unfavourable evaluation (Ajzen, 1991; Sallam & Algammash, 2016). The object can be in the form of a source (direct marketers), mode (email campaigns - media utilised to communicate the promotional message), or response channel (different touchpoint available to consumers for placing orders for products - online purchases) (Akhter & Durvasula, 1991).

However, according to Spears and Singh (2004: 56) and Sallam and Algammash, (2016: 510), attitude has expanded to include “attitude that relates to product advertisements and attitude towards brands.”

Attitude towards advertisement is defined by Sallam and Algammash (2016:512), as “predisposition to respond in a favourable or unfavourable manner to a particular advertising stimulus during particular exposure situation”.

However, according to Spears and Singh (2004) attitude towards advertisement will impact attitude towards brand, and hence, it is important that advertisements communicated to customers foster curiosity as it could potentially change a customers perception, which in return, can lead to change in purchase intention.

This is supported by Sallam and Algammash (2016) study as it mentions that consumer’s attitude towards one object for instance, is said to affect their attitudes towards another object with which it is associated - if customers attitudes towards the email campaign was favourable, it will positively affect their attitude towards the brand.

Furthermore, attitude towards brand is defined by Spears and Singh (2004:56), as a “predisposition to respond in a favourable, or unfavourable manner to a particular brand after the advertising stimulus has been shown to the individual.”

According to Sallam & Algammash (2016), one element which can affect the relationship between attitude towards the advertisement and attitude towards brand, is the message within the advertisements. Hence, marketers need be aware of what is being communicated within their advertisements as this could potentially hinder customer purchase intention as a result of an unfavourable attitude towards the advertisement, leading to negative attitude towards the brand.

With this being said, the below diagram best represents how a positive or negative attitude towards an advertisement can impact the customers attitude toward the brand, which can impact purchase intention (Spears & Singh, 2004).

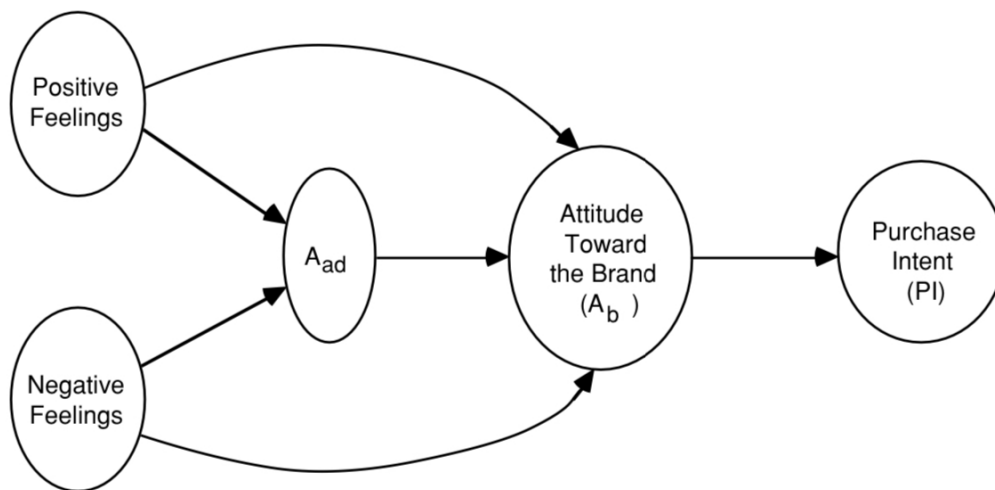


Figure 1.1: Attitude Framework (Singh & Spears, 2004:57).

Conceptualisation

The following key concepts will be defined in order to inform the reader about the central terms which are encountered within the study. The relevance of the key terms will also be discussed allowing the reader context.

Direct Marketing

Direct marketing is a type of advertising which is aimed at a certain target market, where information about a brand, product, or service is communicated (Roberts & Berger, 1999)

For the nature of this study, direct marketing is defined as a promotional method that presents information, which could be of potential interest to pre-determined customers who are likely to be buyers. (Lund & Marinova, 2014).

Email Campaigns

Due to the aim of the research, email campaigns form the focal point of this study as a direct marketing initiative.

Email campaigns which is a form of direct marketing, uses electronic mail as a means of communicating commercial messages to a specific target audience in order to promote a product via email (Vasudevan, 2010).

Purchase Intention

Purchase intention is known as a form of decision making process that looks into why a customer purchases a certain brand (Shah, Jaffari, Waris, Ejaz, Fatima and Sherazi, 2012). It is therefore, according to Spears and Singh (2004:56) “an individuals conscious plan to make an effort to purchase a brand”.

In the context of the study, purchase intention will be seen as the extent to which a customer is willing to purchase from a cosmetic brand, as a result of an email campaign received in the form of direct marketing (Sallam & Algamash, 2016).

Attitude

According to Ajzen (1991), attitude is defined as an individuals overall evaluation of an object, which can either be a favourable, or unfavourable evaluation . The object can be in the form of a source (direct marketers), mode (email campaigns - media utilised to communicate the promotional message), or response channel (different touchpoint available to consumers for placing orders for products - online purchases) (Akhter & Durvasula, 1991).

Within this study, attitude will be referred to as the emotional and mental tendencies towards email campaigns, which will either be responded to in a positive or negative manner, which in turn will impact the purchase intention (Hegner *et al.*, 2017).

METHODOLOGY

Research Paradigm

The term paradigm indicates a research approach or design (Atieno, 2009). The aim of this study is to gain more insightful understanding of direct marketing initiatives used by cosmetic brands and the impact it has on customer purchase intention.

Thus, a positivist research approach will be followed, as the researcher is required to collect empirical quantitative data (Atieno, 2009)

Du Plooy- Cilliers (2015), states that positivism is a believed reality which can be observed, measured, and known. Reason being, reality is governed by relationships and laws, which allows for relationships and laws to be studied and predictions to be made.

The epistemological position of positivism refers to knowledge only being generated by objective and observable evidence. In addition, positivism states that knowledge can only be a result of empirical observation and exists in real time (Maree, 2019).

An epistemological positivist approach best suits the research being conducted, as the purpose of the study is to gain a better understanding into direct marketing and the relationship it has with consumer purchase intention, thereby supporting the objective to forecast and understand behaviour, through empirical evidence so that a relationship can be discovered (Du Plooy- Cilliers et al., 2015).

Furthermore, quantitative data will be used to prove, or disprove the hypothesis, as numerical data is seen as objective evidence (Maree, 2019).

The ontological position of positivism refers to reality as being a single objective, with a single and physical reality which is governed by laws, where a cause and effect relationship exists and is measurable (Du Plooy- Cilliers et al., 2015).

For this reason, it is the responsibility of the researcher to discover the laws which govern this social reality by developing an understanding from an outside point of view (Maree, 2019).

The ontological position support the use of positivism within the study, as the study has the aim of exploring the laws which govern the social reality, being the relationship between direct marketing initiatives and purchase intention (Du Plooy-Cilliers et al., 2015).

Lastly, a positivistic research approach will assist the researcher in identifying the relevant variables which email campaigns have on the influence of customer purchase intention.

Research Design

The methodology that is best suited for the research being conducted is a quantitative approach. Quantitative methods present numerical, or statistical data, as future outcomes can be controlled and predicted, as well as relationships between variables can be tested (Du Plooy- Cilliers et al., 2015).

The reason that a quantitative method is best suited for the study is because the nature which is brought about by a quantitative approach, where impartial theories are examined through the testing of the relationship between variables (Cooper & Schindler, 2014).

Given that the objective of this study is to investigate and understand the relationship between direct marketing of a brand and purchase intention of customers, it can be said that the most appropriate research design is a quantitative design (Creswell, 2014).

Adopting a quantitative approach is also due to the results of the study relying on numerical data to test the relationship between variables, which then will be measured so that numbered data can be analysed (Creswell, 2014).

Furthermore, an epistemological positivist approach best suits the research being conducted, as the objective of the study is to forecast and understand behaviour through empirical evidence, so that a relationship can be discovered (Du Plooy-Cilliers et al., 2015).

Observation and measurement will take place within the study in order to discover the truth about the hypotheses, another reason why epistemological positivism has been chosen as the paradigm (Maree, 2019).

The ontological position of positivism is viewed as a single, objective and well constructed social and physical reality, which is governed by certain laws. Therefore, this can be seen to be supported by the use of quantitative data collection method of questionnaires, in order to obtain objective data and information that aligns with the phenomena which is being studied (Du Plooy- Cilliers et al., 2015).

The use of a quantitative research design lends itself to quantitative methods of data collection, where surveys in the form of questionnaires will be handed out. This type of data collection can be related with deductive research(Du Plooy- Cilliers et al., 2015).

Deductive reasoning, or deduction is a form of valid reasoning, which uses general statements or a hypothesis, and looks into the possibilities to reach a logical conclusion (Bryman & Bell 2007).

Deductive research, also known as top down reasoning, is the most suitable for this study as a hypotheses is formulated, and theories will be examined. Within this study, non experimental design will be applied (Du Plooy- Cilliers et al., 2015).

A non experimental approach which will be used is that of surveys through questionnaires that has the objective of collecting quantitative data to be analysed so that the topic at hand can be described and explored (Maree, 2019).

The reason why non experimental design is implemented, is because it supports the descriptive nature of the study and the lack of manipulation that takes place on the variables (Du Plooy- Cilliers et al., 2015).

Furthermore, the study is descriptive in nature because the aim is to describe the phenomenon related to attitude being influenced by direct marketing campaigns and how this relates to customer purchase intention (Maree, 2019).

Furthermore, quantitative research designs look at impartial theories meaning that observations can be made and measured and this is what will take place within this study (Du Plooy- Cilliers et al., 2015).

Cross sectional research will be performed as the questionnaire will only be completed once by the respondents. The reason for the use of cross sectional research is because of time constraints (Cooper & Schindler, 2014).

Population

A population is defined as an entire group of individuals who are being studied. The target population on the other hand is every individual that is relative to the research that is being conducted (Maree, 2019).

Target Population

The target population are female customers who purchase cosmetic products and that may be subjective to direct marketing campaigns.

Accessible Population

The accessible population is a subset of the target population and includes all individuals who are theoretically in a position where they can be contacted, or accessed, in order for researchers to draw a sample of the study and gather information. (Du Plooy- Cilliers et al., 2015).

For this research, the **accessible population** are individuals aged between 18 and 32 years old who resided within the Johannesburg area, South Africa.

Population Parameters

The **population parameters** which relate to the population target are females who purchase cosmetic products, aged between 18 and 32 years old and who possibly receive promotional emails from cosmetic brands.

The Unit of Analysis

The unit of analysis is referred to as the 'who', or the 'what' that is being studied. It is the units from which data is collected and upon which the measurements are made (Du Plooy- Cilliers et al., 2015).

The unit of analysis for this study is female individual customers who reside within Johannesburg, South Africa.

This leads to the sample, which is the group of individuals who are actually selected and where information is obtained from, as it is unlikely that one can obtain information from every individual in the population (Maree, 2019).

Sampling

A sample is known as a subset of the accessible population and will have the same characteristics of the population so that it can be representative of the population (Du Plooy- Cilliers et al., 2015).

Sampling is defined as an act, process, or technique of choosing suitable participants, or a representative part of a population, with the objective of determining parameters, or characteristics of the whole population (Mugo Fridah, 2002).

The Sample Size

A reasonably vast number of participants was necessary for this study so that the validity of the hypotheses can be accurately tested and so that results can be generalised.

In the study conducted, the sample is female customers, aged between 18 and 32 years and the sample size is hundred ($n = 100$).

According to Spears and Singh (2004), in a study relating to attitude towards the brand and purchase intention, a sample of 100 responses was suggested as a sufficient number of responses in order to draw conclusions.

Although according to Toor, Husnain and Hussain (2017) recommend a sample of 300 respondents, this was not possible due to time constraints, limited resources, and as per the post-grad program and institution requirements. Hence, a sample size of a hundred ($n = 100$) was decided upon, in order to gather data so that conclusions could be drawn.

Of the hundred respondents, 12 respondents were male and 88 respondents were female.

Sampling method

Non - probability sampling was the most appropriate for this study. This is because of the limitations, urgency of results and limited financial resources (Du Plooy- Cilliers et al., 2015).

Non - probability is described as random and is appropriate when all participants of a population do not have an equal opportunity of being chosen and for this reason, it is deemed applicable to the study, due to the difficulty in gaining access to the entire population (Maree, 2019). Hence, this method was used to find all respondents who aligned with the parameters of the study

Sampling Technique

Two types of non-probability sampling methods are deemed to be the most relevant to the study: convenience sampling and snowball sampling (Du Plooy- Cilliers et al., 2015).

Convenience sampling involves the researcher selecting sample elements due to the ease and accessibility which is convenient to the researcher. The advantage which is evident as a result is that it is less time consuming and an inexpensive method (Neuman, 2011).

Participants who participated in the survey were chosen according to an inclusion criterion, this means that the respondents who filled out the online questionnaire were the first 78 individuals who found themselves within the population parameters of the study (Maree, 2019).

Snowball is defined as a multi-stage sampling technique, whereby, after the first sample of participants have completed the questionnaire, succeeding participants are drawn in based on interrelationships of the first sample participant (Du Plooy-Cilliers et al., 2015).

Snowball sampling is advantageous for this study because of the relatively young, to middle-aged target population. Duh and Struwig (2015) assert that due to rapid advancements in social media platforms within South Africa, the majority of young middle-aged consumers currently are digitally connected. Hence, utilising the snowball sampling technique, it allows the online questionnaire to be shared with many through various social media platforms.

Moreover, Snowball sampling is a cost-effective method as well as holds the potential to increase the size of the sample, given the relatively short time frame of this study (Neuman, 2011).

The methods that were selected are suitable to the research because of the time and financial resource limitations and the obligations which the sample elements are required to meet (Maree, 2019).

Data Collection Method

Data collection is known to be a systematic approach whereby the researcher gathers and measures information that has been generated from respondents, in order to gain a better understanding and an accurate idea of the topic at hand (Cooper and Schindler, 2014).

Quantitative data collection looks at testing the hypothesis put forward and the aim is to find a relationship - a cause and an effect or connections which can be generalised (Du Plooy- Cilliers et al., 2015).

In support of the positivist paradigm of the study and the research questions, the researcher made use of cross-sectional surveys through close-ended questionnaires in order to gather data (Maree, 2019).

Close-ended questionnaires entail a fixed number of questions where respondents can select the most relatable answer on the questionnaire (Cooper & Schindler, 2014).

Electronic surveys, in the form of close-ended questionnaires, were best suited for this study and were present in the English language only due to the demographics included in the accessible population, thus ensuring that the survey was consistent and enabled data to be easily analysed.

The closed-end questionnaires which were made use of, in order to collect data, only consisted of matrix questions, implying that respondents needed to select the option that best reflects their opinion or attitude (Cooper & Schindler, 2014).

A quantitative approach was applied in this study where an online questionnaire was developed to test the theoretical framework and hypotheses developed.(Maree, 2019).

The electronic survey was digital and was created using the online survey software programme called Google Doc Forms via the online platform of Whatsapp. The relevant questionnaire is available as an appendix (Appendix B).

Once the questionnaire was designed, Google Forms software ensured that the survey reached respondents through several means.

Firstly, the link to the survey was provided by Google Forms which contained customised text, as well as the Html code in which to send respondents to the survey webpage. This link was shared on social media.

Once participants followed the link that guided them to the online survey, they were available to complete and share the link with other individuals, thus allowing snowball sampling to be utilised.

After a participant completed the questionnaire, the survey was automatically updated online, and the researcher could track the responses. The researcher also received an email notification for each completed questionnaire.

The researcher chose to send an URL link to the participants via WhatsApp to ensure a prompt call to action response. Most young individuals aged between 18 and 32 year olds carry their cell phones with them (Internet Live Stats, 2021; Julija, 2021). Hence, WhatsApp was the preferred platform to share the URL link with the participants.

The measuring instrument used within this study was a self-administrated questionnaire.

The questionnaire was divided into three sections. The first section related to three screening questions, gender, age and if the participants received email marketing campaigns, from cosmetic brands.

The second section consisted of eight (8) questions, where attitude towards the cosmetic brand was measured by having participants respond to their willingness to purchase products from the cosmetic brands by selecting the following questions on a scale of 1 to 7. Number 7 being positive, number 4 being neutral and number 1 being negative.

The third and last section consisted of five (5) questions measuring customer purchase intention, by determining the degree of agreement or disagreement of the respondents, ranging from 1 (strongly disagreeing), 4 (neutral) and, 7 (strongly agreeing). Sections 2 and 3 were measured using a seven-point Likert scale. As according to Welman and Kruger (2005), Likert scales are most effective for this sort of research, as they facilitate the testing of multi-dimensional attitudes and responses of participants to certain constructs.

Furthermore, in order to combat the potential for a low non-response rate which is a disadvantage of online questionnaires, the researcher made sure that the questionnaire ensured that respondents needed to answer each question before moving on towards the next question (Du Plooy- Cilliers et al., 2015).

However, the data collection process only commenced once formal approval from the Independent Institute of Education (IIE) was given, therefore, maintaining the reliability and validity of the research. The ethical clearance letter is available as an appendix (Appendix C).

The questionnaire also was pilot tested, where the researcher conducted a pre-test with another two participants, which did not form the final sample, in order to test the clarity and ease of respondents engagement with the selected measurement tool.

In addition, a consent letter was attached to the questionnaire informing the participants of the research in progress, requesting their consent to participate. The relevant consent letter is available as an appendix (Appendix A).

To ensure that this study collected data from the appropriate samples, screening questions, as mentioned, were implemented to make sure that each sample element did fit the required criteria (Du Plooy- Cilliers et al., 2015).

The questionnaire was also adapted from past academic studies that related to direct marketing, purchase intention and attitude. Thus, assuring that established measurement tools have been unitised which have previously been validated by other researchers (Spears & Singh, 2004).

The questionnaire was user friendly, with clear instructions and was structured in an order that was not confusing for the respondent (Du Plooy- Cilliers et al., 2015).

The research was carried out over a 2-week period where the link to the questionnaire was sent out, commencing on the 1st August 2020 and ending on the 15th of August 2020. When the 2-week timeframe was over, the link to the questionnaire was closed.

Moreover, the selection of surveys as the data collection method further supports the choice of quantitative research as the variables are expressed as numbers through the use of a Likert scale. (Saunders & Lewis 2012).

The seven (7) point Likert scale, where questions were ranked, allowed for objective data to be produced and fostered ease of descriptive data analysis (Maree, 2019). Thus, enabling the researcher to describe the phenomena under study as set out in the purpose statement.

Hence, the seven (7) point Likert scale is deemed to be effective within this study as the researcher aimed to measure the relationship between direct marketing initiatives and purchase intention (Maree, 2019).

The rationale for adopting an electronic survey approach is that it is inexpensive in nature and there is a higher rapid rate at which data is collected. (Melo, 2018). The use of a questionnaire also allowed respondents to complete the surveys anonymously and enabled the researcher to reach more respondents, regardless of their location and time (Du Plooy- Cilliers et al., 2015).

An online questionnaire also saves participation time since it is online and can be accessed at the respondent's time, for this reason, an online questionnaire link was sent to multiple participants via WhatsApp (Melo, 2018).

The use of electronic surveys is much easier regarding the interpretation, as it involves standard data collected and enables data to be transferred straight onto a computerised database preventing the potential errors that could occur with paper (Maree, 2019).

Another benefit is that the use of Google Forms, allowed for responses to be captured in real-time and eliminated the potential for bias; such as social desirability bias and interview bias, as responses were completed individually without the influence of the researcher (Saunders, Lewis, & Thornhill, 2009).

Hence, an online questionnaire is the most appropriate method, since a relatively large sample was reached within a brief time period and a reasonably vast number of consumer participation was necessary for this study, which was also reached (Maree, 2019).

Lastly, the researcher performed both primary and secondary research. The secondary research for this study, which was performed to familiarise the researcher with the problem, was conducted through the use of academic research, which includes textbooks, journals and articles (Du Plooy- Cilliers et al., 2015).

The primary research was performed by applying a cross-sectional study, which is by nature observational and is known to be descriptive research (Cherry & Gans, 2019). This aligns with the study as the research is descriptive and aims to understand the relationship between email campaigns, attitude and customer purchase intention.

Data Analysis

A deductive data analysis strategy was used in order to analyze the quantitative data with regard to email campaigns, attitude and customer purchase intention, which was drawn from a hundred respondents (n=100). Thus, upholding the positivist paradigm which supports the study (Maree, 2019).

A deductive approach is concerned with developing a hypothesis based on existing theory, and then designing a research strategy to test the hypothesis - deducting conclusions from premises or propositions. The deduction begins with an expected pattern that is tested against observations and hence this approach is chosen for the study (Du Plooy- Cilliers et al., 2015).

To ensure consistency and simplicity of the process of analysing the data, the specific questionnaire response categories were anchored from 1 to 7 for all of the constructs being measured (Maree, 2019).

Descriptive statistics were used to analyse the quantitative data gathered in the form of numerical values from the online questionnaire. The use of descriptive statistics for the purpose of data analysis supports the descriptive nature and purpose of the study, as the relationship which exists between direct marketing and purchase intention is described (Maree, 2019).

The benefit of applying descriptive statistics to analyse the data gathered is that there is a higher degree of objectivity and neutrality of the researcher. It is also considered useful for identifying variables and new hypotheses, which can be further analysed through experimental and inferential studies. It is considered useful because the margin for error is very less as the trends are taken straight from the data properties (Rawat, 2021).

Descriptive analysis is considered to be more vast than other quantitative methods and provides a broader picture of the phenomenon, since descriptive statistics aids in simplifying large amounts of data in a sensible and meaningful manner, allowing for a simpler interpretation of the data (Rawat, 2021).

Through descriptive statistics, the researcher was able to summarise the data in two different ways. Firstly, summarising the data in terms of centrality where the researcher made use of the mean, mode and median (Maree, 2019).

Subsequently, the researcher analysed the data in order of each concept, firstly, email campaigns as a form of direct marketing and its relevant sub-dimensions (questions 1- 5); secondly, attitude towards the brand (Questions 6-13) and finally, customer purchase intention (Question 14-18). The researcher then calculated the measures of centrality for the total sample and compared the measures between each construct.

The reason for this is it enables the researcher to identify and describe the potential relationship between email campaigns, attitude towards the brand and customer purchase intention.

Secondly, the data was summarised through dispersion, using the range, variance and standard deviation (Maree, 2019).

The descriptive statistics were conducted on Microsoft Excel. The use of Microsoft Excel was used because it allowed the researcher to organise the raw data into refined and usable data (coded data).

Columns indicated the questions from the survey, and rows indicated the responses from each respondent. The relevant spreadsheet link is available as an appendix (Appendix D). Microsoft Excel also allowed for various formulas to be used, aiding the researcher to summarise and explain the data gathered.

In addition, the researcher was also able to draw conclusions from the responses that were directly viewed online in Google Forms, via the pre-constructed graphs by Google form, which presented the average scores (or mean) of the certain constructs within the survey. (Sasha Long 2018).

This enabled the researcher to draw a box and whisker diagram to represent the data, which was gathered via Microsoft Excel and Google Forms.

The box and whisker consisted of the lower extreme, lower quartile, median, upper quartile, and upper extreme which was useful for indicating whether there were potential unusual observations (outliers) in the data set, as well as determining whether a distribution was skewed.

The data received from respondents was stored online and the redefined data was analysed further to discover if there was a relationship between direct marketing used by cosmetic brands and customer purchase intention by establishing if there were any patterns within the data. (Sasha Long 2018).

In addition, a pivot chart was constructed for the researcher to observe and investigate the refined data.

After conducting the data analysis, the researcher graphically represents the data in the form of pie charts. This enabled the reader to identify the shape, spread and centrality of the data (Du Plooy- Cilliers et al., 2015).

Lastly, the data was presented using both text and graphics to allow the reader to understand the points put forward and the research question and hypothesis was conclusively answered (Du Plooy- Cilliers et al., 2015).

FINDINGS

Presentation and Interpretation of Findings

Response Rate

Once the questionnaire had been disseminated on a social media platform, a total of 100 responses were received. The responses were collected over a 2-week period.

From the 100 surveys that were answered no respondents were under the age of 18, maintaining ethical standards. However, 12 responses were male and thus, did not qualify to continue with the survey. Their response rate for this survey was approximately 88%(n= 88).

Demographics

Demographic Characteristics	Frequency (n=100)	Percentage %
Gender		
Male	12	12
Female	88	88
Age		
18 - 24 years	30	34,1
25 - 32 years	16	18,2
33 - 40years	6	6,8
41 - 48 years	10	11,4
49 - 56 years	14	15,9
57 - 64 years	8	9,1
65 + years	4	4,5
Residency		
Joburg	66	75
Pretoria	14	15,9
Cape Town	6	6,8
Durban	1	1,1
P.E	1	1,1

Table 1.1: Demographic Profiles

The first section investigated the demographics of the respondents in South Africa - gender, age and residency. Percentages were used in order to display the response distribution, as well as frequency columns to display a numerical value for the respondents.

As presented in table 1.1, under gender, 88% of the responses were female and 12% were male, indicating that a total of 100 responses participated in the questionnaire. However, only females were relevant to this study, implying that if a respondent was a male, they would not partake further in the questionnaire.

Of the 88 female participants, the majority of female respondents were aged between 18-24 years with 34,1%, followed by the age group of 25 - 32 years with 18,2% and then the age group of 49 -56 years with 15,9%.

This is because studies indicate that younger age groups interact more frequently with different platforms such as emails, are more tech savvy than older age groups and prefer digital communication. Also, the fact that younger age groups have access to the internet and their smartphones almost anytime of the day, hence spending excessive time scrolling through platforms, either for work or pleasure (Jeshurun, 2018; Wernet, 2020).

The minority of female respondents were aged between 41 - 48 years with 11,4%, followed by the age group 57 - 64 years with 9,1% and then the age group of 33 - 40 years with 6,8%. Lastly, 4,5% fell within the 65+ years group. This could be an indication that the older age groups prefer the more traditional marketing initiatives rather than email campaigns as a form of direct marketing (Marketing Charts, 2014).

In addition, the findings relating to the age of the sample demonstrate contrasting results as the majority of respondents fell within the 18 - 24 age bracket.

This could be attributed to the use of the sampling method that was used, being that researcher is within this age bracket and distributed the survey via their social media platform. Consequently gathering respondents of similar ages.

The last demographic variable related to respondents is residency. The data indicated that 66 of the 88 female respondents live in Joburg and only 14 participants live in Pretoria. Whereas, 6 participants live in Cape Town and only 1 participant in Durban and 1 in P.E.

Do you receive email marketing campaigns from cosmetic brands	Frequency (n=88)	Percentage %
Yes	30	37,5
No	50	62,5

Table 1.2: Demographic Data

As seen in table 1.2, only 37,5% of females receive email marketing campaigns from cosmetic brands and 62,5% females do not receive email marketing campaigns from cosmetic brands.

This could be an indication that the statement made by Alalwan (2018), of email campaigns seeing a decline since the development and increased popularity of social media platforms is accurate, since more than half of the respondents do not receive email campaigns.

Hence, the minimal percentage of respondents reporting 'yes to receiving email marketing campaigns' is an interesting consideration when drawing conclusions surrounding email campaigns as a form of direct marketing.

How often do you receive email marketing campaigns from cosmetic brands	Frequency (n=30)	Percentage %
Once a week	10	33,3
Twice a week	8	26,7
Once a month	9	30
Twice a month	1	3,3
Hardly ever	2	6,7
Never	0	0

Table 1.3: Email Frequency Data

In that being said, the respondents who do receive email marketing campaigns, the majority being 33,3% of females receiving email marketing campaigns once a week, followed by 26,7% of females who receive email marketing campaigns twice a week.

Implying that Jeshurun (2018) and Vasudevan (2010), raised a valid point, being that there is still value in email correspondence. Through email campaigns it allows cosmetic brands to create a more personalised element, 'stay in touch' with their customers who are actually interested in the brand on a regular basis and build a loyal customer base and influencing customers attitude towards the brand (Brett *et al.*, 2003; Jenkins ,2009).

Attitude & Purchase Intention

As discussed, the quantitative data that was gathered from the sample was via closed ended questions that required the data to be tallied and then presented into diagrams, which aid in drawing conclusions (du Plooy-Cilliers *et al.*, 2014).

Hence, the next two themes will be based on the quantitative data that was gathered from 30 female respondents, which falls within 2 themes; attitude towards purchasing a product from the cosmetic brand based on the brands email marketing campaign and purchase intention of customers.

The tallied data will be presented in the form of pie charts and from the data provided the mean, standard deviation and frequencies can also be identified.

Customer Attitude

● 1 (Very Low) ● 2 ● 3 ● 4 (Neutral) ● 5 ● 6 ● 7 (Very High)

What is the chance of you purchasing a product from the cosmetic brand, based on the email marketing campaigns you received?

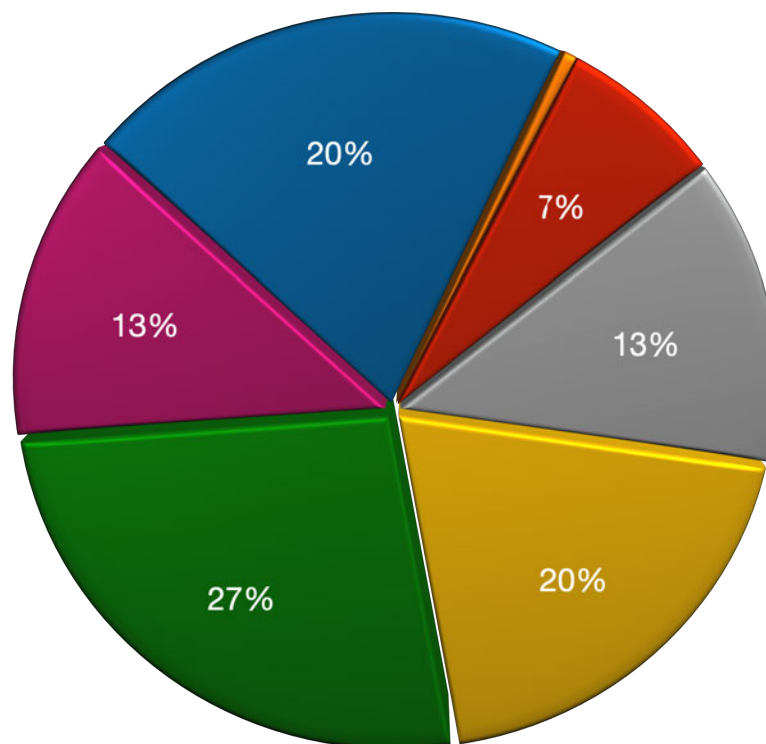


Figure 2.1: Customer Attitude measured by how definite

As seen in figure 2.1, the data from this question demonstrates that the majority, being 40% of respondents, are neutral (4) in that email marketing campaigns influence their attitude towards purchasing a product from the cosmetic brand. In addition, 17% of the respondents chose 2, indicating that half of the respondents lean towards definitely not purchasing products from a cosmetic brand based off the brand's email marketing campaign.

10% of the respondents were definite (7) about purchasing products based on their attitude towards the email marketing campaigns and 0% were not definite (1) about purchasing products from cosmetic brands, based on their email marketing campaigns. Hence, the mean is 4,45 and the mode is 4.

● 1 (Defiantly not) ● 2 ● 3 ● 4 (Neutral) ● 5 ● 6 ● 7 (Defiantly)

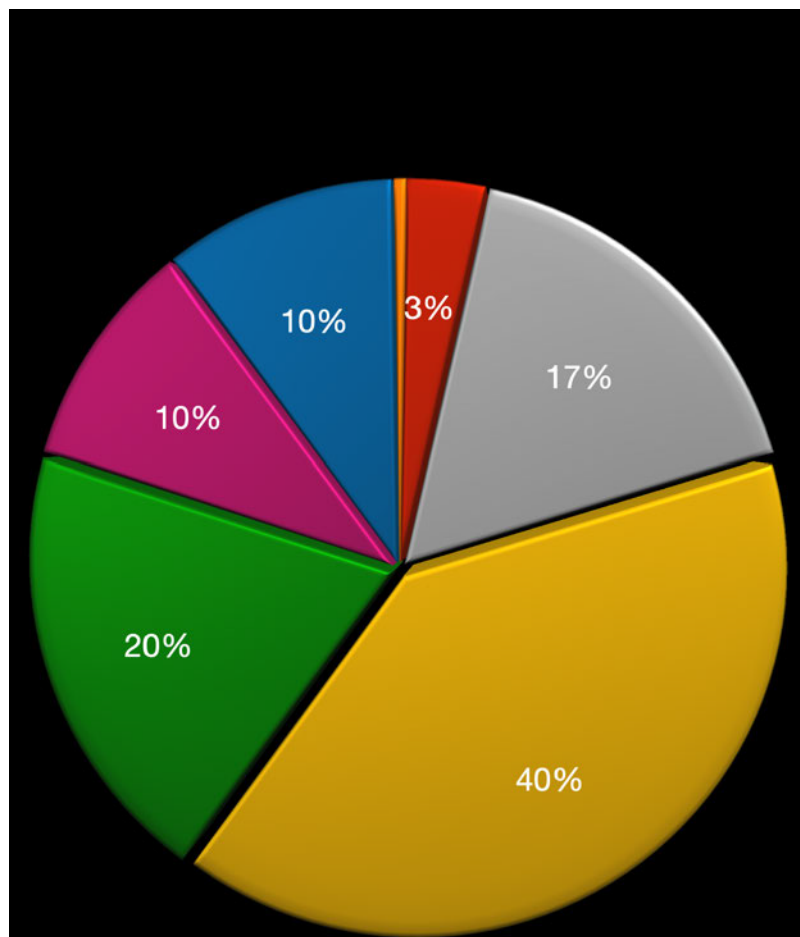


Figure 2.2: Customer Attitude measured by chance

Unlike figure 2.1, the majority of respondents in figure 2.2 with 27% chose 5 as being the chance of purchasing a product from a cosmetic brand based on their attitude towards the cosmetic brands' email marketing campaigns. As well as figure 2.2 represents that more than half of the respondents have a high chance of purchasing products based on the cosmetic brands email marketing campaign, whereas figure 2.1 represents the opposite.

Hence, the mean is higher as it is 4,82 as well as the mode, which is 5.

Furthermore, the data from this question illustrates that 20% of respondents were neutral. However, it is an important consideration to note when drawing conclusions, that even though 20% of respondents were neutral, another 20% of respondents chose that the chance of purchasing products from cosmetic brands based on their attitude towards the brands email marketing campaigns is very high.

● 1 (Probably not) ● 2 ● 3 ● 4 (Neutral) ● 5 ● 6 ● 7 (Probably)

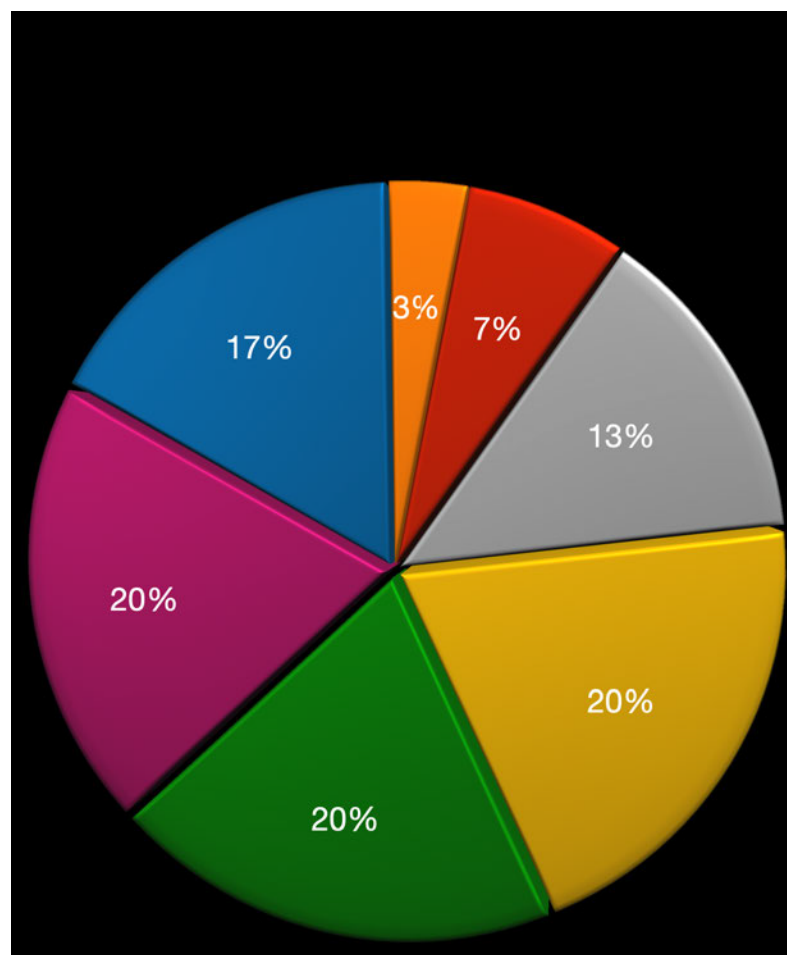


Figure 2.3: Customer Attitude measured by probability.

As seen in figure 2.3, the data from this question demonstrates that 20% of respondents chose 4 being neutral, as well as 20% chose 5 and 20% chose 6, regarding the probability of purchasing products from a cosmetic brand based on their attitude towards the brand email marketing campaign.

Moreover, 17% of the respondents were probable in that they would purchase products as a result of their attitude towards the marketing campaign. However, unlike the above figures, figure 2.3 indicates that 3% of the respondents would probably not purchase products from cosmetic brands based on email marketing campaigns, which is a much higher percentage than what is seen in the other figures category 3 of the pie chart. Hence, the mean is lower as it is 4, as well as the mode which is 3.

● 1 (Unlikely) ● 2 ● 3 ● 4 (Neutral) ● 5 ● 6 ● 7 (Likely)

How likely are you to purchase a product from the cosmetic brand, based on the email marketing campaigns you receive?

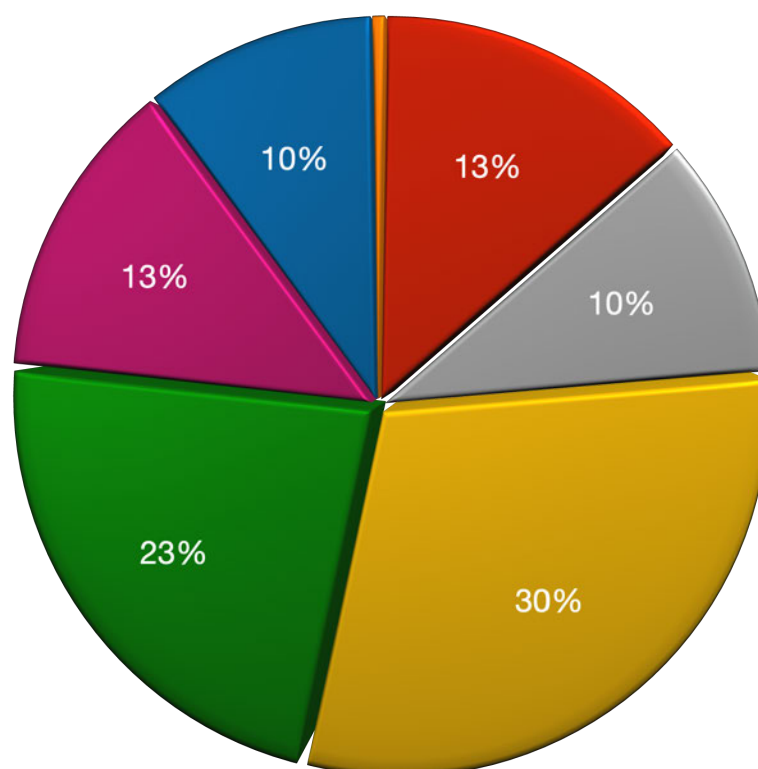


Figure 2.4: Customer Attitude measured by the likelihood.

In figure 2.4 the majority of respondents being 30% were neutral (4) in that email marketing campaigns influence their attitude towards purchasing a product from the cosmetic brand. Whereas, 10% were likely (7) in purchasing products based on their attitude towards the email marketing campaigns and 0% of respondents were unlikely (1) about purchasing products from cosmetic brands based on their email marketing campaigns. Hence, the mean is 4,41 and the mode is 4 and for this reason figure 2.4 and 2.1 are very similar in the responses.

However, it is important to recognise that unlike the additional figures, 13% of respondents chose 2 which is much higher than the other figures percentage for category 2.

● 1 (Unappealing) ● 2 ● 3 ● 4 (Neutral) ● 5 ● 6 ● 7 (Appealing)

Based on the email marketing campaigns that you received from the cosmetic brands, how appealing is the cosmetic brand to you?

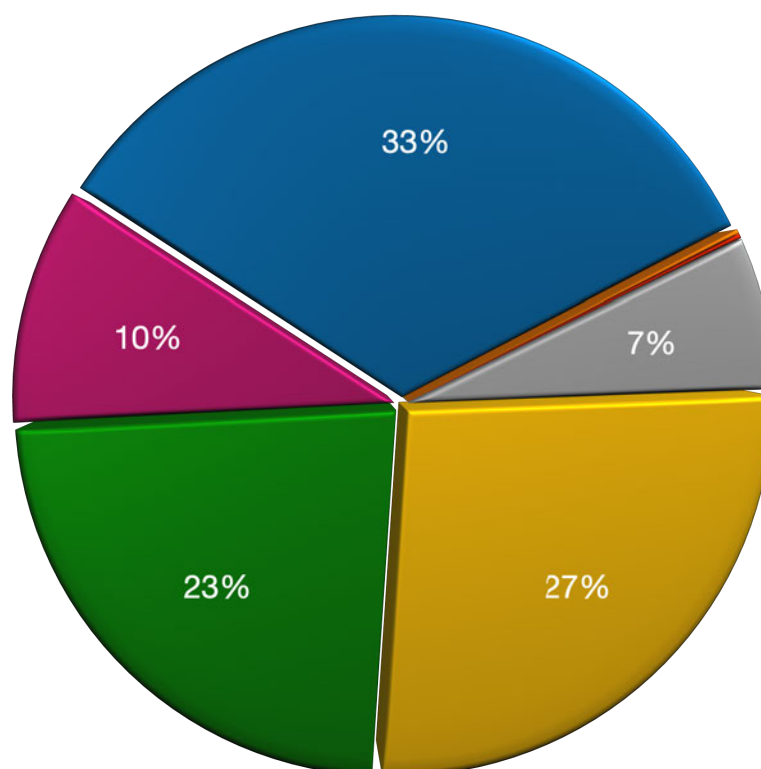


Figure 2.5: Customer Attitude measured by appeal.

In contrast to the figures above, figure 2.5 demonstrates that majority of respondents being 33%, find the cosmetic brands' marketing email campaigns appealing (7), influencing their attitude in a positive manner towards the brand. In this being said, 27% of respondents were neutral (4) and 0% found the cosmetic brand to be unappealing based on their marketing email campaigns. As a result of the majority of respondents choosing appealing (7) the mean is the highest recorded, at 5,38 as well as the mode, which is 7.

● 1 (Negatively) ● 2 ● 3 ● 4 (Neutral) ● 5 ● 6 ● 7 (Positively)

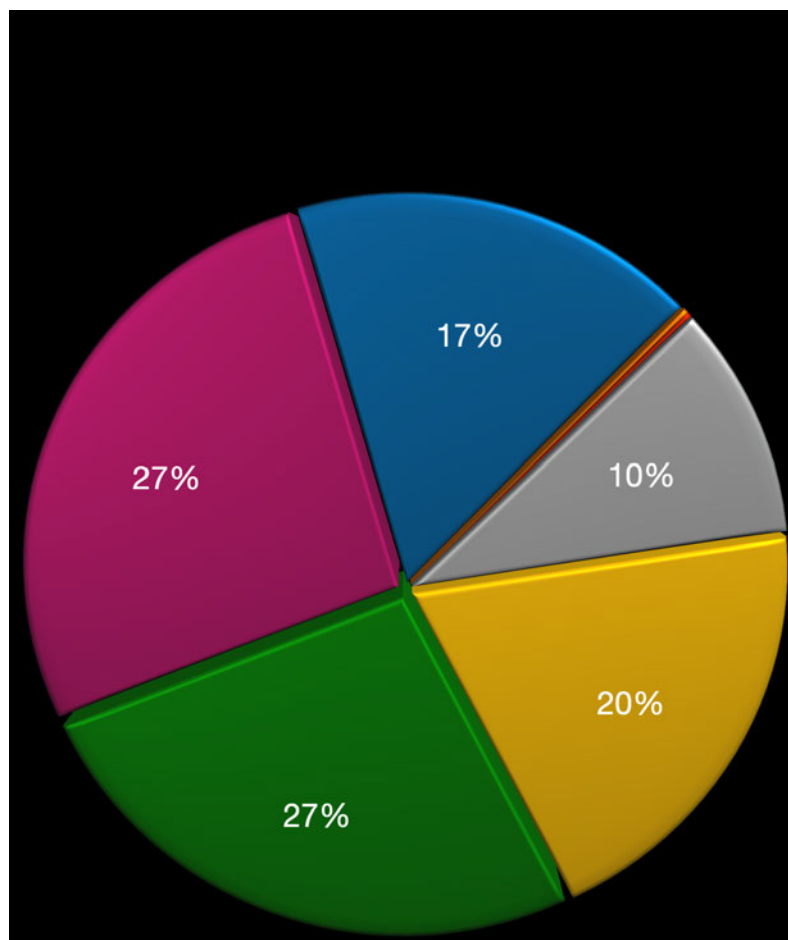


Figure 2.6: Customer Attitude measured by perception.

Figure 2.6 illustrates that 17% of the respondents chose the cosmetic brand to be positive (7) and 27% of respondents chose 5, as well as 27% chose 6. Implied that more than half of the respondents' perception/attitude of the cosmetic brand based on the brand's email marketing campaign is favourable. For this reason the mean is higher than most of the additional figures as it is 5,17 as well as the mode, which is 6.

● 1 (Unpleasant)
 ● 2
 ● 3
 ● 4 (Neutral)
 ● 5
 ● 6
 ● 7 (Pleasant)

Based on the email marketing campaigns that you received from the cosmetic brands, what is your experience with the brand?

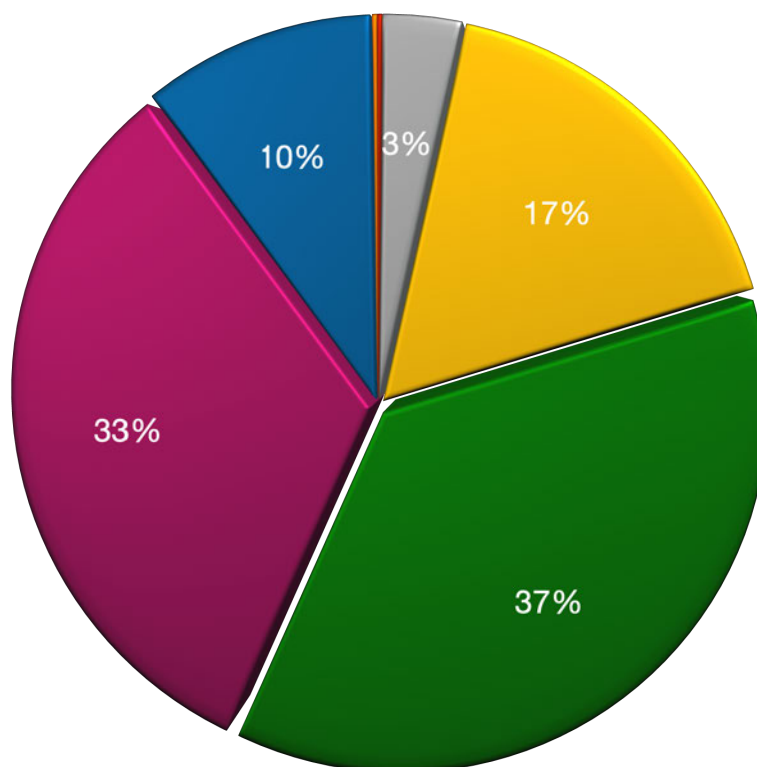


Figure 2.7: Customer Attitude measured by experience.

Figure 2.7 is alike to figure 2.6, in the sense that both category 5 and 6 are of the highest percentage, however, they are not the exact same in that the percentages differ slightly as 37% chose 5 and 33% chose 6, whereas, in figure 2.6 the percentages are exactly the same for both category 5 and 6. Moreover, 10% of respondents found the cosmetic brand to be pleasant based on the brand's email marketing campaign.

The data from this question resulted in the mean being 5,36 and the mode being 5.

● 1 (Unfavourable) ● 2 ● 3 ● 4 (Neutral) ● 5 ● 6 ● 7 (Favourable)

Based on the email marketing campaigns that you received from the cosmetic brands, what is your attitude towards the cosmetic brand

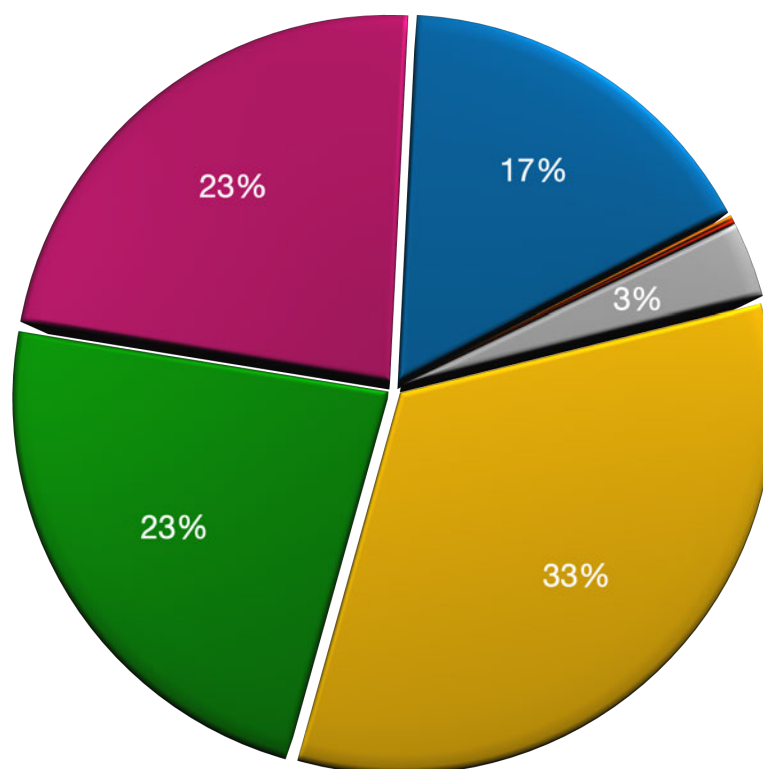


Figure 2.8: Customer Attitude measured by attitude.

As seen in figure 2.8, the data from this question demonstrates that 33% of respondents are neutral (4) in that email marketing campaigns influence their attitude towards purchasing a product from the cosmetic brand.

Similarly, figure 2.8 has both 23% respondents who chose 5 and 23% respondents who chose 6. Indicating that both figure 2.8 and figure 2.6 have common aspects in that both category 5 and 6 have the exact same percentages, even though the actual percentages differ from figure to figure.

As well as figure 2.8, like figure 2.6 has 17% respondents whose attitude is positive towards cosmetic brands email marketing campaigns. For this reason, the mean is the same being 5,17 and the mode being 4 as the percentage was higher for the category 4 (neutral).

To conclude, the findings based on attitude towards purchasing a product from the cosmetic brand based on the brands email marketing campaign was positive. This is because most of the pie charts in the figures illustrated that more than half of the respondents chose neutral (4) or above (5,6,7) for the questions asked on attitude. Therefore, indicating that the respondents have a favourable attitude in purchasing products based on the cosmetic brands email marketing campaigns.

However, the only figure which demonstrated otherwise is figure 2.1, as half of the respondents for that particular question lent towards not purchasing products from cosmetic brands, based on their email marketing campaigns. Therefore, indicating that their attitude was negative towards purchasing products from cosmetic brands as a result of the brands email marketing campaigns.

For this reason the overall mean was 4,85 and the mode was 5. This indicates that email marketing campaigns influence consumer attitude towards purchasing a product from the cosmetic brand only by a small percentage as the overall mean is just above 4 which is neutral. The mode on the other hand does indicate that the most frequent answer was 5, implying that hypothesis 1 (H1: There is a significant and positive relationship between direct marketing initiatives used by cosmetic brands and customers attitude towards the brand) demonstrates a degree of agreeableness.

These conclusions are similarly consistent with the findings to Spears and Singh (2004: 56) and Sallam and Algammash, (2016: 510) who suggest that if a customers attitudes towards the email campaign is favourable, it will positively affect their attitude towards the brand, leading to the purchase of cosmetic products from the brand.

Moreover, the findings support Ajzen (1991), theory of planned behaviour who states that the intention to perform a certain behaviour can be predicted, as well as suggest that attitude can influence an individual's intention to perform a certain behaviour.

For this reason, the questions asked are directly linked to attitude. Therefore, testing the respondents attitude towards the email marketing campaigns of the cosmetic brands to determine the influence it has on their behaviour of purchasing products from the cosmetic brands

The findings of H1 are in line with the research objective 2, which was to determine if a significant and positive relationship exists between direct marketing initiatives used by cosmetic brands and customer attitude towards the brand.

Purchase Intention

Receiving email marketing campaigns from cosmetic brands increase my interest in buying products from the brand

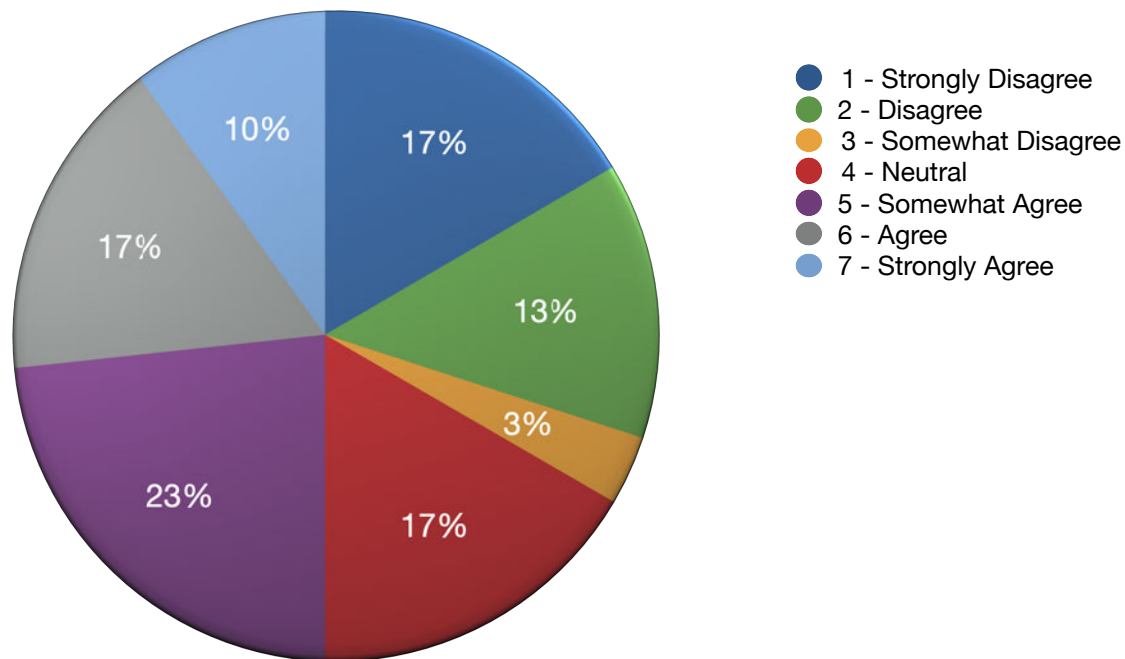


Figure 3.1: Customer Purchase Intention measured by interested

Figure 3.1 illustrates that the majority being 50% of respondents agreed to a certain extent with the statement, as 23% respondents somewhat agreed (5), 17% respondents agreed (6) and 10% of respondents strongly agreed (7). For this reason it makes sense that the mode is 6.

However, it is of interest to make mention that 17% of respondents strongly disagreed, as well as 17% of respondents were neutral as the mean is 4,21.

Therefore, it can be said that this statement presented varying results, as there was not a strong leniency towards a certain opinion from respondents.

I will not purchase products as marketed on email marketing campaigns that I receive from cosmetic brands

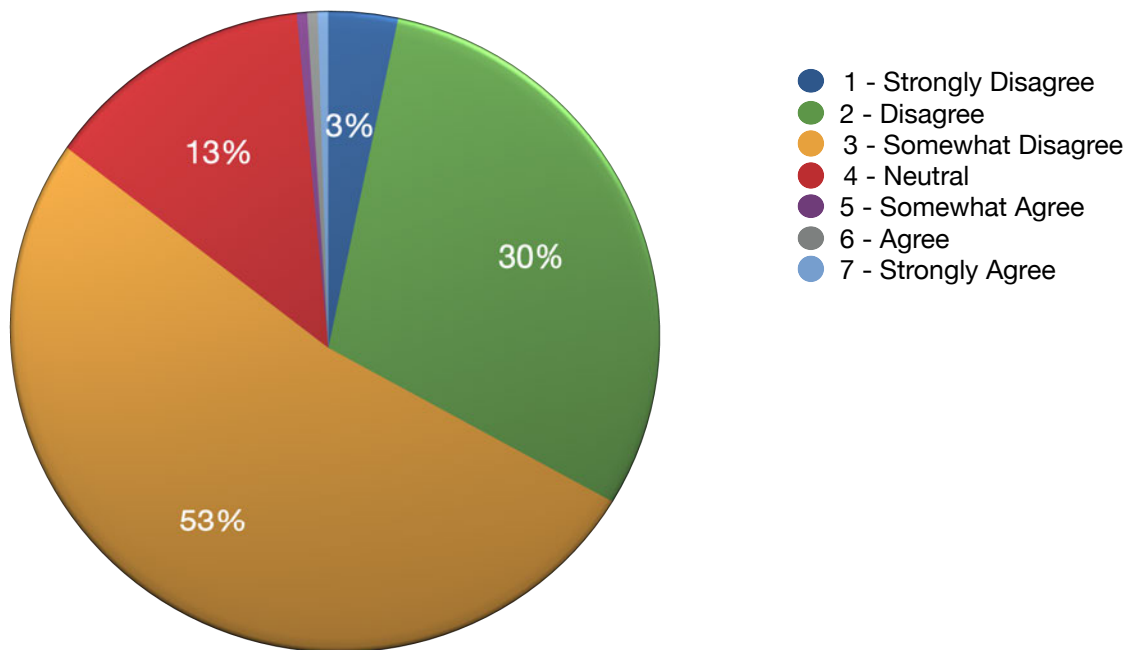


Figure 3.2: Customer Purchase Intention measured by an inverse question

Figure 3.2 demonstrates that over half of the respondents disagree with this statement to a certain extent, as 53% of respondents somewhat disagreed (3), 30% of respondents disagreed (2) and 3% of respondents strongly disagreed (1).

Moreover, no respondents agreed at any extent to this statement, therefore, one can conclude that respondents did not support the statement. Thus a positive predictive relationship between email marketing campaigns by cosmetic brands and purchase intention can be consequently supported.

The mean of 2,57 and mode of 3 is also an indication as this aligns with the majority disagreeing with the statement.

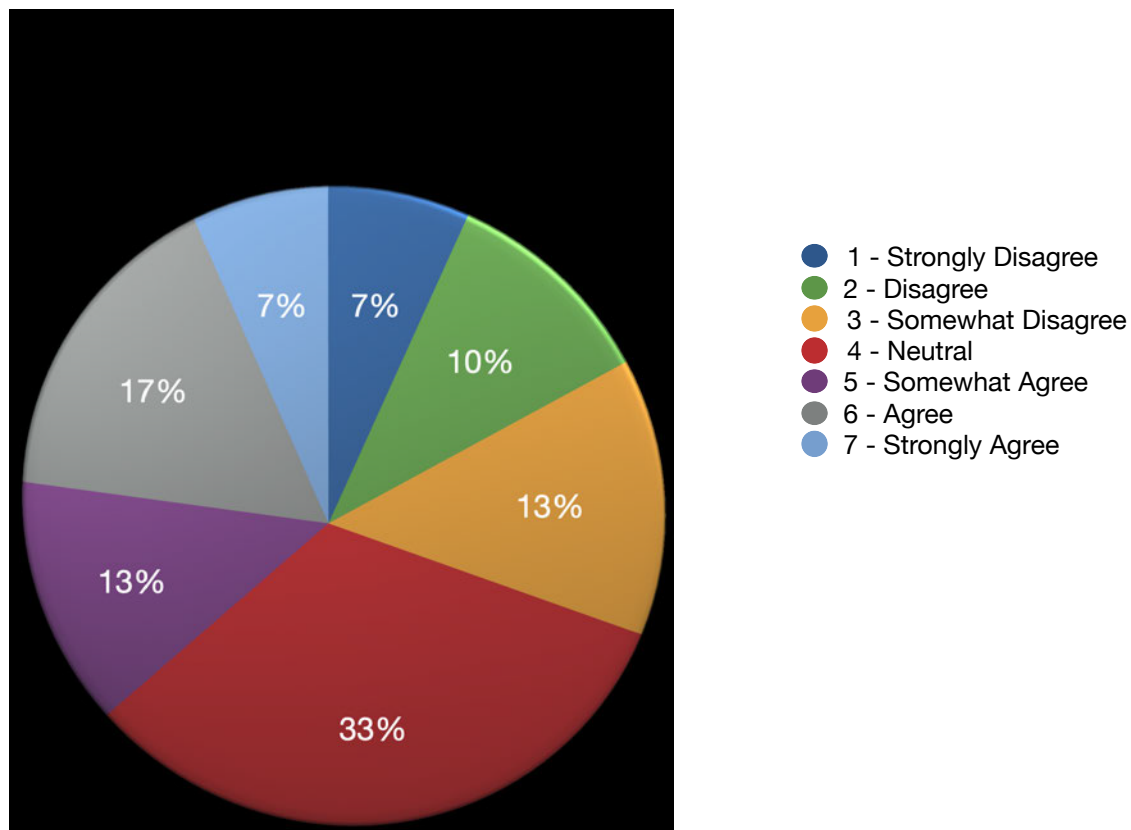


Figure 3.3: Customer Purchase Intention measured by intention

As seen in figure 3.3, the findings from this question showed interesting results, as almost the same percentage of respondents agreed to an extent (37%) and disagreed to an extent (30%), as well as were neutral (33%). This demonstrated very little variance within the sample, suggesting that there was a general consensus amongst respondents who either agreed or disagreed or were neutral.

Moreover, there was a low percentage of strong feelings towards the statement with 7% strongly disagreeing and 7% strongly agreeing, which is another important consideration to note when drawing conclusions. As strongly agreeing and strongly disagreeing are on the opposite of the spectrum, yet the percentages were the same.

The mean for this statement is 4,01 and the mode is 4, indicating that there could potentially be no relationship between email marketing campaigns by cosmetic brands and customer purchase intention.

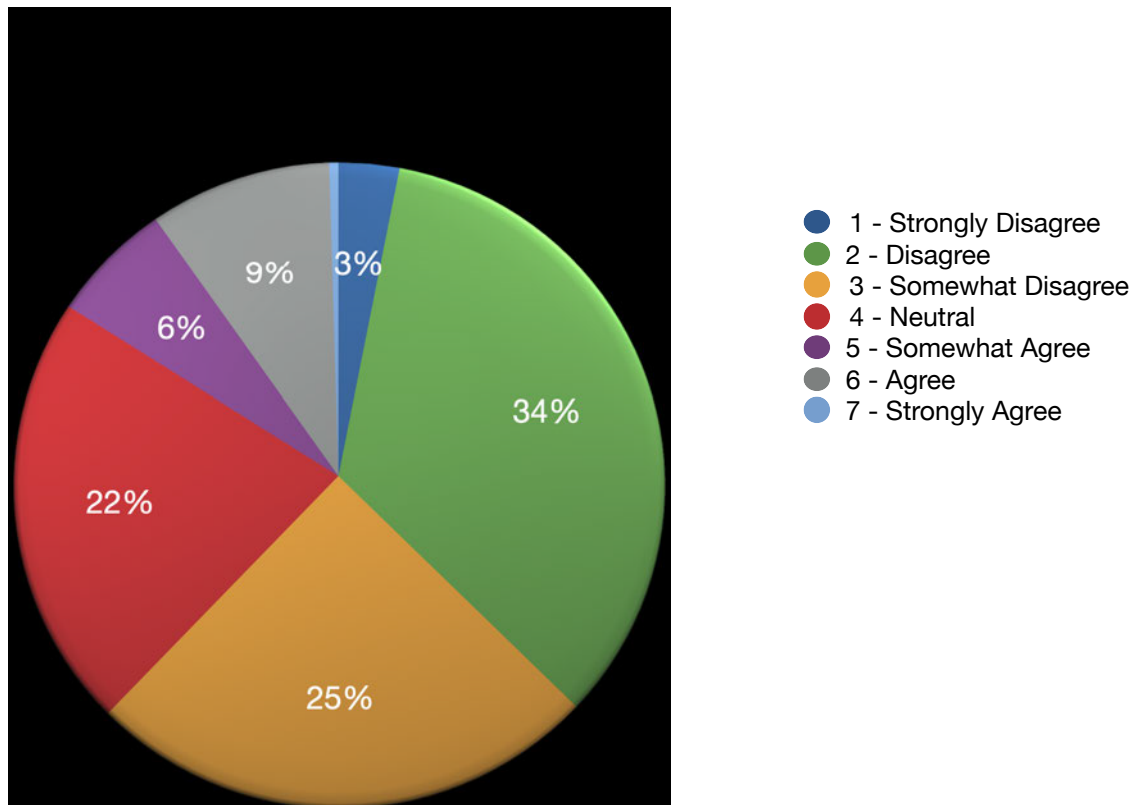


Figure 3.4: Customer Purchase Intention measured by an inverse question

Unlike figure 3.2 which demonstrated an overarched rejection as most (86%) of the respondents disagreed with the statement, figure 3.4 only has just over half (62%) of the respondents disagreeing with this statement. As only 3% of respondents strongly disagree (1), 33% disagree (2) and 25% somewhat disagree (3).

However, the general consent of respondents disagreed to the statement but the difference in figure 3.2 and figure 3.4 is that a higher percentage being 22% of respondents took a neutral stance in figure 3.4 then in figure 3.2 and for this reason the percentage was lower in figure 3.4.

Moreover the mean is 3,01 and the mode is 2, therefore supporting that the majority of respondents disagreed to an extent and thus a positive predictive relationship between email marketing campaigns by cosmetic brands and customer purchase intention can be consequently supported.

I expect that I will purchase products as marketed on email marketing campaigns that I receive from cosmetic brands

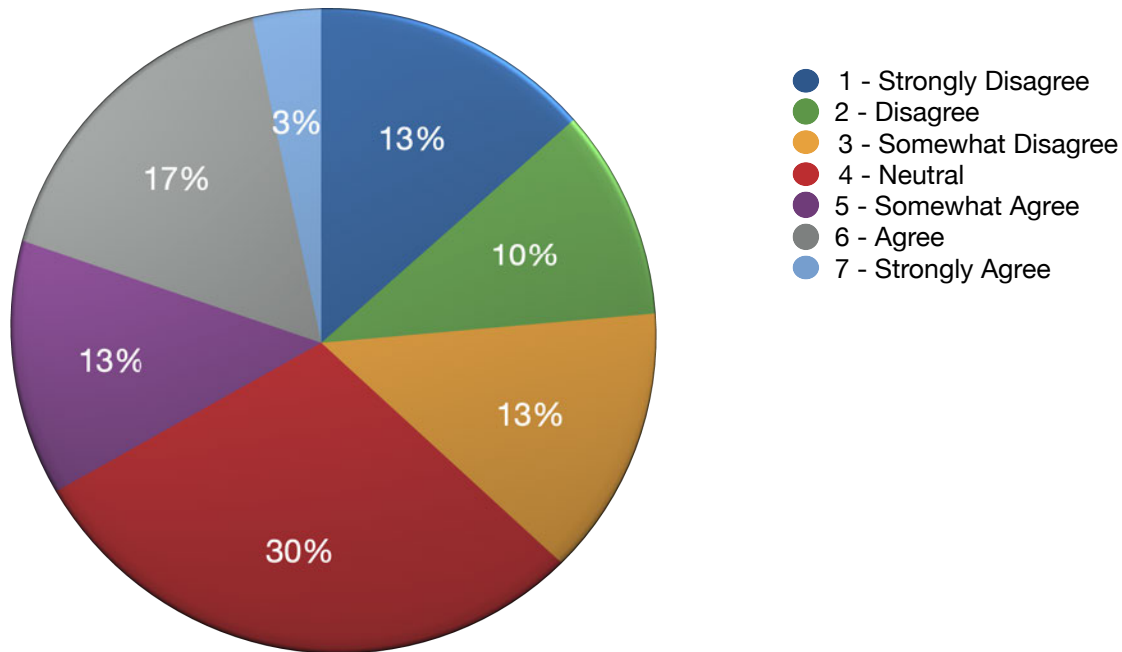


Figure 3.5: Customer Purchase Intention measured by expectance.

Figure 3.5 findings are similar to figure 3.3 findings in that almost the same percentage of respondents agreed to an extent (33%) and disagreed to an extent (36%) as well as were neutral (30%). Although in figure 2.3 the majority agreed to an extent, where in figure 3.5 the majority disagree. This can also be seen by 13% of respondents who strongly disagreed, whereas only 3% of respondents strongly agreed with the statement .

Hence the mean being 3,82 and the mode being 4 could potentially indicate negative relationship between email marketing campaigns by cosmetic brands and customer purchase intention.

To conclude, the above figures have indicated that there is a positive relationship between email marketing campaign by cosmetic brands and customer purchase intention.

Although figure 3.3 and figure 3.5 did not demonstrate a positive correlation, the other figures indicated a large degree of agreeableness with the statements thus signifying a positive correlation. Consequently, the overall results demonstrated a moderate but positive correlation between email marketing campaigns and purchase intention. Therefore, hypotheses 2 (H2: There is a significant and positive relationship between direct marketing initiatives used by cosmetic brands and customers purchase intention) is supported.

The results support the findings of Akbariyeh, Mirabi and Tahmasebifard (2015), who proposed that there are certain factors which influence customer purchase intention. One of the factors includes, advertisements, which is the factor that was tested within this research. Hence email marketing campaigns can be seen to influence customers in a positive manner, therefore agreeing with Akbariyeh, Mirabi & Tahmasebifard.

Toor et al (2017), also argue that purchase intention cant be dismissed in the field of marketing, advertising and selling. The findings therefore from this study further support this statement, as it is seen that email marketing campaigns do actually have a positive relationship with purchase intention.

Futhermore, the findings aid in Ajzen(1991), theory of planned behaviour as the result from the study, support Akhter and Durvasula (1991), who explain customer purchase intention being influenced as a result of the following variables risk perception, trust and attitude, which are the same variables which the theory of planned behaviour are based on.

Lastly, the findings of H2 are in line with the research objective 1, which was to determine if a significant and positive relationship exist between direct marketing initiatives used by cosmetic brands and customer purchase intention.

Validity and Reliability

In order for a research study to be successful and have academic value, the researcher should intend to enhance the study by addressing the relevant factors threatening both internal and external validity as well as reliability (Maree, 2019)

Reliability refers to the degree in which a “measuring instrument is repeated and consistent” (Maree, 2019: 238). Implying that if the same instrument is used at different times or given to different respondents from the same population, the findings should be the same (Maree, 2019: 239).

Whereas validity deals with “whether the research measured what it was supposed to measure” (Plooy-Cilliers, Davis, & Bezuidenhout, 2014: 256). A measuring instrument can be considered as valid, if it measures what the researcher claims it measures (Maree, 2019: 307).

For the purpose of this study the researcher tried to enhance the validity of the study by ensuring that the research methodology was planned in a way that the hypothesis can be determined and that the results can be generalised to the entire population, ensuring both internal and external validity took place (Maree, 2019).

On the other hand, reliability was ensured within this study as the research instruments which was used, were adapted from past academic studies that related to direct marketing, purchase intention and attitude and from authors who previously made use of the same instruments and conducted the relevant tests for validity and reliability (Spears & Singh, 2004).

The study should display reliability in its design. Furthermore, the items which were used in order to measure the relevant constructs display a high degree of similarity, which indicates that there is a certain level of internal reliability present in the research instrument (Maree, 2019).

Other elements which indicate validity and reliability within the methodology of the study include descriptive statistics which were conducted on Microsoft Excel, where various formulas were used to aid in the research and with the advantage of using electronic survey's, this enabled the data to be transferred straight onto a computerised database, preventing the potential errors that could occur with paper (Saunders & Lewis 2012)

Furthermore, the survey had screening questions which were used to make sure that each sample element did fit the required criteria, in order to be relevant to the study (Du Plooy- Cilliers et al., 2015)

The data collection process also only commence once formal approval from The Independent Institute of Education (IIE) was given, therefore, maintaining reliability and validity of the research.

Lastly, the submission of previous work to the research supervisor for the purpose of evaluating the extent to which the context meets and address the relevant concepts, shows face validity.

CONCLUSION

The focus of this research paper was to address that without brand managers being able to measure the effectiveness of their direct marketing initiatives, it could be difficult to justify spend in this area. The primary aim of the study was to explore and describe the relationship, which exists between direct marketing initiatives and customer purchase intention.

The findings presented previously answered the research questions and addressed the objectives. The results support previous findings from various authors, in that they determine a positive and significant relationship between both direct marketing initiatives and customer purchase intention as well as between direct marketing initiatives and customer attitude towards a brand (Toor *et al.*, 2017; Akbariyeh *et al.*, 2015).

Concluding Answers to the Research Question and Hypothesis

The primary research question for this particular study was "how does direct marketing initiatives by cosmetic brands impact customer purchase intention and customer attitude towards the brand?"

The first research question (*RQ1*) was "does a significant and positive relationship exist between direct marketing initiatives used by Cosmetic brands and customer purchase intention?"

The second research question (*RQ2*) was "does a significant and positive relationship exist between direct marketing initiatives used by Cosmetic brands and customer attitude towards the brand?"

Through the research, it was found that direct marketing initiatives have a positive and significant relationship on customer purchase intention as well as on attitude towards cosmetic brands.

Thus, the answer to *RQ1* is yes – a positive and significant relationship does not exist between the direct marketing initiatives and customer purchase intention.

The answer to *RQ2* is yes – a positive and significant relationship exists between the direct marketing initiatives and customers attitude towards brands.

The research questions were answered by first determining if the respondents receive direct marketing in the form of email campaigns from cosmetic brands. After indicating yes or no the researcher determined how frequently respondents were receiving email campaigns from these cosmetic brand. Then through the use of a 7-point Likert, the researcher discovered level of purchase intention and attitude towards the brand based on the email campaigns that the respondents received.

Finally, the researcher conducted data analysis using Microsoft Excel in order to see the extent to which direct marketing initiatives had on the respondents purchase intention and attitude. This was performed by comparing the percentage.

The hypotheses for this particular study were addressed by examining the relationship between direct marketing initiatives used by cosmetic brands and customers purchase intention. Based on the data analysis, *H1* is accepted and *H2* is accepted.

Thus, the alternative first hypothesis (*H1*) which states: There is a significant and positive relationship between direct marketing initiatives used by cosmetic brands and customers attitude towards the brand is proved to be true by this study, and assumed to be true until there is sufficient data found and analysed to potentially indicate otherwise (Maree, 2019).

The same can be said for the null second hypothesis (*H2*) which states: There is a significant and positive relationship between direct marketing initiatives used by cosmetic brands and customers purchase intention.

The research problem for this study is that without brand managers being able to measure the effectiveness of their direct marketing initiatives, it could be difficult to justify spend in this area. This problem was solved through further describing the relationship which exists between direct marketing initiatives and customer purchase intention.

Thus allowing brand mangers to have a better understanding of the relationships between direct marketing initiatives such as email campaigns which are used within their marketing departments and customer purchase intentions.

Hence enabling brand managers to better formulate, develop and utilise their direct marketing strategy in a manner that will influence consumers' attitudes in a favourable manner and foster positive consumer purchase intentions .

The research goal for this study was to determine if there is a positive correlation between direct marketing used by cosmetic brands and customer purchase intentions and the applied goal of this study was to deliver new insights into the relevance of emails as a form of direct marketing used by brands and through evaluating the impact of emails that have on the attitude of customers, which in turn, impacts purchasing intention of customers.

This goal was achieved through analysing the relevant data using descriptive statistics, and determining the existence of relationships between direct marketing initiatives, customer purchase intention and attitude towards the brand.

Implications of Findings for Future Practices

The key contribution of this study lies in describing the relationship between direct marketing initiatives, customer purchase intentions and attitude towards brands within the South African cosmetic industry.

Furthermore, this study could make two important contributions.

Firstly, the research conducted could be useful for advertisers, brand and marketing managers in making better-informed decisions on email campaigns as a form of direct marketing, as it can have an influence on improving customers' attitude towards a brand and customer purchase intention.

It can also enable managers and marketers to more effectively formulate direct marketing strategies and content for the purpose of influencing customer purchase intentions and hence justifying spend in this area as the research at hand outlines the link between direct marketing initiatives and customer purchase intentions.

Secondly, the study provides a deeper understanding into the phenomenon of direct marketing initiatives and customer purchase intention, therefore, leading to a better understanding of the topic at hand, as well as adding to the existing body of knowledge. For this reason the study at hand may be of interest to other academic scholars, researchers, marketing managers, and brand managers in particular.

Final Conclusions

This study was successful in addressing the relevant objectives and testing the proposed hypotheses. However, the topic/problem can be researched in greater depth in order to develop more comprehensive findings and provide more concrete theoretical contributions.

For future research on this particular topic, the following suggestions could be made for the purpose of enhancing the validity and reliability of the study.

The study could be conducted over a longer period of time in order to provide sufficient time for data collection and data analysis, for the purpose of exploring and describing these relationships in greater depth, and potentially even determining the influence/impact of the concepts on one another .

The study could be conducted in countries outside of South Africa for the purpose of identifying potentially differing relationships between direct marketing initiatives and purchase intention amongst different nationalities and cultures. This could potentially uncover differences in the way in which consumers in different countries interact with brands and direct marketing campaigns.

Additionally, this study was quantitative in nature and focused on exploration and description of the relationships between the relevant concepts but did not consider the insights behind the responses. For this reason it is suggested that mixed method design that incorporates qualitative research could potentially combat the single perceptive nature of this study.

Lastly, future research should also take into account customers personality factors, as well as qualitative research should be performed, in order to look into customer's

past experiences with the brands direct marketing initiatives. Therefore allowing for a better overall understanding of customer purchase intention towards cosmetic brands.

Ethical Considerations

Ethical consideration is one of the most important parts of the research. The role of the researcher is to act in a respectful manner, be trustworthy and not fabricate data, thereby, upholding high standards and having integrity at a personal level (Du Plooy-Cilliers et al., 2015).

The ethical considerations include:

The study was in line with the ethical criterion prescribed in the IIE ethical consideration document

The researcher has created a consent form which was completed by each respondent thereby, full consent of participants was obtained prior to the study (Du Plooy- Cilliers et al., 2015). The ethical consent form is available as an annexe (Annexure A).

The participants were provided with relevant and understandable information about the research project so that they were aware of what and why they are filling out the survey questionnaire (Du Plooy- Cilliers et al., 2015).

The participants were over the age of 18 years old, voluntary, and not forced into answering questions that they were not comfortable with. Participants were informed that they were able to withdraw at any point and that there is no risk or benefit associated with participating (Du Plooy- Cilliers et al., 2015).

Anonymity of participants was ensured, meaning that names of the individuals weren't mentioned in the research published (Bryman & Bell, 2007).

Confidentiality and privacy of participants' context was protected (Bryman & Bell, 2007).

No harm was involved, the participants weren't made to feel inadequate or emotionally embarrassed. As the researcher did send out the questionnaire to respondents to fill out in a setting of their choice, without the presence of the researcher present (Bryman & Bell, 2007).

Publication is being upheld regarding ethical standards, including no plagiarism, proper credit is given where due, the same data won't be repeated and the data will be available for verification (Du Plooy- Cilliers et al., 2015).

Lastly, the surveys and related data is being kept in a safe location by the researcher for a minimum of five years, with no individual except the researcher being aware of where the data is stored, nor having access to it (Bryman & Bell, 2007).

Limitations

Limitations is defined as the different types of shortcomings and constraints that a researcher has no control over. These limitations can hinder the effectiveness of research that is performed and carried out. For these reasons, limitations can influence the findings of the research performed (Datt, 2016).

This study was subject to several limitations.

These limitations include:

The **limited time and financial resources** which lead to a small accessible population, as well as non-probability sampling for the purpose of accessibility and convenience, resulting in each population element not having an equal chance to participate (Du Plooy- Cilliers et al., 2015).

The **lack of academic studies** based on the topic at hand **in the context of South Africa**, as well as the lack of standardisation in a South African context of the measurement scales utilised, as they might not be optimally designed for use within South Africa (Du Plooy- Cilliers et al., 2015).

The researchers lack of knowledge and experience in using data analysis software such as SPSS. The researcher unfortunately did not have access to more advanced software that could provide better insights (Maree, 2016).

Potential for bias as the use of online self- administrated surveys can often lead to self-selection bias. Within Internet communities, certain individuals are more likely than others to complete an online survey. As a result, self-selection bias could occur within this study. Thus, creating a tendency for only specific personalities to answer the survey, leading to skewed results (Datt, 2016).

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ANNEXURES

Annexure A: Consent form

To whom it may concern,

My name is Ashleigh Fuller and I am a student at Vega Pretoria. I am currently conducting research under the supervision of Anthony Wingfield concerning *an investigation on the relationship between direct marketing initiatives and purchase intention, within the cosmetic industry in South Africa*. My hope is that this research will enhance the understanding of the relationship between direct marketing initiatives, with the focus on email campaigns and customer purchase intention regarding attitude towards cosmetic brands in South Africa

I would like to invite you to participate in this study. In order to explain to you what participating in this study will involve, I have formulated questions that I will attempt to answer fully so that you are able to make an informed decision regarding whether or not you choose to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to contact me and I will gladly provide more information.

Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.

I would like to invite you to participate in this research because you fall part of my target and accessible population and could potentially provide me with the relevant information required to describe the particular phenomenon being researched. If you decide to participate in this research, I would like to give you a structured questionnaire to complete that will take roughly 10-15 minutes of your time.

You can decide whether or not you would like to participate in this research study. If you decide to participate, you can choose to withdraw at any time or to not answer particular questions in the questionnaire if they make you uncomfortable in any way.

Are there any risks or potential discomforts involved in participating in this study?

Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.

Do I have to participate in the study?

Your inclusion in this study is purely voluntary. If you do not wish to participate in this study, you have every right not to do so. Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.

Will my identity be protected?

I promise to protect your identity. It is not compulsory for your name to be stated on the questionnaire. However, should you wish to include your name, I will not use your name in any research summaries to come out of this research and I will also ensure that all of your personal details are disguised so that nobody will be able to identify you. Nobody else, including anybody at Vega, will have access to your questionnaire information.

What will happen to the information that participants provide?

Once I have finished conducting and collecting all of the questionnaires, I will perform data analysis and draw conclusions which are to be included in my research report, which is a requirement to complete my Bcom Honours in Strategic Brand Management and Leadership. The data will be stored on a hard drive and kept in a safe location. You may ask me to send you a summary of the final research report if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me regarding this research study, or if there is anything else you would like to know before deciding whether or not you wish to participate.

I urge you not to agree to participate unless you are entirely comfortable with the procedures which will be followed.

My contact details are as follows:

Ashleigh Fuller

[REDACTED]

[REDACTED]

The contact details of my research supervisor:

Anthony Wingfield

[REDACTED]

By signing this document, I..... give my written consent, and agree to participate in the research study conducted by Ashleigh Fuller regarding the investigation on the relationship between direct marketing initiatives and purchase intention, within the cosmetic industry in South Africa.

This research has been sufficiently explained to me and I understand what participating in this research will involve. I understand that:

1. I agree to be questioned for this research study.
2. My confidentiality will be ensured by the researcher, and my name and personal details will also be kept confidential.
3. My participation in this research study is voluntary and I have the right to withdraw from the research at any time. There will be no consequences or repercussions should I choose to withdraw from the study.
4. I may choose not to answer any of the questions that are asked during the research survey.
5. My responses may be quoted directly when the research report is published, but my identity will be protected.

.....

Signature

.....

Date

Annexure B: Survey Questionnaire Template

Section A: Demographics

Place an 'x' in the relevant box

1. What is your gender:

- ☐ Female
- ☐ Male

2. Indicate which age bracket you belong to:

- ☐ 18 - 24 years
- ☐ 25 - 32 years
- ☐ 33 - 40 years
- ☐ 41 - 48 years
- ☐ 49 - 56 years
- ☐ 57- 64 years
- ☐ 65+ years

3. Where do you currently reside :

- ☐ Pretoria
- ☐ Johannesburg
- ☐ Cape Town
- ☐ P.E
- ☐ Durban

4. Do you receive direct marketing from cosmetic brands:

- ☐ Yes
- ☐ No

5. How often do you receive direct marketing from cosmetic brands:

- ☐ Once a week
- ☐ Twice a week
- ☐ Once a month
- ☐ Twice a month
- ☐ Hardly ever

Section B: Attitude

Based on the direct marketing initiatives put forward by cosmetic brand that you are subject to, please indicate how willing you would be to purchase products from these cosmetic brand, by selecting the following questions on a scale of 1 to 7. Number 7 being as positive, number 4 being neutral, and number 1 being as negative.

How definite are you to purchase a product from the cosmetic brand ,based on the email marketing campaigns received?

	1	2	3	4 Neutral	5	6	7	
Definitely not								Definitely

What is the chance of you purchasing a product from the cosmetic brand ,based on the email marketing campaigns received?

	1	2	3	4 Neutral	5	6	7	
Very low								V e r y high

How probable is it that you would purchase a product from the cosmetic brand ,based on the email marketing campaigns received?

	1	2	3	4 Neutral	5	6	7	
Probably not								Probably

How likely are you going to purchase a product from the cosmetic ,based on the email marketing campaigns received?

	1	2	3	4 Neutral	5	6	7	
Unlikely								Likely

Based on the email marketing campaigns that you received from cosmetic brands, how appealing is the brand to you?

	1	2	3	4 Neutral	5	6	7	
Unappealing								Appealing

Based on the email marketing campaigns that you received from cosmetic brands, how do you perceive the cosmetic brand?

	1	2	3	4 Neutral	5	6	7	
Negatively								Positivity

Based on the email marketing campaigns that you received from cosmetic brands, what is your experience with the brand?

	1	2	3	4 Neutral	5	6	7	
Unpleasant								Pleasant

Based on the email marketing campaigns that you received from cosmetic brands, what is your attitude towards the brand?

	1	2	3	4 Neutral	5	6	7	
Unfavourable								Favourable

Section C: Purchase Intention

For each statement, place a click on the circle which indicates the degree to which you agree with the statement.

Purchase intentions	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
Receiving email marketing campaigns from cosmetic brands increase my interest in buying products from the brand	☐	☐	☐	☐	☐	☐	☐
I will not purchase products as marketed on email marketing campaigns that I receive from cosmetic brands	☐	☐	☐	☐	☐	☐	☐
I intend to purchase products as marketed on email marketing campaigns that I receive from cosmetic brands	☐	☐	☐	☐	☐	☐	☐
I am not likely to purchase products recommended by cosmetic brands' email marketing campaigns	☐	☐	☐	☐	☐	☐	☐
I expect that I will purchase products as marketed on email marketing campaigns that I receive from cosmetic brands	☐	☐	☐	☐	☐	☐	☐

Thank you for taking the time to participate in this study.

Annexure C: Ethical Clearance



Date: 07 July 2021

Student name: Ashleigh Fuller

Student number: [REDACTED]

Campus: IIE Vega Pretoria Campus

Re: Approval of RESE8419 Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

GENERAL CONDITIONS TO BE FULFILLED IN RELATION TO RESEARCH

Permission is granted to proceed with the above study subject to the conditions listed below being met and may be withdrawn should any of these conditions be flouted.

Please note: The panel has not considered the merits, accuracy or ethical soundness of the research. The only merits examined are the use of The IIE as a sample.

Permission is granted subject to the following conditions:

1. The researcher(s) will need to obtain informed consent in writing from all of the participants in his/ her sample if the study is not anonymous.
2. The researcher(s) may only use the data collected for research purposes and in no other way.
3. Photographs of human subjects may only be taken if relevant to the research, informed consent was obtained, and even with informed consent, the photographs may not be published on any online platforms.

Annexure D: Concept Document

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Key Findings	Recommendations
Purpose To contribute to the existing pool of knowledge by understanding the effect that direct marketing initiatives used by the Cosmetics brands has on customer purchase intentions. Achievement To find out if there is a positive relationship between direct marketing initiatives and customer purchase intention	The primary research question for this particular study is: How does direct marketing initiatives by cosmetic brands impact customer purchase intention and customer attitude towards the brand?	The study is relevant and important as it aims to further describe the relationship which exists between direct marketing initiatives such as email campaigns and customer purchase intention with the focus on attitude towards that brand	Ajzen and Fishbein (1991) Spear and Singh (2004) Akhter and Durvasula (1991) Bauer and Miglautschm (1992)	Theme 1 Direct Marketing Theme 2 Email Campaigns Theme 3 Purchase Intention Theme 4 Attitude	Paradigm Positivism Epistemology Develop knowledge through empirical observation on objective evidence, in order to broaden my knowledge for my career ahead Ontology A single objective external reality governed by laws Axiology The research should be objective and value free	Quantitative Population Population Parameters: Females who purchase cosmetic products, aged between 25 and 32 years old and who possibly receive promotional emails from cosmetic brands.	Quantitative surveys using questionnaires	Voluntary participation Written consent Participant confidentiality. No risks or potential harm	A proven significant and positive relationship between direct marketing initiatives used by cosmetic brands in South Africa and customers purchase intention Use of a mixed method design that incorporates qualitative research could potentially combat the single perceptive nature of this study. Future research should also take into account customers personality factors, as well as qualitative research should be performed, in order to look into customer's past experiences with the brands direct marketing initiatives	The study could be conducted over a longer period of time The study could be conducted in countries outside of South Africa
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Key Contribution	
The problem which has been identified is without brand managers being able to measure the effectiveness of their direct marketing initiatives, it could be difficult to justify spend in this area.	To determine if there is a significant and positive relationship between direct marketing initiatives and customers purchase intention	Purchase Intention Attitude Direct Marketing Email Campings	The Theory of Planned Behaviour (TPB)			Non – probability sampling Convenience sampling and snowball sampling Sample size (n=100)	Unit of Analysis Female individuals customers who resides within Johannesburg, South Africa. Method Deductive research design and descriptive data- analysis. The analysis was conducted on Microsoft Excel.	Time and financial resource limitations Unable to use statistics software	The research conducted is useful for advertisers, brand and marketing managers in making better-informed decisions on email campaigns as a form of direct marketing as it can have an influence on improving customers' attitude towards a brand and customer purchase intention.	

Annexure E: Microsoft Excel data analysis (Spread Sheet Link)

<https://1drv.ms/x/s!ArNU6mrpGtnIaxUvA5BNpk9pA1Q>

*Sheet 1 - Raw Data

*Sheet 2- Refined Data (coded data)

* Sheet 3 - Pivot Table of raw data

* Sheet 4 - Pivot of refined data