Spam
as
an Advertising Tool

Possibilities in drawing people’s attention using carefully thought-out and aimed at the right market spam advertisement

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Abstract

Background It has been considered that spam is one of the worst advertising tools in the Internet because of wide range of porno, Viagra, luxury brands’ replicas and other unwanted mailings all over the world; nevertheless, a lot of companies continue to use this tool for products’ or services’ introduction to their potential clients and partners. According to the author’s personal four-year-experience in marketing field, the mostly asked question by companies is how to advertise the product or service to new potential partners or clients using spam without losing the reputation of the company.

Purpose The author wishes to investigate whether it is possible by carefully thought-out and aimed at the right market spam advertisement to draw people’s attention.

Method This study employs partly quantitative and partly qualitative research approach. Empirical data collection is organized through questionnaires and personal mailing experiment. Random people who filled in the first questionnaire were from the author’s personal network all over the world. Regarding the second questionnaire the author has chosen to research Commonwealth of Independent States (CIS) as the area of medium-sized companies’ location. The author used 2 million American e-mail addresses in her personal mailing experiment. In order to analyze the findings through a set of graphical techniques exploratory data analysis was used. Both questionnaires consisted from dichotomous (Yes-no) questions, alternative questions, wh-questions and descriptive questions, analysis of which incorporated through the literature review. In addition to this, personal mailing experiment is present in the study where the author tests the attitude towards spam and the perception of advertisement based on the literature review as well.

Conclusion It became clear that it is possible by carefully thought-out and aimed at the right market spam advertisement to draw people’s attention. The author’s experiment has proved that there are some people or the e-mail users who actually buy products advertised in spam e-mails. One of the factors that influence attitude towards e-mails might be because of the particular spam usefulness or low time consumption but the success of the online advertisement depends on people’s perception. In the particular case the attitude towards advertisement was determined by advertisement’s execution and feelings transferred by it. It is important to remember that advertisers have to take main nuances into account when introducing products or services to new clients or partners, such as clear understanding of spam mailing goals, topics of interest, perception of visual information, time of advertisement, and trust.
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1 Introduction

This chapter includes the background and the problem discussion of the chosen topic. Also, the purpose and research questions are formulated here. In addition, delimitations and the outline of the thesis are determined and discussed.

E-mail has become an important part of the marketing strategy and has been considered the most successful communication tool since television (Jefremova, 2005). Nowadays E-mail marketing is going through a mid-life crisis. There are changes in the way how people communicate with each other. That is why a question about the future of e-mail appeared whether it is still as relevant as it was in 2000s before the rise of social media and the mass penetration of smartphones.

According to The Radicati Group, Inc. (2012) and Tezinde, Smith and Murphy (2002) at the present moment there are 3.3 billion active electronic mailboxes in the world and it will be even more – up to 4.3 billion in the year-end of 2016, whereas in 1999 there were only 533.1 million. A Jupiter research study in 2011 published the data that e-mail became the primary reason for going online for 92% of Internet users. Furthermore, a Carnegie Mellon University survey discovered that 70% of all Internet sessions started to include e-mails checking since 2002 (Tezinde et al., 2002). Based on huge number of e-mail users e-mail has become the dominant Internet application.

Using e-mail marketing strategies there is an opportunity to become financially successful, improve brand images and strengthen customer relationships not investing too much money. E-mail is fast, interactive, helps to drive traffic to websites, it is highly measurable, and relatively easy to deploy, especially when compared to such alternatives as direct mail, mass advertising and banner advertisements (IMT Strategies, 1999).

Speaking about direct marketing efforts, according to Advertising Age report (2006), marketers spent more than $52.2 million in 2005. In comparison to other media, approximately $29 million was spent on newspapers and over $26.7 million on network television (Advertising Age, 2006). Yes, some time ago it was very popular to use direct marketing techniques for advertisers, particularly traditional postal direct mail and telemarketing but the emergence of communication technologies such as Internet has dramatically changed direct marketers’ communication strategies. In particular, due to its high potential for interactivity with target consumers and cost effectiveness (Mehta and Sivadas, 1995) the use of unsolicited commercial e-mail known as a spam nowadays have become extremely popular among advertisers (Verity, Hof, Baig & Carey, 1994).

According to Spam Filter Review (2003) among the 31 billion e-mail messages that are sent daily, 40% is spam. In fact, 66% of direct marketers indicated that their e-mail frequency has increased (Morimoto & Chang, 2006). Still, it is more important to know the audience's reaction to this type of marketing communication tool. The Pew Internet and American Life Project revealed that approximately 52% of their participants considered spam a big problem (Pew Research Center, 2005). In comparison, 31% of the participants listed computer viruses as being an issue and 45% of these participants indicated pop-up ads as an issue too. Furthermore, 67% said that spam has made their online experience more unpleasant or annoying (Morimoto & Chang, 2006).

These statistics indicates that the number of spam messages will not stop decreasing in the future. Unsolicited commercial e-mail or spam has become a serious problem in direct marketing that has a negative influence on consumers' attitudes towards senders or companies. Thus, if a company wants to avoid this reaction, it is important for it to carefully consider its use of the Internet when communicating to potential customers using e-mails.
Although it seems that spam has the potential to replace traditional direct marketing communication techniques such as postal direct mail, this does not mean that marketing professionals should forget about traditional direct marketing communication techniques such as postal direct mail. A survey by The Direct Marketing Association in 2005 showed that approximately 59% of direct marketers have increased their postal mailing quantities in 2003; a 43% increase from 2002. Furthermore, approximately 42% of practitioners reported that between 2003 and 2004 there was a rise in their use of direct mail (Direct Marketing Association, 2005).

It is important to understand the possible effects that spam makes in order to successfully reach target audience. It involves consumer’s evaluations because consumer’s attitudes towards advertised brands and purchase intentions are influenced by their advertising perceptions (Batra & Ray, 1986; MacKenzie, Lutz & Belch, 1986).

1.1 Problem

It has been considered that spam is one of the worst advertising tools in the Internet because of wide range of porno, Viagra, luxury brands’ replicas and other unwanted mailings all over the world (Quinn, 2010); nevertheless, a lot of companies (Kaspersky Lab, 2011) continue to use this tool for products’ or services’ introduction to their potential clients despite of the fact that there are different nuances in sending this kind of messages: in some countries spam legislation is not strict but in some counties there are a lot of legislative principles that companies have to follow (Gudkova, 2009).

Because of frequent porno and Viagra mailings people stopped reading spam messages and delete them even without mail opening (Szor, 2005). PROXY servers block spam messages recognizing inside of the text unwanted words. New software appeared with the ability to recognize porno pictures using color spectrum techniques. As a result of all these unwanted mailings people started to invent a lot of different tools to protect themselves from unwanted information.

The dark side of spam advertising campaigns is its illegality in most of the counties (Gudkova, 2009). But once companies do this it turns out that there is an opportunity to advertise the product or service legally: companies act under the laws of particular countries and use commercial databases.

One more negative aspect of spam is bad consumers’ attitude towards advertised production. In some cases it is not possible to draw customers’ attention just advertising the product or service by itself. It is because of wrong target groups and high volume of similar spam messages in users’ inboxes. Companies resort to the use of popularity and demand of other products or services, for example, iPhone 4S. In this case, seeing, let’s say that iPhone 4S is sold with a 40% discount, people click on the link and go to the website which is not connected to iPhone at all. As a result, disappointed user leaves the website even not checking what it offers. If a company wants to increase attendance of the website, this method will work, but in other cases this is the wrong advertising technique. People are losing their faith.

This topic deserves to be studied because spam is still one of the popular advertising methods in the Internet (Kaspersky Lab, 2011). Most of the companies from countries where spam legislation is not so strict do not use it because of the assumption that the customer will have a negative attitude towards the product or service based on previous experience of the unsolicited e-mails of porno and other unwanted information receiving from companies located in countries where spam legislation is stricter but companies do not follow these laws.

The author believes that spam is the same advertising tool as a jingle on radio station or commercial on TV from which everyone can easily get rid of when pressing a button. People
do not subscribe to receive radio or TV advertising while listening to music or watching a movie. The author believes that there are only certain groups of goods and services that most of the people do not want to receive, whereas, for instance, receiving information about new mobile phone’s introduction to European market with the dealer’s contact details might be useful for lots of them.

Nowadays, according to the author’s personal four-year-experience in marketing field, the mostly asked question by companies is how to advertise the product or service to new potential partners or clients using spam without losing the reputation of the company.

1.2 Purpose

The author wishes to investigate whether it is possible by carefully thought-out and aimed at the right market spam advertisement to draw people’s attention.

1.3 Research Questions

In order to fulfill this purpose the author has divided it into several research questions which act as a guideline for this thesis:

- **RQ 1**: What do people want from spam advertisement?
- **RQ 2**: What is people’s perception in relation to spam and whether it influences attitude towards products or services?
- **RQ 3**: What are the reasons of corporate necessity of spam usage or disuse when introducing new product or service to potential clients or partners?
- **RQ 4**: Are there any legislative principles that companies have to pay attention to in order to launch spam advertising campaign lawfully?

1.4 Delimitations

The author has chosen to research Commonwealth of Independent States (CIS) as the area of medium-sized companies’ location. CIS includes such countries as Azerbaijan, Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan and Ukraine. This limits the possibility of generalizations to the ordinary organizations as well as medium sized companies located outside CIS.

The author used 2 million American e-mail addresses for her personal mailing experiment. This limits the generalization possibility of people’s advertisement perception from other countries.

1.5 Outline of this study

This thesis is presented in seven parts starting with the introduction to the topic of interest, purpose, and research questions of this study. Some definitions are included in introduction part as well.

The main objective of the second part is to present theoretical framework in the field of direct marketing which is the part of the marketing process. Spam as one of the main e-mail marketing tools is discussed in this chapter together with the perception and attitude towards spam and advertisement, as well as advertised products or services.

The third part is introducing the research philosophy and methodological approaches applied for this thesis. It describes the selected research methods and refers to the procedures for collecting and analyzing data. In the end evaluation criteria is presented, where the validity and reliability of chosen methodology is discussed.
The fourth part presents primary and secondary data gathered. Primary data section shows the findings from questionnaires and the personal mailing experiment. Secondary data section presents in-depth analysis of anti-spam legislation in different countries.

The fifth part presents a thorough empirical data analysis of this thesis; it is combined with theoretical framework according to the topic of interest. This chapter is divided into five subchapters each of which is related to the particular research question stated in the introduction and personal experiment.

The sixth part, conclusions, which is the penultimate chapter of this thesis, is divided into 5 different subchapters regarding the previously stated research questions and the purpose of this study.

The seventh part presents discussions concerning the contribution of the study and appropriate further research.

1.6 Definitions

**ARPANET**
The Advanced Research Projects Agency Network (ARPANET) was the world's first operational packet switching network and the core network of a set that came to compose the global Internet. The network was funded by the Defense Advanced Research Projects Agency (DARPA) of the United States Department of Defense for use by its projects at universities and research laboratories in the US (Bolt Beranek And Newman Inc., 1981).

**Direct marketing**
The new direct marketing is an information-driven marketing process, made possible by database technology that enables marketers to develop, test, measure, and appropriately modify customized marketing programs and strategies (Orme, 1999).

**E-mail**
Electronic mail which is known as email or e-mail is a method of exchanging digital messages from an author to one or more recipients. Modern email operates across the Internet or other computer networks. Some early e-mail systems worked only when the author and the recipient both were online at the same time. Today's e-mail systems are based on a “store-and-forward” model where e-mail servers accept, forward, deliver and store messages, therefore neither the users nor their computers do not have to be online simultaneously. They are connected to an e-mail server, for as long as it takes to send or receive messages (Partridge, 2008).

**E-mail Service Providers (ESP)**
One type of e-mail service provider is an organization that provides e-mail servers to send, receive, and store e-mail for other organizations and/or end users. Such an ESP may provide the service to the general public for personal email (for example, Yahoo! Mail, Hotmail, Gmail, AOL Mail, Pobox and many others) or it may provide the service only to its members (for instance, subscribers, employees of a business, college alumni associations, professional organizations, etc.). An ESP may be a division of a much larger organization whose primary function is not e-mail (like Google that owns Gmail) or it may be an e-mail specialist (for example, Pobox). An Internet Service Provider (ISP) which provides Internet access to end users is almost always an ESP too. An ESP's services are typically paid for by subscription, as part of membership, or through advertising. Users may access their e-mail via webmail, POP3 or IMAP protocols depending on the policies...
of the ESP. This type of ESP does not generally condone the sending of bulk e-mail through their servers, plus they frequently employ filters to prevent spam from entering their customers’ inboxes (Costales & Flynt, 2005).

**FTP**

File Transfer Protocol (FTP) is a standard network protocol used to transfer files from one host to another host over a TCP-based network, such as the Internet. It is often used to upload web pages and other documents from a private development machine to a public web-hosting server. FTP is built on client-server architecture and uses separate control and data connections between the client and the server (Forouzan, 2000).

**Marketing**

It is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (American Marketing Association, 2007).

**Server**

It is a computer or a software package that provides a specific kind of service to client software running on other computers. The term can refer to a particular piece of software, such as a www server or to the machine on which the software is running. A single server machine can have several different server software packages running on it, thus providing many different servers to clients on the network. Sometimes server software is designed so that additional capabilities can be added to the main program by adding small programs known as servlets (Yeager & McGrath, 1996).

**SMTP**

Simple Mail Transfer Protocol (SMTP) is an Internet standard for electronic mail (e-mail) transmission across Internet Protocol (IP) networks. SMTP was first defined by RFC 821 (1982, eventually declared STD 10) (Postel, 1982), and last updated by RFC 5321 (2008), which includes the extended SMTP (ESMTP) additions, and is the protocol in widespread use today. SMTP is specified for outgoing mail transport and uses TCP port 25. The protocol for new submissions is effectively the same as SMTP, but it uses port 587 instead. SMTP connections secured by SSL are known by the shorthand SMTPS, though SMTPS is not a protocol in its own right.

**Spam**

Spam is characterized as any commercial electronic communication from marketers that consumers did not ask for (Chang & Morimoto, 2003).

**Trojan**

A Trojan horse, or Trojan, is a standalone malicious program which may give full control of infected personal computer to another personal computer. It may also perform typical computer virus activities. Trojan horses may make copies of themselves, steal information, or harm their host computer systems. The term is derived from the Trojan Horse story in Greek mythology because Trojan horses employ a form of “social engineering,” presenting themselves as harmless, useful gifts, in order to persuade victims to install them on their computers (just as the Trojans were tricked into taking the Trojan Horse inside their gates) (Landwehr, Bull, McDermott, & Choi, 1994).
2 Theoretical Framework

In order to provide the reader with the understanding of the chosen topic this chapter focuses on direct marketing which is one of the components of marketing process. This chapter is going through perception and attitude towards spam, as well as perception on ads and advertised products using spam as one of advertising tools.

2.1 What is Spam

Unsolicited bulk e-mail, also known as spam is characterized as any commercial electronic communication from marketers that consumers did not ask for (Chang & Morimoto, 2003). Spam can also be called unsolicited commercial e-mail, as those e-mails have no significant importance to the receiver and it is sent by an unknown company or individual. There are different types of spam and the main purpose of spam which is used in a correct way is to persuade the target group to buy various products or to use various services or properties (Hoffman 1997).

The objective of spam is to send many copies of the similar message using e-mail which tries to force people to read the message. This enables researchers to know the purpose of spammers, which is to sell their products or services. Spam may contain various things such as commercial applications, advertisements, pornography, religious and racial messages, and others.

Godin and Gladwell (2001) define it as a marketing tool through which self-replicating advertising messages spread like virus on the web. Many scholars recognize spam as a kind of electronic word of mouth (Helm, 2000; Phelps, Lewis, Mobilio, Perry & Raman, 2004).

Based on the observation made by Jagatic, Johnson, Jakobson, and Menczer (2007), there can be three types of spam:
- Commercial e-mails from companies without any advanced permission.
- A new type of spam which uses real people’s e-mails to send messages to their friends from contact lists.
- Phishing emails. This kind of e-mail consists from promising messages in order to deceive people and collect their bank information.

The view regarding spams depends upon the attitude and perception of the person, because spam is also helpful to get knowledge and useful information regarding various products and services, and from the company’s point of view it is important to reach various customers without having much to invest in advertising. But still there is a battle going on between people and various companies regarding spam as a tool for marketing as it has also been used as a way for misleading information as hackers’ useful tool and many more (Goodman, Cormac & Heckerman, 2007). So there are both advantages and disadvantages of spam and they are stated bellow.

According to Quinn (2010) four main spam advantages are:
- Financial: the cost of sending spam is inexpensive.
- Diffusion speed: the messages reach audiences exponentially.
- Peer-to-peer transaction: the transmission is voluntary by sender.
- Audience reach: The sender has access to diverse audience through social contacts.

Though the advantages are significant, there are some challenges and risks associated with spam.
- Lack of control: the nature of spam is uncontrollable. In particular the problem is the loss of content and audience reach and also there are few possibilities of measuring success.
- Potential negative impact: negative word of mouth can lead to losing the value of brand and to cause people to hate the product or service.
- Customer dependency: customers are not usually interested in to make referral unless there is some return.
- Lack of legal standards: there might be some legal issues which should be considered.
- Lack of ethical standards: customers may feel they are used, cheated, exploited or their privacy is invaded.

### 2.1.1 Marketing

According to American Marketing Association, Marketing is "the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange and satisfy individual and organizational objective". However this is considered as a traditional definition of marketing. The new definition, as released by the American Marketing Association (2007), is that marketing is “an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”. So a set of activities that constitute the process of creating, communicating, delivering and exchanging various offerings that has a value to the customers or the whole society at large can be considered as marketing (Bartels, 1968).

Since new and modern technologies are established the value of marketing has become very important for every company’s survival. According to Kotler and Keller (2009) nowadays the importance of marketing is highlighted by the actions taken by various companies to have a Chief Marketing Officer among the Chief Executive Officer and the Chief Financial Officer.

Kotler, Armstrong, Saunders & Wong (2001) highlight that marketing is something that many people consider as the action of selling and advertising a product or service, they state that this is only one part of marketing, as marketing in fact starts long before production of goods and services. As Hills and Singh (1998) explains the importance of marketing for a company’s future as to be successful in the market because as organization grows, new goods and services have to be made in order to maintain and strengthen the position in the market as choices and tastes of people always change. As a result the process of development has to be ongoing according to customers’ wants and needs. So contacts with customers, either formal or informal, can be very useful to generate new ideas for new products and also sell the products or services (Hills & Singh, 1998).

Thus, the importance of marketing cannot be underestimated, as it has a relation with the survival of any organization. There are various kinds of tools and types of marketing techniques used by various organizations. These tools or techniques can be print advertising, direct mail, TV or radio jingles, online\Internet or offline marketing, outbound or inbound marketing, niche marketing, drip marketing and many more (Fill, 2005).

This paper is focused on direct marketing using online tools. There are various online techniques that are part of direct marketing, such as banner advertising, e-mail marketing techniques, organic search, and others, and among those this study is focused on e-mail marketing’s tool - e-mail.

#### 2.1.1.1 What is Direct Marketing where Spam is a Way of Advertising

According to Potharst, Kaymark and Piljs (2002) modern information technology has made information easier to be gathered. Nowadays most of the companies have warehoused loads of information regarding their present and potential customers and clients. These data is used for reaching their customers directly for the relationship maintenance or new establishment by proposing products or services.
Scovotti and Spiller (2006) state that the main goal of direct marketing is to send a message to the consumer directly without using any third parties; this process can include mail marketing, e-mail marketing, telemarketing or direct selling and with the help of direct marketing the results can be easily measured which give the marketer an improved understanding of the attainment of that operation.

Some of the definitions of direct marketing are:

According to Orme (1999) “the new direct marketing is an information-driven marketing process, made possible by database technology that enables marketers to develop, test, measure, and appropriately modify customized marketing programs and strategies”.

According to Scovotti and Spiller (2006) “direct marketing is a data driven interactive process of directly communicating with targeted customers or prospects using any medium to obtain a measurable response or transaction via one or multiple channels”.

From the above definitions it is possible to see that one of the tools of direct marketing is huge database usage and customers direct contacts through different media. It can be made by contacting potential partners or customers by e-mail as well. According to Korgaonkar, Pradeep and Wolin (1999) this type of marketing is known as E-mail marketing. In the following chapter detailed information about e-mail as main tool of E-mail marketing is presented.

2.1.1.1 What is E-mail

Electronic mail which is known as email or e-mail is a method of exchanging digital messages from an author to one or more recipients. Modern e-mail operates across the Internet or other computer networks. Some early e-mail systems worked only when the author and the recipient both were online at the same time. Today's e-mail systems are based on a “store-and-forward” model where e-mail servers accept, forward, deliver and store messages, therefore neither the users nor their computers do not have to be online simultaneously. They are connected to an e-mail server, for as long as it takes to send or receive messages (Partridge, 2008).

An e-mail message consists of three components, they are:

- the message envelope,
- the message header, which contains control information, including an originator's e-mail address and one or more recipient addresses; and
- the message body.

Descriptive information is also added like a message submission date and time stamp and a subject header field.

There are several types of e-mails:

- E-mails from people whom you know well, for example, friends;
- Professional e-mails from colleagues or partners;
- Unsolicited Commercial e-mail (Spam) which this study is focused on.

Electronic mail appeared before the Internet, and was in fact a crucial tool in creating it (Partridge, 2008). Actually the history of modern, global Internet e-mail services reaches back to the early ARPANET. Special standards for encoding e-mail messages were proposed in 1973. Conversion from ARPANET to the Internet in the early 1980s produced the core of the current services. An e-mail that was sent in the early 1970s looked similar to a basic text message sent on the Internet nowadays (Partridge, 2008).

Network-based e-mail was initially exchanged on the ARPANET in extensions to the File Transfer Protocol (FTP), but is now carried by the Simple Mail Transfer Protocol (SMTP), first published as Internet standard 10 (RFC 821) in 1982. In the process of transporting e-
mail messages between systems, SMTP communicates delivery parameters using a message *envelope* separate from the message (header and body) itself (Hughes, 1998).

Sending text messages electronically could be said to date back to the Morse code telegraph of the mid 1800s and the New York World's Fair in 1939 when IBM from San Francisco sent a congratulations letter to New York using an IBM radio-type, calling it that time a high-speed substitute for mail service in the world of tomorrow (Tedlow, 2004).

Teleprinters were used in Germany during World War II and this use spread until the late 1960s when there was a worldwide Telex network.

Additionally, there was the similar but incompatible American TWX, which remained important until the late 1980s (Kimberlin, 1986).

According to previously mentioned information it is clear that e-mail which is widely used as a direct marketing tool is used to send spam as well. The author believes that it is also important to know about the people’s attitude and perception regarding products and services which are introduced by using spam. This information is presented in the following chapter.

### 2.2 Influence on Attitude and Perception of Products and Services after receiving Spam

#### 2.2.1 What is Attitude

The word attitude is used very often in our daily life. The attitude determines what people have for the dinner, what music they listen to, and whether they recycle cans. Katz (1960) introduces some functions for attitude. Attitude can have one of the functions:

- **utilitarian function**: based on what would be the reward or punishment of doing something people make their attitude towards it,
- **value expressive function**: the attitude is based on what the object says about the user,
- **ego-defensive function**: attitudes are made because of people will to protect themselves,
- **knowledge function**: the need to know more about the meanings that cause the formation of attitude.

In the case of spam, the attitude may be formed because of the usefulness or time consumption by spam. If the e-mail users feel they can find useful material within spam the attitude can be positive, otherwise if they think it will waste their time without reward the attitude changes to negative (Pew Research Center, 2003).

Talking about value expression function of attitude, some people may think it’s not appropriate to open the messages which are sent without permission (Sheehan and Hoy, 2000). Additionally they may feel opening spam means legitimating the intrusiveness of spam. The intrusiveness of spam (Li & Lee, 2002) causes the third function of attitude. Psychological Reactance theory by Brehm (1966) suggests that when some pressure and inconvertibility is pushed by an external force, say advertisements, people tend to oppositely react to take over the control. Putting it in other words, people’s attitude helps them to protect themselves against the invasion of spam into their privacy.

One of the famous theories about attitude is the multi-attribute attitude models (Solomon, Bammosy, Askegaard, & Hogg, 2006). These models basically assume that the attitude of people depends on the different attributes of the object and what people’s beliefs are towards those attributes. According to the principle of cognitive consistency feelings, beliefs’ attitude, and behavior of people tend to be consistent (Solomon et al., 2006). For example, if people have bad feelings for intrusiveness, they might in turn have a bad feeling about the company which did that. This can be related to one of the disadvantages of spam. There was mentioned that spam lack ethical and legal standards. Another example is when some people believe that
gambling is not good. As a result by receiving frequent spam containing gambling offers, they might change their attitude towards spam more radically.

Attitude towards advertisement is defined as feeling favorable or unfavorable towards a specific advertising stimulus during a particular exposure time. Attitude towards advertisement has some determinants such as the attitude towards the advertiser, how the advertisement is executed itself, the feelings transferred by the advertisement, and the level to which the advertisement impacts the viewer’s arousal level (Mittal, 1988). One of the challenges of advertiser who wants to target adult people is that having grown up in a marketing based society, adults tend to ignore the messages which try to persuade them to buy things (Solomon et al., 2006). The same can be true about spam. Since people have seen a lot of spam in their e-mail boxes, they will not even think about the messages. They would delete the message instantly (Pew Research Center, 2003).

According to Burke and Edell (1986) some feelings that can be generated by advertisements are:

- Upbeat feelings like delighted;
- Warm feelings like hopeful;
- Negative feelings like offended.

Many studies suggest spam make the receivers feel offended (Pew Research Center 2003; Nordlinger, 2002; Aaker & Bruzzone, 1985; Chang & Morimoto, 2003). However it’s imaginable that if the message is positive and promising the feelings would be warm or upbeat. But if the user finds the message decisive, the feeling would be much worse. Along with feelings and arousal level the attitude towards the advertiser itself is also important in forming attitude towards the advertisement. For example, if somebody has a previous experience working in a company for only a month and managers of the company treated him/her, his/her attitude towards an advertisement made by that company would change to negative. In case of spam, for example, if the user knows the sender and likes him/her/company, the attitude could be positive even if the sender sent the message without permission.

Another factor mentioned by Mittal (1988) is the evaluation of the advertisement. In this case, the way in which the advertisement transfers the message alters audience’s attitude towards the advertisement. For instance, a person might be bothered if the advertiser repeats the message too often. Of course, if people find that the advertisement is executed in an intrusive way, which is sometimes true for spam (Li et al., 2002), the attitude changes to negative.

2.2.1.1 Factors that influence Consumer’s Attitude towards Spam or Products or Services that are introduced

Factors such as advertising intrusiveness, loss of control and irritation can predict consumers’ attitude toward advertisement and spam. Previous studies showed that perceived advertising intrusiveness consists of the following dimensions (Morimoto & Chang, 2006):

- media content (Ha, 1996),
- cognitive task and/or process performance (Li, Edwards, & Lee, 2002),
- interference with one's privacy (Sipior & Ward, 1995), which can be defined as invading an individual's solitude.

It is possible to name advertising intrusiveness as a degree of interference of spam with receivers’ cognitive process and tasks, as well intervention with media contents. Sturges (2002) describes individual’s solitude as a space around him or her that has to be left alone. This definition is applicable to advertisements because they can intrude upon one's personal space, for example, the mailbox (Sturges, 2002).
Milne and Rohm (2004) indicate that in promotional situations, audiences cannot prevent from receiving unwanted commercial information; which may cause anger. Consumers might feel their privacy is invaded if they don’t know the advertiser or they don’t expect the advertisement. Sheehan and Hoy (1999) stated that if the consumers have contacted the advertiser before, they do not feel that their privacy is invaded. According to Li, Edwards, & Lee (2002) and Ha (1996) this advertisement intrusiveness is defined as a person’s cognitive process in which he/she perceives advertisement to be disruptive of his/her activity or thinking process.

On the Internet the disturbance can be an interruption of both editorial content and task performance (Li et al., 2002). For example, people use the Internet for different things like searching for different issues and communicating by e-mail. Since using the Internet is not purely entertaining and it involves some work related issues, the unwanted advertisements may be perceived more intrusive than other kind of advertisements (Li et al., 2002). Because people feel negative towards advertisements, they may feel unfavorable to buy the advertised product or service (Batra & Ray, 1986; MacKenzie, Lutz, & Belch, 1986). As a result, advertisements may fail to perform their task. A survey done by Pew Research Center (2003) found that more than 86% of the 1400 participants deleted spam right away without even opening them.

Additionally, preventing the audience to access the editorial or wanted material adds intrusiveness to advertisements (Ha, 1996). In general, people use different media in order to access editorial or entertaining contents. Different advertisements, like TV commercials, print, and online advertising such as spam, are usually on the way of the consumers who want to enjoy the editorial or entertaining content. Unlike the advertisements in newspapers and magazines, the ones on TV and radio programs totally prevent the audience to access the editorial part for a while. This causes the audience to feel bad react somehow. For example, Abernethy (1991) says that the reaction can be engaging in zapping the advertisements on radio programs. When we talk about the spam the situation could be more intrusive since new technologies help the advertisements to be viewed by the user (Chang & Morimoto, 2003).

The next intrusiveness of spam is potentially because of the contents of the message. Pew Research Center (2003) showed that around 76% of 2200 adult respondents are bothered by the spam contents. These types of spam usually guide the users to other pornographic web sites, which may be felt as even more intrusive as when the message is related to an issue in which the person is interested. All these results have a negative attitude toward the advertisement.

Unwanted direct marketing messages might cause people to feel like losing their control. Advertisement intrusiveness is about both consuming users’ time and inbox space, and also users’ ability to enjoy entertaining and editorial content for which the user is using media. Psychological Reactance theory by Brehm (1966) assumes the relationship between advertisement intrusiveness and feeling of losing control. The theory says that when people are pushed by restrictions or pressure by external forces, they tend to react in an opposite direction of the forces in order to reduce the threats and loss of control and freedom (Brehm & Brehm, 1981; Brehm, 1966). In the case of advertisements, people might think the advertisements are intrusive, and also they are preventing them from reaching the main content and altering their thinking process and activities. So they find themselves losing freedom and control in doing a certain task. Indeed, the Pew Research Center (2003) study showed that the respondents thought that spam, especially the adult related ones, are uncontrollable.

Sheehan and Hoy (2000) found that people are more concerned about intrusiveness of spam when they know that advertiser have sent unsolicited e-mails to them without their permission to use their e-mail addresses. Another factor that affects attitude towards advertisements is of
irritation. Aaker and Bruzzone (1985) define irritation as the impatient, negative and displeasing feeling of people which is caused by different kinds of advertisement stimuli.

Earlier researchers have found some factors that might alter advertisement irritation, like the advertised object, perceived loss of control, and advertisement intrusiveness (De Pelsmacker & Van den Bergh, 1998; Edwards, Li, & Lee 2002; Fennis & Bakker, 2001; Fritz, 1979; Ha, 1996; Aaker & Bruzzzone, 1985). Different types of marketing like repeated advertisement placement and annoying contents or execution can be felt as intrusive and make people feel losing control and freedom, and also prevent them somehow to access to the main content of the media to do what they are there for.

Some scholars talk about different characteristics of advertisement stimuli which can cause bad feelings and irritation; such as advertisement misplacement, targeting inappropriate audiences, much repetition, and fake messages (Rotzoll, Hall, & Haefner, 1996; Edwards, Li, & Lee, 2002). Spam is a kind of advertisement which certainly has these characteristics. For example, the messages offer extra-ordinary deals, the ones appropriate for students are sent for workers, and there are too much of them with the same message in one’s inbox even if he/she asked the sender to stop the offering.

The content of spam is also an issue which annoys the e-mail users. Some studies showed that many people are annoyed for the offensive content of spam (Pew Research Center 2003; Nordlinger, 2002; Morimoto & Chang, 2003). Pew Research Center (2003) discovered out of 2200 people more than 75% got annoyed by obscene spam content. Nordlinger (2002) argues that the receivers of spam may feel embarrassed because they worry that others would think they have visited or subscribed to pornographic sites even though they have not.

2.2.2 What is Perception

Solomon et al. (2010) highlight the process of perception as a complex analysis of things that have been seen, where the information gathered from the seen objects or things is filtered and then only the substantial facts come through. Blythe (2008) talks about some factors by which perception is shaped:
- the information that comes from the surrounding, also known as those stimulus characteristics, for example brand, store or name;
- the background information or the information that is gained from the context. For example the cultural or social views;
- the characteristics of the person viewing, which are the knowledge and experience of the person regarding that topic.

2.2.2.1 Perception of Spam

From the above classification it is possible to see that there are various factors by which the perception of people varies. It can also be concluded that the frequency of happening of that event could also be a factor by which people see same things in different ways. This can be related with the higher frequency of negative impact that spam has among people. But still there are some people who perceive spam as a good way for them to know about various things and gain knowledge which can come handy in the future. Blythe (2008) states that the view on certain object differs according to the imagination and past experience.

There are some people or the e-mail users who actually buy products advertised in spam e-mails, even though the negativity about spam surrounds the environment. There is also one thing to notice that spammers would not be in operation if it was not a practical source, by which they can earn something (Cook, Hartnett, Manderson, & Scanlan, 2006).

People in an institution or a company might perceive and recognize organizational strategy in a very dissimilar way from one another. Here the cognitive style of people from the same
organization might come up with different decisions or understandings when facing a similar strategy as “Cognitive style is a person's preferred way of gathering, processing, and evaluating information” (Hayes & Alison, 1998). From this definition, it is seen how this cognitive style affects individual’s perception towards the environment and collects evidence in various perspectives. This has a huge role in how the individuals structure and understand the information and then end up with incorporating it according to one’s own subjective theories or understandings. As a result the actions from these individuals will consequently direct their action (Hayes & Allison, 1998).

Considering various users’ perception forms regarding spam, Yadav, Kumaraguru, Goyal, Gupta, and Naik (2011) have provided solutions to improve the perception of spam; they talk about providing various applications where users will have the freedom to receive spam which is helpful for them. According to Yadav et al. survey (2011) regarding the perception of spam the results also showed that people’s perception regarding the same spam was largely varying. People’s perception has an impact on how spam is viewed.

There is a connection between perception and advertisement. Since spam is a marketing technique which is used as an advertising tool, perception varies among various people in a sense that people perceive advertisement in different ways. Some might like the same advertisement while other might not (Mittal, 1988).

One more interesting fact is that the opinions about spam legality differ among different people. Some of them think that spam is legal but most of them are concerned about spam illegality.

2.2.2.2 Perception of Advertisement

Simpson (2008) highlights that “most of the time, when it comes to online advertising, it is the process in which a particular banner, flash animation, article, or video catches the attention of the potential consumer”.

The benefits of this kind of marketing are that new customers can be found by marketers as there are millions of people surfing in the Internet and they might come up with something they want in the advertisement. According to Pine, Peppers, and Rogers (1995) one of the most important activity for companies that they should do is to retain the present customers. For the modern-day-online-customers, these types of online advertisement can have an impact as these foundations may surpass the position of good customer service and lower price for holding customers online (Kaufari, 2002).

This kind of online advertisement has become important for various companies to advertise products and services and the success of this online advertisement depends on the perception of people. Dixon (1971) in his different perception studies shows that "the stimulus tends to elicit responses from the same sphere of meaning". As a number of these kinds of advertisement has increased, Bogart (1985) argues that chances of individuals for carefully viewing advertisements are lowered. This is why it is necessary for individuals to perceive advertisement in a positive way, so that it creates a sense of trust in the product or services. In the same way various strategies deployed by advertisers for competing to gain and retain customers have been annoying to the audience (Sandage & Leckenby, 1980; Rettie, Robinson, & Jenner, 2001), as a result the general perception of people towards advertising has been more negative (Alwitt and Prabhaker, 1994).

So from the consumer’s perspective, an advertisement that is wanted or unwanted does not necessarily motivate the further action if it is not perceived to be relevant (Zhang, 2000). This is related to spams as well since people have different perception on it and it totally depends on them whether to use or not to use it in the future, also the general perception of spam has to be considered while making choice to choose it as an advertisement process (Zhang, 2000).
3 Method

In this chapter the research philosophy and approaches applied for this thesis are presented. It describes the selected research methods and refers to the procedures for collecting and analyzing data. There is a discussion concerning primary and secondary data processing techniques. In the end evaluation criteria is presented, where the validity and reliability of chosen methodology is discussed.

3.1 Research Philosophy

According to O'Leary (2010), the process of prospering new knowledge is known as research that gathers data for answering a certain question. Speaking about scientific research, there is a demand for relation to the theory from the raised questions. There is a need for the answers using organized methods which are adequately acknowledged (Boeije, 2010). According to Saunders, Lewis & Thornhill (2009), it is also important to understand the research philosophy because the development of knowledge in the particular field is indicated by this term, as well as it indicated the nature of knowledge. The main goal of the research and the philosophy is the proposition to improve the world's understanding. Williams & May (2000) state that the research refers to different things' knowable properties, while the philosophy is concerned more on deliberating different things' endurability.

According to Saunders at al. (2009) the philosophy is only the first step of the long way of the conducted research. Further it is followed by chosen approaches, appropriate strategies, methods that were used in the research, and procedures and techniques which follow the time horizons in the end. That is why it is important to determine the philosophy in the beginning before moving to further questions. O'Leary (2010) and Saunders et al. (2009) states that there are two major philosophical researches. The first one is epistemological philosophical research which means philosophy of the knowledge and its nature. The second one is ontological philosophical approach which means philosophy of the reality and its nature. The first one indicates how people come to have legitimate knowledge of the world, whereas ontological approach studies the way of existing things' understanding and categorizing. The author believes that epistemological philosophical approach is more appropriate for this study. There is an acceptable knowledge about spam, and interpretivism, as one of epistemological philosophical approach positions, is applied in this study. Because of high complexity of the world and each phenomenon's uniqueness, interpretivism supposes the reality being socially constructed instead of objectively determined. Despite of the fact that there is recognition of interpretive research because of its value in contextual depth providing, all results of this study are criticized (Kelliher, 2005).

Based on interpretivism reality's understanding and determining ability's perspective, there is a necessity in people's actions' investigation which (actions) are motivated by subjective implications (Saunders et al., 2009). It allows understanding humans' values and motives concerning their actions (Kelliher, 2005). Due to the fact that the aim of this research is to analyze the reasons why different companies use or do not use spam as the advertising tool in their marketing campaigns, the author believes that it is needed to understand random people's perceptions and attitude, as well motives and actions of different companies. After receiving all the information hidden objectives have to be realized and interpreted appropriately. Based on these facts interpretivism perspective is the most suitable for this study.

3.2 Research Approach

There was a distinction made by Trochim (2006) between 2 reasoning methods that they bear a contrasting perception while making any research. The first one is an inductive approach that is known as bottom-up approach too, which is open-ended and more exploratory. The
The second one is a deductive approach that is known as top-down approach. It is narrower and related to assessment of corroborating observations.

Trochim (2006) defines inductive reasoning as moving from the precise to the broad. This approach is often referred to as bottom-up. Inductive reasoning begins from the specific phenomena observation and continues to a broader generalization and theories, and the conclusions are made based on experienced facts (Sekaran, 2000). Inductive reasoning contrasts with deductive reasoning in that a general conclusion is arrived at by specific examples.

Deductive reasoning moves from broader to more specific (Saunders et al., 2009), while conclusions flow rationally from known facts (Sekaran, 2000). This type of reasoning is often referred to as the top-down approach. Creswell (2003) explains deductive reasoning is used with the quantitative research method. The deductive process starts with a test or verification of a theory, moves to a test of the hypothesis if it is stated, then defines and operationalizes the variables and concludes with measure or observation of the variables with an instrument to get scores (Creswell, 2003). Deductive arguments are attempts to show that a conclusion necessarily follows from a set of premises. A deductive argument is valid if the conclusion does follow necessarily from the premises, i.e., the conclusion must be true provided that the premises are true.

The main idea for choosing the inductive or deductive approaches is the starting position and the goal of the research, also, whether the research is aimed to develop or test the theory (Hyde, 2000). This study is based on inductive approach. In case of using inductive research this study starts with the observation of the actual situation's scenario and basic ideas, which is followed by the analysis of what happens (Neuman & Lawrence, 2003). After the observations the formulation of research questions and the development of previously recognized theories or formation of new ones, which is supported by the data analysis, appears (Hyde, 2000). The main researcher's goal is to understand deeper the context and the nature of event or phenomena, that is why he or she acts as a part of the research process (Saunders et al., 2009). Qualitative data with diverse data collection techniques are appropriate for phenomena different views' exploration.

The research process of this study has begun with the author's developed interest in the particular topic after receiving unsolicited electronic message that had not been considered as spam by “Gmail” e-mail service and further specification of the thesis. The research process has continued establishing boundaries and collecting necessary information concerning spam. Analysis on the reasons why different companies use or do not use spam as the advertising tool in their marketing campaigns and how people perceive and react on unsolicited electronic messages is needed in order to state that spam does not hurt the reputation of the company and contributes to the successful development.

### 3.3 Research Methods and Time Horizon

According to Neuman and Lawrence (2003) and Saunders et al. (2009) there are two methods of data gathering: qualitative and quantitative research. Qualitative data collection has a connection with an inductive research approach and implies social factors, whereas quantitative method focuses on variations of the measurements and is more perceived as the mathematical angle of approach.

According to Kumar (1999), the main aspects of research method's choice are the problem and the purpose of the study. There are different strengths and purposes in both qualitative and quantitative methods (O'Leary, 2010). However, these researches are not exclusive and there is a possibility of both researches’ usage in the study for the purpose accomplishment (Saunders et al., 2009). According to Belk (2006) mixed methods are becoming a viable research approach that bridges the gap between quantitative and qualitative methodologies.
This study employs partly quantitative, as well as partly qualitative research approach because the most important questions in both questionnaires are open-ended questions. According to Maxwell (2005), the strength of the research using open-ended questions is to delve in social complexities for true investigation and understanding of situation's meaning for a participant and his actions' contexts. According to Gillham (2001), there is a flexibility and adjustability using qualitative research. There is an increased mixed methodologies' usage and a great flexibility in data collection methods, so there is an allowance in both quantitative and qualitative data collection (Collis & Hussey, 2003).

The author of this study has performed partly qualitative and partly quantitative research approaches for different data collection. The reason of the partial use of qualitative approach is due to its nature: the author aimed to gather in-depth understanding of human behavior and the reasons that govern such behavior (Ghauri & Grønhaug, 2005), namely to gain in-depth knowledge about the phenomenon of spam usage or disuse when advertising products or services to potential customers all over the world. Basically, this approach doesn't result in data in numbers (Körner, Ek & Berg, 1084), whereas quantitative approach in this study is focused more on information in numbers to discover different trends (Curwin & Slater, 2002). The quantitative approach in this study provides sufficient information about random people and their perception and attitude towards spam, which is crucial for the future personal mailing experiment.

There are different goals of experiments, as well as they vary in scale, but experiments have always to be relied on repeatable procedure and results' logical analysis (Hinkelmann, & Kempthorne, 2008). Bacon (1620) states that an experiment is a testing method that aims to explain the nature of reality. Experiments may be personal and informal or highly controlled. In order to decide between 2 or more explanations experiment as one of scientific methodological steps can help researchers greatly (Peirce, 1902). The author of this study uses personal mailing experiment in order to check whether people pay attention to unsolicited e-mails, since, according to Sjouwerman and Posluns (2004) there are 2 different views on spam. The first one states that people try to protect themselves from unsolicited e-mails’ receiving and do not pay attention to e-mails that include names and electronic addresses that they do not know or do not trust. The second one states that people pay attention to spam and, especially to spam which is written correctly according to legislation nuances and perception techniques.

According to Sekaran (2000) and Saunders et al. (2009), together with the research method choice there has to be research perspective indication. It can be classified as correlational, exploratory, descriptive and explanatory. Kumar (1999) states that within the same research the combination of these categories practically is possible, since the classification exists only in the theory. This study is explanatory and exploratory in its nature because it examines spam from a rather new perspective, identifying positive aspects of spam as an advertising tool by pooling together three different, but to a certain extent interrelated, surveys and experiment.

Time horizons of studies can be divided into longitudinal and cross-sectional studies. The main characteristic of longitudinal study is its strength in the capacity of change and development examination. According to Kumar (1999) and Saunders et al. (2009), it is time consuming, but, at the same time, longitudinal study gives the possibility to evaluate pattern of change during the long period of time. Because of the time constrains it is not possible to conduct longitudinal research in this study that is why the time horizon is cross-sectional. Using cross-sectional studies that use surveys, there is a possibility to compare factors in different companies during a shorter time period (Saunders et al., 2000). Yet, there is a necessity in cross-sectional study's applicability when the purpose requires the picture's on particular phenomenon or situation’s overall exploration (Kumar, 1999). Therefore, while
studying the reasons of choosing or not spam as the advertising tool it forces the author to choose the cross-sectional timing.

### 3.4 Literature Review

According to O'Leary (2010), the topic's exploration, questions' definition, and study's theoretical information is done by literature research. It can be used as a source of primary or secondary data collection as well. The formal theoretical framework is a specific tool often used in order to establish credibility of the reviewer as a researcher. The literature review increases the understanding of the research area and argues the relevance and the need of the study (Kumar, 1999). Collis and Hussey (2003) state that it acts as the helper in informing and guiding the research. The literature review shows a competent exploration of the study background and recent and relevant literature's comprehensive review. It is stated by Saunders et al. (2009) that it is better for the literature review to be started with more general area of subject which is followed by more specific research aspects. It is followed in this study, narrowing down the information from direct marketing, perception and attitude till the topic of e-mail marketing, e-mail and spam, as well as the perception and attitude towards ads and products or services that were advertised using spam techniques.

The theoretical framework which is represented in this study is composed of basic concepts that are related to marketing, direct marketing and its online tools, e-mail marketing, as well as spam as the main topic of interest, perception, attitude, and statistical data observation which is crucial for spam as an electronic advertising tool. There was a brief analysis of selected books and articles referring to the topic of interest which was followed by the deep evaluation. In the “List of References” section it is possible to see the most relevant and significant books and articles, as well as Internet sources regarding the topic of interest.

First of all, the author of this study have searched for the relevant literature and previously conducted surveys that are related to spam using Jonkoping University library, Google Scholar and the different databases. The author has used the main keywords, such as marketing, direct marketing, e-mail marketing, spam, unsolicited e-mails, bulk e-mails, mailing, advertising techniques, advertising tools, attitude and perception. There was a priority given to highly cited scientific articles which were so few, as well as articles and books that were published in 2011 and 2012, if there were any, regarding spam as advertising tool. For more in-depth understanding's obtaining the author analyzed the latest Kaspersky Lab surveys in the period from November 2009 to February 2012

### 3.5 Data Collection

According to Saunders et al. (2009) the collection of necessary data has to be carefully considered for research problem's resolve, because it includes decision on primary or secondary research processes. Secondary data means by a data that has been previously collected or structured by somebody else in order to fulfill another purpose. Primary data means by a data that is especially collected for a particular study. This study implies both primary and secondary data.

#### 3.5.1 Primary Data Collection

The primary data collection is organized through questionnaires and personal mailing experiment.

#### 3.5.1.1 Chosen Respondents

The author has chosen to research Commonwealth of Independent States (CIS) as the area of interest. CIS includes such countries as Azerbaijan, Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan and Ukraine.
This resulted in respondents' quantity of 115 random people from the author's personal network in and 93 medium-sized organizations from CIS, if following the criteria from the European Commission (2011), from the database of one of the leading producers of summits, strategic business conferences, congresses and corporate marketing events in CIS countries. The author used 2 million e-mail addresses from the database of one of the leading IT companies in Latvia for her personal mailing experiment. All the holders of e-mail addresses are located in America. There is no information about age groups or sex groups. Because of the information confidentiality the author can not specify the names of the producer and IT company due to the fact that it may reveal the sustainable advantages of these organizations.

All people that were electronically interviewed through questionnaire are between 18 and 65 years old. This is the legal working age in these countries. There was no distinction of working spheres and separation by sex in the case of random respondents. Organizations that were electronically interviewed are medium-sized companies. According to the European Commission (2011), a medium-sized organization is characterized as having between 50-250 employees and a turnover of less than € 50 million.

The reason why medium-sized organizations are chosen is due to the fact that large organizations, for instance, The L’Oreal Group or The Coca-Cola Company, most of the time use frequent expensive advertising techniques, such as TV jingles or advertising in glossy magazines. Situations that occur in medium-sized organizations are different from situations that occur in larger organizations. Medium-sized companies do not have such a large marketing budget. Furthermore, smaller companies don’t have as much need in large strategic marketing campaign’s development since it is still possible to reach customers without using expensive frequent advertising techniques.

### 3.5.1.2 Questionnaires

Questionnaires, which are one of several methods for primary data collection together with interviews and observation, are the most appropriate for this study because they help in obtaining valid and reliable data on the matter of interest (Kumar, 1999; Collis & Hussey, 2003; Saunders et al., 2009). According to Kumar (1999) the criteria for choosing primary data method are the purpose, research questions, method of the study, as well as resources that are available, and time horizon.

Questionnaires are most often chosen because of time and cost constraints, as well as, according to Curwin & Slater (2002) questionnaires are known as methodological concepts that do work. The author believes that questionnaire as one of the methods is more suitable and appropriate for this study because of previously mentioned constraints and respondents’ widespread location.

The random respondents’ contact information was obtained through the personal accounts in “Gmail” e-mail service, “Facebook” social utility, and “LinkedIn” business-related social networking site. The respondents, who filled in the designed for this purpose questionnaire concerning e-mail users’ attitude towards spam, were not specifically selected, they filled in the questionnaire due to their personal interest in the topic of this study.

According to Curwin and Slater (2002), a questionnaire has to be logically structured and contain questions that are thought-out. Questionnaire’s construction was based on the previous studies and literature review. This is the reason why the author of this study did not include some questions that at first glance were necessary to be included. Sekaran (2003) states that there are some advantages that are provided by an electronic questionnaire, such as wide coverage, low-cost, and rapid distribution, as well as electronic questionnaires are often easy manageable. Therefore, the author used Google Docs for the questionnaire creation and administration, which allowed her to use previously described advantages.
The first questionnaire starts with one categorizing question whether respondents receive spam or not. Based on received answer the following questions differ from each other. One of the most important questions of this survey is why respondents check or read their spam e-mails. In order to gain in-depth knowledge of topics of interest in one of the following questions the author presented 18 different options, based on Kaspersky Lab (2012) previous surveys, with the possibility of multiple choice, it was made because of the time reduction reason, as well as respondents were asked to mention at least 3 more topics of their interest by themselves. In the end respondents were asked what type of e-mail content attracts their attention more. The last question was specially inserted in the questionnaire since the author planned to conduct her personal mailing experiment based on the topics of interest and the e-mail content’s perception (see Appendix 1).

The development of marketing campaigns is the responsibility of top managers or marketing department managers of the organizations (Ireland & Hitt, 1999) and, based on this information, the author contacted CEOs or marketing department managers of medium-sized organizations in order to ask them to fill in another questionnaire concerning the usage of spam as one of the advertising tools (see Appendix 2). Unfortunately, the quantity of responses is directly proportional to the willingness of respondents to answer the questions. That is why in order to increase the response rate there was made a decision to send a reminding e-mail four days after the first e-mail was sent, because of the risk of increased employment of the top management or marketing department management. In the end 93 responses were received out of 184 targeted companies.

3.5.1.3 Personal Mailing Experiment

The 3\textsuperscript{rd} step of this study is the personal mailing experiment where the author was allowed to use 2 million e-mail addresses database of one of Latvian IT organizations in order to check people’s perception of two types of e-mail information based on the received responses of the electronic questionnaire. The author of this study had no personal access to the database of IT organization. Both prepared by the author e-mail contents were sent by the marketing manager of the IT organization through company’s database using MaxBulk Mailer program.

In the first e-mail there was a picture with some text information on it about one of the beautiful resorts in Miami, Florida, the United States of America (see Appendix 3), in the second one there was the plain text information about resort in Cuba.

There were two websites with different Internet addresses created especially for these needs: www.freemiami.host.org and www.freecuba.host.org. In the first e-mail containing the picture of Miami resort there was an indication of the different link of the website, not www.freemiami.host.org, but http://www.miamibeach.com/. This decision is based on the respondents’ confidence in the officially registered websites. In the second e-mail with text information there was an indication of the link of another website: http://www.cubaresort.cu/. Two different websites were specially developed because both types of spam e-mails were send simultaneously to e-mail addresses' holders. One more aim beyond the previous ones of this experiment was to track the attendance of both websites based on the difference of the content of spam e-mails and topics of interest.

The experiment was conducted during one week. Both websites' Internet addresses were available 24 hours a day during one week for potential visitors. Then both websites were removed from the web server. In order to circumvent the legislative requirements, on both websites there were apologies for any inconvenience and time spent reported as received letters are experimental and do not carry any particular information.
3.5.2 Secondary Data Collection

According to Zikmund, Babin, Carr, & Griffin (2010) the secondary data is advantageous because of its availability and financial savings. Secondary data may be quantitative or qualitative. Saunders et al. (2009) state that it can provide main contextual data which is area-based.

In this study the analysis of anti-spam legislation of different countries is presented in "Findings" section because of different opinions' existence about the legal side of spam.

3.6 Data Analysis

According to Yin (2003), theoretical propositions are very helpful in data analysis organization and direction, especially when the author uses existing theory for research questions' and objectives' formulations. Because of this there might be a linkage of the research with the knowledge in the subject area that already exists, as well as the provision of initial analytical framework (Saunders et al., 2009). According to Kumar (1999) the process allows to solve the research problem because of suitable procedure's and strategy's choice. However, data analysis is considered as a complex process which includes procedures' and strategies' possible differentiation (Yin, 2003). According to Boeije (2010) there is no clear definition of emerging analysis character. However, there is an anxiety present among the researchers which is connected to data analysis after field work is completed (Zikmund et al., 2010). Therefore, according to Collis and Hussy (2003), data reduction in this study is the main challenge of analysis, since it is meant by forming and structuring of data in the analysis and conclusions sections.

According to Adèr and Mellenbergh (2008) data analysis is a process which includes inspection, cleaning, transformation, and data modeling aiming to highlight the useful information, suggest conclusions, and support decision making. There are multiple approaches and facets in data analysis which encompass diverse techniques under different names. For example, data mining is an analysis technique of a particular data. The main focus of it is on modeling and discovery of knowledge for predictive purposes. (Witten, Frank, & Hall, 2011). Business intelligence is a data analysis which is relying on aggregation, focusing on business information (Scheps, 2008). In statistical applications data analysis is divided into descriptive statistics, exploratory data analysis, and confirmatory data analysis. According to Mann (1995) descriptive statistics quantitatively describes the main features of a collection of data. Exploratory data analysis is focused on new features' discovery in the data (Hoaglin, Mosteller, & Wilder, 1983) and confirmatory data analysis is focused on existing hypotheses' confirmation or falsification. Fisher (1925) states that predictive analytics are focused on statistical or structural models' application in order to get predictive classification or forecasting, while in the text analysis linguistic, statistical, and structural techniques are applied in order to extract and, later, classify textual sources' information and unstructured data species. These all are data analysis varieties. In this study parts of descriptive statistics and exploratory data analysis are used, they are explained below.

3.6.1 Descriptive Statistics

According to Trochim (2000), descriptive statistics is the discipline that quantitatively describes the main features of collected data. The main difference between descriptive statistics and inferential statistics is that the first one summarizes a data set, while the second one aims to use the data in order to learn about the population. It means that inferential statistics are developed on the probability theory's basis, whereas descriptive statistics are not (Dodge, 2003). Nevertheless, descriptive statistics are generally presented when conclusions are based on inferential statistics. In this study descriptive statistics provide simple summaries about the sample and about the observations that have been made (Trochim, 2000). Such
summaries may be either quantitative, i.e. summary statistics, or visual, i.e. simple-to-understand graphs. These summaries may either form the basis of the initial description of data as part of a more extensive statistical analysis.

In this study descriptive statistics are used to present quantitative descriptions in a manageable form (Sekaran, 2003). Lots of data are reduced into a simple summary (Trochim, 2000). When using a single indicator in order to describe a large set of observations there is a risk of important details' loss or original data distortion. Based on this, descriptive statistics are able to provide a powerful summary enabling different comparisons across units or people.

There is an extensive history about descriptive and summary statistics usage, and, indeed, the first way of statistics appearance as a topic was because of simple tabulation of populations and economic data. More recently, under the heading of exploratory data analysis (see section 3.6.1.1) there was a formulation of collection of summarization techniques, where chart is one of such techniques (see section 3.6.1.1.1) which is used in this study too.

### 3.6.1.1 Exploratory Data Analysis

According to Tukey (1977), Cleveland (1993), Hoaglin, Mostellor, and Tukey (2006), exploratory data analysis is a set of graphical techniques for finding interesting patterns in data (Bolker, 2008; Berk).

“Tukey was possibly one of the first to prioritize visual representations for data analysis in his seminal work Exploratory Data Analysis. He focused on the process of looking for patterns in data and finding hypotheses to test, rather than in testing the significance of presupposed hypotheses, thereby distinguishing exploratory data analysis from confirmatory data analysis. Through the use mainly of graphical methods, he showed how datasets could be summarized with either a small set of numbers or graphics that represented those numbers” (Hermann, Hunt, & Neuhoff, 2011).

According to Tukey (1972, 1977), Chambers, Cleveland, Kleiner, and Tukey (1983), Cleveland (1985, 1993), Tufte (1983, 1990), Buja, Cook, and Swayne (1996), Wainer (1997) in statistics exploratory data analysis is defined as an approach which analyses data sets in order to summarize main characteristics of them in easy-to-understand form, using visual graphs and without statistical models and formulated hypothesis. Exploratory Data Analysis is very popular among marketers while analyzing and presenting different advertisement outcomes. The main objectives of exploratory data analysis may be hypothesis suggestion concerning the causes of observed phenomena, assumptions' assessment on which statistical inference is based, appropriate statistical techniques' and tools' selection support, and further data collection basis' support. There are a number of tools that are used in exploratory data analysis, but it is characterized less by particular techniques than by the attitude taken.

Typical graphical techniques of exploratory data analysis are box plot, chart, multi-vari chart, pareto chart, run chart, stem-and-leaf plot, scatter plot, odds ratio, multidimensional scaling, chi-square, principal component analysis, and targeted projection pursuit (Tukey, 1977). In this study the author uses charts in order to present collected data concerning spam which is one of the marketing tools in order to present products or services to potential customers.

#### 3.6.1.1.1 Charts

According to Harris (1999) a pie chart, which is widely used in this thesis, (it is known as a circle graph too), is a circular chart which is divided into sectors that illustrate proportion. Each sector's arc length in a pie chart (and consequently its central angle and area), is proportional to the quantity that it represents (Tufte, 2001). One of the reasons why the author uses a pie chart is that it is the most widely used exploratory data analysis tool in the mass media and business world (Cleveland, 1985). According to Cleveland (1985) pie charts are
very effective in case of displaying marketing information where the intent is to compare the slice size with the whole pie.

### 3.6.2 Type of Data

There are several types of data which are used in this study: quantitative, categorical, and qualitative data (Veryard, 1984).

Numerical data or quantitative data of this study is data that has been measured or identified on a numerical scale. Different methods are used in order to analyse numerical data, further the results are displayed using histograms, tables, charts, or graphs (Lewis-Beck, 1995).

In statistics categorical data is meant by a statistical data type that consists of categorical variables which have been used for data observed or data converted. The value of the observed data is one of nominal categories' fixed numbers. One of the examples of converted data is grouped data (Saunders et al., 2009). To be more precise, categorical data, for example people who read spam and people who don’t read it, which is present in this thesis, may derive from either or both of observations based on quantitative data, where observations include counts of direct observation of events, or qualitative data, where there is a summary of observations in the way of counts or cross tabulations (Andersen, 1980). Sometimes contingency tables are used to summarize categorical data. The author of this study believes that contingency table is a good way to summarize this particular type of data in case of her personal mailing experiment.

The term "qualitative data" is distinguished from "quantitative data". In "qualitative data" items have a description in terms of quantity. There a range of numerical values are used without any implying that a particular numerical value refers to a particular distinct category (Dodge, 2003). Nevertheless, data about individual items that are originally qualitative may give a rise to quantitative in case of summary by means of counts, and, conversely, data originally obtained as quantitative are grouped into categories and become qualitative. Qualitative data include, for instance, gender, commodity type, or nationality which are well-defined concepts. In this study one of the qualitative data examples is business sphere of the companies. There is a possibility qualitative data to be as binary, for instance, yes-no, or categorical data.

In case of questionnaire, after receiving all the answers, where the author tent to analyze the e-mail users’ attitude towards spam, all the types of questions were analyzed in different ways. Dichotomous (Yes-no) questions were analyzed by calculating the percentage of respondents who chose “yes” or “no” answer. Alternative questions (Quirk, Greenbaum, Leech, & Svartvik, 1985) were analyzed by calculating the percentage of each answer then there was a conclusion made based on these results which answer is the most popular. Wh-questions’ and descriptive questions’ answers were analyzed, some main categories were derived based on the answers, then received answers were divided into groups under developed categories in order to make conclusions.

The personal mailing experiment was based on the number of visitors. The author compared both results that were gathered during one week and made a conclusion based on these results.

### 3.7 Evaluation Criteria

The author believes that partly quantitative and partly qualitative research methods were reasonable for enclosing research questions and achieving the purpose of this study, since she used questionnaires with open-ended questions, as well as conducted her personal mailing experiment. Nevertheless, few limitations exist in this thesis and it is possible to conduct similar research in another way. Another possible method for conducting similar research
could include semi-structured interviews with different companies in order to gain broader understanding about the phenomenon.

The author believes that reliability and validity are two important indicators for the quality of this study (Boeije, 2010). They are discussed below.

### 3.7.1 Validity

Validity relates to how a correct correspondence of what the researchers are said to find out is presented by the research findings (Easterby-Smith, Thorpe, & Jackson, 2008; Saunders et al., 2009; Collis & Hussey, 2003; Boeije, 2010). Face validity is a property of a validation concept intended to measure something. In other words, validation concept can be said to have face validity if, by the look at it, it is going to measure what it is supposed to measure (Sekaran, 2003).

The methodology's and construct's and its measurements' revision by colleagues and experts allows external validity's satisfactory level's acceptance. The author has consulted with an Expert from IT Forensic Service Department in order to ensure the validity of both surveys and experiment. After receiving a positive feedback some adjustments have been made accordingly.

Explanation building, pattern matching, and logic models' in the data analysis phase usage are the ways in order to address internal validity (Yin, 2009). According to Boeije (2010) the internal validity is achieved when there is conclusions' incorporation of correct relationships between concepts.

According to Collis and Hussey (2003) construct validity is related to the phenomenon problem which is not possible to observe directly. For construct validity's increase researcher has to obtain different sources of evidence and establish evidence chain, which are relevant while collecting data (Yin, 2009). The multiple sources of evidence such as literature review, previous surveys’ analysis, author’s own surveys and experiment were used in this study in order to achieve construct validity.

### 3.7.2 Reliability

According to Zikmund et al. (2010) measure's consistency and repeatability is represented by reliability. Saunders et al. (2009) state that reliability refers to the extent to which techniques of data collection and further analysis of them will yield reliable findings, namely, if there will be the same result on other occasions in case of similar observations could be reached by another researcher if there is a sense in the raw data. According to Collis and Hussey (2003) there is an importance in similar observations and interpretations that are obtained by another researcher in other occasions. Reliability aims to minimize the errors and biases of the research (Yin, 2009). The reliability of this study was increased by detailed research steps' structuring, also by systematically analyzing the collected raw data. The collected data especially from wh-questions was systematically structured in order to observe it easier and interpret it in a correct way.
4 Findings

This chapter presents primary and secondary data gathered. Primary data section starts with the findings from questionnaire where people’s attitude towards spam was investigated, which is followed by the presentation of professionals' responses about the usage of spam, and, lastly, the personal mailing experiment's results complete this section. Secondary data section presents in-depth analysis of anti-spam legislation in different countries.

4.1 Primary Data – Personal Empirical Findings

4.1.1 People’s Attitude towards Spam

There was a questionnaire developed specially for understanding people’s attitude towards unsolicited messages. 115 people filled in the questionnaire 101 of which responded that they receive spam, and the rest 12 indicated that they do not receive unsolicited messages at all (see Figure 1).

![Figure 1 Do People Receive Spam?](image1)

For the question whether people mind to receive spam messages 40% of them gave a positive response meaning that people do not want to receive spam. 39% do not care because they do not check and read spam messages, and only 10 respondents indicated that they do not mind to receive spam because they occasionally can check/read them (see Figure 2).

![Figure 2 Do People Mind to Receive Spam?](image2)

The third question prompted the author to gather secondary data concerning the legality of spam usage. As it is possible to see from Figure 10 the majority of respondent has no idea whether unsolicited electronic messages’ mailing is legal or not. 20% of respondents indicated that spam is illegal and only 3% out of 115 respondents chose “Legal” answer (see Figure 3).
It was interesting to know why people check their spam boxes and read spam messages. Only 3% chose the first option which was “I do this by my own initiative, maybe there will be something interesting”. 22% that is 25 people indicated that they do this in case of important messages that got into spam box and 75% of the respondents chose “Other”, in most cased indicating that they simply delete spam.

Answering the next question about their attitude towards spam, only 3% of respondents indicated that they have a positive attitude, whereas 64% of the respondents have a negative attitude and only 38 people out of 115 (33%) have a neutral attitude.

There was a will to know whether respondents are interested in receiving more informative messages than advertisements about pornography and Viagra medicine. There were only 15 respondents’ positive responses that are 13% of all respondents who are interested in receiving more informative advertisements (see Figure 4).

There was an interest to know whether more informative unsolicited messages can change the respondents’ negative attitude towards spam. 29% of the respondents indicated that their attitude will change, whereas the rest of 80 respondents out of 115 showed that their attitude will still not change (see Figure 5).
Providing an opportunity of choosing many different topics of respondents’ interest “Job Opportunities” are on the 1st place, “Travel” is the second most popular interest with 56 responses out of 115 and “Education” took the 3rd place with 48 responses out of 115. “Sale/Discounts with addresses”, “Books”, and “Cosmetics/perfume” got 40, 39, and 32 responses respectively (see Figure 6).

Less popular were “Spam Advertising Services”, “Legal services and Audit”, “Porno/Erotica”, and “Real Estate” with 1, 2, 5, and 8 responses respectively (see Figure 13).

80 respondents that are 69% out of 115 people indicated that picture with some text information on it or below it will attract their attention more than only picture without any text information or plain text in the body of the spam message. 15% of respondents answered that they are more interested in plain text without any pictures and 11% of responses showed that none of the first 3 options are applicable for them. 6 people responded that only picture without any text information will attract their attention more (Figure 7).
4.1.2 Spam Usage by Medium-Sized Companies

The second questionnaire was developed to see whether spam as one of advertising tools in the Internet is used by marketers in companies of different business areas and what attitude towards spam managers have. In total there were 93 respondents from different business spheres (see Table 1).

### Table 1 Number of Respondents in Different Business Spheres

<table>
<thead>
<tr>
<th>Business sphere</th>
<th>Number of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>web and graphic design</td>
<td>11</td>
</tr>
<tr>
<td>tourism</td>
<td>3</td>
</tr>
<tr>
<td>online social media</td>
<td>9</td>
</tr>
<tr>
<td>online sales</td>
<td>23</td>
</tr>
<tr>
<td>real estate</td>
<td>2</td>
</tr>
<tr>
<td>software</td>
<td>19</td>
</tr>
<tr>
<td>online entertainment</td>
<td>7</td>
</tr>
<tr>
<td>financial services and consulting</td>
<td>6</td>
</tr>
<tr>
<td>building construction</td>
<td>2</td>
</tr>
<tr>
<td>banking</td>
<td>3</td>
</tr>
<tr>
<td>others</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>93</strong></td>
</tr>
</tbody>
</table>

As first question showed none of the managers have the positive attitude towards spam. 40 respondents indicated that they are neutral towards unsolicited e-mails and 57% out of 93 respondents that are 53 people indicated that they have negative attitude towards spam messages (Figure 8).

![Figure 8 Managers’ Professional Attitude towards Spam](image)

There was an interest to know whether managers use spam as one of the marketing techniques to introduce their products or services to potential or existed clients and why they do this or not. Managers were asked to give an extensive explanation of their choice. 56% of the managers indicated that they do not use spam as one of the advertising techniques. It is possible to group their perception of spam to the main following four categories:

- **Company’s reputation suffers because of negative perception or reaction from consumer’s or partners’ side**
- **The is a difficulty in targeting only potential clients or partners who are interested in particular offer**
- **People do not react to such kind of advertising**
- **Spam is blocked by e-mail service providers, money is wasted**
- **It is an excluded feature in some types of organizations**
Those who indicated that they have a neutral attitude towards spam indicated that companies where they work use spam as one of the advertising tools and it is quite successful. It is possible to group their answers into the following main categories:

- Thought-out spam mailing is very effective and cost of converting into a customer is very low
- There is a transparency in pricing
- This is a tool for an immediate response. Spam helps to sell something quickly
- Direct targeting of potential consumers or partners
- Damage of competitors’ reputation
- There is no need of thinking about the selection of media, spending money for media agencies’ reports, and analyzing the audience quality and quantity at a particular website
- It is efficient to use spam mailing together with other advertising techniques in order to make consumers or partners believe in high quality of the product or service
- There are no geographical boundaries

Most of 52 respondents out of 93 who indicated in the questionnaire that they do not use unsolicited electronic messages as a marketing tool answered negatively to one more question “Do you believe that your products/services popularity might increase because of spam?”. Only 10 respondents out of 52 indicated that they believe that because of spam there is a chance to increase popularity of products/services (Figure 9).

![Figure 9 Do Managers Believe that Using Spam It is Possible to Increase Product’s/Service’s Popularity?](image)

4.1.3 Personal Mailing Experiment

The most important part of this study included 2 million respondents who had to receive 2 different types of e-mails based on the results of the first questionnaire where random people were asked about topics of interest, different types of spam information and which one will attract their attention more.

2 different types of information were prepared. The first one was a picture (unrelated to reality) with a text on it indicating that in Miami, Florida, US there is a new 4-star resort that offers affordable prices for double rooms. In the body of this e-mail there was a link of [http://www.miamibeach.com/](http://www.miamibeach.com/) to the fake [www.freemiami.host.org](http://www.freemiami.host.org) website where people supposedly could check the information about the invented offer.

The second message contained quite similar information about new 4-star resort in Cuba but without any pictures, only offering text information and [http://www.cubaresort.cu/](http://www.cubaresort.cu/) link to the fake [www.freecuba.host.org](http://www.freecuba.host.org) website in the body of the e-mail decoying supposedly to find out more about this possibility.
Both messages were thought-out. They did not look like cheap spam with random font, unformatted text, strange colors and flashing signs.

During the next 48 hours after sending the first type of the message there were 185634 e-mails that represent 9.2817% out of 2 000 000 electronic addresses that were undelivered. Reasons were different:
- Nondeliverable mail: The user's email name was not found;
- Failure notice: Name server: host not found;
- Returned mail: Host unknown. Address had permanent fatal error;
- Return mail: Recipient is not in the address book;
- Delivery problems with sender’s mail. The domain does not exist?
- Undeliverable mail - User maildir is over quota!
- Error - Out of office or vacation replies;
- Return mail notice: We have not been able to deliver this message for 24 hours;
- Message Failure - Unknown user: or mail box is full.

It was considered that one week is enough to follow the traffic to the website. The results are the following:

**Table 2 Number of Visitors after the First-type E-mail (A)**

<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Number of visits</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3\textsuperscript{rd} of April 2012 / 21:00</td>
<td>170980</td>
<td>67%</td>
</tr>
<tr>
<td>4\textsuperscript{th} of April 2012 / 21:00</td>
<td>56143</td>
<td>22%</td>
</tr>
<tr>
<td>5\textsuperscript{th} of April 2012 / 21:00</td>
<td>22967</td>
<td>9%</td>
</tr>
<tr>
<td>6\textsuperscript{th} of April 2012 / 21:00</td>
<td>3573</td>
<td>1.4%</td>
</tr>
<tr>
<td>7\textsuperscript{th} of April 2012 / 21:00</td>
<td>1148</td>
<td>0.45%</td>
</tr>
<tr>
<td>8\textsuperscript{th} of April 2012 / 21:00</td>
<td>255</td>
<td>0.1%</td>
</tr>
<tr>
<td>9\textsuperscript{th} of April 2012 / 21:00</td>
<td>128</td>
<td>0.05%</td>
</tr>
<tr>
<td><strong>TOTAL:</strong></td>
<td><strong>255194</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

It is seen from the Table 3 that there were 255194 responses to the sent e-mail with the picture in the body of the message which are 14.0652% out of left 1814366.

First e-mail was sent on the 2\textsuperscript{nd} of April 2012 at 21:00. The next checkpoint was at 21:00 next day. It is possible to see from the Table 3 that there were 170980 visitors within the next 24 hours from that time when the first message was send. These 170980 visitors constitute 67% out of total number of people in the end of the test week.

On the 4\textsuperscript{th} of April the number of visitors significantly dropped down till 22% which are 56143 visits during the next 24 hours. During the rest of days it is possible to see the decrease in numbers of visits. On the 5\textsuperscript{th} of April 2012 it constituted only 9% out of 255194 that are 22967 visits during the next 24 hours. 6\textsuperscript{th} of April gave 7.6% less visits in comparison with the previous day. It is only 1.4% out of the total number of responses in the end of the test week. They constitute 3573 visits. 7\textsuperscript{th} April 2012 brought only 1148 people to the test website which is 0.45% out of the total number of visitors. During the next 2 days the number of visitors was even smaller – 255 and 128 visits on 8\textsuperscript{th} and 9\textsuperscript{th} of April respectively.

The second message contained information about new 4-star resort as well, but not in Miami, Florida, United States, but in Cuba. This e-mail was not containing any pictures, only offering text information and previously indicated link to the website in the body of the e-mail decaying to find out more about this possibility clicking on the second fake website link.
The second e-mail was sent at the same time - 21:00 on the 2nd of April 2012. During the next 48 hours after sending the second type of the message there were the same 185634 e-mails that represent 9.2817% out of 2 000 000 electronic addresses that were undelivered. The reasons why these electronic messages were undelivered were the same as in the first case. It was considered that one week is enough to follow the traffic to the website after sending the second type of the e-mail too. The results are presented in Table 3.

Table 3 Number of Visitors after the Second-type E-mail (B)

<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Number of visits</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd of April 2012 / 21:00</td>
<td>56566</td>
<td>72%</td>
</tr>
<tr>
<td>4th of April 2012 / 21:00</td>
<td>10999</td>
<td>14%</td>
</tr>
<tr>
<td>5th of April 2012 / 21:00</td>
<td>8878</td>
<td>11.3%</td>
</tr>
<tr>
<td>6th of April 2012 / 21:00</td>
<td>1508</td>
<td>1.92%</td>
</tr>
<tr>
<td>7th of April 2012 / 21:00</td>
<td>526</td>
<td>0.67%</td>
</tr>
<tr>
<td>8th of April 2012 / 21:00</td>
<td>61</td>
<td>0.078%</td>
</tr>
<tr>
<td>9th of April 2012 / 21:00</td>
<td>24</td>
<td>0.031%</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>78562</td>
<td>100%</td>
</tr>
</tbody>
</table>

It is possible to see from the Table 3 that there were only 78562 responses to the second-type sent e-mail which was without any pictures in the body of the message. These 78562 responses are 4.33% out of 1814366 working e-mail addresses. The total number of visitors after sending the second type of the electronic message in the end of the test week constitutes only 30.79% out of 255194 visitors after sending the first type of the e-mail with the picture in the body of the message. It means that in the first case there were 69.21% more visitors who were interested in the affordable resort (Table 4).

The second-type-e-mail was sent on the 2nd of April 2012 at 21:00 too. The next checkpoint as in the first case was at 21:00 the next day. It is possible to see from the Table 3 that there were 56566 visitors within the next 24 hours from that time when the message was send. These 56566 visitors constitute only 33.08% out of 170980 people who visited Miami resort’s fake website (Table 4). 56566 responses constitute 72% out of the total number of all visitors in the end the test week.

On the 4th of April the number of visitors significantly dropped down from 72% till 14% which are 10999 visits during the next 24 hours. This indicator is 8% lower than the rate of the first-type e-mail the same day. These 10999 visitors constitute only 19.59% out of first-type e-mail visitors the same day.

During the rest of days it is possible to see the decrease in numbers of visits too. On the 5th of April 2012 it constituted only 11.3% out of 78562 that are 8878 visits during the next 24 hours. This number constitutes 38.66% out of the first-type e-mail’s result – 22967 visitors on the 5th of April 2012.

6th of April gave 9.38% less visits in comparison with the previous day. It is only 1.92% out of the total number of responses in the end of the test week. It constitutes 1508 visits. In comparison with the first-type e-mail result this number is 57.8% smaller. In the first case the number of visitors constitutes 3573 people.

7th April 2012 brought only 526 people to the test website which is 0.67% out of the total number of visitors in the end of the test week. In comparison with the first-type electronic message result 526 visits are 45.82% out of 1148 people.
During the next 2 days the number of visitors was even smaller – 61 and 24 visits on the 8th and the 9th of April 2012 respectively, which constitute 23.92% and 18.75% out of 255 and 128 visits after receiving the first-type electronic message during the same dates (Table 4).

Table 4 The Difference between First-type E-mail and the Second-type E-mail

<table>
<thead>
<tr>
<th>Day/Time</th>
<th>Number of visits after 1st message (A)</th>
<th>Number of visits after 2nd message (B)</th>
<th>B/A=%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3rd of April 2012 / 21:00</td>
<td>170980</td>
<td>56566</td>
<td>33.08%</td>
</tr>
<tr>
<td>4th of April 2012 / 21:00</td>
<td>56143</td>
<td>10999</td>
<td>19.59%</td>
</tr>
<tr>
<td>5th of April 2012 / 21:00</td>
<td>22967</td>
<td>8878</td>
<td>38.66%</td>
</tr>
<tr>
<td>6th of April 2012 / 21:00</td>
<td>3573</td>
<td>1508</td>
<td>42.20%</td>
</tr>
<tr>
<td>7th of April 2012 / 21:00</td>
<td>1148</td>
<td>526</td>
<td>45.82%</td>
</tr>
<tr>
<td>8th of April 2012 / 21:00</td>
<td>255</td>
<td>61</td>
<td>23.92%</td>
</tr>
<tr>
<td>9th of April 2012 / 21:00</td>
<td>128</td>
<td>24</td>
<td>18.75%</td>
</tr>
<tr>
<td>TOTAL:</td>
<td>255194</td>
<td>78562</td>
<td>30.79%</td>
</tr>
</tbody>
</table>

4.2 Secondary Data – Anti-Spam Legislation

In this chapter anti-spam legislation will be discussed as it exists in countries around the world, focusing on anti-spam legislation principles, mainly, in European Union countries, The United States of America, Australia, the People’s Republic of China, and Russia.

4.2.1 Why Spam is considered as Dangerous and why it is Difficult to Combat

According to Zdziarski (2005) there can be no e-mail or Internet user out there that at one time or another has not come into contact with spam. Clark (2008) states that nowadays spam e-mails account for over 85% of all the electronic messages' traffic on the Internet. Spam can cause some serious problems like unrecoverable costs that are generated by losses of staff productivity, extreme mail traffic, server overloads which are a real headache for system administrators and e-mail service providers. Because of its anonymity spam is a powerful tool for fraudulent activities like advertising of counterfeit goods, for instance, Louis Vuitton bag replicas and other forms of contraband such as weapons and drugs, distribution of pornographic materials and other crime activities (Clark, 2008). Additionally to all mentioned above, spam messages act as a Trojan fast delivery service (Quinn, 2010). Unfortunately it is possible to attach a malware program to an e-mail or to place a link in the body of an email that indicates the infected website (Szor, 2005). According to Felix and Hauck (1987) phishers also resort to the use of spam messages for inviting users to visit fake versions of well-known websites with the single intention of stealing their banking data.

Every e-mail system, including services that are free of charge, employs integrated spam filtering techniques to separate legitimate e-mails from unsolicited messages (Zdziarski, 2005). Unfortunately, it is not possible to filter out every electronic message without any impact on legitimate e-mails. That is why e-mail service users continue to receive notifications of lottery wins, ads for pills to improve potency, invitations to seminars or conferences; or legitimate e-mails go to the spam folder.

According to Pariser (2011) the main difficulty with spam fighting is its internationality. There are no borders in the virtual world that is why spam senders can easily operate all over the world. The same unsolicited e-mail may end up in a user’s inbox in France, Canada, New Zealand or somewhere else. Spam written in German may be distributed from an infected...
computer based in Russia with the help of a management center that is located in Bulgaria. It is not possible to know for sure where spammers themselves reside.

While spam sending itself remains unbounded, anti-spam legislation that may differ in different countries have to respect territorial borders. It also happens that legislation is not uniform throughout a single country or in some places there is no anti-spam legislation at all as in Bulgaria, for instance. All these legal nuances hinder bringing cybercriminals to justice.

Spam cases are notoriously difficult to investigate because of different legal nuances and inter-national laws and it is almost impossible to prove the spam senders’ guilt. That is why less attention is paid to the question of fighting with unsolicited messages than, for instance, to the question of computer fraud (Granville, 2003).

4.2.2 Anti-Spam Legislation History

During the 1980s the process that initiated the creation of statutory instruments for Internet activity regulation began. In 1990s an international legal framework was introduced, but the majority of the legislation was brought in towards the end of the 1990s and the beginning of the 2000s. The worldwide spread of the Internet and technological development necessitated more detailed description of crime types and the methods of crimes that were committed on the Internet.

According to European Commission (2000) the Electronic Commerce Directive or Directive 2000/31/EC, adopted on 8 June, 2000 by European Parliament and the European Council, sets up an Internal Market regulation framework for electronic commerce within the EU. Its aim is to provide legal certainty for businesses and consumers, namely, for processes of purchasing goods and services over the Internet. It establishes harmonized rules on issues such as the transparency and information requirements for online service providers, electronic contracts, commercial communications, and limitations of liability of intermediary service providers.

On 23 December 2001 the Convention on Cybercrime was adopted by the European Council. It has been approved by 46 countries, but 24 of them have ratified it. The convention requires parties to establish legislation against cybercrime and to take other necessary measures for effective cybercrime offenses prosecution. It covers a wide range of crimes, for instance, computer fraud, unauthorized access to personal data, copyright infringement, the distribution of pornography, etc. Unfortunately China, some Latin American countries, and Russia, which are the main sources of malicious software and unsolicited e-mails, according to Kaspersky Lab (2009), are not among the countries which have signed up to the convention (Council of Europe, 2001).

On 12 July 2002 Directive 2002/58/EC or The Directive on Privacy and Electronic Communications was introduced by the European Parliament and the European Council. It is connected to the protection of privacy in the electronic communications sector and the processing of personal data. It criminalizes the sending of spam for commercial purposes (European parliament & the Council, 2002).

Because of the Convention on Cybercrime and the directives of the European Parliament and the European Council many EU countries, as well as Australia and the USA adopted anti-spam legislation and augmented relevant legislation that has already been in existence.

According to Gudkova (2009) in the USA and Europe anti-spam legislation was introduced in 2000-2003, in Eastern and Latin American countries this process happened a few years later. Russia and China adopted anti-spam law in 2006 but Brazil and India adopted it in 2008. These countries are the major sources of spam and their participation in the struggle against unsolicited e-mails is very important. According to Kaspersky Lab (2009) Russia, Brazil and India took 2nd, 3rd and 4th places respectively in the rating of the Top 10 spam sources in 2009. China was also among the leaders.
### 4.2.3 Legislation Principles

Any anti-spam legislation in different countries has much in common because of the liaison of the legislative authorities of these countries:

- **The OPT-IN principle:** if a user hasn't specifically subscribed to a service, he/she must not receive any unsolicited e-mails;
- **The OPT-OUT principle:** a user must always have the possibility to unsubscribe from any mailing;
- **The sender's address must be clearly shown in the e-mail:** in the "From" field real sender must be shown and any message source information and its transmission path must not be falsified;
- **The content must be reflected in the message header:** messages that contain advertisements must be appropriately marked;
- **An email must contain contact details of a sender, namely his/her reply address;**
- **Software that is specially designed for addresses harvesting must not be used.**

OPT-IN, which is the most important element of anti-spam legislation, is accepted almost in every European Union country, but there are restrictions and differences as well. For instance, in the UK and Latvia (Lauskis, 2009) the law refers only to electronic messages that have been sent to users’ private e-mail addresses. It means that unsolicited messages reaching corporate electronic mail boxes fall outside the realms of the legislation. In Germany, bulk e-mails are allowed only if the user has bought something from a sender before.

The American CAN-SPAM Act (Controlling the Assault of Non-Solicited Pornography and Marketing Act) is probably the most notable piece of anti-spam legislation. It states that spam must be marked accordingly. For instance, the topic of the e-mail must contain such words as ‘Advertisement’ or simply ‘Ad’. The sender's physical address must be included and there must be a possibility of unsubscribing. This legislation also forbids the e-mail addresses harvesting via website monitoring and the automatic addresses selection using the substitution technique. The CAN-SPAM Act violation is punishable by fine or imprisonment. But this Act doesn't include the OPT-IN principle where the user’s prior consent for spam receiving is not required. *In other words, it is possible to distribute any quantity of spam messages with one condition that they must contain a proper reply address. They must meet the requirements of the OPT-OUT principle (108th Congress, 2003).*

Currently the Australian Spam Act 2003 is the harshest anti-spam legislation that requires sender to provide a recipient with information about himself and with the possibility to unsubscribe as well. *Prior users' consent to receive spam is required too.* Spam distribution fines that are fixed by this Act are very high and may reach Australian 1.1 million dollars for each unsolicited message that was sent to multiple addresses. Internet providers are actively involved in the struggle against spam by the Australian government: Internet providers are required to detect zombie PCs (infected end-user PCs that distribute malicious software and spam messages) on their networks and help their users to treat PCs that are infected. Additionally, easy unsolicited message tool is offered to users: one mouse click is totally enough to send a received spam sample to the state agencies whose task it is to control unsolicited message mailing (The National Office for the Information Economy, 2003).

Anti-spam legislation of the People's Republic of China that was introduced in 2006 and named as ‘Internet Email Service Policing Methodology’ follows the examples that were set by other countries. This legislation includes some interesting innovations as well. *The Methodology adheres to the OPT-IN principle, but commercial spam message must be marked with word ‘Advertising’ in any case not paying attention to whether the sender has the prior consent of the recipient or not.* The legislation requires a sender to offer the recipient an opportunity to unsubscribe if he/she does not want to receive spam any further. It is forbidden to use software that is designed to harvest and sell e-mail addresses. Providers’
activities are regulated by Chinese anti-spam law too: it is necessary for provider to register and obtain a government license which allows him/her to offer Internet mailing services. In case of law violation there might be dire consequences (The Department of Policies and Regulations, Ministry of Industry and Information Technology of The People’s Republic of China, 2009).

There are 2 pieces of legislation in Russia that are intended to protect Internet users from unsolicited messages – the federal law ‘On Advertising’ and the federal law "On Personal Data". In both laws it is clearly indicated that sending spam messages is only allowed with the recipients’ consent, adhering to the OPT-IN principle (Russian Federation legislation, 2006).

According to Kaspersky Lab (2009) it isn't enforced very often and there are 2 reasons. Firstly, there are many exceptions included in the legislation. Secondly, the legislation is poorly drafted and it is ambiguous. For instance, there is not actual ‘spam’ definition. It is also unclear exactly how an operator or a sender of spam should prove that they have got consent from a recipient.
### 5 Analysis

*A thorough empirical data analysis of this thesis is presented in this chapter; it is combined with theoretical framework according to the topic of interest. This chapter is divided into five subchapters each of which is related to the particular research question stated in the introduction and personal experiment.*

In the introduction part there was a purpose stated that the main aim of the author is to investigate whether it is possible by carefully thought-out and aimed at the right market spam advertisement to draw people’s attention. This purpose was fulfilled by getting high and positive experimental results. Further the main five subchapters present analysis of empirical findings.

#### 5.1 Research Question I – What people want from spam ads

In order to fulfill the purpose of this study the author stated the first question about people’s wants from spam advertisements. According to empirical findings people are not interested in physiological needs (see Figure 12) at all; spam is not the right place where to search for such kind of information.

Empirical findings showed that 13% of respondents are interested in receiving something more informative still believing that spam might be a good way of gathering information of their topics of interest. 41% of respondents indicated that they are neutral. This is according to well-known fact that spam might be unsafe.

![Figure 10 Maslow’s Hierarchy of Needs](image)

“Job opportunities” were on the 1\textsuperscript{st} place of interest because safety is one of the important parts of people’s lives; it is not changeable and influences upper levels.

Further, most part of respondents strive for love/belongings and esteem indicating that “travel” is the second topic of interest. While travelling people spend their free time with those whom they love, for instance, friends or family. Through travel it is possible to feel a respect from other people; it might be according to places of traveler’s interest since he/she might be good at history. Perfect trip’s planning might be some kind of achievement for
somebody or business trip is considered as an achievement as well. It is considered as self-actualization too since it is connected to problem solving and spontaneity. It is possible to conclude that people are interested in upper levels more.

5.2 Research Question II – People’s perceptions

In the research question the author indicated her interest in people’s perception in relation to spam and whether it influences attitude towards products or services.

According to Psychological Reactance theory when some pressure and inconvertibility is pushed by an external force, people react oppositely in order to take over the control. Sometimes with spam the same is happening, since spam is one of the marketing and advertising tools. It is possible to see from empirical data that 40% out of 115 respondent indicated that they totally mind receiving spam. People form their attitude and think that it will help to protect them against the invasion into their privacy (Brehm, 1966). Perception is formed based on past experience and the imagination of different objects (Blythe, 2008). If both of them are positive, then the perception in relation to spam will be positive as well, since there are people who still perceive spam as a good way to know about new things.

Some people are afraid of checking or reading their spam messages because of well-known fact that there are hackers and phishers who carefully operate in the Internet in order to get personal banking information from people or spread viruses (Goodman et al., 2007). This is proved by the empirical data as well where 75% of respondents delete spam even without opening e-mails. According to Rotzoll et al. (1996) and Edwards et al. (2002) this is due to the fact that it might be advertisement misplacement, inappropriate audience’s targeting, or much repetition. These advertisement stimuli cause bad feelings and perception of spam and advertised products or services changes.

36% of respondents indicated that they have neutral or positive attitude towards spam but the rest 64% have a negative attitude. According to Milne and Rohm (2004) audiences cannot prevent from receiving unwanted commercial information and it causes anger because of ad misplacement and other facts that have been stated above. They might feel that their privacy is invaded since they do not know the sender. That is why it is very important for the company to think carefully about spam advertising campaign. The view regarding spam depends upon the attitude and perception of the individual. Positive attitude may be formed because of the usefulness of the advertisement and small time consumption in order to check the information. According to Pew Research Center (2003) if the potential consumer feels he or she can find useful material within spam the attitude will be positive.

74% of respondents indicated that they pay more attention to advertisement if it will contain a picture. According to Mittal (1988) attitude towards advertisement and advertised product or service has such determinants as how advertising is executed and feelings transferred by the advertisement, in other words picture is one of the best ways in order to impact viewer’s arousal level and alter his/her attitude towards the advertisement. Mittal (1988) states that perception varies among various people in a sense that people perceive advertisement in different ways. Some might like it while others might not, this proves the fact that the rest respondents indicated other methods how to get their attention.

5.3 Research Question III – Reasons of spam usage or disuse

After the second survey it became clear that there are different reasons why companies use spam as one of the advertising tools and why companies don’t have a corporate necessity of spam usage when introducing new product or service to potential clients or partners.
5.3.1 Why companies do not use spam

One of the popular negative answers is that company’s reputation suffers because of negative perception or reaction from consumers’ or partners’ side. According to Goodman et al. (2007) there is a battle still going on between people and companies regarding spam as it has also been used as a way for misleading information as hackers’ useful tool. Thus, it is reasonable why companies are afraid of using spam since they do not want people to perceive them as hackers or phishers. Also it is possible to explain this by citing multi-attribute attitude models as an example. According to Solomon et al. (2006) these models basically assume that the attitude of people depends on the different attributes of the object and what people’s beliefs are towards those attributes. According to the principle of cognitive consistency feelings, beliefs’ attitude, and behavior of people tend to be consistent, for instance, if people have bad feelings for intrusiveness, they might in turn have a bad feeling about the company.

Many companies assume that it is difficult to target only potential clients or partners who are definitely interested in their offer. As it has been stated above in the theoretical framework one of the main disadvantages of spam is lack of control, in other words, there is a loss of content and audience reach if company does not know how to gather potential audience’s contact information.

Many companies believe that people do not react to such kind of advertising and this is another reason of spam disuse. It is proved by Pew Research Center (2003) that the major part of participants deleted spam right away without even opening them. Consumers could feel their privacy was invaded, because they didn’t know the advertiser or they didn’t expect the advertisement. There is lack of knowledge about spam legality as well.

Some companies indicated that most of the time spam is blocked by e-mail service providers; it is hard to reach the potential audience because of such a protection, as the result part of money is wasted.

5.3.2 Why companies use spam

One of the answers that companies indicated was the effectiveness of spam as well as the cost of converting into consumer is very low. It is proved by Quinn (2010) who states as well that the cost of sending spam is inexpensive comparing with other media.

Since spam aims to send many copies of the similar electronic message in order to force people to read it there is a transparency in pricing. Firstly, it is clear how many messages are going to be sent, how much these messages cost, secondly, it is clear how many people reacted on these e-mails since a special counter indicates the number of attendants. It especially is important when company is doing business in the Internet and every visitor influences the price range.

Spam is a good tool for the immediate response, in other words it helps to sell something quickly. If there is an offer about new product and consumer trusts it, he/she will check the website. There is another situation with advertisements on TV, radio, or magazines and newspapers. Normally this does not happen when, for instance, during the advertising break while watching a movie, a consumer goes to do shopping to the shop or on the website in the Internet. If he/she remembers this product later, he/she might buy it but it does not happen very often. Internet shopping decisions are more emotional than rational regarding spam.

As it was stated earlier there are some targeting problems. Nevertheless, some companies indicated targeting as one of the reasons why they use spam. It is possible to understand that some companies know how to gather the important contact information in order to reach their potential clients or partners. According to different countries’ legislation where it is forbidden to send spam to private person it becomes even easier since companies have to target only
their potential partners and do not have to make surveys in order to understand customers’ needs and interests.

When there is a tough competition on the market sometimes spam is used as a tool to damage competitor’s reputation. It is the easiest way to reach the goal and to be sure that competitor’s clients will not trust this company any more. When company recourses to such a solution it increases its market share.

There is no need in selecting different media, spending money for surveys and reports, analyzing the audience quality. One more advantage here could be that there is no repetition of the advertisement as in other media where the same person can see an ad on TV and in few hours he/she hears the same ad on the radio station.

Some companies use this repetition when advertising particular products. They use not only spam as an advertising tool but place their jingles on TV, radio, and ads in magazines or newspapers. One of the reasons might be customers’ believe that the company is trustful.

According to Quinn (2010) one of the main advantages of spam is its diffusion speed. Thus, companies indicated that they use spam since there are no geographical boundaries. Because of spam it is possible to reach diverse audience but not only the special one as in case with magazines or radio.

5.4 Research Question IV – Legislative principles

There are different opinions regarding spam usage. The author was interested whether there are any legislative principles that companies have to pay attention to in order to launch spam advertising campaign lawfully.

Starting from the end of the 1990’s till nowadays the majority of countries all over the world have adopted anti-spam legislation that states a set of limitations of spam usage. Although the legislation’s framework in the overwhelming majority of cases is the same, but the final interpretation and realization of principles differ from country to country. In some countries they are more thoughtfully defined and the punishment for breaking the law is harsher in comparison with other countries.

Main elements of legislation highlight the necessity of adherence to both the OPT-IN and the OPT-OUT principles. Every country which has adopted the anti-spam legislation applies these principles differently, which sometimes gives the possibility legally to bypass the law. Anti-spam legislation adopted in the USA exemplifies the country where spam dissemination is legal without complying with the OPT-IN principle, which gives the possibility to disseminate spam message without user’s prior consent. The only requirement to be fulfilled is compliance with the OPT-OUT principle.

Anti-spam legislation in Australia is much more severe in comparison with other countries’ anti-spam legislation. It thoroughly complies with the main principles that must be fulfilled by everyone who is going to deal with spam message dissemination. However, spam message dissemination is not completely forbidden. In this case all principles must be fully fulfilled.

There is a difference in anti-spam legislation adopted in Russia and China. Although in these two countries legislation has been adopted in 2006, requirements differ regarding spam message. In China commercial spam message dissemination is allowed even without user’s prior consent if an email is marketed with the word ‘Advertising’, which goes against legislation adopted in Russia where user’s prior consent is essential.

To sum up, before launching spam advertising campaign it is essential to scrutinize local legislation and legislation in countries where spam message dissemination will take place.
5.5 Personal Experiment

The one of the objectives of the experiment was exactly the same as the objective of spam stated earlier - to send many copies of the similar message using e-mail which tries to force people to read the message. The view and results regarding this spam were dependent upon receivers’

- attitude towards spam and past experience,
- perception of privacy invasion,
- personal interests, and
- perception of advertisement.

5.5.1 Difference in Attendance

It was possible to see that the e-mail holders’ attendance vary every day. For instance, regarding the first e-mail containing the picture, on the 4th of April the number of visitors significantly dropped down till 22% which are 56143 visits during the next 24 hours.

It is explained by the fact that the majority of receivers have checked their inboxes during the first 24 hours but there were people left who checked their e-mail boxes the next day. There was time difference between countries as well, and it influenced the first two results.

Reasons of late checking might be different. Most cases of delayed e-mails are because of slow or overloaded mail servers. E-mail delivery delays are because of spam, frequency of checking personal e-mail, or other hardware issues. When electronic mail is sent, there is a possibility that it will travel across multiple servers, not only the sender's and receiver’s servers. It's also possible that other mail servers are involved; each one receives the mail, and then passes it on to the next server along the route. There is actually no requirement that those servers operate quickly, or in any timely fashion. In fact, if they're overloaded with spam, mail, or other things, they could be slow and technically that is normal. Delays could be minutes, hours, or even days.

5.5.2 Attitude towards Spam and Past Experience

According to the experimental results it is seen that only 14.07% of e-mail holders visited the first Miami website and only 4.33% of e-mail holders visited the second Cuba website. It is explained by mentioning that people still perceive spam as a way for misleading information as hackers’ useful tool (Goodman, Cormac & Heckerman, 2007).

Nevertheless, some people visited both websites. According to Blythe (2008) the view on certain object differs according to the past experience. Thus, the experiment has proved Blythe (2008) words that there are some people or the e-mail users who actually buy products advertised in spam e-mails, even though the negativity about spam surrounds the environment.

Attendance results are proved by Brehm’s (1966) Psychological Reactance theory. It suggests that when some pressure and inconvertibility is pushed by an external force, say advertisements, people tend to oppositely react to take over the control. Putting it in other words, people’s negative attitude helps them to protect themselves against the invasion of spam into their privacy.

5.5.3 Perception of Privacy Invasion

Experiment’s results are explained by the different receiver’s perception regarding privacy invasion, as well as lack of ethical standards.

Since there are only 14.07% and 4.33% of receivers who visited both websites it is possible to explain by saying that consumers could feel their privacy was invaded, because they didn’t
know the advertiser or they didn’t expect the advertisement. According to the survey done by Pew Research Center (2003) more than 86% of 1400 participants deleted spam right away without even opening them because of previously stated reasons.

5.5.4 Topic of Interest and Time Consumption

According to survey results it became clear that tourism is the second topic of interest. Based on both e-mails’ experimental results it is possible to state that this was the right choice of the author to prepare the advertisement that corresponds to the main topic of interest, because people still believe that spam is also helpful to get knowledge and useful information regarding various products and services.

According to Pew Research Center (2003) attitude towards these e-mails could be formed because of the particular spam usefulness or low time consumption. In both e-mails it was not necessary to read plenty of information, in other words, the time consumption was minimal.

The high personal spam advertisement’s results, which are more than 2,5% according to Delo.ua (2009), are explained not only by topic of interest but they might be explained by the day of the week, time of the mailing, month, as well as the weather and the season too.

5.5.5 Perception of Advertisement

Dixon (1971) states that the success of the online advertisement depends on people’s perception. According to Mittal (1988) attitude towards advertisement has some determinants such as the attitude towards the advertiser, how the advertisement is executed itself, the feelings transferred by the advertisement, and the level to which the advertisement impacts the viewer’s arousal level. In the particular case the attitude towards advertisement was determined by advertisement’s execution and feelings transferred by it. The advertisement was prepared in a professional way based on particular country’s people’s preferences, perceptions, and lifestyle.

Another factor mentioned by Mittal (1988) is the evaluation of the advertisement. In this experiment, the way in which the advertisement transfers the message alters audience’s attitude towards the advertisement. Experimental results are different since both advertisements differ from each other. As it has been already mentioned before in the first e-mail there was a picture about Miami resort, but in the second e-mail there was only text information about Cuba resort. It is important to mention that according to Mittal (1988) perception varies among various people in a sense that people perceive advertisement in different ways. Some might like the same advertisement while other might not.
6 Conclusions

The penultimate chapter of this thesis is divided into 5 different subchapters regarding the previously stated research questions and the purpose of this study.

6.1 Is it possible by carefully thought-out and aimed at the right market spam advertisement to draw people’s attention?

According to the author’s personal experiment it became clear that it is possible by carefully thought-out and aimed at the right market spam advertisement to draw people’s attention.

First of all, the high personal spam advertisement’s results, which are more than average 2.5% according to Delo.ua (2009), are explained not only by topic of interest but by the day of the week, time of the mailing, month, as well as the weather. Nevertheless, the author thinks that 14.07% and 4.33% of e-mail holders are low results, which are explained by Goodman et al. (2007) who mentioned that people still perceive spam as a way for misleading information. However some people visited both websites. Thus, the experiment has proved Blythe (2008) words that there are some people or the e-mail users who actually buy products advertised in spam e-mails, even though the negativity about spam surrounds the environment.

Pew Research Center (2003) states that attitude towards e-mails could be formed because of the particular spam usefulness or low time consumption. In both e-mails it was not necessary to read plenty of information, in other words, the time consumption was minimal.

From the survey it became clear that tourism is the second topic of interest. Based on both e-mails’ experimental results it is possible to state that this was the right choice of the author to prepare the advertisement that corresponds to the main topic of interest.

According to Dixon (1971) the success of the online advertisement depends on people’s perception. In the particular case the attitude towards advertisement was determined by advertisement’s execution and feelings transferred by it. The advertisement was prepared in a professional way based on particular country’s people’s preferences, perceptions, and lifestyle.

Another factor mentioned by Mittal (1988) is the evaluation of the advertisement. In this experiment, the way in which the advertisement transfers the message alters audience’s attitude towards the advertisement. Experimental results are different since both advertisements differ from each other.

It is important to remember that advertisers have to take main nuances listed below into account when introducing products or services to new clients or partners.

- **Clear understanding of spam mailing goals.** Sometimes it is possible to damage company’s reputation in case of wrong spam aims and the ways of use.
- **Topics of interest.** If most of people are not interested in particular product there is no use to advertise it using spam, since there are more appropriate ways how to target specific potential audience, for instance, specific forums or websites.
- **Perception of visual information.** There are some differences in perception of colors, font faces, amount of information presented, etc., in different countries.
- **Time of advertisement.** There are different surveys regarding the perception of advertisement based on time of advertisement, day of presenting it, month and season, as well as weather. It is important to take it into account.
- **Trust.** In order to buy a product or service people need to trust the advertiser.
6.1.1 What do people want from spam advertisement?

According to empirical findings people are not interested in physiological needs at all while reading spam messages; it is not the right place where to advertise such kind of information.

People are interested in receiving something more informative still believing that spam might be a good way of gathering information of their topics of interest. Since safety is one of the important parts of people’s lives the most popular topic of interest was connected to this layer. The biggest part of respondents strives for love/belongings, esteem, and self-actualization.

It is possible to conclude by saying that people are interested in upper levels more.

6.1.2 What is people’s perception in relation to spam?

When some pressure and inconvertibility is pushed by an external force, people react oppositely in order to take over the control. Sometimes with spam the same happens. According to survey many respondent indicated that they totally mind receiving spam. It is normal for people to form their attitude and think that it will help to protect them against the invasion into their privacy, but if imagination and past experience are positive, then the perception in relation to spam and attitude towards advertised products/services will be positive as well.

Some people are afraid of checking or reading their spam messages because of well-known fact that there are hackers and phishers who carefully operate in the Internet. Sometimes there is advertisement misplacement, inappropriate audience’s targeting, or much repetition while using spam.

Respondents indicated all three types of attitude. Spam can cause anger because of, for instance, ad misplacement or people might feel that their privacy is invaded since they do not know the sender. The view regarding spam depends upon the attitude and perception of the individual. If the potential consumer feels he or she can find useful material within spam the attitude will be positive.

Most part of respondents indicated that they pay more attention to advertisement if it will contain a picture but perception varies among various people in a sense that people perceive advertisement in different ways. Companies have to remember that some people might like it while others might not.

6.1.3 What are the reasons of corporate necessity of spam usage or disuse?

There was an interest to know whether managers use spam as one of the marketing techniques to introduce their products or services to potential or existed clients and why they do this or not.

One of the popular negative answers is that company’s reputation suffers because of negative perception or reaction from consumers’ or partners’ side. Many companies assume that it is difficult to target only potential clients or partners who are definitely interested in their offer. Companies believe that people do not react to such kind of advertising and this is another reason of spam disuse. There is lack of knowledge about spam legality as well. Some companies indicated that most of the time spam is blocked by e-mail service providers; it is hard to reach the potential audience because of such a protection, as the result part of money is wasted.

One of the positive answers that companies indicated was the effectiveness of spam as well as the cost of converting into consumer is very low. Since spam aims to send many copies of the similar electronic message in order to force people to read it there is a transparency in pricing. Spam is a good tool for the immediate response, in other words it helps to sell something
quickly. As it was stated earlier there are some targeting problems. Nevertheless, some companies indicated targeting as one of the reasons why they use spam. When there is a tough competition on the market sometimes spam is used as a tool to damage competitor’s reputation. There is no need in selecting different media, spending money for surveys and reports, analyzing the audience quality. Some companies use other media in order to advertise particular products. They use not only spam as an advertising tool but place their jingles on TV, radio, and ads in magazines or newspapers. One of the reasons is that customers believe that the company is trustful. According to Quinn (2010) one of the main advantages of spam is its diffusion speed. Thus, companies indicated that they use spam since there are no geographical boundaries.

6.1.4 Are there any legislative principles that companies have to pay attention to?

Starting from the end of the 1990’s till nowadays the majority of countries all over the world have adopted anti-spam legislation that states a set of limitations of spam usage. Although the legislation’s framework in the overwhelming majority of cases is the same, but the final interpretation and realization of principles differ from country to country. In some countries they are more thoughtfully defined and the punishment for breaking the law is harsher in comparison with other countries.

There are different opinions among people regarding spam legality. Some people think that spam is legal, but majority of them consider spam as illegal operation. In order to clarify this the author have listed all legislative principles that companies have to pay attention to according to the country of residence and the country where they plan to advertise their products/services.

- The OPT-IN principle;
- The OPT-OUT principle;
- The sender's address must be clearly shown in the e-mail;
- The content must be reflected in the message header, messages that contain advertisements must be appropriately marked;
- An email must contain contact details of a sender, namely his/her reply address;
- Software that is specially designed for addresses harvesting must not be used.

To sum up, before launching spam advertising campaign it is essential to scrutinize local legislation and legislation in countries where spam message dissemination will take place.
7 Discussion

The last chapter of this thesis presents discussions concerning the contribution of the study and appropriate further research.

7.1 Contribution

The author have gained insight into the spam as one of the advertising tools of direct marketing and discovered corporate necessity of spam usage or disuse and people's perception and attitude towards spam. The author contributes with information concerning people's desires from spam ads; people's perception in relation to spam and advertised products/services, and legislative principles that companies have to pay attention to. However, as one finds spam the worst advertising tool the author wanted to know if companies still use it, and whether it is possible by carefully thought-out and aimed at the right market spam advertisement to draw people's attention.

This study will spread knowledge in the field of spam and the usage of it in the future. What is necessary to pay attention to, namely, people's desires, perception, and attitude, as well as legislative principles, in the quest for continued growth could act as guidance to the organizations. It could impact organizations and make them ponder about if spam as an advertising tool is necessary for their growth, if not yet used. In addition, as people and companies have been part of this study, it might have influenced the participants to further consider about spam usage or disuse.

7.2 Further Research

This is an exploratory field, which could be further researched, and there are many ways in how to go further with the chosen topic of spam. Expanding the research and including more people and more organizations from other countries is one option. In addition, as this study focuses only on medium-sized organizations, comparing those with small and large organizations is also the way of adding supplementary factors in the research. It might be interesting to divide organizations into different groups according to their business areas and check which business fields use spam more or less.

As indicated in the literature review, the perception of advertisement might vary among different people (Mittal, 1988). To follow this theory, it would be interesting to compare people's perception in different countries, in order to see if the visual perception differs depending on countries, and perhaps cultural differences.

A fully qualitative approach would allow future researchers to go in-depth into the different reasons of corporate necessity of spam usage or disuse, and why spam is perceived the way it is. As this study followed a quantitative approach, another further research could be to explore different cases where spam is used as advertising tool. Following this approach, findings concerning the spam and how spam advertising campaigns are implemented would perhaps gain knowledge for other organizations of how they can use spam to maximize efficiency and effectiveness of advertising products/services. In contrast with this, a case study where spam is not used at all would gain knowledge in why in particular situations it is better to use other advertising techniques.
List of references


Appendices

Appendix 1 Questionnaire about people’s attitude towards spam

Spam is characterized as any commercial electronic communication from marketers that consumers did NOT ASK for. Commercial e-mail messages that were sent by marketers with the PRIOR customers’ permission are NOT considered as spam.

1. Do you receive spam?
   a. Yes
   b. No

2. Do you mind to receive spam messages?
   a. Yes
   b. No
   c. I do not care because I do not check/read it

3. Do you think spam is legal or illegal?
   a. Legal
   b. Illegal
   c. I do not know

4. Do you check/read your spam box messages?
   a. I do not read spam messages but I check spam box
   b. I check spam box and read spam messages
   c. No
   d. Spam deletes automatically and I do not read and check it
   e. What for?
   f. Other: ________________________________

5. Why do you check/read your spam messages?
   a. I do this by my own initiative, maybe there will be something interesting
   b. I do this in case of important messages that got into spam box
   c. Other: ________________________________

6. What is your attitude towards spam?
   a. Positive
   b. Neutral
   c. Negative

7. Would you like to receive more informative spam messages than porno and Viagra?
   a. Yes
   b. No
   c. Neutral. I do not check/read spam messages

8. If spam is more informative, will it change your attitude towards spam?
   a. Yes
   b. No

9. What topics are you interested in?
   a. Education
   b. Job opportunities web sites
   c. Medical supplies, products/services for health
   d. Luxury goods replicas
e. Spam advertising services
f. Porno/Erotica
g. Real Estate
h. Legal services and audit
i. DVD
j. Repair and improvement for home
k. Electronic equipment/mobile phones/PC
l. Fashion/luxury goods
m. Jewelry/watches
n. Cosmetics/perfume
o. Sale/discounts with addresses
p. Cars
q. Travel
r. Books
s. Other (indicate min 3 topics): __________________________________

10. What style of e-mail content will attract your attention more?
   a. Only informative with plain text in it
   b. Picture with some text information on it or below
   c. Only picture without any text information
   d. Other: ____________________________________________
Appendix 2 Questionnaire about managers’ attitude towards spam

Spam is characterized as any commercial electronic communication from marketers that consumers did NOT ASK for. Commercial e-mail messages that were sent by marketers with the PRIOR customers’ permission are NOT considered as spam.

1. What is your professional attitude towards spam?
   a. Positive,
   b. Neutral
   c. Negative

2. Do you use spam as one of the advertising techniques?
   a. Yes. If “yes”, why? ________________________________
   b. No. If “no”, why? ________________________________

3. Do you believe that because of spam your products/services popularity might increase?
   a. Yes
   b. No

4. What is your business area?
   ________________________________
Appendix 3 Miami Resort

$170 double room + breakfast