

A Study on Green Branding: Evolving a Sustainable Green Marketing Strategy Overview of Digital Financial Inclusion in Rural Area

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Effectiveness of Flipped Learning among Students

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Theoretical Framework for Factors influencing Job Seekers' Intention to use Social Network Sites for Online Recruitment

Priya Sharma Dhawan, Research Scholar, University School of Financial Studies, Guru Nanak Dev University, Amritsar, India

Culture and Ethics in Business

M. Arockia Charles, Research Scholar, St. Joseph University, Dimapur, Nagaland.

An Evaluation of factors affecting Permission E- Marketing

Ms. Mandeep Bhatia, Research Scholar, UBS, GNDU, India

Dr. Harpreet Singh Chahal, Associate Professor, GNDU, Regional Campus, Gurdaspur, India

A Study on Work life balance of Women Employees

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AN EVALUATION OF FACTORS AFFECTING PERMISSION E- MARKETING

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ABSTRACT

This paper highlights the current state of online marketing with special emphasis on Permission e-marketing. Permission E-marketing involves taking out right consent from consumer before sending any promotional message in any form to the consumer electronically. Permission marketing, a term coined by Godin in 1999 implies that the company's promotional messages are anticipated, personalised and relevant if consent is granted by customer. Permission can be undertaken by web cookies or through opt-in and opt-out techniques. Opt-in involves taking overt or covert permission before sending message where Opt -out involves revoking permission. Permission e-marketing is advantageous to marketer, customers and society. It reduces data storing and data processing requirement for the company. It is more target oriented and causes less irritation to customers. This leads to less unread messages, more clickthrough rate (CTR), more leads and thus more return on investment (ROI). It also decreases clutter cost and problem of big data. This comparatively newer arena of marketing has been researched well in west but there has been a dearth of studies in Indian context. Hence, the need of the hour is to study its usage in Indian context as well. The legal environment in India is still not well developed since the existing ITAct,2000 is not as comprehensive as the law relating to online transactions in western countries. The empirical studies and theoretical foundation about the concept have been studied through a comprehensive review of literature from 1999 to 2023. Social Contract theory, Technology Acceptance model (TAM) are studied and modified as a basis for explaining consumer behaviour towards technology-based e-marketing. The paper then pinpoints the various constructs that motivates and demotivate the consumers to participate in relationship building with the company through the medium of permission e-marketing. The study also examines the burning issues of privacy, security and ethical ramification of big data as important

constructs for granting and revoking permission. The effect of permission marketing on society through analysing big data analytics is also analysed. The paper concludes by highlighting the future research themes that can provide valuable insights to researchers, e-marketers, email solution providers to frame promotional policies that are time, cost and data effective.

Keywords: *Permission E-marketing, big data, Privacy, Security*

INTRODUCTION

Permission marketing is the new hype in electronic commerce worldwide. The area of electronic marketing has changed the rules of traditional marketing. Traditional marketing is essentially push or interruption marketing whereas electronic marketing is a combination of push and pull marketing. The concept of mass marketing has become obsolete, redundant and thus inefficient to increase sales. It is increasingly being replaced by personalised, targeted and customised advertisements through the medium of electronic media. For undertaking it, companies are trying to capture an intangible asset namely customer lists by any means. The demarcation between legal and illegal is increasingly becoming blurred. Legality implies that before sending any promotional message to the customer online, the company must take explicit permission from the concerned customer. This would lead to gradual Asset building (IMT,1999). This is technically referred to as Permission Marketing. Permission E-marketing involves taking out right consent from consumer before sending any promotional message in any form to the consumer electronically. Permission marketing, a term coined by Godin in 1999 implies that the company's promotional messages are anticipated, personalised and relevant if consent is granted by customer. This legality is also stipulated in laws applicable in Western countries. UK has Privacy and Electronic Communication directive 2003, which specifies that taking permission is essential condition otherwise it leads to breach of law. France has Privacy and Data protection law containing the same provision as U.K with respect to consent. Unsolicited emails are not allowed in Norway although marketers still use them (Brandal&Kent,2003). CANSPAM act also contains provisions like opt out, permission in it. In India the information technology act is still in

its infancy containing no provision to ensure legality of permission to be taken from consumer. This has led to spam ie sending persistent annoying emails. Spam reduces the speed, processing power and increases the cost, time and cyber frauds. It is also ineffective in reaching the customer. In contrast to it researches have shown that people prefer to read, clickthrough and purchase through permission-based e-mails as compared to spam based emails (Brandal & Kent, 2003). Permission e-mails generate a greater ROI than unsolicited emails (IMT, 1999).

Permission can be of two types:

1. Opt-in-Here the marketer takes permission to send advertisement material to the customer through opt in forms. It can be in the form of single opt -in or double opt- in.
2. Opt-out-Here the customer specifies to stop any marketing communication by clicking on unsubscribe option. It can also be partial opt-out or complete opt-out.

The dilemma of permission marketing is that the global 2000 marketers are not able to meet customer expectations regarding permission leading to brand damage, weakened online CRM (Diorio, 2002).

OBJECTIVES

The study aims to achieve the following objectives:

1. To formulate a conceptual framework based on behavioural theories that explain the consumer intention to give consent online for receiving electronic advertisement.
2. To study the factors responsible for granting and revoking permission in permission-based e-marketing.

METHODOLOGY

A comprehensive analysis of research studies was undertaken to study the concept from its inception in 1999 to the present state in 2023. The review was undertaken to develop the concept and to extract the antecedents of permission marketing. The study was

focussed on finding the factors responsible for the grant and revocation of consent in permission marketing. To get deeper insights in customer behaviour regarding adoption of new technology, theories were studied and modified according to the findings of literature review. Technology Acceptance Model (TAM)), Social Contract theory, Theory of reasoned action (TRA), Theory of planned behaviour, induced compliance theories have been studied to frame a conceptual framework.

LITERATURE REVIEW

Theories are a way of understanding a particular phenomenon. Social contract theory specifies three important constructs for a valid contract namely free consent, harmony among moral agents and a valid agreement (Dunfee& Donaldson,2002). Hence consent or permission is an important variable in deciding the effectiveness and acceptability of an advertisement message. Further social contact theory implies that customer must have complete control over the usage of information (Malhotra et al,2004)

The theory of reasoned action (TRA) is based on the premise that individuals must have a well-defined reason for performance or non-performance of a specific behaviour. Behavioural intention determines the actual behaviour [Ajzen,1980]. Thus, the consumers before giving permission to marketers for sending advertisement material evaluate various positive and negative points consciously and then take a decision to grant or not to grant consent for the same. Theory of reasoned action TRA was modified into TAM model by applying area of information technology to it.

In the original TAM model, the behavioural intention to use any technology is dependent on two important constructs, namely perceived ease of use and perceived usefulness which affect external variables like training, features of technology system, development processes (Venkatesh &Davis,1996). Perceived usefulness of the technology affects perceived ease of use since greater is the usefulness of technology, greater is its usage by users.

Theory of Planned behaviour adds another important dimension namely perceived control to TAM. In the context of online transactions online customers must be provided control to select the type of company that can send them messages (Kulina & Beard, 2016). Further studies have pointed out that customers also want to control frequency and timing of messages (Kulina & Beard, 2016).

Level of Trust both personal and institutional is found to be a significant variable in major research studies. Trust has been identified as the watchword for marketers as it helps in brand extension decisions (Godin, 1999). Incentives both monetary and nonmonetary also positively affect permission marketing campaigns (Bhatia, 2020; Everitt, 2012). Roy Everitt (2012) in his book titled permission marketing says that ethical bribe that is giving incentives can persuade people to join mailing lists. Studies have outlined that factors such as personal relevance, perceived monetary incentive and perceived entertainment are motivators that motivate the customers to give permission to advertisers for sending communication/advertisement messages (Nanda, 2020). Relevance is a construct important even more than permission in identifying whether mail is read or is treated as spam mail (Murphy et al, 2002).

But increase in perceived registration effort was found to be negatively related with the consumer attitude towards permission-based marketing (Nanda, 2020). Further the number of text messages must be less so that the customers don't get irritated & thus don't click on opt out form. Less messages would ensure thorough read up & less use of memory of phone (Barwise & Strong, 2002).

A significant result in researches is that the response to permission-based E-marketing does not wear out in short term that is, the permission once granted by customer is not revoked at least in short term (Barwise & Strong, 2002).

Researchers have identified 5 stages of permission (Godin, 1999) namely intravenous level, point level, personal relationship level, brand trust level and situation level.

1. Intravenous Level- is considered to be the highest level of permission. It refers to a situation where customer allows marketer to take the buying decisions for the consumer. In doing so, the marketer acts more cautiously to get even more permissions from

consumers. Intravenous permission is deemed to be the most powerful type of permission granted to marketers since it offers a wide marketing channel for detailed communication between the busy consumer and the marketer.

2. Points level – the second level of permission is known as a formal, scalable approach to draw a prospect's attention. The points program has elasticity to reward consumers for their attention or purchase by offering points. Attention and loyalty of the consumers is roped in by offering incentives either monetary or nonmonetary through this marketing technique.

3. Personal Relationships – the third level of permission is based on maintaining relationship with consumers. A marketer may utilize this electronic relationship (CRM) to interact with an individual in an immensely efficacious manner by altering his behaviour and sending personalised information about company.

4. Brand trust- is deemed to be the mantra of most interruption marketers as it results in brand extensions. The permission is improved when the new product uses the brand trust developed by the original. It leads to superimposing of original brand value leading to superior response rates. Permission marketers boost the level of permission by augmenting the brand trust.

5. Situational permission- is termed as the lowest level of permission. The consumer gives basic permission maybe during a visit to website. This technique has been used by a large number of marketers who are relatively untrained to manage relationship with customer.

Godin's five stages have been modified by Kulina and Beard in 2016 where in they suggest that the first stage of situational permission should not be vague i.e the customer should not be just asked to tick the box to simply receive the message but company must inform the customer that by clicking the box they will receive valued offers and that their data will not be shared with other companies. Secondly, messages sent should be targeted/ personalised and the frequency should not be daily or even weekly otherwise the customers will unsubscribe or opt out. This personalisation is possible through big data analytics that will provide data about customers current/previous purchases. Incentives can be given in the form of points which can be redeemed for cash or products. Stage of intravenous permission can be achieved in digital age by converting

customers into evangelisers wherein customers voice their opinion about products/services online on social media and other sites (Kulina&Beard,2016).

A comparison of AIDAS Model of advertising with permission marketing has been done (Gupta,2015).

| AIDAS | Permission Marketing | IIMPI |
|--------------|---|---------------------|
| Attention | provides an incentive to the prospect to give permission, by offering a prize, points, free service, free subscription | Invitation |
| Interest | proposes a curriculum over time, educating the consumer about the company's product or service to develop his/her interest. | Interest |
| Desire | Bolsters the incentive to assure that the prospect maintains the permission and does not revoke permission | Maintain Permission |
| Action | Purchases the product or service. | Presentation |
| Satisfaction | Offers new incentives to obtain new permission from the consumer. | Incentives |

(Source:Nimit gupta(2015), "Permission marketing:Antecedents,impact and future)

CONCLUSION

Permission marketing would help the companies to target certain consumers who are genuinely interested in the company's products and services thus eliminating time, effort wastage (Nanda,2020). Non permissioned lists negatively affect the email marketing campaigns since the recipients do not want spam or messages from advertisers who have not taken permission (Rettie& chittenden ,2003). Companies need to frame their marketing strategies taking into consideration factors like perceived relevance, entertainment, personalisation, perceived ease of use, frequency of advertisement messages and perceived incentive. Modified TAM model can still be used to understand the determinants that play a role in granting and revocation of permission. Permission magnifies the favourable effect of email or online marketing programs since it does not irritate the customer (Laksamana,2016).

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