

Email Marketing and its Impact on Consumer Engagement

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Abstract: *This research investigates the complex dynamics between email marketing tactics and consumer behavior engagement. Based on both theoretical literature and original survey data, we explore how personalization, relevance of content, frequency, visual appeal, and timing influence major engagement metrics like open rates, click-through rates, buying decisions, and brand loyalty. Findings of a quantitative survey of 53 participants show that personalization and subjective relevance contribute greatly to engagement, and over-frequency can trigger disengagement. The research suggests strategic implications and sets the stage for email marketing in the era of automation and customer-driven digital interactions*

Keywords: research investigates.

