

AN INVESTIGATION OF E-MAIL MARKETING FACTORS
ON REVISIT INTENTION IN HOTEL RESTAURANT



Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

May 2010

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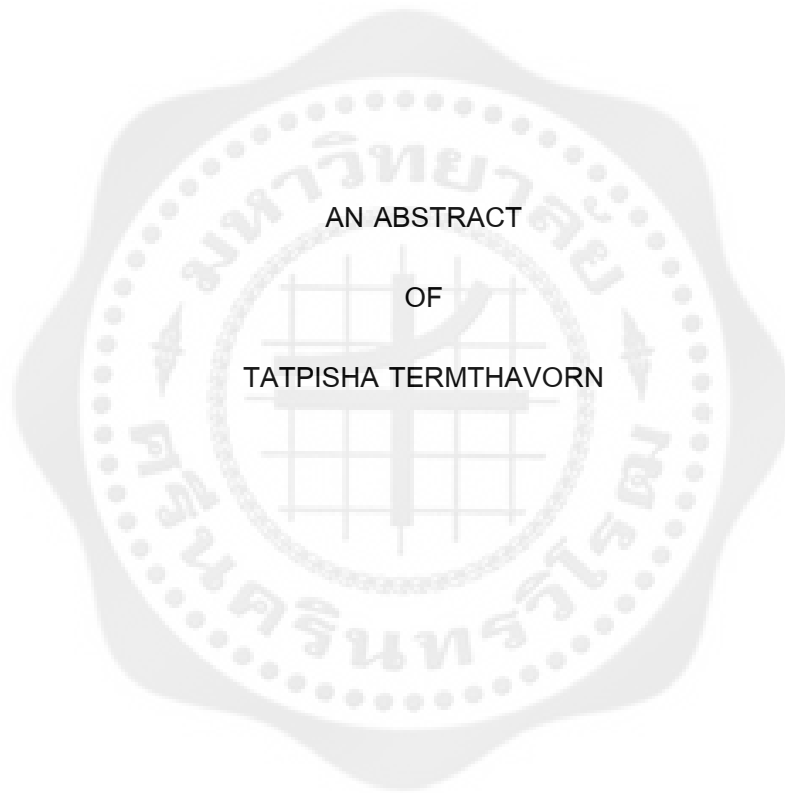


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With increasing competition in hotel business in Thailand, e-mail marketing plays an important role in hotel marketing strategies for ensuing customer loyalty to maintain competitive advantage. The purpose of this study was to investigate the attractiveness of e-mail marketing factors on influencing customer intention to revisit hotel restaurants. To obtain data, questionnaires were distributed to 100 randomly selected hotel restaurant customers and 40 customers returned the questionnaire. The results showed that the offer, which consists of discount, sweepstakes and gift with purchase, was the most attractive aspect of e-mail marketing influencing customer revisit intention.

The creativeness in subject line, headline, body copy, images and typography was the second most attractive aspect. Timing and frequency were the least important. According to the offer, discount was determined to be the most attractive influencer on customer decision to revisit hotel restaurants. Under the creativeness, subject line was the most attractive aspect that directed customer attention to open and read e-mail marketing. As to timing and frequency, the most preferable day and time for customers to receive e-mail marketing messages was Saturdays between 5:00 p.m. and 12:00 a.m. and the preferred frequency of marketing e-mails was once a month.

การศึกษาปัจจัยของจดหมายอิเล็กทรอนิกส์ด้านการตลาดของห้องอาหารในโรงแรม
ที่มีผลต่อการตัดสินใจกลับมาใช้บริการ



บทคัดย่อ
ของ
ทัตพิชา เต็มถาวร

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
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ปัจจุบันโรงแรมในประเทศไทยมีการแข่งขันกันเป็นอย่างสูง จดหมายอิเล็กทรอนิกส์ด้าน
การตลาดจึงมีความสำคัญเป็นอย่างมากในการวางกลยุทธ์ทางการตลาดของโรงแรมที่มีผลต่อความ
จงรักภักดีของลูกค้า เพื่อเพิ่มความได้เปรียบในการแข่งขัน การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อศึกษา
ปัจจัยของจดหมายอิเล็กทรอนิกส์ด้านการตลาดที่ดึงดูดมากที่สุด ในการทำให้ลูกค้าตัดสินใจกลับมาใช้
บริการของห้องอาหารในโรงแรมอีก ในการเก็บข้อมูล แบบสอบถามถูกส่งไปยังลูกค้าที่เคยมาใช้บริการ
ในห้องอาหารของโรงแรมจำนวน 100 ท่าน และ 40 ท่านได้ส่งแบบสอบถามกลับมา ผลจากการศึกษา
พบว่า ข้อเสนอ ซึ่งได้แก่ ส่วนลด การชิงโชค และการรับของสมนาคุณเมื่อซื้อสินค้า เป็นปัจจัยที่มี
อิทธิพลมากที่สุดต่อการกลับมาใช้บริการ

รองลงมาคือ ความคิดสร้างสรรค์ ซึ่งประกอบไปด้วยหัวข้อจดหมายอิเล็กทรอนิกส์ หัวเรื่อง
จดหมายอิเล็กทรอนิกส์ เนื้อหา รูปภาพ และรูปแบบตัวอักษรและสี ส่วนเวลาและความถี่มีอิทธิพลน้อย
ที่สุด นอกจากนี้ยังพบว่าในด้านข้อเสนอ ส่วนลดถือเป็นปัจจัยที่กระตุ้นให้ลูกค้าตัดสินใจกลับมาใช้
บริการมากที่สุด ด้านความคิดสร้างสรรค์ หัวข้อมีความสำคัญมากที่สุดเพราะเป็นปัจจัยที่ทำให้ลูกค้า
เปิดอ่านจดหมายอิเล็กทรอนิกส์ด้านการตลาด ด้านเวลาและความถี่ ลูกค้าส่วนใหญ่จะเปิดอ่านจดหมาย
อิเล็กทรอนิกส์ด้านการตลาดทุกวันเสาร์ ช่วงเวลา 17:00 น. ถึง 24:00 น. ทั้งนี้ลูกค้ามีความประสงค์ที่จะ
ได้รับจดหมายอิเล็กทรอนิกส์ด้านการตลาดจากทางโรงแรมหนึ่งครั้งต่อเดือน

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CHAPTER 1

INTRODUCTION

Background of the Study

In today's business world, many business sectors utilize the benefits of technology to maintain competitive advantage among business rivals. With the advent of the Internet, e-mail has become a new communication channel which is quicker, easier and cheaper (Rettie, 2008; Price & Starkov, 2008; Lertpraingam, 2008). E-mail marketing, one of the online direct marketing tools, is commonly used in business sectors to communicate information as well as promote products and services and advertise with current customers to gain more exposure and accomplish responses (Oz, 2002). Marketers consider using more e-mail marketing to communicate with customers. Thus, volume of e-mail marketing has grown and is continuing to do so.

The increased use of e-mail indicates the wide use of this tool in many businesses, especially in the hospitality industry including lodging, restaurants and additional areas in the tourism industry. The Radicati Group (2008) stated that the number of worldwide e-mail users is projected to increase from 1.3 billion in 2008 to almost 1.8 billion by 2012. In the hotel industry, e-mail has become a highly useful tool for marketing. Miller (2006) revealed that e-mail marketing was being used by 84% of hotel respondents, considerably higher than the average (76%) for all sectors. Hence, the volume of e-mail marketing used by hotels has not only substantially increased but it has become an integral part of hotel marketing strategies (Marinova, Murphy & Massey, 2002).

E-mail plays a vital role in hotel direct marketing because it is cost effective, direct, and fast in delivery and response (Rettie, 2008; Phelps, Lewis, Mobilio, Perry, & Raman, 2004). Tracking is another advantage that can help measure response rate and assess the success of marketing campaigns via e-mail (Woo-Hyun, Jiyoung, & Joo-Hun, 2002). Kinnard (2002) mentioned that e-mail offers marketers the chance to communicate effectively with current customers, gain their trust and build long-term relationships which is more effective and profitable than trying to acquire new customers (Dann & Dann, 2001). Thus, e-mail has very considerable advantages over traditional direct marketing such as letters and postcards.

To understand the significance and attractiveness of e-mail marketing as it contributes to successful marketing for hotel properties, direct marketing should be examined in the email context. Direct marketing is comprised of four factors: targeting, offer, creativeness, plus timing and frequency (Fraser-Robinson, 1989; Stone, 1996; Roberts & Berger, 1989; Lertpraingam, 2008). Three of these factors, the offer, the creativeness, and timing and frequency, will be studied here, because they are directly related to customer decision to return to hotel restaurants. Targeting will not be discussed because hotel strategy must be modified according to each target focus, leading to very diverse responses.

The first factor, the offer stimulates customers to take action. Marketers make a complete proposition to a prospective customer. The offer includes a product or service itself, the price at which it is offered, and price adjustments (Roberts & Berger, 1989). Three significant offers are used in the hotel business to motivate customers to make decisions are: discount, sweepstakes and gift with purchase. Discount refers to a reduction

in a brand's regular price and may be used by hotels to encourage the loyalty of current customers (Threevitaya, 2003). Sweepstakes offer customers a chance to win cash, merchandise or travel prizes. They were found to be the number one motivating factor in encouraging customers to participate in an e-mail marketing campaign (eMarketer, 2009). Gift with purchase encourages customers to make more purchases in order to receive a free gift. These strategic devices provide marketers with sound, profitable business opportunities, especially in fast food restaurants, cosmetics and supermarkets (Australian Promotional Product Association, 2009).

The creativeness, the second factor in e-mail marketing, helps marketers grasp customer attention and motivates them to read the e-mail. The purpose of creativeness is "to generate a breakthrough message and communicate that message with benefits of the product or service to the target audience" (Jutkins, 1999). The creative aspects of e-mail marketing include subject line, headline, body copy, image and typography (Jutkins, 1999; Roberts & Berger, 1989; Lertpraingam, 2008). All creative aspects make e-mail marketing more attractive and entice customers to open and read it.

The subject line determines whether customers will open an email or delete it even before reading the email content (Marinova, et al., 2002; McDonald, 2004). It must be short, simple and easy to understand (Rhodes, 2001) as well as attract customer's attention by featuring incentive in the subject line. A good subject line will generate interest and lead customers to read the offer. Following the subject line in logical progression, headlines are another device used to attract reader attention after they open an e-mail. The headline

design must jump out visually and command attention above the rest of the text (Boduch, 2006). Headlines must motivate customers to read the entire body rather than scanning it.

Body copy in e-mail marketing presents the sales message, provides support and gives an explanation to customers. To create an attractive message, the body copy should be kept short (Janal, 2000; Rettie, 2008). Vriens, Van der Sheer, Hoekstra, & Bult (1998) and Jutkins (1999) state that the attractiveness of the body copy as it is related to the graphics or images positively influences one's willingness to respond. Images draw customer attention, conveying information or reinforcing the claims in a message (Benjalikit, 2006). Images must be appealing (Lertpraingam, 2008) and support the body copy (Jutkins, 1999).

Finally, typography relates to font size, type and color. Payomyaem (1994) and Phathanasukphan (2007) describe how typography and colors play an important role in attracting customer attention. Jutkins (1999) discusses how font type and font size should be easy to read. More colorful e-mail marketing generates a greater response (Chittenden & Rettie, 2002). Taken together, the creative aspects of subject line, headline, body copy, images and typography are necessary to make an attractive e-mail marketing campaign and increase customer response.

The third e-mail marketing factor to be addressed is timing and frequency, which enables customers to read and pay attention to e-mail marketing in a timely manner. It is necessary for all businesses to consider timing and frequency. E-mail marketing must be sent to customers at the right time, which is one that makes it convenient for customers to read. Lertpraingam (2008) states that customers are more likely to open e-mails from Friday to Monday, 6:00 p.m. to 9:00 p.m. On the contrary, e-mail surveys revealed that

Wednesday afternoon was the most active day and time for customers to read e-mails (EmailLabs, 2008). In brief, customers paid more attention to e-mail marketing when they received it on an appropriate day and time.

Several authors underline frequency as the most critical factor for creating e-mail marketing (Janal, 2000; Lewis, 2002). E-mail marketing frequency differs between organizations and depends on many factors such as the nature of the business, the marketing objective and type of content (Paolini, 2003). Therefore, several authors recommend to test the most appropriate frequency for each hotel to create a successful e-mail marketing campaign.

Despite growth of the use of e-mail marketing in many businesses, very little is known about the attractiveness of the three e-mail marketing factors thus far discussed, especially with respect to how these factors influence customer revisit intention to hotel restaurant. This study has been conducted to investigate the most attractive factors of e-mail marketing and the most attractive aspects in each factor influencing repeat customers. The findings will help hotels improve their marketing strategies by focusing on the most appealing factors that influence customer intentions.

Objectives of the Study

The objectives of this study are:

1. To investigate the most attractive e-mail marketing factors: the offer; creativeness; timing and frequency influencing customer revisit intention for hotel restaurants.
2. To evaluate the most attractive aspects of each e-mail marketing factor influencing customer revisit intention to hotel restaurants.

Research Questions

This study attempts to answer the following research questions:

1. Which is the most attractive e-mail marketing factor: the offer; creativeness; or timing and frequency, influencing customer revisit intention to hotel restaurants?
2. Which is the most attractive aspect of each e-mail marketing factor influencing customer revisit intention to hotel restaurants?

Significance of the Study

The results of this study will be used as a guideline for hotel marketing departments in creating marketing plans when e-mail marketing is used to promote food and beverage departments. In understanding customer interests and behavior, hotel marketing departments will be able to create successful e-mail marketing campaigns concerning the offer, the creativeness, and timing and frequency. The hotel marketing and food and beverage teams will consider the most attractive offer to motivate in revisiting

hotel restaurants. Creativeness results will help graphic teams and copywriters work on the creative design of e-mail marketing including the subject line, headline, body copy, images and typography based on specified customer interests. Additionally, the customer's answers concerning timing and frequency will be useful for marketing teams in knowing when to send e-mail marketing (optimum time and day with appropriate frequency). The findings of this research will provide hotel management with the opportunity to gain insight and have a more substantial understanding of customer interest and behavior concerning e-mail strategy as part of an effective overall marketing campaign.

Moreover, the results could be helpful to the restaurant industry, because restaurant owners could plan and develop online direct marketing strategies to compete with competitors. The results could be used as a guideline for new restaurant owners to implement e-mail marketing in their online direct marketing strategy.

Scope of the Study

In this study, the respondents were 40 Thais and foreigners who visited one of four hotel restaurants at the Bangkok Marriott Resort & Spa: Benihana, Brio, Trader Vic's and Riverside Terrace during the period of March 1 and 31, 2009. Customers provided information including their e-mail address to the waiter or waitress after they paid their bills. One week later, customers started receiving e-mail marketing from the hotel on Mondays and Fridays. According to the customer database of Bangkok Marriott Resort & Spa in March, 200 customers with email addresses were included, approximately 50 customers per restaurant. Subsequently, 25 customers from each restaurant were randomly selected.

Questionnaires were sent to 100 customers on September 16, 2009 via the Bangkok Marriott Resort & Spa e-mail. They were asked to complete the questionnaire and return it via e-mail. Only 40 customers replied and returned the questionnaires by September 30, 2009.

Definition of Terms

The following section explains the terms used in this research.

- Marketing Communications:** A subset of marketing which covers advertising, sales stimulation, public relations and direct marketing (Ray, 2008; Batraga, 2005).
- Direct Marketing:** An interactive system of marketing that uses one or more advertising media to affect a measurable response and/or transaction at any location (Direct Marketing Association).
- E-mail Marketing:** A form of direct marketing that uses e-mail to communicate commercial messages to a large audience (Lesser, 2006).
- Revisit Intention:** A wish of customer to repeat visiting a restaurant in the future. It occurs when customers are satisfied with the product or service and it is a contributor to customer loyalty.

CHAPTER 2

LITERATURE REVIEW

This chapter reviews the literature related to the study in five main areas: overview of marketing communications and direct marketing, e-mail marketing, three e-mail marketing factors influencing customer revisit intention, the importance of the customer revisit intention, and previous research studies.

Overview of Marketing Communications and Direct Marketing

This section provides an overview of marketing communications and direct marketing.

Marketing Communications

Marketing communications is a subfield of marketing (Ray, 2008) and its role is to communicate the benefits of a product or service to potential customers (Aldridge, Forcht & Pierson, 1997). It is mentioned by Rowley (1998) that any activity that aims to promote its brand, product or company itself is considered as a marketing communications activity. Marketing communications can be found in advertising, direct marketing, sales stimulation, public relations, publicity, collateral materials, traders, exhibitions, sponsorship, e-marketing, web development and identity (Ray, 2008; Batraga, 2005). All of these refer to a set of communications that represents a combination of communication processes (Batraga, 2005).

Direct Marketing

Direct marketing is defined by the Direct Marketing Association as “an interactive system of marketing that uses one or more advertising media to affect a measurable response and/or transaction at any location”. Direct marketing is often referred to “as interactive marketing because it goes beyond mass marketing's broad audience appeal and involves two-way communication between sellers and buyers” (Spiller & Baier, 2005).

Essential characteristics of direct marketing are: marketing strategy, interactive system and measurable results. Marketing strategy refers to more than the simple use of specific marketing instruments. An interactive system indicates two-way communication between an organization and its customers. The results of direct marketing promotion are generally more measurable than in traditional marketing (Van der Scheer, 1998). These three significant characteristics make direct marketing a very common practice used by many businesses.

Furthermore, as direct marketing enhances direct communication with clients, it is often adopted by businesses as part of their marketing strategy. Direct marketing mainly promotes two way communications and measurable results. Direct marketing appears in various formats, from handwritten postcards to e-mails. According to Kamery (2004), online marketing has become more effective because the quality of increasing knowledge due to the internet and other technology continues to improve via the use of websites and e-mail. Many formats of direct marketing are available, and the focus in this research is on e-mail marketing.

E-Mail Marketing

This section provides a summary of e-mail marketing and e-mail characteristics.

The Definition of E-Mail Marketing

E-mail marketing is a form of online direct marketing that uses e-mail to communicate messages to a large audience (Lesser, 2006). Marketing campaigns in various companies have integrated e-mail (Vaios, 2006) and the volume of e-mail used by marketers is traditionally higher than other marketing tools (DoubleClick, 2001). According to the Radicati Group (2008), the number of worldwide e-mail users is projected to increase from 1.3 billion in 2008 to almost 1.8 billion by 2012. In addition, Jupiter research (a business and technology research company), forecasts that e-mail marketing spending would grow from \$1.2 billion in 2007 to \$2.1 billion in 2012. The spending in e-mail marketing has increased due to its impressive functionality and efficiency.

Over the last few years, e-mail marketing has been used extensively by hotels (Marinova et al., 2002) since its effective functions and benefits are recognized by hotel marketers. Its functions are communicating promotions, advertising with potential customers to achieve awareness, value or achieving a response (Oz, 2002). Hoteliers are using e-mail marketing as it creates strong, personalized and interactive relationships with their customers. Miller (2006) reveals that 84% of hotel respondents were using e-mail marketing, which is higher than the average (76 %) for all sectors. E-mail has unique characteristics to deliver marketing information to a target audience effectively and inexpensively.

E-mail Characteristics

E-mail has specific advantages over other communications tools. Its basic characteristics include being cost effective, direct and quick delivery/response times and results can be effectively tracked (Rettie, 2008; Vaios, 2006; Price & Starkov, 2008; Lertpraingam, 2008; Woo-Hyun et al., 2002; Wreden, 1999).

Cost effectiveness is the major advantage of e-mail compared to traditional marketing methods. E-mail is recognized as a cost effective because (Rettie, 2008; Vaios, 2006; Price & Starkov, 2008) it requires no printing, binding, taping or recording (Lesser, 2006). Many companies save their budget on direct marketing by using more e-mails as communication tool.

Delivery speed and response are fast because e-mail can be delivered instantaneously to a customer's inbox. Companies can send more than 1,000 e-mail marketing offers with a single click compared to traditional direct mail, which normally requires three to five days (Lertpraingam, 2008). E-mail also offers the opportunity to overcome time and geographic limits that exist in traditional communication methods such as telephone and post (Dann & Dann, 2001). Further, its paperless nature makes it environmentally friendly; a big advantage with regard to perception of community stakeholders, the general public and customers of the hotels.

With regard to efficiency, e-mail can be tracked easily (Woo-Hyun et al., 2002; Wreden, 1999) when customers receive or open the messages. Tracking statistics include three parts which are "open rates (the number people open the e-mail in percentage), click-through rates (the number of people who open the e-mail and click on the link within the

e-mail in percentage), and conversion rates (the number of people who open the e-mail, click on the link and purchase products or services in percentage)” (Lesser, 2006).

These aspects are useful for marketers to evaluate the effectiveness of an e-mail marketing campaign. Considering these characteristics, e-mail marketing is widely recognized by marketers as an invaluable marketing tool.

Three E-mail Marketing Factors Influencing Customer’s Revisit Intention

E-mail marketing factors are vital to successful direct marketing campaigns. Direct marketing consists of four factors: targeting, the offer, the creativeness, timing and frequency (Fraser-Robinson, 1989; Stone, 1996; Roberts & Berger, 1989; Lertpraingam, 2008). In this research, the factors of the offer, creativeness, and timing and frequency will be studied because they are related directly to customer revisit intention in hotel restaurants.

Targeting, one of the devices in a direct marketing program, is a group of potential customers that each company would like to focus as possible buyers of products or services. Each business has to identify the right market and target, otherwise the offer, creativeness, timing and frequency is for nothing. The hotel needs to select the target group they are focusing on, and measure the outcome individually. Therefore, targeting will not be discussed in this research. The other three devices are discussed below.

The Offer

The offer means product (or service) with the adjustment to the price and it supports to strategic positioning for the product (Roberts & Berger, 1989). The offer creates a target response, especially concerning the decision to purchase a product or service (Lertpraingam, 2008). The objective of the offer is to obtain repeat business from the existing customer base, to reactivate lapsed customers and produce sales leads (Roberts & Berger, 1989). Klemperer (1987) supported that the offer is a major motivator that influences customers to make decision and it is used to retain customer loyalty. Therefore, it is vital to carefully consider and select the right offer for the success of a direct response program (Jutkins, 1999). Thus, successful e-mail marketing requires an effective offer to entice customer interest. The attractiveness of an offer increases the probability of an e-mail marketing response (Vriens et al., 1998).

Offers can be categorized into various aspects such as discount, sweepstakes, contests, coupons, samples and gift with purchase. This research focuses on three offers, namely, discount, sweepstakes and gift with purchase, because these are most often offered by hotels or restaurants. As very little is known concerning offers in hotel e-mail marketing, research from other industries such as department stores and supermarkets has been considered. Chansin (2002) found that discount is the most enchanting type of offer from the perspective of department store customers. eMarketer (2009) reported that sweepstakes were the number one motivating factor in attracting consumers to participate in an e-mail marketing campaign. "Buy one get one free" was rated the favorite offer at Top's supermarket in Bangkok (Chernsiridamrong, 2003). It is worth studying these three types of offers to determine which factor most influences customer revisit intention in hotel restaurants.

Discount

Discount, a reduction in a brand's regular price, is a key offer that motivates customers in the restaurant visit (Mehta & Maniam, 2002). It also acts to develop customer loyalty (Threemitaya, 2003). Research concerning department stores reveals that discount is the most attractive factor from the perspective of customers compared to point accumulation or sweepstakes (Chansin, 2002). Examples of hotel discounts that are normally given to customers include 20% discounts on food and come two, pay one. Effective discounts generate customer loyalty and increase the number of repeat customers to the restaurant.

Sweepstakes

Sweepstakes offers consumers a chance to win cash, merchandise or travel prizes. Winners are determined purely by chance (Lin & Lin, 2008). This marketing tactic was determined to be the number one factor motivating consumers to participate in an e-mail marketing campaign (eMarketer, 2009). However, sweepstakes were found to be the least attractive offer to customers at Top's Supermarket and other retail companies (Chernsiritdamrong, 2003; Vaio, 2006). Stone (1997) identifies the most appealing and popular prize structures are cash, automobiles, travel and home entertainment appliances. Examples of hotel prizes include a chance to win two nights at a resort, food vouchers or a discount after dining. The success of any sweepstakes offer is strongly impacted by the value of the prizes (Stone, 1997).

Gift with Purchase

Receiving a gift with purchase is an incentive program that offers merchandise or service free or at a low price (Lin & Lin, 2008), such as receiving a complimentary room when spending more than Baht 3,500 or “Buy one get one free”. In the supermarket field, Top’s supermarket customers rated “Buy one get one free” as the most attractive offer (Chernsirdamrong, 2003). Offering gift with purchase helps build brand image, drive traffic and increase sales (Hiam, 2000 & Jagoda, 1999). The more attractive gift offered with a purchase, the more customers return.

The research shows that the attractiveness of an offer is important in gaining the attention of customers while reading e-mail marketing and stimulates them to return to the hotel restaurants. The hotel marketer must consider the best offers that will fulfill customer expectations.

The Creativeness

Creativeness in e-mail marketing is a key in getting customer attention. The purpose of creativeness is “to create a breakthrough message and communicate the benefits of the product or service to the target audience” (Jutkins, 1999). Areas where creativeness can be applied include the subject line, headline, body copy, images and typography (Chaffey, 2003; Roberts & Berger, 1989; Lertpraingam, 2008) as presented in Figure 1.

Brio anniversary offer, spend more than Baht 3,500 and receive 1 FREE night at Bangkok Marriott Resort & Spa

Subject line

From: [Marriott News \(marriottnews@minor.net\)](mailto:marriottnews@minor.net)
Sent: Friday, July 10, 2009 11:17:11 AM
To: tatpisha@hotmail.com

[Please click here if you can't view properly](#)



Happy 1st Anniversary

แบ่งปันความสุข ครอบคลุม 1 ปี

Unwrap the sensational gift together at Brio, the authentic Italian restaurant at Bangkok Marriott Resort & Spa. Throughout this July, every guest who spends more than Baht **3,500** (after discount) will receive **one free night**.

Unwind in the luxurious tropical garden and let the beauty of the resort's atmosphere touch you. Share this memorable experience together with your loved one in our gracious deluxe room in this tranquil sanctuary.

Let's celebrate and step into the second year of Brio, the Italian Way of Life.

ห้องอาหารอิตาลีพรีเมียมที่โรงแรมแอมบร็อก ริสอร์ท แอนด์ สปา กรุงเทพฯ เริ่มฉลองครบรอบ 1 ปี ตั้งแต่วันที่ 1 กรกฎาคม 2552

สำหรับค่าบริการห้องอาหารริสอร์ทตั้งแต่ **3,500** บาทขึ้นไปหลังหักส่วนลดแล้วจะได้รับ

บัตรกำนัลห้องพักดีลักซ์ ฟรี 1 คืน ที่โรงแรม แอมบร็อก ริสอร์ท แอนด์ สปา กรุงเทพฯ คืนค่าไปกับบรรยากาศสวนสวยริมแม่น้ำเจ้าพระยา ใต้เวลาแห่งความสุขนี้กับคนที่คุณรัก

ฉลองครบรอบ 1 ปี แลกภาพมาส์ปิ้งที่ 2 ของแอมบร็อกพร้อมกัน

[Click here for online reservations](#) [Map](#)
สำรองที่มันจอนไลน์ แผนที่

Bangkok Marriott Resort & Spa
On the Chaophraya River
257 Charoennakorn Road, Bangkok 10600, Thailand. Tel: (66) 2 476 0022 Fax: (66) 2 476 1120
Email: bangkokmarriott@minor.net www.marriott.com/BKKTH
Saphan Taksin Complimentary shuttle boat service every 20 minutes

Images

Headline

Body Copy

Typography (font type, font size and color)

This is an e-blast provided by Marriott Resorts & Spas Thailand. If you know of any friends who may be interested in receiving our e-blast, please do ask them to subscribe by sending us an email and place "SUBSCRIBE" as the subject. Thank you.

However, if you wish not to receive this e-blast from the Marriott Resorts & Spas Thailand in future, simply reply to this email and place "UNSUBSCRIBE" as the subject which will be processed within 5 working days period.

Figure 1 Sample of Bangkok Marriott Resort & Spa E-mail Marketing

Subject Line

Subject line is the most important part of an e-mail marketing campaign (Marinova et al., 2002) since it determines whether customers will open an email or delete it before even reading it (McDonald, 2004). The subject line identifies what an email message is about; it must contain information that relates to a reader's preference in order to grasp their attention at first sight (McDonald, 2004). While most readers read subject lines, only a minority (10 to 40%) of those files are typically opened (eROI, 2008).

To stimulate customers to open and read marketing e-mail, the subject line must be short, to the point, simple and easy to understand (Rhodes, 2001). Strong incentive details in the subject line improve response rates (Chittenden & Rettie, 2002). Attractive subject lines lead readers to open and read the e-mail.

Headline

The headline plays an important role in e-mail because it stimulates customers to read the body copy. Text with a large font size is used to attract attention and lead recipients to continue reading the remainder of the e-mail marketing (Lenhaphun, 2002). Arens (2002) identifies the purpose of headlines as commanding attention, engaging the audience, explaining visuals and leading the reader into the body text and present the selling points. Ressel and Ronald (1993) reveal that a headline is read first. Therefore, it should stimulate interest to continue reading and learning more about the product or service.

It is essential to create an enchanting headline to command customer attention. Therefore, a headline must be designed to jump out visually (Boduch, 2006) because only 20% of those who read the headline proceed to read the body of the e-mail (Burton, 1981).

In summary, the headline must select the right angle; grasp the reader's attention; identify the product, service and brand; and initiate the sales by motivating readers to continue into the body copy. A relationship between the headline and the body copy is necessary to arouse reader's interest and lead them to pay attention to the body copy.

Body Copy

Body copy is the persuasive heart of a message (Benjalikit, 2006). Text functions are selling the message, providing support and explanation to the reader (Well, Brunett, & Moriarty, 2000). Body copy must explain all of the claims generated in the headline (Rothschild, 1987) and develop the sales message by providing readers with detailed benefits (Lenhaphun, 2002). However, Arens (2002) states that body copy is typically read by only one out of ten readers. Thus, it must be aimed toward the reader interest and explain how the product or service can satisfy their needs.

Furthermore, body copy must provide selling information generated in the headline and persuade customers to take further action. Obviously, it must be concise and clear with appropriate length (Janal, 2000; Chittenden & Rettie, 2002; Vaios, 2006). The most important information should be placed at the beginning of the message to capture customer attention (Janal, 2000). Moreover, body copy positively influences the willingness to respond favorably to an e-mail marketing campaign and increases the probability of action (Vriens, et al., 1998). When considering body copy in this way we also see that images must be linked together to have a greater impact on an e-mail marketing campaign.

Images

Images are a significant aspect of creativeness employed to attract customer attention upon opening an e-mail. Images are commonly used to convey information or reinforce message claims (Benjalikit, 2006) because images are more powerful than verbal descriptions. Nevertheless, the average person spends eight seconds or less viewing artwork (Rothschild, 1987).

Images draw a customer's attention to an e-mail. Adbusters Media Foundation (2006) reported that 70% of people only look at the visuals in an advertisement, whereas only 30% read the headline. Images must be appealing (Lertpraingam, 2008) and pull customers into the body with a strong visual impact (Benjalikit, 2006). When considering aesthetics like images, typography must also be addressed.

Typography

Typography is one creative aspect that attracts customers to read e-mail marketing. It includes font size, type and color. The size of the body copy should be designed to invite readers to read the e-mail marketing, while color choice helps in making the layout more interesting to command reader attention. Font type and size should be easy to read, with a minimum type size of 9 points (Jutkins, 1999). Chittenden and Rettie (2002) prove that colorful and attractive e-mail marketing generates a greater response.

In summary, the creativeness suggests the perfect combination of subject line, headline, body copy, images and typography to increase the overall attractiveness of e-mail marketing to command reader attention as well as ensure and reinforce brand awareness.

The next strategic point to consider is timing and frequency. Customers do not like to feel inundated by marketing communication.

Timing and Frequency

Timing refers to the most appropriate day of the week as well as the optimum time of day to send e-mail marketing as identified by each marketer. Various researchers offer very different opinions concerning the timing of e-mails. Chaffey (2003) shows that weekdays lead the way for customers to open e-mails, especially on Monday and Wednesday while EmailLabs (2008) illustrate that the majority of e-mails (62%) are opened throughout the day, especially from Tuesday and Thursday. e-ROI (2003) reports that Wednesday is the most active day for e-mail while Lertpraingam (2008) claims Friday to Monday are the best days. It can thus be deduced from these sources that Wednesday, most often cited, is the optimum day for sending e-mail. When during the day to send email to ensure receipt is also very important, hence awareness of convenient timing for reading e-mail marketing is essential in the Thai context. A National Electronics and Computer Technology Center (NECTEC) survey (2009) shows that from 8:01 p.m. to 12:00 a.m. is the most popular time for Thais to use the Internet. Lertpraingam (2008) states that the highest rate for opening emails is from 6:00 to 9:00 p.m. However, Chaffey (2003) suggests that the best time to send e-mail marketing varies according to the target market.

In addition to concerns of time of day, frequency refers to how much repetition is sufficient when sending e-mail marketing because this factor also affects decision making. E-mails that are sent too frequently may increase the annoyance level of the recipients and

cause them to remove themselves from a company's mailing list (Vaios, 2006). Merkle Marketing (2009) shows that 73% of survey respondents cited "sending too frequently" as the main reason for unsubscribe of an e-mail marketing program.

Each organization has to consider a different e-mail frequency strategy which depends on many factors such as the nature of the business, the marketing goals, type of content, etc. (Paolini, 2003) It is thus difficult to determine how often e-mail marketing should be sent. For example, promotional e-mails depend on the nature of the business but more than two per month will potentially test the patience of the recipient. Six to twelve newsletters per year is suitable for small firms while larger firms may send them more frequently (Crane, 2009). Many researchers advise marketers to test e-mail marketing frequency based on the specific circumstances a company faces.

In conclusion, the timing and frequency of sending emails depends on the type of business. The best technique is to experiment with e-mail marketing campaigns by sending e-mails on various days, at different times with a range of frequencies to maximize the return on investment and generate more business.

The Importance of Customer Revisit Intention

Customer revisit intention plays a vital role in hotel restaurant business as it is an important factor affecting customers' future relationships with an organization (Jones, 1998; Reichheld & Sasser, 1990; Weun, 1997). Revisit intention in this research refers to customer aim to repeat visiting the hotel restaurants in the future. To ensure customer revisit intention, Bangkok Marriott Resort & Spa should focus on customer satisfaction and use e-mail

marketing as communication tool to motivate customers to revisit hotel restaurants. Han, Back and Barret (2009), and Ho and Wu (1999) also assert that customer satisfaction significantly affects customer intention to revisit. Customers are satisfied when a restaurant product or service meets or exceeds their expectations and it results in customer loyalty. Furthermore, customers become more willing to receive restaurant promotions from hotel communication tools as well as revisit the restaurant in the future.

E-mail marketing has a significant relationship with customer satisfaction and revisit intention. E-mail marketing had positive effects on customer loyalty and it created revisit intention according to Merisavo and Raulas (2004). Moreover, with the aim of enhancing the revisit intention, the researchers recommended hotel marketers maintain contact with customers via e-mail marketing.

Previous Research Studies

This section presents previous research studies that relate to e-mail marketing factors of offer, creativeness, and timing and frequency.

Vaios (2006) analyzes the practices that marketers use to attract and build long-term relationships with retail customers via e-mail. The results show that subject line content highly affects the likeliness of recipients opening e-mails. The length of the message is a critical factor of proper design, with a short message being preferable. In order for emails to motivate customers to take action, they should contain a valuable offer. Sweepstakes scored lowest on preferences of participants and also on purchases after

subscription. Finally, the results of the survey show that when messages are received too frequently from a particular company, it may be perceived as annoying by the recipients.

Several studies discuss the promotional methods that most influence customers. Lin and Lin (2009) focus on the factors that affect consumer spending and repeat visits in department stores. They show that discounts had a significantly positive effect.

Sweepstakes also had a significant effect on consumer spending and repeat visits. No department store showed gains from investing in a sweepstakes program although they had invested heavily. Chernsiridamrong (2003) focuses on Bangkok customers' behavior towards sales promotion at Top's Supermarket. Results show that "buy one get one free" is the most attractive sales promotion. Customers paid little attention to sweepstakes promotions in this case. Chansin's (2002) research concerning Bangkok consumer attitudes towards sales promotions in department stores reveals that discounts are the most attractive sales promotion. Most customers participated because of discounts. Department stores often use discounts for promotions.

Following from promotional methods, some researchers have focused specifically on e-mail marketing. Vriens et al. (1998) concentrate on customer attitudes towards e-mail campaigns. They show that the attractiveness of content positively influences willingness to respond favorably to an e-mail campaign and this increases the probability of placing an order. Chittenden and Rettie (2002) discuss the success factors of e-mail marketing associated with higher response rates for the opening of e-mail, namely, subject line, e-mail length, incentive and number of images. Their research shows a significant correlation between response rate and subject line, e-mail length, incentive and number of images.

Longer e-mails generated a lower response and encouraged higher unsubscribe rates.

E-mail messages must be clear, concise and take no more than one scroll of the screen.

More colorful and attractive e-mails generated a greater response.

Lenhaphun (2002) shows that headlines in magazines are considered the most significant part of advertising copy because that is the first thing copywriters use to attract attention and communicate the creative concept. One headline can serve several functions, including attracting attention, stimulating interest, luring readers into body copy, selecting prime prospects from readers, presenting the sales message, identifying the product or service and offering a benefit.

This having considered in this chapter an overview of marketing communications and direct marketing, e-mail marketing, and three e-mail marketing factors as well as its aspects influencing customer revisit intention we can proceed to the study. The study focuses on the most attractive e-mail marketing factors (the offer, the creativeness, and timing and frequency) influencing customer revisit intention to the hotel restaurant. In addition, the most attractive aspects of the offer, the creativeness, and timing and frequency which affect customer revisit intention are explored to recommend how hotel marketers may develop successful e-mail marketing campaigns.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the methodology of the research project, covering the respondents of the study, instrument of the study, pilot study, data collection and data analysis.

Participants in the Study

The participants in this study consisted of 100 Thai and foreign customers who visited one of four major restaurants at the Bangkok Marriott Resort & Spa: Benihana, Brio, Trader Vic's and the Riverside Terrace for the period March 1 to 31, 2009. Participants were selected based on two criteria. First, the participants visited one of the restaurants at least one time. Second, they were willing to provide information including their e-mail address to a waiter or waitress after completing their meal. The total number of 200 customers from these four restaurants in March 2009 was comprised of approximately 50 customers per restaurant. Half the customers in each restaurant were randomly selected for this study, so the sample consisted of 25 customers per restaurant.

Instrument of the Study

A questionnaire was employed as the research instrument for collecting primary data. Two versions of questionnaires were prepared, in English and Thai. Questionnaires were sent to customers on September 16, 2009 and collected on September 30, 2009. The

questionnaire was divided into two parts: general information on the respondents and three e-mail marketing factors influencing customer revisit intention.

Part One: General Information of the Respondents

Customers were asked to provide general information regarding their gender, age, monthly income and educational level. This part of the questionnaire identified customers who visited one of the hotel restaurants in March 2009 and began receiving e-mail marketing from April 2009 onwards. The information in this section was analyzed by percentage. The answers were beneficial for the hotel marketing team and food and beverage team as a guideline focusing on potential customers when new food & beverage promotions were being planned.

Part Two: Three E-mail Marketing Factors Influencing Customer Revisit Intention

The second part of the questionnaire focused on three e-mail marketing factors: the offer, the creativeness, and timing and frequency. The first section concerned the offer in e-mail marketing. The offer consisted of three types aspects: discount, sweepstakes, and gift with purchase. The Likert rating scale was used to rate the attractiveness of each offer.

The rating scale criteria of Likert was

Number 5: means the highest level of attractiveness.

Number 4: means the high level of attractiveness.

Number 3: means moderate level of attractiveness.

Number 2: means low level of attractiveness.

Number 1: means the lowest level of attractiveness.

The answers from this section were useful for the hotel marketing team in developing the most attractive offer to match customer preferences and influence them to revisit hotel restaurants.

The second section concerned the creativeness. A marketing e-mail was designed utilizing each aspect in the creativeness section: subject line, headline, body copy, images and typography. Customers were asked to rate the level of attractiveness influencing their revisit intention to hotel restaurants. Similar to the offer, the Likert rating scale was used to rate the attractiveness of each creativeness offering. The hotel marketing, graphic teams and copywriter aimed to improve the attractiveness of the e-mail marketing's creativeness to motivate their customers to open the e-mail and influence them to revisit the restaurants.

The third section concerned timing and frequency of e-mail marketing. Customers were asked to indicate their preferred day and time to open and read the e-mail marketing as well as their preferred frequency of receiving e-mails from the hotel. The results benefited the marketing team in ensuring that customers would open and read the e-mails and not be annoyed.

The last section concerned the most attractive e-mail marketing factors influencing customer revisit intention. The e-mail marketing consisted of three factors: the offer, the creativeness, and timing and frequency. Customers were asked to rank the most attractive e-mail marketing factors influencing their revisit intention and provide their reason on the most attractive factor. The answers from this section were useful for the hotel marketing in considering attractive e-mail marketing by using the most attractive factors to influence customer revisit intention.

Pilot Study

The researcher interviewed five customers who visited hotel restaurants at least once a month and received hotel e-mail marketing twice a week. They were willing to respond to questions concerning the attractiveness of Bangkok Marriott Resort & Spa's e-mail marketing factors. The researcher gathered all information from these five customers and combined with the researcher's experience in the Marketing Communications field. The researcher used that information as a guideline to design the questionnaire. Moreover, the questionnaire was reviewed and revised with the help of the two experts in hotel food and beverage operation field as well as hotel sales and marketing field to ensure content, validity and appropriate use of wording.

The researcher conducted a pilot study during the period of June 10 to 12, 2009 by sending the questionnaire to five hotel customers. The purpose of this pilot study was to ensure that all customers would understand the language used in the questionnaire and be able to complete the questionnaire correctly. Finally, the questionnaire was modified and improved before data collection to assure the research was taken effectively.

Data Collection

One hundred questionnaires were sent as an e-mail attachment to selected customers using the hotel e-mail address (marriottnews@minor.net.com). Customers could answer the questionnaire by checking in a box or typing in their answer on a blank line. The questionnaire was sent on September 16, 2009. 40 responses to the questionnaire were returned by September 30, 2009.

Data Analysis

After reviewing the completed questionnaires, the data was gathered and analyzed by section. In part one, frequency and percentage were used to calculate and analyze the general respondent information. In part two, the mean of the ranking scale, frequency and percentage were used to analyze the data as follows:

(a) The mean of the ranking scale was used to interpret the attractiveness level of the offer and creativeness based on the criteria of Best (1970):

Rating of 4.50 – 5.00:	Reflects the highest level of attractiveness.
Rating of 3.50 – 4.49:	Reflects high level of attractiveness.
Rating of 2.50 – 3.49:	Reflects moderate level of attractiveness.
Rating of 1.50 – 2.49:	Reflects low level of attractiveness.
Rating of 1.00 – 1.49:	Reflects the lowest level of attractiveness.

(b) Frequency and percentage were used to interpret the preferred timing and frequency as well as the most attractive factor influence customer revisit intention.

The results of the questionnaire were interpreted, categorized and tabulated on computer sheets and calculated into statistical values (The Statistical Package for the Social Science: SPSS)

In conclusion, this chapter has described the methodology of the study. A questionnaire was used as the instrument to collect data concerning three e-mail marketing factors.

Frequency, percentage and mean scores were used to analyze the results of the study.

A discussion on the findings of this research is presented in Chapter 4.

CHAPTER 4

FINDINGS AND DISCUSSION

This chapter presents the results and discussion regarding the attractiveness of hotel e-mail marketing at Bangkok Marriott Resort & Spa. It consists of three parts: general information of the respondents, the most attractive aspect of e-mail marketing factors as well the most attractive e-mail marketing factor influencing customer revisit intention at Bangkok Marriott Resort & Spa.

General Information of the Respondents

This section reveals the general information of the respondents, including gender, age, monthly income and educational level (see Table 1). The total number of respondents was 100 and 40 respondents returned the questionnaire. These customers visited at least one of four restaurants at the Bangkok Marriott Resort & Spa: Riverside Terrace, Benihana, Trader Vic's and Brio from March 1 to 31, 2009.

Table 1 General Information of the Respondents (N=40)

General Information	Frequency	Percentage
Gender		
Male	15	37.5
Female	25	62.5
Age		
Below 26	3	7.5
26-35	19	47.5
36-45	9	22.5
46-55	8	20
Over 55	1	2.5
Income per month		
Below 30,000 baht	4	10
30,000-50,000 baht	5	12.5
50,001-70,000 baht	9	22.5
70,001-90,000 baht	2	5
Over 90,000 baht	20	50
Educational Level		
Primary School	0	0
Secondary School	1	2.5
Diploma	1	2.5
Bachelor's Degree	17	42.5
Master's Degree	19	47.5
Doctoral's Degree	2	5

In Table 1, the majority of the customers who responded to the questionnaire were female (63%) while the rest were male (37%). Most of the customers were between 26 and 35 (47.5%). The results showed that half of the 40 customers earned over 90,000 baht per month (50%). 47.5% of the customers held Master's Degrees.

The Most Attractive Aspects of E-mail Marketing Factors Influencing

Customer Revisit Intention

E-mail marketing is used worldwide by most business sectors to provide information, inform customers of new products, increase sales and enhance customer relationships. Its popularity comes from its outstanding characteristics of low cost, swiftness and ease of tracking. This section focused on the most attractive aspects of e-mail marketing factors: the offer, the creativeness, and timing and frequency influencing customer revisit intention.

The Offer

This section presents the means scores of “the offer” factor influencing customers revisit intention. Three offers that normally gave to hotel customers are discount, sweepstakes and gift with purchase. Discount is a reduction in brand’s regular price, for example 20% discount on food, “Come 2 Pay 1”, etc. Sweepstakes offers customers the chance to win cash, merchandise or travel prizes, for example 2 nights stay at the resort or Food voucher worth 1.000 baht. Gift with purchase offers free gift to the customers with the purchase of a product or service for example “buy 1 get 1 free”. These three offers stimulate customers to make a revisit decision faster.

Each customer asked to rate the most attractive offer that influence them on revisit intention. The results are presented in Table 2.

Table 2 Means Score of the Offer Factor

The Offer	Means	Level
Discount		
Food or beverage discount (i.e. 20%, 40%)	4.18	High
Come 2 pay 1	4.50	Highest
Average Means Score	4.34	High
Sweepstakes		
Receive a chance to win two nights stay at the Marriott Resorts & Spas	3.53	High
Receive a chance to win a prize (food voucher, discount after dining)	3.48	Moderate
Average Means Score	3.51	High
Gift with purchase		
Receive a complimentary glass of wine when ordering main course	3.30	Moderate
Buy 1 get 1 free (buy 1 pizza and get 1 pizza free)	3.60	High
Receive 1 complimentary room when spending more than 3,500 baht	4.08	High
Average Means Score	3.66	High

The results presented that discount was the most attractive offer influencing customer revisit intention (4.34), followed by gift with purchase (3.66) and sweepstakes (3.51). This is similar to Mehta and Maniam's research (2002) concerning the marketing determinants of customer's attitude towards the restaurant visits. They found that discount was a key offer that motivated customers in the restaurant visits. The present research showed that the means score of "Come 2 Pay 1" was 4.50. The means score of "food or beverage discount" was 4.18. "Come 2 Pay 1" was rated as the most attractive discount. Bangkok Marriott Resort & Spa offered "Come 2 Pay 1" to customers at Riverside Terrace in May 2009. It was very attractive deal which generated head counts and also helped to increase restaurant revenue by 20% in promotion month.

The present research result is consistent with Klemperer's research (1987) on the discount which is a key offer that influence customer to make decision. In department store business, discount also played a vital role in luring customers to go shopping (Chansin, 2002). Moreover, the more attractive discount, the more customers return to hotel restaurants.

In conclusion, discount was the most attractive offer influence hotel customers to revisit the hotel restaurant. To enhance the number of repeat customers, Bangkok Marriott Resort & Spa's marketer should focus on discount in the future e-mail marketing.

The Creativeness

This section focuses on the creativeness of e-mail marketing. The objective of creativeness is to communicate the benefits of a product or service to the target customers (Jutkins, 1999). Creativeness in e-mail marketing consists of 5 basic aspects which are subject line, headline, body copy, images and typography is discussed in this chapter. Customers were asked to rate the attractiveness of each creative aspect in the questionnaire. The means score of "the creativeness" factor is presented in Table 3.

Table 3 Means Score of the Creativeness Factor

The Creativeness	Means	Level
Subject Line		
It grabs attention.	3.90	High
It is short and easy to understand.	3.88	High
Average Means Score	3.89	High
Headline		
It jumps out visually.	3.88	High
It is related to the body copy.	3.63	High
Average Means Score	3.76	High
Body Copy		
It is written clearly.	3.43	Moderate
Body copy length is appropriate.	3.35	Moderate
Average Means Score	3.39	Moderate
Images		
They are appealing.	3.45	Moderate
They are linked to the content.	3.45	Moderate
Average Means Score	3.45	Moderate
Typography		
Font type and size are easy to read.	3.80	High
Color of e-mail marketing is attractive and easy to remember.	3.68	High
Average Means Score	3.74	High

Table 3 demonstrates the means score of each creative aspect: subject line, headline, body copy, images and typography. The means score for subject line was 3.89. The means score of headline was 3.76. The means score of typography was 3.74. The means score of images was 3.45. The means score of body copy was 3.39. The result found that subject line is the most attractive aspects influencing customer revisit intention. It was consistent with Marinova et al. (2002) and McDonald's (2004) findings that the most

important part of e-mail marketing was the subject line since it determined whether a customer would open an e-mail or delete even before reading it. Therefore, the copy writer should focus more on the subject line and create the subject line that grab customer's attention.

The findings revealed that customers prefer to read e-mail marketing with attractive subject line. The mean score of the subject line that grab customer's attention was 3.90.

This finding was consistent with Chittenden & Rettie's research (2002) that attractive subject line with strong incentive helped to grab and increase customer attention. Therefore, hotel should add special offer in the subject line to make it more attractive to customers. Additionally, the means score of the subject line that is short and easy to understand was 3.88. This finding was similar to Rhodes (2001) who found that the subject line must be short, simple and easy to understand in order to influence customer to read e-mail marketing. The example of Bangkok Marriott Resort & Spa subject lines were "Brio anniversary offer, spend more than 3,500 baht and receive 1 FREE night at Bangkok Marriott Resort & Spa", "Come 2 Pay 1 at Riverside Terrace, Bangkok Marriott Resort & Spa", etc. The length of hotel subject lines was long because incentive and hotel name were added. Therefore, the result from this research would help hotel marketer and copy writer to focus more on the creative subject line by adding offer and keeping the subject line short and easy to understand in order to grab customer's attention.

In summary, the subject line had the most impact on the creativeness influence customer revisit intention. This factor increased the number of customers who opened and read e-mail which enhanced the success of restaurant e-mail marketing. The hotel subject line needed to be adjusted by making it short and attractive based on customer's perspective.

Timing and Frequency

This section will focus on timing and frequency. Customers were asked to indicate their preferable time and day for reading e-mail marketing and the frequency of e-mails that they prefer receiving each month. Time frames were separated into 4 sessions in the questionnaire: morning (12:01 a.m. – 10:59 a.m.), lunch (11:00 a.m. – 12:59 p.m.), afternoon (1:00 p.m. – 4:59 p.m.), and evening (5:00 p.m. – 12:00 a.m.). The results will help hotels know the preferable time to send e-mail marketing to customers. The percentage graph in Figure 2 presents customers' preferable time to open and read e-mail marketing.

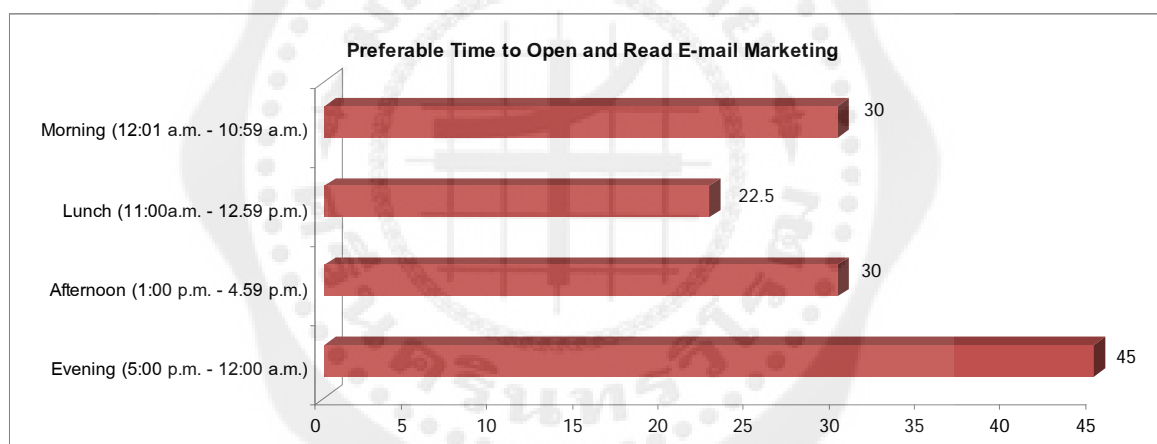


Figure 2 Preferable Time to Open and Read E-mail Marketing

The findings in Figure 2 revealed that evening during 5:00 p.m. – 12:00 a.m. is the preferable time to read e-mail (45%) followed by morning (30%), afternoon (30%) and lunch time (22.5%). The result from this finding shows that Bangkok Marriott Resort & Spa's customers would prefer to open and read e-mail marketing during evening time (5:00 p.m. – 12:00 a.m.). Bangkok Marriott Resort & Spa normally sent e-mail marketing to customers during evening

time from 5:00 – 7:00 p.m. which fall in the evening period (5:00 p.m. – 12:00 a.m.).

The result was similar to Lertpraingam's book (2008) which mentioned that 6:00 to 9:00 p.m. was the best time to send. Although customers might use e-mail throughout the day, the best time to read hotel e-mail marketing was after working hours when they could focus on their personal e-mails including hotel e-mail marketing.

The next section, the preferable day for customers to open and read e-mails was also important information when hotel would like to send e-mail marketing to customers. The percentage of the customers' preferable day to open and read e-mail marketing is presented in Figure 3.

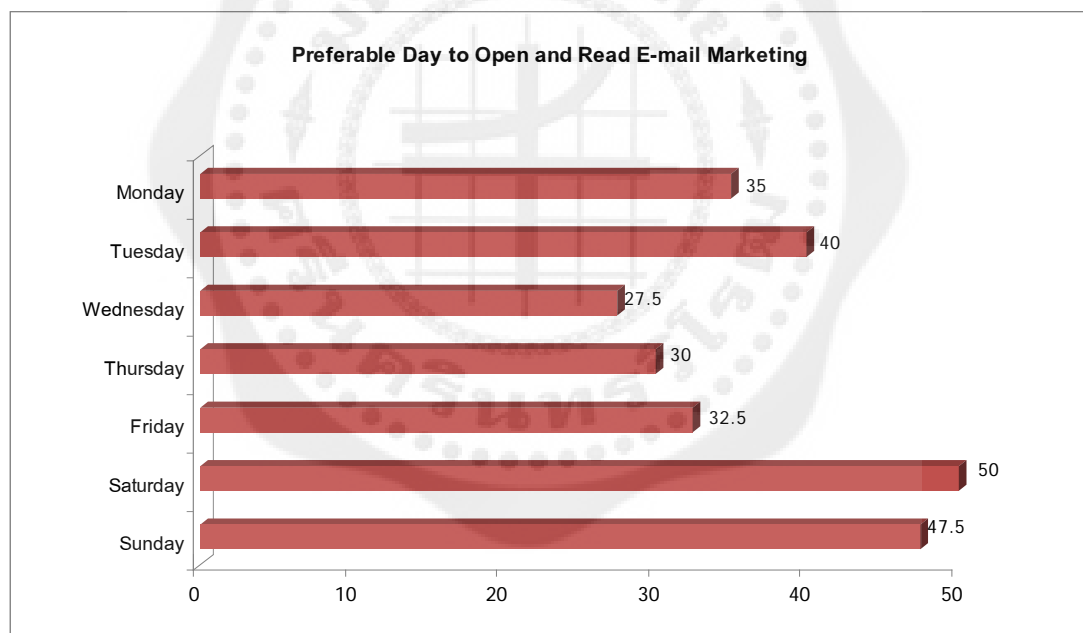


Figure 3 Preferable Day to Open and Read E-mail Marketing

The findings of figure 3 showed that Saturday was the most preferable day to open and read e-mail marketing (50%), followed by Sunday (47.5%), Tuesday (40%), Monday (35%), Friday (32.5%), Thursday (30%) and Wednesday (27.5%). The result was similar to Lertpraingam (2008) who wrote that the highest e-mail opening rate was from Friday to Monday. It could be more convenient for customers to check their personal e-mails on Saturday because they have more time to concentrate and read promotion e-mails. However, the findings were inconsistent with Chaffey (2003) who wrote that customers opened e-mails on Mondays and Wednesdays. Moreover, EmailLabs survey (2008) presented that the majority of e-mails (62%) were opened between Tuesday and Thursday. Based on different results from many sources, hotel was recommended to test the preferable day for reading e-mail marketing by itself.

E-mail marketing frequency means how often e-mail marketing is sent to customers. The results of this part may help hotels be aware of an ideal frequency that e-mail marketing should be sent out without creating any annoyance to customers or causing them to remove from the hotel list. The results are shown in Figure 4.

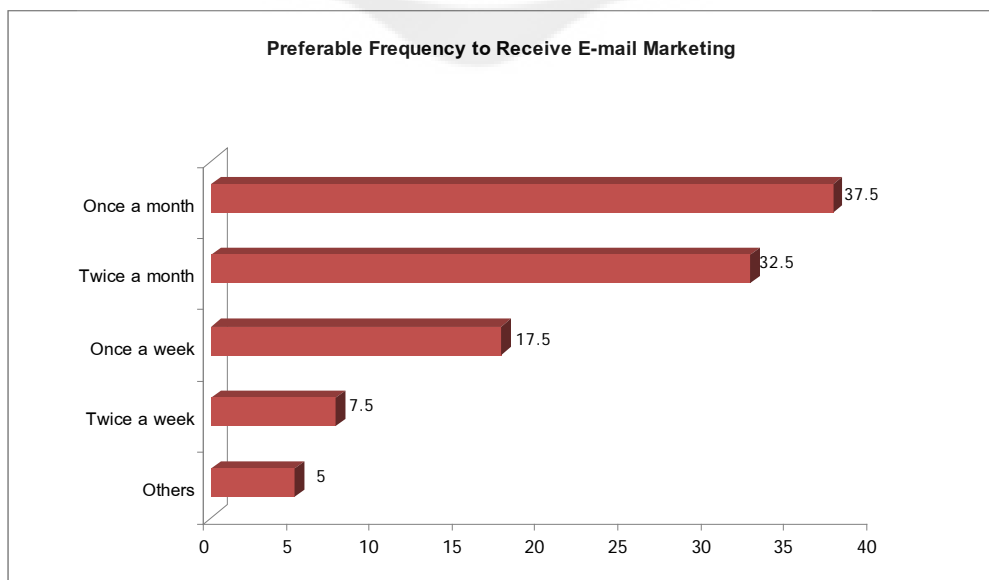


Figure 4 Preferable Frequency to Receive E-mail Marketing

Findings in Figure 4 showed that customers preferred receiving e-mail marketing from a hotel once a month (37.5%), followed by twice a month (32.5%), once a week (17.5%), twice a week (7.5%) and other (5%). From other (5%), one customer mentioned that she would like to receive hotel e-mail marketing as much as possible and another would like to receive one e-mail marketing every two months. During first few months in April - June 2008, Bangkok Marriott Resort & Spa started to send e-mail marketing twice a week, hotel received e-mail from some customers every week requesting that they would like to be removed from hotel list. This result was similar to Vaios's research (2006) found that e-mails that are sent too frequently may increase the annoyance of customers and thereby cause their removal from a company's mailing list. This could create bad customer's perception and they would not return to the hotel in the future.

None has studied on the preferable e-mail marketing frequency but Lertpraingam (2007) recommended each business to test their own e-mail marketing frequency. It would be beneficial to hotel marketers when hotel e-mail marketing could be test with different frequency and evaluate its return on investment in each frequency. From the above result, it indicates that once a month was the preferable frequency level from the majority of Bangkok Marriott Resort & Spa customers. The hotel marketer should follow the findings and the restaurant revenue as well as customer head counts must be tracked.

In summary, Bangkok Marriott Resort & Spa customers prefer to open and read e-mail marketing on Saturday from 5:00 p.m. till 12:00 a.m. The preferable frequency to receive hotel e-mail marketing is once a month which will not create any annoyance to them.

The Most Attractive E-mail Marketing Factor Influencing Customer Revisit Intention

This section three e-mail marketing factors which are the offer, the creativeness, and timing and frequency were reviewed. Customers stated the most attractive factor influencing their revisit intention. Percentage was used to present this result. Analysis of these three factors is shown in Figure 5.

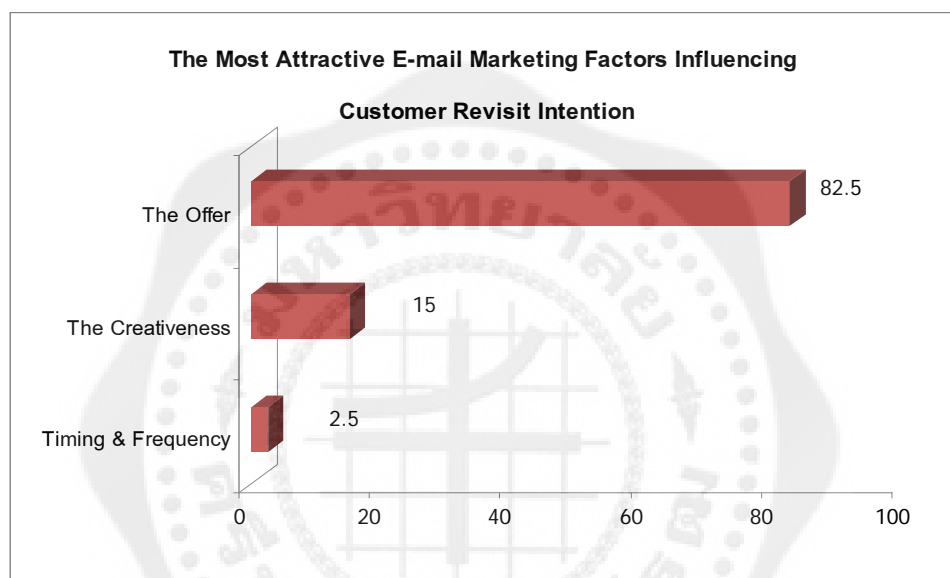


Figure 5 The Most Attractive E-mail Marketing Factors Influencing Customer Revisit Intention

The results from figure 5 showed that the offer (82.5%) was the most attractive factor in the customer's perspective, followed by the creativeness (15%), and timing and frequency (2.5%). The results revealed that most customers stated that they would revisit the hotel restaurants because of the hotel offer. Similar to Klemperer's finding (1987) that the offer is a major motivator that influences customers to make decision and it is used to retain customer's loyalty. This might be because customers would like to spend their money effectively in this economics crisis period. Therefore, the attractive offer entices customers to return to the restaurants.

In conclusion, the offer had the most impact on the customer revisit intention. This factor increased the number of loyalty customers which enhance the success of e-mail marketing campaigns. Bangkok Marriott Resort & Spa should emphasize on the offer, especially discount in the e-mail marketing. This might help the hotel to attract customers to revisit hotel restaurants as well as generate more revenue. The creativeness of e-mail marketing needed to be adjusted to make e-mail marketing more attractive to customers. Timing and frequency also needed to be implemented based on the result of this research which would help to increase the number of repeat customers.



CHAPTER 5

CONCLUSION

This chapter presents a summary of the study, implication of the study, limitations of the study, and recommendations for further studies.

Summary of the Study

E-mail marketing has been growing rapidly because its advantages are realized by many businesses. It is cost effective, quick in delivery and response, direct to the target customers and easy to track statistics. Many five stars hotels in Bangkok are using e-mail marketing to communicate with their customers who live in Bangkok and vicinity, to promote new food & beverage promotions and activities. They focus on the restaurants because food is one of the necessary factors in daily life and it is more reasonable to promote food and beverage to customers who reside in Bangkok and vicinity rather than accommodation. Hotel restaurants expect to build relationships with existing customers and aim to generate more revenue in food & beverage section. The Bangkok Marriott Resort & Spa's restaurants have to compete with other five star hotel restaurants, therefore, hotel marketer needs to understand e-mail marketing factors which influence customers' revisit intention to hotel restaurants.

This study focuses on e-mail marketing factors influencing customer revisit intention to hotel restaurants. Accordingly to the profile of the respondents, majority were female (62.5%) while 37.5 % were male. Most were between 26 and 35 years old (47.5%). Half of

them had monthly income over 90,000 baht and their education level was a Master's degree (47.5%). This result is beneficial to the hotel because it presents the hotel target customer' background which can be considered by hotel marketers for the next e-mail marketing campaign by focusing more on this target group's preference. The right promotion could be created to satisfy their expectation.

This study investigated the influence of three factors of e-mail marketing on customers' revisit intention in hotel restaurants. It also evaluated the most attractive aspects of each factor. This data is beneficial to hotel marketers when creating new food & beverage e-mail marketing campaigns to meet customers' expectations and hotel will be able to stay competitive with other hotels. Moreover, hotel will be able to strengthen relationship with previous customers by using e-mail marketing as communication tool.

The findings revealed that the most attractive factor was the offer which influences customers revisit intention. Furthermore, they considered discount to be the most attractive aspect. According to this result, hotel marketers should use it as guideline in creating food & beverage promotion. Moreover, hotel should focus on the discount for future sales promotion when restaurant would like to promote their products or services via e-mail marketing to target audience.

In terms of the creativeness, customers paid most attention to the subject line, followed by the headline, images, typography and body copy. This result helps marketing team, graphic teams and copywriters work on the creative and attractive design of e-mail marketing. Copywriters would be able to come up with an interesting subject line that grab customer's attention and lead them to read e-mail marketing.

For timing and frequency, the results showed that the most preferable time for customers to read e-mail marketing were on Saturdays from 5:00 p.m. to 12:00 a.m. Customers preferred to receive hotel e-mail marketing once a month. Customers would pay more attentions to marketing e-mails when it is their leisure day. It can be seen that this information was very useful to marketers as they could send e-mail marketing at the preferable time and day with appropriate frequency and this will help marketers to increase the number of customers who read hotel e-mail marketing.

Implication of the Study

The findings from this study would be applied in the hotel marketing strategies especially the offer to be more competitive in the market. The hotel marketer could come up with the attractive discount which influences customers revisit intention i.e. “Come 2 Pay 1” or food and beverage discount. The creativeness aspects including subject line, headline, body copy, images and typography would be developed to match with customer’s point of view. Timing and frequency results would help hotel to increase number of customers who are willing to receive hotel news and promotion and decrease the number of unsubscribe customers who were annoyed by receiving too many e-mail marketing.

The results were beneficial to hotel management or hotel owner to understand customer’s perspective towards hotel e-mail marketing. Additionally, hotel marketer would focus on the hotel target group and create more repeat customers in order to increase hotel revenue.

Limitations of the Study

The study has the following limitations:

1. The number of the respondents was quite small, consisting of only 40 out of 100 who returned the questionnaire which is accounted for 40%. The low number of customers may not yield representative responses. If more customers were drawn from each restaurant, the result would be more beneficial to the hotel in terms of future e-mail marketing campaigns on food & beverage promotions.

2. The questionnaires were in Microsoft Word file and were sent to target customers as e-mail attachment. The responding from the customers was on the questionnaire, it was complicated for them on the process. They had to save their answer, attach this file in the e-mail and send to the researcher. Researcher received some blank questionnaires because customers forgot to save their completed questionnaire. The online questionnaire would be more convenient to customers and it could help to increase the number of returned questionnaires.

Recommendations for Further Studies

Further research should be undertaken to validate the results of this study.

Several opportunities to extend this study can be suggested as follows:

1. Based on this study, more focus is needed on demographic segmentation especially respondent's occupation. It might be helpful to gain further information on respondents and develop an e-mail marketing strategy by focusing on a specific group of customers. For example, the majority of the respondents to the questionnaire were female between 26 and 35 and

they were businesswomen. Future research could focus more on this group and create e-mail marketing that targets their expectations in terms of offers and discounts.

2. It would be beneficial to conduct research using a survey or focus group interviews. With this method, a researcher may select a target group of individuals to discuss and comment on the e-mail marketing factors that motivate customer's revisit intentions based on their perspective and personal experience. For example, customers from each restaurant could be selected and interviewed regarding offers, creativeness, timing and frequency. The benefit of focus group might help a researcher or marketer gain new insights into details of each factor for attracting customers through e-mail marketing.

3. This study focused mainly on customer's perspectives towards hotel e-mail marketing. Additional research could be conducted to analyze how hotel marketers develop their e-mail marketing campaigns from an internal perspective. The research could examine strategies that hotel marketers use and how these integrate with other hotel activities.

4. A study on the restaurant offer focusing on the food, service and ambience that influence customer's revisit intention. The customer satisfaction on the restaurant food, service and ambience is vital to study and it is impact on the customers' revisit intention. This study focused on the restaurant offer in terms of sales promotion only which were discount, sweepstakes and gift with purchase. The result will be beneficial to the hotel restaurant to improve its service quality to satisfy customers. Additionally, hotel restaurant offers the attractive discount via e-mail marketing in order to enhance customer loyalty and revisit intention.



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APPENDICES



APPENDIX A

QUESTIONNAIRE

An Investigation of E-mail Marketing Factors on Revisit Intention in Hotel Restaurant

This questionnaire is designed for a graduate master's project in the Business English for International Communication Program at Srinakharinwirot University. Your cooperation in providing useful information is greatly appreciated. The information you provide will be kept strictly confidential.

By completing this questionnaire, 3 lucky winners will receive Baht 1,000 voucher at any hotel restaurant.

This questionnaire is divided into two parts:-

Part One: General Information of the Respondents

Part Two: Three E-mail Marketing Factors Influencing Customer Revisit Intention

Part One: General Information of the Respondents

Direction: Please click in the box which best describes your answers.

1. Gender

Male

Female

2. Age

Below 26

26 - 35

36 -45

46 - 55

Over 55

3. Income per month

Below 30,000

30,000 – 50,000

50,001 – 70,000

70,001 – 90,000

Over 90,000

4. Education

Primary School

Secondary School

Diploma

Bachelor's Degree

Master's Degree

Doctoral's Degree

Other, please specify _____

Part Two: Three E-mail Marketing Factors Influencing Customer Revisit

Intention

Direction: Please click in the box which indicates the level of the offer attractiveness towards your revisit intention to hotel restaurants. (5 – Highest, 4 – High, 3 – Moderate, 2 – Low, 1 – Lowest)

5. The Offer	The Level of Attractiveness				
	5	4	3	2	1
Discount					
5.1 Food or beverage discount (i.e. 20%, 40%)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2 Come 2 pay 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sweepstakes					
5.3 Receive a chance to win 2 nights stay at the Marriott Resorts & Spas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.4 Receive a chance to draw the prize i.e. food voucher or discount after dining	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gift with purchase					
5.5 Receive 1 complimentary glass of wine when ordering main course	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.6 Buy 1 get 1 free (buy 1 pizza and get 1 pizza free)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.7 Receive 1 complimentary room when spending more than 3,500 baht	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Direction: Below is a sample of e-mail marketing, please click in the box which indicates the level of the attractiveness of the creativeness: subject line, headline, body copy, images and typography influencing your revisit intention to hotel restaurant. (5 – Highest, 4 – High, 3 – Moderate, 2 – Low, 1 – Lowest)

Brio anniversary offer, spend more than Baht 3,500 and receive 1 FREE night at Bangkok Marriott Resort & Spa

Subject line

From: **Marriott News** (marriottnews@minornet.com)
 Sent: Friday, July 10, 2009 11:17:11 AM
 To: tatpisha@hotmail.com

[Please click here if you can't view properly](#)

Happy 1st Anniversary **แบ่งปันความสุข ครบรอบ 1 ปี**

Unwrap the sensational gift together at Brio, the authentic Italian restaurant at Bangkok Marriott Resort & Spa. Throughout this July, every guest who spends more than Baht **3,500** (after discount) will receive **one free night**.

Unwind in the luxurious tropical garden and let the beauty of the resort's atmosphere touch you. Share this memorable experience together with your loved one in our gracious deluxe room in this tranquil sanctuary.

Let's celebrate and step into the second year of Brio, the Italian Way of Life.

ห้องอาหารอิตาลีแบบริโอ ที่โรงแรมแบริงจก รีสอร์ท แอนด์ สปา กรุงเทพฯ เชิญคุณมาร่วมฉลองครบรอบ 1 ปี เริ่มต้นกับช่วงเวลาแห่งความสุขนี้ด้วยกับตลอดเดือนกรกฎาคม 2552

สำหรับค่าบริการห้องอาหารริโอตั้งแต่ **3,500** บาท มีสิทธิหลังหักส่วนลดแล้วจะได้รับ

บัตรกำนัลห้องพักดีลักซ์ ฟรี 1 คืน ที่โรงแรม แบริงจก รีสอร์ท แอนด์ สปา กรุงเทพฯ หนึ่งคืนกับบรรยากาศสวนสวยริมแม่น้ำเจ้าพระยา ใต้เวลาแห่งความสุขนี้กับคนที่คุณรัก

ฉลองครบรอบ 1 ปี และก้าวเข้าสู่ปีที่ 2 ของความอร่อยร่วมกัน

[Click here for online reservations](#) [Map](#)
[สำรองที่นั่งออนไลน์](#) [แผนที่](#)

Bangkok Marriott Resort & Spa
 On the Chaophraya River
 257 Charoennakorn Road, Bangkok 10600, Thailand. Tel: (66) 2 476 0022 Fax: (66) 2 476 1120
 Email: bangkokmarriott@minornet.com www.marriott.com/BKKTH
 Saphan Taksin Complimentary shuttle boat service every 20 minutes

Images

Headline

Body Copy

Typography (font type, font size and color)

This is an e-blast provided by Marriott Resorts & Spas Thailand. If you know of any friends who may be interested in receiving our e-blast, please do ask them to subscribe by sending us an email and place "SUBSCRIBE" as the subject. Thank you.

However, if you wish not to receive this e-blast from the Marriott Resorts & Spas Thailand in future, simply reply to this email and place "UNSUBSCRIBE" as the subject which will be processed within 5 working days period.

6. The Creativeness	The Level of Attractiveness				
	5	4	3	2	1
Subject Line					
6.1 It grabs attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2 It is short and easy to understand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Headline					
6.3 It jumps out visually.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.4 It is related to the body copy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Body Copy					
6.5 It is written clearly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.6 Body copy length is appropriate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Images					
6.7 They are appealing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.8 They are linked to the content.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Typography					
6.9 Font type and size are easy to read.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.10 Color of e-mail marketing is attractive and easy to remember.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Timing and Frequency

7. When is/are the best timing/s that attracts you to open and read e-mail marketing?

(You can choose more than one)

- Morning (12:01a.m. – 10:59 a.m.)
 Lunch time (11:00 a.m. – 12:59 p.m.)
 Afternoon (1:00 p.m. – 4:59 p.m.)
 Evening (5:00 p.m. – 12:00 a.m.)

8. When is/are the best day/s that stimulates you to open and read e-mail marketing?

(You can choose more than one)

- Sunday Monday Tuesday Wednesday
 Thursday Friday Saturday

9. How often do you prefer to receive e-mail marketing per month?

- Once a month
- Twice a month
- Once a week
- Twice a week
- Other, please specify _____

10. Please rank (1-3) for the most attractive factor of e-mail marketing influencing your revisit intention to hotel restaurants (1 – the most important, 3 – the lowest important).

Please specify the reason why it is the most attractive factor.

_ The offer of e-mail marketing: discount, sweepstakes and gift with purchase

Please specify _____

_ The creativeness of e-mail marketing: subject line, headline, body copy, image and typography

Please specify _____

_ The timing and frequency to receive e-mail marketing

Please specify _____

Thank you so much for your kind cooperation.



APPENDIX B

แบบสอบถาม

การศึกษาปัจจัยของจดหมายอิเล็กทรอนิกส์ด้านการตลาดของห้องอาหารในโรงแรม ที่มีผลต่อการตัดสินใจกลับมาใช้บริการ

แบบสอบถามนี้เป็นส่วนหนึ่งของสารนิพนธ์ นิสิตระดับปริญญาโท มหาวิทยาลัยศรีนครินทรวิโรฒ โดยมีวัตถุประสงค์เพื่อประเมินผลความพึงพอใจของปัจจัยในจดหมายอิเล็กทรอนิกส์ทางการตลาดของห้องอาหารในโรงแรม คำตอบของท่านจะเป็นประโยชน์ต่อการวิจัยในครั้งนี้ เพื่อนำไปปรับปรุงจดหมายอิเล็กทรอนิกส์ทางการตลาดของห้องอาหารในโรงแรมให้มีประสิทธิภาพยิ่งขึ้น ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถาม

เมื่อกรอกแบบสอบถามนี้ ลุ้นรับบัตรกำนัลรับประทานอาหารมูลค่า 1,000บาท ที่ห้องอาหารในโรงแรม เป็นจำนวน 3 รางวัล

แบบสอบถามประกอบด้วย 2 ส่วนดังนี้

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

ส่วนที่ 2: สามปัจจัยของจดหมายอิเล็กทรอนิกส์ทางการตลาดที่มีผลต่อการตัดสินใจกลับมาใช้บริการ

คำชี้แจง โปรดคลิกลงใน หน้าคำตอบที่ตรงกับท่านมากที่สุด

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ

ชาย หญิง

2. อายุ

ต่ำกว่า 26 ปี 26 – 35 ปี 36 -45 ปี
 46 – 55 ปี มากกว่า 55 ปี

3. รายได้ต่อเดือน

ต่ำกว่า 30,000 บาท 30,000 – 50,000 บาท 50,001 – 70,000 บาท
 70,001 – 90,000 บาท มากกว่า 90,000 บาท

4. การศึกษา

ประถมศึกษา มัธยมศึกษา อนุปริญญา
 ปริญญาตรี ปริญญาโท ปริญญาเอก
 อื่นๆ (โปรดระบุ) _____

ส่วนที่ 2: สามปัจจัยของจดหมายอิเล็กทรอนิกส์ด้านการตลาดที่มีผลต่อการตัดสินใจกลับมาใช้บริการ

คำชี้แจง: โปรดคลิกลงใน ที่แสดงถึงระดับความพึงพอใจของข้อเสนอต่อการตัดสินใจกลับมาใช้บริการห้องอาหารของโรงแรม (5 – น่าสนใจอย่างมาก 4 – น่าสนใจ 3 – เฉยๆ 2 – น่าสนใจน้อย 1 – น่าสนใจน้อยที่สุด)

5. ข้อเสนอ	ระดับความพึงพอใจ				
	5	4	3	2	1
ส่วนลด					
5.1 ส่วนลดค่าอาหาร หรือเครื่องดื่ม (เช่น ร้อยละ 20 ร้อยละ 40)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.2 มา 2 จ่าย 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
การเลี้ยงชีพ					
5.3 ลุ้นรางวัลที่ปัก 2 คืนที่โรงแรมแมริออท รีสอร์ท แอนด์ สปา	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.4 ลุ้นจับรางวัล เช่น บัตรกำนัลรับประทานอาหาร ส่วนลด	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
รับของสมนาคุณเมื่อซื้อสินค้า					
5.5 รับไวน์ฟรีหนึ่งแก้วเมื่อสั่งอาหารจานหลัก	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.6 ชื้อ 1 ได้อีก 1 ฟรี (ซื้อพิซซ่า 1 ที่ รับฟรีอีก 1 ที่)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.7 รับห้องพักฟรี 1 คืนเมื่อใช้จ่ายเกิน 3,500 บาท	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

คำชี้แจง: พิจารณาจดหมายอิเล็กทรอนิกส์ด้านการตลาดนี้แล้ว โปรดคลิกลงใน ที่แสดงระดับความดึงดูดใจของความคิดสร้างสรรค์ในด้านหัวข้อจดหมายอิเล็กทรอนิกส์ หัวเรื่อง เนื้อหา รูปภาพ และรูปแบบตัวอักษรและสีต่อการตัดสินใจกลับมาใช้บริการของท่าน (5 – น่าสนใจอย่างมาก 4 – น่าสนใจ 3 – เฉยๆ 2 – น่าสนใจน้อย 1 – น่าสนใจน้อยที่สุด)

Brio anniversary offer, spend more than Baht 3,500 and receive 1 FREE night at Bangkok Marriott Resort & Spa

From:  **Marriott News** (marriottnews@minornet.com)
Sent: Friday, July 10, 2009 11:17:11 AM
To: tatpisha@hotmail.com

หัวข้อจดหมาย
อิเล็กทรอนิกส์

Please click here if you can't view properly



Happy 1st Anniversary **แบ่งปันความสุข ครอบรอบ 1 ปี**

Unwrap the sensational gift together at Brio, the authentic Italian restaurant at Bangkok Marriott Resort & Spa. Throughout this July, every guest who spends more than Baht **3,500** (after discount) will receive **one free night**.

Unwind in the luxurious tropical garden and let the beauty of the resort's atmosphere touch you. Share this memorable experience together with your loved one in our gracious deluxe room in this tranquil sanctuary.

Let's celebrate and step into the second year of Brio, the Italian Way of Life.

ห้องอาหารอิตาเลียนบริโอ ที่โรงแรมแบริจก ริสอร์ท แอนด์ สปา กรุงเทพฯ เชิญคุณมาร่วมฉลองครอบรอบ 1 ปี เริ่มต้นกับช่วงเวลาแห่งความสุขมีด้วยกันตลอดเดือนกรกฎาคม 2552

สำหรับค่าบริการห้องอาหารบริโอตั้งแต่ **3,500** บาท มีใบปลิวหลังหักส่วนลดแล้วจะได้รับ

บัตรกำนัลห้องพักดีลักซ์ ฟรี 1 คืน ที่โรงแรม แบริจก ริสอร์ท แอนด์ สปา กรุงเทพฯ คู่กับบรรยากาศสวนสวยริมน้ำเจ้าพระยา ใต้เวลาแห่งความสุขกับคุณที่ดูนรี

ฉลองครอบรอบ 1 ปี แลกก้าวเข้าสู่ปีที่ 2 ของความจรรโลงร่วมกัน

[Click here for online reservations](#) [Map](#)
สำรองที่ห้องฉัน [แผนที่](#)

Bangkok Marriott Resort & Spa
On the Chaophraya River
257 Charoennakorn Road, Bangkok 10600, Thailand. Tel: (66) 2 476 0022 Fax: (66) 2 476 1120
Email: bangkokmarriott@minornet.com www.marriott.com/BKKTH
Saphan Taksin Complimentary shuttle boat service every 20 minutes

รูปภาพ

หัวเรื่อง

เนื้อหา

รูปแบบตัวอักษร (ชนิดตัวอักษร
ขนาดตัวอักษร และสี)

This is an e-blast provided by Marriott Resorts & Spas Thailand. If you know of any friends who may be interested in receiving our e-blast, please do ask them to subscribe by sending us an email and place "SUBSCRIBE" as the subject. Thank you.

However, if you wish not to receive this e-blast from the Marriott Resorts & Spas Thailand in future, simply reply to this email and place "UNSUBSCRIBE" as the subject which will be processed within 5 working days period.

6. ความคิดสร้างสรรค์	ระดับความดึงดูดใจ				
	5	4	3	2	1
หัวข้อจดหมายอิเล็กทรอนิกส์					
6.1 หัวข้อจดหมายอิเล็กทรอนิกส์ดึงดูดความสนใจ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.2 หัวข้อจดหมายอิเล็กทรอนิกส์สั้น เข้าใจง่าย	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
หัวเรื่อง					
6.3 หัวเรื่องโดดเด่น ชัดเจน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.4 หัวเรื่องสัมพันธ์กับเนื้อหา	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
เนื้อหา					
6.5 เนื้อหาเขียนครบถ้วน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.6 ความยาวของเนื้อหาเหมาะสม	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
รูปภาพ					
6.7 รูปภาพดึงดูดใจ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.8 รูปภาพสัมพันธ์กับเนื้อหา	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
รูปแบบตัวอักษรและสี					
6.9 ชนิดและขนาดของตัวอักษรง่ายต่อการอ่าน	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.10 สีของจดหมายอิเล็กทรอนิกส์ดึงดูดใจ และง่ายต่อการจดจำ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ช่วงเวลา และความถี่

7. ช่วงเวลาใดที่ดีที่สุดที่จะดึงดูดใจให้ท่านจะเปิดและอ่านจดหมายอิเล็กทรอนิกส์ทางการตลาด (สามารถเลือกคำตอบได้มากกว่า 1 ข้อ)

- ช่วงเช้า (00:01 – 10:59 น.)
- ช่วงพักเที่ยง (11:00 – 12:59 น.)
- ช่วงบ่าย (13:00 – 16:59 น.)
- ช่วงเย็น และค่ำ (17:00 – 24:00 น.)

8. วันใดของสัปดาห์ที่ดีที่สุดที่จะกระตุ้นให้ท่านจะเปิดและอ่านจดหมายอิเล็กทรอนิกส์ทางการตลาด (สามารถเลือกคำตอบได้มากกว่า 1 ข้อ)

- วันอาทิตย์ วันจันทร์ วันอังคาร วันพุธ
- วันพฤหัสบดี วันศุกร์ วันเสาร์

9. ความถี่ที่ท่านพึงพอใจในการได้รับจดหมายอิเล็กทรอนิกส์ทางการตลาดที่เหมาะสมต่อเดือน

- 1 ครั้งต่อเดือน
 2 ครั้งต่อเดือน
 1 ครั้งต่อสัปดาห์
 2 ครั้งต่อสัปดาห์
 อื่นๆ (โปรดระบุ) _____

10. โปรดเรียงลำดับ (1-3) ปัจจัยของจดหมายอิเล็กทรอนิกส์ทางการตลาดที่มีความดึงดูดมากที่สุดต่อการตัดสินใจในการกลับมาใช้บริการห้องอาหารของโรงแรมของท่าน (1 – สำคัญที่สุด 3 - สำคัญน้อยที่สุด) กรุณาให้เหตุผลประกอบสำหรับปัจจัยที่มีความดึงดูดมากที่สุด

_ ข้อเสนอของจดหมายอิเล็กทรอนิกส์ทางการตลาด ได้แก่ ส่วนลด การเชิญโชค รับของสมนาคุณเมื่อซื้อสินค้า

โปรดระบุ _____

_ ความคิดสร้างสรรค์ของจดหมายอิเล็กทรอนิกส์ทางการตลาด ได้แก่ หัวข้อจดหมายอิเล็กทรอนิกส์ หัวเรื่อง เนื้อหา รูปภาพ และรูปแบบของตัวอักษรและสี

โปรดระบุ _____

_ ระยะเวลา และความถี่ต่อการได้รับจดหมายอิเล็กทรอนิกส์ทางการตลาด

โปรดระบุ _____

ขอบคุณที่สละเวลาในการตอบแบบสอบถาม



VITAE

Name: Miss Tatpisha Termthavorn
Date of Birth: 21 December 1975
Place of Birth: Bangkok
Address: 110/65 Ladprao 18 Road, Chatuchak, Bangkok 10900

Educational Background:

1997	Bachelor of Business Administration, Assumption University
2010	Master of Arts (Business English for International Communication), Srinakharinwirot University

