

Measuring the Effectiveness of Email Marketing Strategies in Enhancing Customer Loyalty

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Abstract:

This study explores the role of email marketing strategies in building and enhancing customer loyalty using primary data collected through surveys and direct customer interactions. The research aims to assess the effectiveness of personalized email campaigns, their frequency, and the relevance of their content in driving customer engagement and fostering brand loyalty. Key aspects analyzed include the impact of segmentation, customized messaging, and clear calls to action on customer responses. The study also investigates how customers perceive the value of promotional and informational content and how this perception influences their trust and commitment to a brand. Findings show personalized, well-timed emails improve satisfaction and retention. Strategies that balance promotional offers with valuable information were found to be particularly effective in maintaining customer interest without leading to fatigue. This research offers insights to refine email marketing practices. By leveraging data-driven methods and prioritizing customer-centric communication, organizations can enhance loyalty, improve repeat business, and strengthen long-term relationships with their customers. The study underscores the importance of crafting relevant and engaging email campaigns as a key component of modern marketing strategies.

Keywords: Email Marketing, Customer Loyalty, Personalized Campaigns, Customer Engagement, Data-Driven Strategies.

Introduction

Digital marketing's introduction has revolutionized how businesses engage with consumers by providing creative channels for product promotion and relationship-building. Email marketing

has emerged as one of the most simple and affordable methods of communication among them. With customized messages that may promote engagement and loyalty, email marketing enables companies to engage with clients more personally than

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social media or other digital channels. Email marketing has evolved over the years from sending out basic bulk emails to using data-driven, sophisticated methods that use client preferences and habits to send customized information. As a tool for building long consumer relationships, its significance has increased as a result of this change.

A key component of business success has always been keeping customers, and loyal customers greatly support long-term expansion and profitability. In this area, email marketing plays a role since it establishes regular interactions between a business and its target market. Successful email marketing raises satisfaction, fosters connections, and drives repeat business. It is important to understand what makes email marketing really efficient in boosting loyalty, as the increasing number of promotional emails has raised issues about the customer fatigue and disinterest.

Even though email marketing is widely used, little is known about the specific components that contribute to effective campaigns that increase customer loyalty. Although companies spend a lot of money creating emails with inventive content, compelling subject lines, and attractive offers, little is known about how well these components connect with consumers. Furthermore, the ideal communication frequency and the ratio of informative to advertisements are frequently discussed but not supported by empirical data.

The purpose of this study is to assess how customized email marketing strategies affect customer loyalty. The study looks for methods that improve customer engagement by examining the frequency and relevance of email content. It also looks at how effectively designed email marketing may increase customer trust and build long-term relationships.

To guarantee thorough insights, this study's scope crosses several businesses and targets a wide range of consumer demographics. Surveys and face-to-face consumer experiences are used to gather data that provides an extensive understanding of the efficacy of different email marketing strategies. This study contributes to the body of knowledge on customer relationship management and digital marketing strategies in addition to offering practical suggestions for companies.

Literature Review

Smith and Taylor (2023), in their study "Impact of Personalization on Email Marketing Engagement" published in the *Journal of Digital Marketing Strategies*, highlight that personalized emails enhance engagement by making recipients feel valued and understood. Customizing communications based on customer preferences fosters an emotional bond, resulting in long-term loyalty. Johnson et al. (2023), through their work "Frequency of Email Communication and Customer Retention" in *Marketing Insights*, emphasize that maintaining an appropriate

frequency of email communication is critical to consistent engagement without overwhelming recipients. This balance helps preserve customer interest and avoids negative brand perceptions.

Chen and Wang (2022), in "The Role of Content Relevance in Building Customer Trust" from the *International Journal of E-Commerce*, underline the importance of content relevance in establishing trust. Emails aligned with customer needs reinforce brand reliability and nurture repeat interactions. Brown et al. (2024), in their article "Segmentation in Email Marketing: A Path to Loyalty" featured in the *Customer Relationship Management Review*, discuss how audience segmentation allows businesses to deliver tailored messages, significantly enhancing campaign relevance and strengthening customer loyalty.

Lee and Kim (2023), in "Balancing Promotional and Informational Content" published in the *Journal of Strategic Marketing*, argue that a balanced mix of promotional and informational content maintains customer interest while building trust. Informational content fosters credibility, while promotional messages drive actions. Martinez and Lopez (2023), in their study "Customer Perceptions of Email Marketing Strategies" in the *Digital Marketing Review*, found that high-quality design and clear calls to action in email campaigns are perceived as credible and valuable, reinforcing brand loyalty and encouraging advocacy.

Nguyen and Tran (2023), in "The Impact of Email Marketing on Brand Trust" from the *Journal of Marketing Research*, point out that emails emphasizing transparency and care enhance trust, which is vital for deepening customer relationships and fostering repeated engagement. Patel and Shah (2022), through their research "AI-Driven Personalization in Email Marketing" in the *Journal of AI and Business Applications*, demonstrate how AI-driven personalization aligns campaigns with individual needs, increasing satisfaction and positioning the brand as innovative and responsive.

Wilson et al. (2024), in "Email Marketing Strategies for Small Businesses" from the *SME Marketing Strategies Journal*, assert that targeted campaigns allow small businesses to build brand loyalty cost-efficiently. Personalized approaches help smaller firms compete effectively by nurturing connections with niche audiences. Zhang and Li (2023), in "Relevance of Email Timing in Customer Engagement" published in the *Journal of Consumer Behavior*, emphasize the importance of timely email delivery to maximize engagement, as optimal timing aligns with customer behavior patterns. Finally, Park and Jeong (2022), in "The Influence of Mobile Optimization on Email Effectiveness" from the *Mobile Marketing Review*, highlight the role of mobile-optimized emails in enhancing accessibility and usability, leading to

higher satisfaction and positioning brands as customer-focused and technologically advanced.

Objectives

1. To evaluate the impact of personalized email marketing on customer loyalty.
2. To analyze the role of content relevance in driving customer engagement.
3. To examine how email frequency affects satisfaction and retention.
4. To assess the influence of promotional and informational email balance on customer trust.
5. To explore the role of segmentation in enhancing email campaign effectiveness.
6. To identify best practices for creating effective email campaigns for long-term loyalty.

Hypotheses

Null Hypotheses

1. Personalized email marketing has no significant impact on customer loyalty.
2. The frequency of emails does not significantly influence customer satisfaction and retention.

Alternative Hypotheses:

1. Personalized email marketing has a significant positive impact on customer loyalty.
2. The frequency of emails significantly influences customer satisfaction and retention.

Methodology

This study utilizes a descriptive research design to evaluate the effectiveness of email marketing strategies in enhancing customer loyalty. The focus is on understanding customer interactions with email campaigns and how these strategies influence trust and engagement.

Data Collection: Primary data was collected through an online survey, ensuring convenience and accessibility. The questionnaire, structured with multiple-choice and Likert-scale questions, targeted key aspects of email marketing, such as personalization, content relevance, frequency, and customer loyalty.

Sample: The population comprises individuals aged 18 and above from varied demographics, occupations, and income brackets. Using a convenience sampling method, 150 respondents provided diverse customer insights"

Survey Design: Questions were categorized into sections, including demographic details, interaction with email marketing, perceptions of email strategies, and their impact on loyalty. For example, respondents were asked about their frequency of email interactions, types of content they prefer, and how email campaigns affect their purchasing decisions and trust.

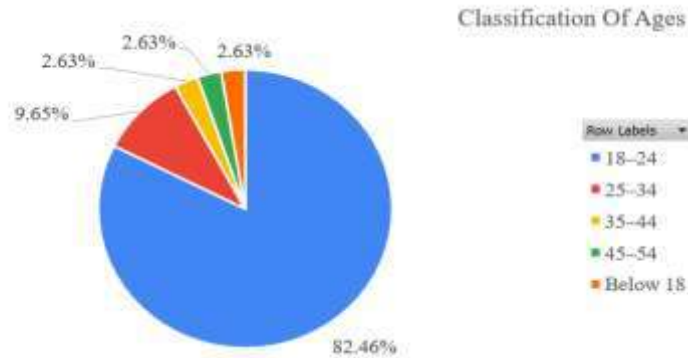
Tools: Data was analyzed using Power BI and Microsoft Excel, enabling effective computation of descriptive statistics,

frequency distributions, and cross-tabulations.

This methodology provides insights into email marketing's role in fostering loyalty, aligning with objectives

Result and Discussion

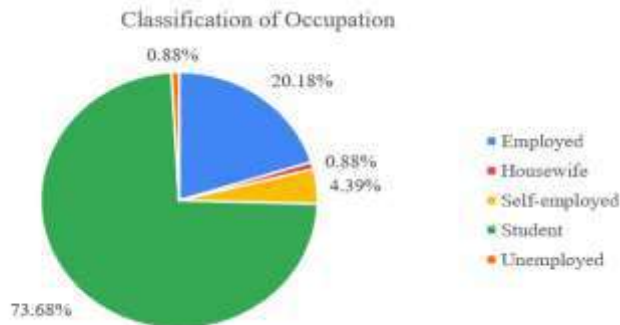
Chart 1: Classifications of Ages



Analysis of Findings (Ages): The analysis reveals that the 18–24 age group constitutes the majority, accounting for 82.46% of the population, indicating their dominance in the demographic distribution. Conversely, older age groups, including 25–34, 35–44, 45–54, and those below 18, each represent a smaller portion of the population at 2.63%.

Implications of Findings: Given these findings, email marketing strategies should primarily target the 18–24 age group, tailoring content to be youthful, engaging, and aligned with their interests. However, it is equally important to incorporate segmentation in campaigns to address the specific interests and preferences of the smaller age groups, ensuring inclusivity and maximizing engagement across all demographics.

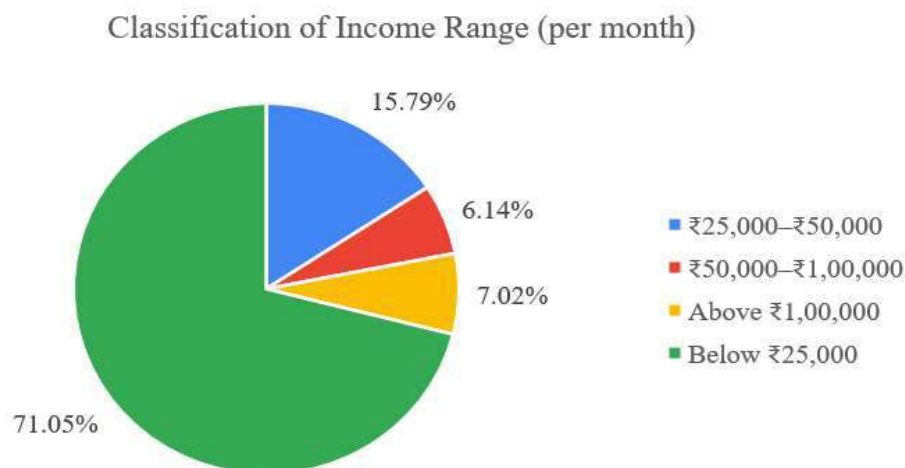
Chart 2: Classifications of Occupation



Analysis of Findings (Occupation): The analysis indicates a significant dominance of students, who constitute 73.68% of the population, making them the primary demographic group. Employed individuals form a smaller segment, representing 20.18%, while other occupations such as housewives (0.88%), self-employed individuals (4.39%), and unemployed individuals (0.88%) have minimal representation.

Discussion of Implications of Findings: Given the overwhelming presence of students, email marketing strategies should primarily focus on this demographic. The content should be tailored to align with students' interests and preferences, ensuring relevance and engagement. Additionally, it is important to adapt channels to those favored by students, such as social media platforms and university-specific communication networks, to maximize outreach and effectiveness.

Chart 3: Classifications of Income Range (Per Month)



Analysis of Findings (Income Range Per Month): The analysis shows that individuals earning below 25,000 per month form the majority, accounting for 71.05% of the population. In contrast, higher-income groups, including those earning between 25,000–50,000 (15.79%), 50,000–1,00,000 (6.14%), and above 1,00,000 (7.02%), have a relatively

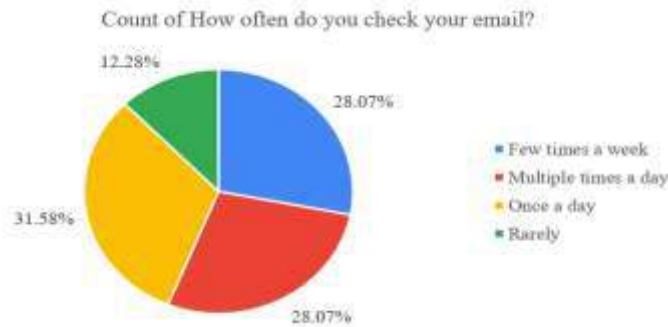
smaller representation within the population.

Discussion of Implications of Findings

Email marketing strategies should primarily focus on individuals earning below ₹ 25,000 per month, tailoring content to address their specific interests and preferences while considering their income levels and spending capacity.

Additionally, it is essential to adapt demographic, ensuring broad reach and channels and platforms that are both effective engagement. affordable and accessible to this

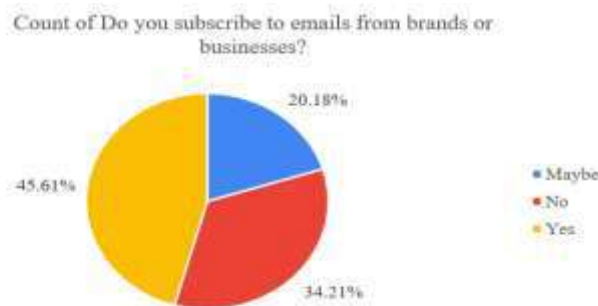
Chart 4: How often do you Check Your Email?



Analysis (How often do you check your Email?): The analysis reveals distinct patterns in email-checking habits among respondents. A significant majority check their emails daily, with 31.58% doing so "Once a day" and another 28.07% "Multiple times a day." This indicates that more than half of the respondents engage with their inboxes regularly. A notable portion (28.07%) checks emails "A few times a week," representing moderate frequency checkers. Meanwhile, a smaller group (12.28%) checks their emails infrequently, categorized as "Rarely."

Discussion of Implications of Findings: These findings have several implications for email communication strategies. First, email marketing campaigns should align with the predominant habits, suggesting a frequency of daily or every other day for optimal engagement. Second, emails should be scheduled during peak times when recipients are most likely to check their inboxes, such as work hours or evenings. Lastly, segmenting email lists based on checking frequency allows for customized schedules and content delivery, ensuring that emails are relevant and effectively timed for each group.

Chart 5: Do You Subscribe to Emails from Brands or Business?



Analysis of Findings (Do you subscribe to emails from brands or businesses?):

The analysis reveals that a significant majority of respondents, accounting for 45.61%, subscribe to emails from brands or businesses. Additionally, a considerable portion of respondents, representing 20.18%, remain unsure or undecided about subscribing. Meanwhile, a notable 34.21% of respondents indicate that they do not subscribe to such emails. These findings highlight varying preferences and attitudes toward email subscriptions from brands or businesses.

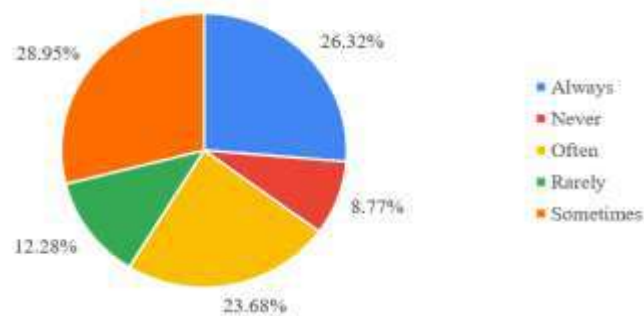
Discussion of Implications of Findings:

The findings present valuable insights for strategizing email marketing efforts. The high subscription rate (45.61%)

underscores the strong potential for brands to effectively engage with a significant segment of their audience through email marketing. For the 20.18% of respondents who are undecided ("maybe"), targeted strategies such as offering incentives, showcasing the benefits of subscribing, or providing personalized content can help convert them into active subscribers. On the other hand, the 34.21% of respondents who do not subscribe highlight a more challenging segment. Understanding their reasons for opting out—such as concerns about privacy, email overload, or lack of perceived value—can provide critical insights to refine campaigns, ensuring higher satisfaction and retention among existing subscribers.

Chart 6: How Often Do You Engage With Promotional Emails?

Count of How often do you engage with promotional emails?



Analysis of Findings (How often do you engage with promotional emails?): The analysis indicates varied levels of engagement with promotional emails among respondents. A significant majority, comprising 52.63% of

respondents, engage positively with promotional emails, either "Often" (28.95%) or "Always" (23.68%). A considerable segment (26.32%) exhibits neutral engagement by interacting with such emails "Sometimes." Meanwhile, a

smaller portion, representing 21.05%, demonstrates negative engagement, with respondents indicating they "Never" (8.77%) or "Rarely" (12.28%) engage with promotional emails. These findings highlight a strong base of regular engagement, along with opportunities to address the less active audience segments.

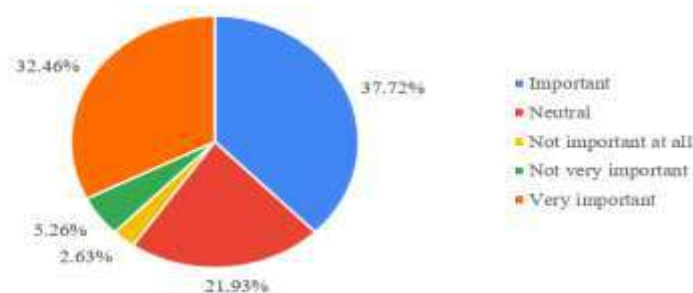
Discussion of Implications of Findings:

The findings highlight considerable opportunities for brands to enhance customer engagement through promotional emails. With over half of the respondents (52.63%) engaging with promotional emails "Often" or "Always," there is clear potential for brands to foster

stronger connections and increase conversions. For the 26.32% of respondents who engage "Sometimes," there is room for improvement. Brands can implement engagement strategies such as offering personalized content, relevant product recommendations, or time-sensitive offers to encourage more frequent interactions. Additionally, addressing the 21.05% of respondents who rarely or never engage with promotional emails may require more targeted approaches, such as refining email content to better match their preferences or exploring alternative channels for engagement.

Chart 7: How Important is Personalization in Email Content?

Count of How important is personalization In email content?



Analysis of Findings (How important is personalization in email content?): The analysis reveals that personalization in email content is considered important by a significant majority of respondents, with 59.65% of participants believing it to be either "Important" (37.72%) or "Very important" (21.93%). A considerable portion, 32.46%, holds neutral views on the subject, indicating they neither

strongly prioritize nor dismiss personalization. Conversely, a smaller percentage, 7.89%, of respondents feel that personalization is "Not important at all" (5.26%) or "Not very important" (2.63%).

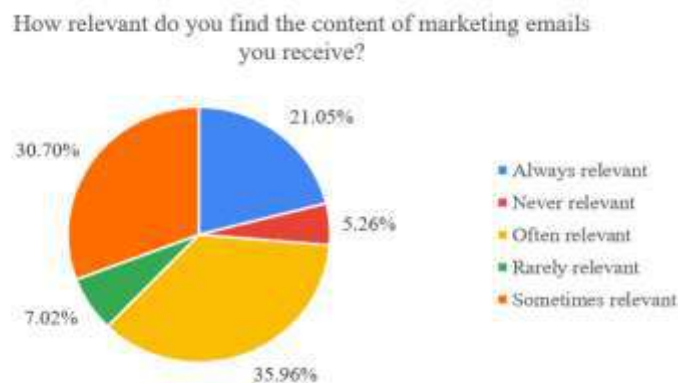
Discussion of Implications of Findings:

The high importance placed on personalization by the majority of respondents suggests that email marketing

strategies should focus on personalized content to effectively engage this audience. Customizing emails based on customer preferences and behaviors can significantly enhance engagement and customer loyalty. For the 32.46% who view personalization as neutral, brands can consider strategies that educate this segment on the value of personalized

experiences, such as demonstrating how it leads to more relevant offers. Although the 7.89% who deem personalization unimportant represent a smaller group, understanding their perspective is crucial. Insights into their reasoning can help refine broader personalization strategies and ensure they align with customer needs and preferences.

Chart 8: How Relevant Do you Find The Content of Marketing Emails You Receive?



Analysis of Findings (How relevant do you find the content of marketing emails you receive?): The analysis shows that a significant majority of respondents (66.66%) find the content of marketing emails "Often" (30.70%) or "Always" (35.96%) relevant. This indicates that the majority of recipients consider the emails to be aligned with their interests and needs. A moderate portion (21.05%) finds the content "Sometimes" relevant, suggesting some room for improvement in engaging this group. However, a smaller portion of respondents (12.28%) find the content "Rarely" (7.02%) or "Never" (5.26%)

relevant, indicating potential gaps in content relevance for a segment of the audience.

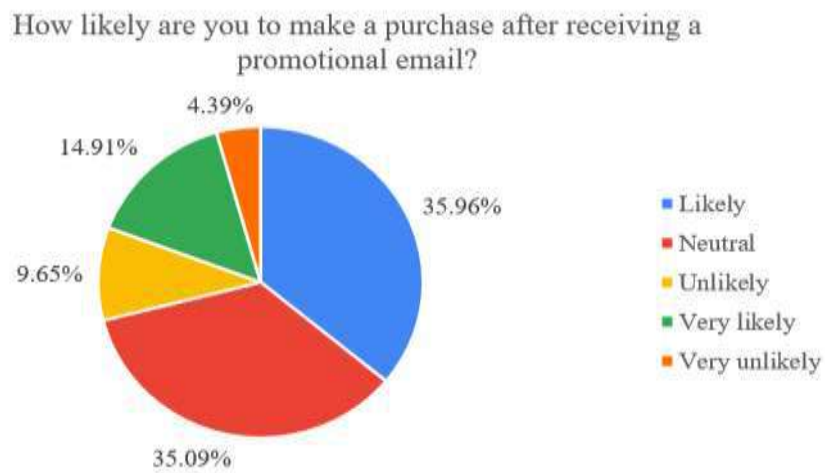
Discussion of Implications of Findings:

Given the high relevance of marketing email content for the majority of respondents, email marketing strategies should prioritize creating content that resonates deeply with the target audience. Ensuring emails are aligned with recipients' interests and needs can significantly improve engagement and conversions. For the 21.05% of respondents who find content "Sometimes" relevant, strategies like

personalization, segmentation, and data-driven insights can help tailor emails more closely to their preferences. While addressing the 12.28% who perceive content as irrelevant may be more challenging, understanding their

reasons—such as irrelevant offers or lack of personalization—can provide valuable insights to refine content strategies and enhance the overall effectiveness of email marketing campaigns.

Chart 9: How Likely Are You to Make Purchase after Receiving A Promotional Email?



Analysis of Findings (How likely are you to make a purchase after receiving a promotional email?): The analysis reveals that email marketing has strong potential as a sales driver. A significant portion of respondents (50.87%) are "Likely" (35.96%) or "Very Likely" (14.91%) to make a purchase after receiving a promotional email. This highlights the effectiveness of email marketing in influencing consumer purchasing decisions. A substantial group (35.09%) remains "Neutral," indicating some ambivalence or variability in purchase behavior. On the other hand, a smaller group (14.04%) is "Unlikely"

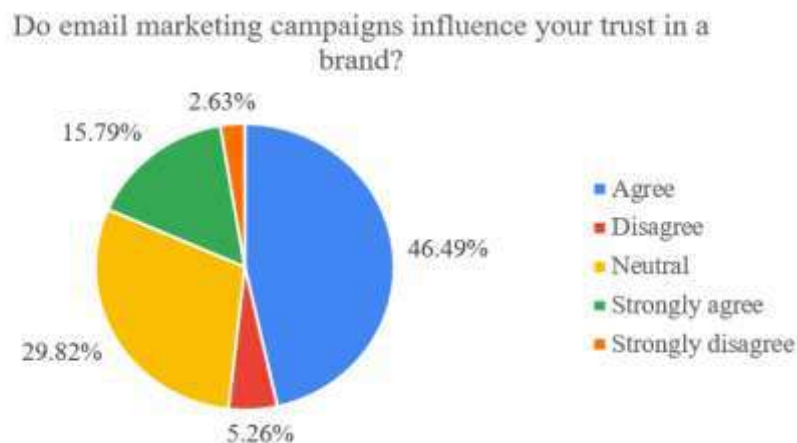
(9.65%) or "Very Unlikely" (4.39%) to make a purchase after receiving promotional emails, signaling potential barriers in this segment.

Discussion of Implications of Findings: The findings emphasize the power of email marketing in driving sales, as the majority of respondents are either likely or very likely to make a purchase after receiving a promotional email. Brands should focus on crafting compelling, relevant email content with clear calls to action to capitalize on this opportunity. For the 35.09% of respondents who exhibit neutral purchase intent, personalized offers and targeted incentives

could help convert them into more decisive buyers. Additionally, while addressing the 14.04% who are unlikely to purchase may be challenging, understanding their reasons—whether

related to email content, frequency, or product relevance—can provide critical insights to refine email strategies and enhance overall conversion rates.

Chart 10: Does Email Marketing Campaigns Influence Your Trust in A Brand?



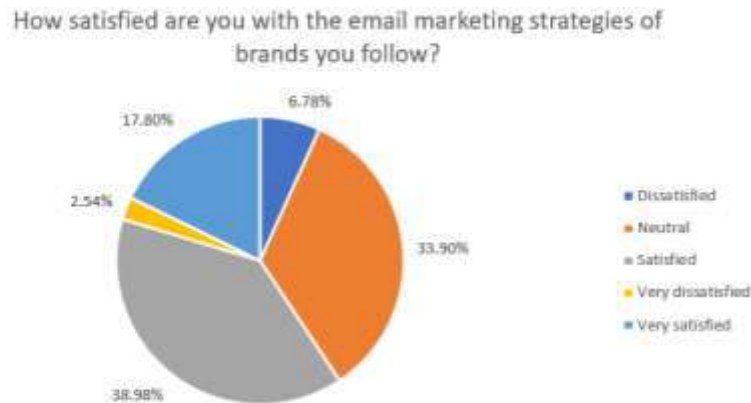
Analysis of Findings (Does email marketing campaigns influence your trust in a brand?): The results indicate that email marketing campaigns have a significant impact on trust in a brand. A majority of respondents (62.28%) either "Agree" or "Strongly agree" that email marketing campaigns influence their trust in a brand. This suggests that email marketing plays a positive role in shaping customer perceptions. A considerable portion of respondents (29.82%) remains "Neutral," indicating uncertainty or indifference towards the influence of email marketing on brand trust. On the other hand, a smaller percentage (7.89%) "Disagree" or "Strongly disagree," suggesting that some respondents do not

believe email marketing has an impact on their trust in a brand.

Discussion of Implications of Findings: The findings highlight email marketing's potential as a trust-building tool. Given the positive influence observed, brands can leverage email marketing to foster stronger relationships with their customers. However, the "Neutral" segment, which comprises nearly a third of respondents, may benefit from strategies aimed at educating them about how email marketing can build trust. Additionally, addressing the negative perceptions held by those who "Disagree" or "Strongly disagree" is important. While this segment may be difficult to engage, understanding their concerns can help brands refine their email marketing

strategies, ultimately improving customer trust.

Chart 11: How Satisfied are You With the Email Marketing Strategies of Brand You Follow?



Analysis of Findings (Does email marketing campaigns influence your trust in a brand?): The findings suggest that email marketing campaigns have a noteworthy impact on consumers' trust in a brand. A significant majority (62.28%) of respondents either "Agree" or "Strongly agree" that email marketing influences their trust in a brand. This demonstrates the positive role email marketing plays in shaping customer perceptions and trust. Meanwhile, a substantial portion of respondents (29.82%) are "Neutral," which implies a level of uncertainty or indifference regarding the effect of email marketing on their trust in a brand. Lastly, a smaller group of respondents (7.89%) "Disagree" or "Strongly disagree," indicating that these individuals do not perceive email marketing as influential in building trust with a brand.

Discussion of Implications of Findings:

The results underline the potential of email marketing as a tool for building and strengthening brand trust. The positive influence observed among the majority of respondents suggests that brands can utilize email marketing to enhance customer relationships. However, the "Neutral" segment—nearly a third of the respondents—requires targeted strategies to better understand how email marketing can foster trust. Educating this group on the benefits of email marketing may encourage more favorable perceptions. Additionally, addressing the concerns of those who "Disagree" or "Strongly disagree" is essential. Although this group may be more challenging to engage, gaining insights into their reasons for skepticism can help brands refine their

email marketing approaches and build greater trust with their audience.

Recommendations

- **Personalize Content:** Create tailored email content based on individual preferences, interests, or past behaviors to enhance relevance and engagement.
- **Engage with Interactive Elements:** Integrate interactive features such as quizzes, polls, or contests to make emails more engaging and encourage recipient interaction.
- **Mobile Optimization:** Ensure all emails are fully responsive and render seamlessly on mobile devices to accommodate users accessing content on the go.
- **Test and Analyze:** Regularly track key performance metrics, including open rates, click-through rates, and conversions, to identify what works and refine your email marketing strategy.
- **Optimize Timing and Frequency:** Experiment with different sending times and frequencies to determine the optimal schedule for engaging your audience effectively.
- **Offer Exclusive Value:** Provide unique incentives, such as exclusive discounts, early access to sales, or special offers, to encourage email sign-ups and maintain subscriber loyalty.

Conclusion

Using primary data gathered from questionnaires, this study investigated the relationship between email marketing strategies and customer loyalty. The study found that well-structured email campaigns improve customer happiness, trust, and repeat engagement by looking at important factors including personalization, frequency, and content relevance. Maintaining customer attention was found to depend on finding an ideal interact between informational and promotional content.

The results support the idea that email marketing is a useful tool for building customer loyalty and allowing companies to create lasting, significant connections at an affordable price. Understanding and satisfying customer demands through focused and interesting communication is the key to its effectiveness.

Future studies may focus on investigating sector-specific strategies for maximizing efficacy or incorporating modern technologies like artificial intelligence for greater customisation.

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