

Email is evil!

Behavioural responses towards permission-based direct email marketing and gender differences

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Abstract

Purpose – This study aims to assess consumers' beliefs in three Middle Eastern Arab countries regarding attitudinal and behavioural responses towards permission-based direct email marketing (hereafter DEM) and the moderating role of gender in the hypothesised path model.

Design/methodology/approach – Structural equation modelling was used to test the hypothesised path model by using data collected from 829 respondents.

Findings – The findings show that attitude was found to fully mediate the relationship between beliefs and behavioural responses towards permission-based DEM. Gender moderates the relationship between beliefs and attitudes and responses to permission-based DEM. Notably, female respondents were found to react more actively when exposed to permission-based DEM.

Research limitations/implications – Further qualitative research is needed to learn more about how and why individuals develop behavioural intentions in certain ways towards opt-in DEM. In addition, neuropsychology approaches such as eye-tracking are endorsed for future research to gain more insights and

