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Title

A STUDY OF AWARENESS OF PERMISSION MARKETING & IT'S INFLUENCE

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Abstract

Purpose – The purpose of this paper is to explore the awareness about the Permission Based Marketing as well as the factors influences it.

Design/methodology/approach – Data were collected through questionnaires in very few cities of Punjab. A Sample of 30 consumers is utilizing.

Findings – The results of the study indicate that Permission Based Marketing positively influences by Permission as well as Attitude toward acceptance of promotional information. The permission towards the acceptance of promotional information is influences by various variables like trust, marketer reputation, branded products etc. on the another hand Attitude toward the acceptance of promotional information is influenced by motives to use such promotional information, incentives, past experience, customer care etc.

A model is developed that will help the marketer to understand how the variables affect the attitude as well as how to get Permission of the customer/prospect to make the person involve in the Permission Based Marketing system to increase the sales and generate the profits with customer loyalty or long run relationship.

Practical implications – The study confirm the importance of Permission Based Marketing and highlights to marketer that they have another important tool at their disposal.

Keywords Permission Based Marketing, attitude, permission, factors, promotional information.

Paper type Research paper

Subject to be publish under (Commerce or Management or Marketing)

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INTRODUCTION: Traditionally mass marketing and interruption marketing are applied as marketing strategies. These marketing strategies interrupt the customer in their activities. The concept of permission marketing overcomes this problem. Seth Godin is the person who founded the first company in the world to put promotional campaigns through internet, turned the same into the online permission marketing pioneer. Permission Marketing and Seth Godin have become synonyms of each other. He introduce the term permission marketing in his book – “Permission Marketing: Turning Strangers into Friend and Friend into Customers” (1999). He also focuses on quality of the advertisement messages, adoption of which is happily acceptable by the customers. The permission marketing is useful for small as well as large companies. In modern era of Permission marketing, customer consider the marketing communication as they have opted to be marketed and rewarded with payment or other benefits for going through marketing messages. But the marketing messages should not interrupt the customers. On the one side permission marketing makes the advertisement effective and on another side it helps the marketers to create and maintain long-term interactive relationship with the customers.

However, certain questions arise:

1. What is permission?
2. Why permission require?
3. Are consumers willing to give permission/personal information?
4. What factors affect the consumer permission?

1. WHAT IS PERMISSION?

The term “Permission” means the formal action of allowing someone to do a particular thing. In Marketing, permission is express, verifiable consent/authorisation to receive marketing communication. When an organization collects personal information from an individual, most privacy legislation is required. An individual’s consent be given so that an organization can collect, use, or disclose it. However, there are sometimes exceptions to this rule. There are three different types of permission/consent a marketer may obtain i.e. **Explicit Permission/Consent**, **Implicit Permission/Consent** and **Opt-out Permission/Consent**. **Explicit Permission/Consent** refers to a contact where person has given explicit permission through electronic messages. Contacts can opt-in through an online or physical signup form, over the phone, at the point of sale or by responding to a coupon offer or contest. **Implicit Permission/Consent** is also known as indirect consent. It mean one provides personal information voluntarily for an organization to collect, use, or disclose for purposes that would be considered obvious at the time, or provides personal information to an organization and it is used in a way that clearly benefits you and the organization’s expectations are reasonable. **Opt-out Permission/consent** isalso known as giving consent by not declining to give consent — means that an individual is given the option to decline consent. If the individual does not clearly decline consent, consent is granted. Opt-out consent is usually done in writing.

2. WHY PERMISSION REQUIRE?

Unsolicited advertisements may lead to consumers’ frustration and unanticipated results that is the reason the permission matters to send promotional information. Even sending promotional information to prospects/consumers without their’ consent is a violation of privacy. If we could better understand what affects consumers’ willingness to give permission, this approach may solve numbers of sensitive issue. It makes the marketers, managers and advertising companies

not only to build the strategies but also able to offer better services to consumers and increase their competitiveness. Consumers will benefit from tailored/customized services that specifically answer their needs and requirements.

3. ARE CONSUMERS WILLING TO GIVE PERMISSION/PERSONAL INFORMATION?

Why would someone give you permission to market to them? The answer is quite simple: because it's in his or her best interest to do so! To get permission, give people something they want. **Reward** them for opting-in. Rewards can be tangible-things like promotional items, prizes, and other incentives. They can also be intangibles such as **free information or special offers**. The companies keep customer **up-to-date** regarding its products & product line. It also **saves money as well as time** of customer to visit the site of the company.

Get permission from subscribers who want to receive company's campaigns is the very first step to building a successful list of prospect to send the promotional messages. Marketer has to understand what is the importance of permission as well as how to secure it. It is beneficial to marketer as people expect to hear from you, this will provide to lead you among all other marketer. It will ensure you more targeted marketing. More customer awareness ensures higher sales and profits. Permission market makes the marketer able to use lower cost methods effectively. It makes testing easy and tracking. It ensures less wasted advertisement, because the advertisement message will reach to the interested customer only. It also increased customer lifetime value, opportunities for additional sales etc.

4. WHAT FACTORS AFFECT THE CONSUMER PERMISSION?

A large number of factors affect the consumer permission such as:

- i. **Trust:** There is a two kind of trust i.e. Personal Trust and Institution Trust. Both have impact on permission based marketing. **Personal trust** is either combination of personal communication with trustee or data acquired from personal sources. On the other hand **Institutional trust** is the trust of respondent on institutional environment containing political sectors and civil societal organization.
- ii. **Perceived control:** Perceived control refers to individual awareness about their abilities to execute a known behavior. It was further to the logical achievement in which people may lack volitional control over the manner of interest. It could be covered by belief. In mobile marketing trust a perceived control have an inverse relationship. However, pc has

influence on permission, as permission required the respondent would give permission in context of pc because pc is the name of personal ability to do.

- iii. **Privacy Policy:** Privacy is defined as “the right of an individual to control the information held about them by third parties”. Permission-based marketing is considered to be the easiest way to tackle the privacy issue (Godin, 1999).
- iv. **Marketer’ reputation:**Reputation is also a very important factor in gaining trust. Reputation will also help in building a long-term perspective with consumers Reputation is usually considered as the assessment in which a thing or any person is commonly held, as a name or favorable standing or as the way in which a particular person or thing is known for. It has been determined the relationship between loyalty and reputation of the organization. It entails:
 - a) Branded products
 - b) Past experiences
 - c) Secured payment system
 - d) Quick customer care
 - e) Privacy policy
 - f) Marketer’s commitments
 - g) others
- v. **Branded product:**When a certain brand has a reputation towards consumers, mobile advertising concerning that particular brand will have the quality of being reliably true. As a brand has a certain reputation, consumers will feel more secure when giving out their personal information. Product brand bring loyalty as well as trust in mind of consumer, which leads to give permission to the company to send the promotional information.
- vi. **Regular used items:**The items/products which are used on regular basis encourage the consumer to give permission to send the promotional information.
- vii. **Length:**Lengthy information emboldens the reader to delete message without read, unsubscribe or other which is not liked by the marketer. So the succinct information encourages the consumer to give their consent.
- viii. **Motives:** Motives are the purpose of using promotional information like education, affection, entertainment, up-to-date, save time & efforts, fashion, escape, no disturbance, data reliability and coordination. There would be deferent motives of using this information for an individual. Motives will vary for culture to culture or individual to individual. Uses and satisfaction theory can be explaining the motives of an individual.

Successful symbol of advertising is attitude it is self-evaluation of an individual towards the particular product/service. Similarly, attitude toward promotional information could be positive because of certain benefits like enjoyment pleasure, acquiring knowledge etc. Motives may be:

- a) Reliable data
 - b) Up-to-date information
 - c) Save time and efforts
 - d) Interest
 - e) others
- ix. Incentives/benefits:** Marketer usually offers some incentive—for example, a special discount or a gift to get permission from prospect/customer. Once you obtain this initial permission, you try to obtain higher levels of permission by offering other rewards. By getting additional customer permission and maintaining long run interactive relationship, the marketer can change the habits & behavior of the customers to generate higher profit.
- x. Past experience:** Customer experience is the product of a contact/relation between an organization and a customer over the period of their relationship that involved the customer journey, the brand loyalty, and the environments the customer experiences during their experience. A good customer experience means that the individual's experience matches the individual's expectations that leads to the customer loyalty as well as it build the positive or negative attitude towards the product/service. Customer experience implies customer involvement at different levels – such as rational, emotional, sensorial, physical, and spiritual.
- xi. Quick customer care:** Customer service/care is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met. In other words, the work of looking after customers and ensuring their satisfaction with one's business and its goods or services is called as customer care. Feeling of satisfaction is also one of factor to build the attitude toward acceptance of promotional information.
- xii. Secure payment system:** Secure payment system creates the assured environment for the customer to deal with company. It also forms secure attitude towards the company.
- xiii. Easy return policy:** It is the process of a customer taking previously purchased merchandise back to the retailer, and in turn receiving a refund in the original form of payment, exchange for another item (identical or different), or a store credit. if the

customer is assured that his/her product will be accepted back in case of damages, wrong delivery, poor quality etc., it will change his/her attitude at time of purchase.

- xiv. **Acceptance of permission based marketing:** There are number of factors that give motivation of consumer to give permission like relevant and customize information, financial advantage, demographic factors, massaging cost and privacy issue.
- xv. **Attitude towards acceptance of promotional information:** Attitude towards acceptance of promotional information covers like acceptance, use individual behaviors, demographic effects, authorization, and other perspectives promotional information. Empirical studies show that there is a well-built relationship between the attitude toward acceptance of promotional information and acceptance of Permission based marketing.
- xvi. **Permission towards the acceptance of Promotional Information:**Permission is beginning of two-way communication between the customer and marketer. It is not possible to carry out permission based marketing without clear permission from the customer.
- xvii. **Others:**
 - a) **Use of technology:** Lack of use of technology, lack of awareness of advantages of using technology dampens the person to opt in.
 - b) **Customized information:**personalized information encourages one-to-one marketing. In order to reach our desired audience and engage with them in a relevant and timely fashion we have to meet them on their terms. Personalization is one of the best ways to increase the effectiveness and relevancy of information
 - c) **Frequency of receiving information:** Frequency is all about the practice of using information in given period or in other words it means measure of receiving information. If marketer understand the using frequency of information of an individual it would be easier for him to target a significant market.
 - d) **Others**

SCOPE OF THE STUDY

Sample size

30 questionnaires were distributed to a conveniently generated sample.

All the questionnaires were returned with a response rate of 100 per cent

Type of Sampling

The samples were selected through Convenience sampling.

Nationality of Sample

The respondents were Indians.

RESEARCH METHODOLOGY

Methods of Data Collection: It details the procedure necessary for obtaining the information needed to structure or solve Marketing research problems. The present study is a descriptive research and involves the use of “Survey Method”. Quantitative data collection will be achieved via self-administration of the questionnaire. Electronic survey methods, Google forms, are used as the mode of administration. In electronic method, links were sent to respondents at E-mails, What’s app and Facebook. Internet can be used as a medium to conduct the survey.

Questionnaire Development: the questionnaire was structured as follows.

The first part of the questionnaire consisted questions used to explore and assess the awareness of permission marketing as well as the factors consider by prospect/customer and marketer while giving their personal detail and developing the marketer strategies respectively

The second part contained questions related to personal information of consumer, who is the part of sample selected for survey. The questionnaire included general demographic questions such as name, designation, age, education, sex, marital status etc.

SAMPLING AND DATA COLLECTION

General Profile of Consumers

Statistics

	Respondent gender	Respondent dob	Respondent qualification	Respondent status	Respondent income	Respondent city
N Valid	30	30	30	30	30	30
Missing	0	0	0	0	0	0

RESPONDENT GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid MALE	15	50.0	50.0	50.0
FEMALE	15	50.0	50.0	100.0
Total	30	100.0	100.0	

RESPONDENT DOB

	Frequency	Percent	Valid Percent	Cumulative Percent
18-21A	8	26.7	26.7	26.7
22-25	10	33.3	33.3	60.0
Valid 26-29	3	10.0	10.0	70.0
MORE THAN 29	9	30.0	30.0	100.0
Total	30	100.0	100.0	

RESPONDENT QUALIFICATION

	Frequency	Percent	Valid Percent	Cumulative Percent
SENIOR SECONDARY	1	3.3	3.3	3.3
GRADUATE	13	43.3	43.3	46.7
Valid POST GRADUATE	10	33.3	33.3	80.0
PROFESSIONAL DEGREE	6	20.0	20.0	100.0
Total	30	100.0	100.0	

RESPONDENT STATUS

	Frequency	Percent	Valid Percent	Cumulative Percent
STUDENT	14	46.7	46.7	46.7
MANAGER	1	3.3	3.3	50.0
Valid HOUSEWIFE	1	3.3	3.3	53.3
POFESSIONAL	11	36.7	36.7	90.0
OTHERS	3	10.0	10.0	100.0
Total	30	100.0	100.0	

RESPONDENT INCOME

	Frequency	Percent	Valid Percent	Cumulative Percent
UNDER 50000	12	40.0	40.0	40.0
50000-99999	5	16.7	16.7	56.7
Valid 100000-199999	5	16.7	16.7	73.3
300000-399999	5	16.7	16.7	90.0
400000 & ABOVE	3	10.0	10.0	100.0
Total	30	100.0	100.0	

RESPONDENT CITY

	Frequency	Percent	Valid Percent	Cumulative Percent
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	AMRITSAR	21	70.0	70.0	70.0
	GURDASPUR	6	20.0	20.0	90.0
Valid	JALHANDAR	2	6.7	6.7	96.7
	LUDHIANA	1	3.3	3.3	100.0
	Total	30	100.0	100.0	

HYPOTHESIS

Awareness of Permission Marketing

H_{1.1}: there is significant relationship between customers' awareness about Permission Marketing and Gender.

One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Awareness	9.64	29	.000	2.90000	2.2849	3.5151
RESPONDENT GENDER	16.155	29	.000	1.500	1.31	1.69

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is significant relationship between customers' awareness about Permission Marketing and Gender.

H_{1.2}: there is significant relationship between customers' awareness about Permission Marketing and Age group.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Awareness	9.642	29	.000	2.90000	2.2849	3.5151
RESPONDENT DOB	15.745	29	.000	3.433	2.99	3.88

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is significant relationship between customers' awareness about Permission Marketing and age.

H_{1.3}: there is significant relationship between customers' awareness about Permission Marketing and Qualification.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Awareness	9.642	29	.000	2.90000	2.2849	3.5151
RESPONDENT	27.715	29	.000	4.667	4.32	5.01
QUALIFICATION						

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is significant relationship between customers' awareness about Permission Marketing and qualification.

H_{1.4}: there is significant relationship between customers' awareness about Permission Marketing and Employment Status.

One sample test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Awr	9.642	29	.000	2.90000	2.2849	3.5151
RESPONDENT	7.708	29	.000	2.800	2.06	3.54
STATUS						

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is significant relationship between customers' awareness about Permission Marketing and status.

H_{1.5}: there is significant relationship between customers' awareness about Permission Marketing and City of Respondents.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Awareness	9.642	29	.000	2.90000	2.2849	3.5151
RESPONDENT	10.145	29	.000	1.433	1.14	1.72
CITY						

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is significant relationship between customers' awareness about Permission Marketing and city of respondent.

H_{1.6}: there is significant relationship between customers' awareness about Permission Marketing and income.

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Awareness	9.642	29	.000	2.90000	2.2849	3.5151
RESPONDENT	8.000	29	.000	2.667	1.98	3.35
INCOME						

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is significant relationship between customers' awareness about Permission Marketing and income of respondent.

Acceptance of promotional information

H_{1.7}: There is positive relationship between trust and permission toward acceptance of promotional information

One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Acceptance	19.027	29	.000	24.06667	21.4798	26.6536

what will encourage you? - past good experience	7.255	29	.000	2.400	1.72	3.08
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Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between trust and permission toward acceptance of promotional information.

H_{1.8}: There is positive relationship between privacy policy and permission toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Acceptance	18.237	29	.000	23.06667	20.4798	25.6536
what will encourage you? - strong privacy policy	6.227	29	.000	.967	.65	1.28

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between strong privacy policy and permission toward acceptance of promotional information.

H_{1.9}: There is positive relationship between Marketer’s Reputation and permission toward acceptance of promotional information.

Marketer’s reputation consist factors like branded products, past experiences, secured payment system, quick customer care, easy return policy, privacy policy, marketer’s commitments etc.

One-Sample Test

	Test Value = 1					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Reputation	14.994	29	.000	13.70000	11.8313	15.5687
Awareness	6.317	29	.000	1.90000	1.2849	2.5151

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between Marketer’s Reputation and permission toward acceptance of promotional information

H_{1.10}: There is positive relationship between Branded products/services and permission toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
acceptance	18.237	29	.000	23.06667	20.4798	25.6536
Well-known brand	5.794	29	.000	.867	.56	1.17

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between Branded products/services and permission toward acceptance of promotional information.

H_{1.11}: There is positive relationship between products/services regularly used and permission toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Acceptance deals with regular products	18.237	29	.000	23.06667	20.4798	25.6536
	7.919	29	.000	1.333	.99	1.68

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between products/services regularly used and permission toward acceptance of promotional information.

H_{1.12}: There is positive relationship between length of messages and attitude toward acceptance of promotional information.

One-Sample Test

Test Value = 1					
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	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude	15.884	29	.000	14.26667	12.4297	16.1037
Brief information	8.163	29	.000	1.200	.90	1.50

The p value is less than 0.05 so the alternative hypothesis is accepted which means there is positive relationship between length of messages and attitude toward acceptance of promotional information.

H_{1.13}: There is positive relationship between motive for using promotional information and attitude toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude	15.884	29	.000	14.26667	12.4297	16.1037
Motive	19.992	29	.000	12.10000	10.8621	13.3379

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between motive for using promotional information and attitude toward acceptance of promotional information.

H_{1.14}: There is positive relationship between incentives and benefits received and attitude toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude	15.884	29	.000	14.26667	12.4297	16.1037
Promise good incentives	9.607	29	.000	1.433	1.13	1.74

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between incentives and benefits received and attitude toward acceptance of promotional information

H_{1.15}: There is positive relationship between Past experience and attitude toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude	15.884	29	.000	14.26667	12.4297	16.1037
Past good experience	4.232	29	.000	1.400	.72	2.08

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between past experience and attitude toward acceptance of promotional information

H_{1.16}: There is positive relationship between Quick customer care and attitude toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude	15.884	29	.000	14.26667	12.4297	16.1037
Quick customer care	5.856	29	.000	1.100	.72	1.48

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between quick customer care and attitude toward acceptance of promotional information

H_{1.17}: There is positive relationship between secured payment system and attitude toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude	15.884	29	.000	14.26667	12.4297	16.1037
Secured payment system	5.572	29	.000	.900	.57	1.23

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between secured payment system and attitude toward acceptance of promotional information

H_{1.18}: There is positive relationship between easy return policy and attitude toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude	15.884	29	.000	14.26667	12.4297	16.1037
Easy return policy	7.000	29	.000	1.167	.83	1.51

Here the p value is less than 0.05, so the alternative hypothesis is accepted that there is positive relationship between easy return policy and attitude toward acceptance of promotional information

H_{1.19}: There is positive relationship between Permission Based Marketing and Attitude toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude	15.884	29	.000	14.26667	12.4297	16.1037

Permission Based marketing	6.317	29	.000	1.90000	1.2849	2.5151
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As the p value is less than 0.05, the alternative hypothesis is accepted which means there is positive relationship between Permission Based Marketing and Attitude toward acceptance of promotional information.

H_{1.20}: There is positive relationship between Permission Based marketing and permission toward acceptance of promotional information.

One-Sample Test

	Test Value = 1					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Permission based Marketing Acceptance	6.317	29	.000	1.90000	1.2849	2.5151
	18.237	29	.000	23.06667	20.4798	25.6536

As the p value is less than 0.05, the alternative hypothesis is accepted which means there is positive relationship between Permission Based marketing and permission toward acceptance of promotional information.

H_{1.21}: There is positive relationship between Attitude toward acceptance of promotional information and Permission toward acceptance of promotional information.

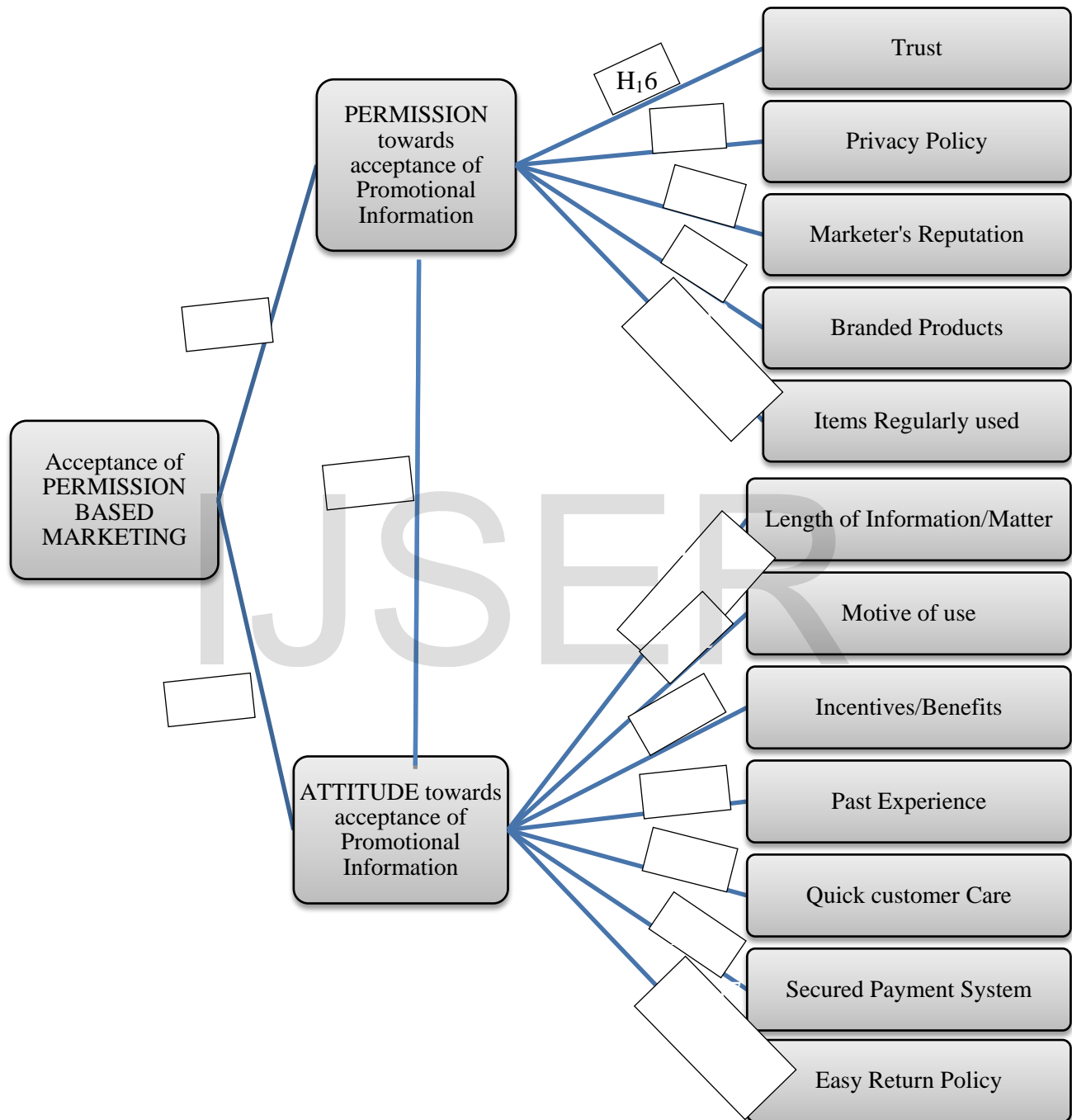
One-Sample Test

	Test Value = 1					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Attitude Permission toward PI	15.884	29	.000	14.26667	12.4297	16.1037
	18.237	29	.000	23.06667	20.4798	25.6536

As the p value is less than 0.05, the alternative hypothesis is accepted which means there is positive relationship between Attitude toward acceptance of promotional information and Permission toward acceptance of promotional information.

MODEL

The model is being developed that shows the various factors have influence on the acceptance of Permission based marketing



ANALYSIS & INTERPRETATION

As the results shows in demographic information the sample consists equal ratio of males and females. Number of person having age limit 20-25 is higher. Most of person in sample are graduates and students belongs to city Amritsar.

The studies shows acceptance of Permission Marketing depends upon Permission and Attitude towards acceptance of permission marketing. The permission has significant positive impact on acceptance of Permission based Marketing. The results of current study shows the significant positive impact of permission on acceptance of personal information this shows that before any kind of promotional message/information, the company firstly take permission to the customer.

The results of our research verify the positive impact of Trust, Perceived control, Privacy Policy, Marketer's reputation, Products of regular use nature and branded products on the Permission. Similarly there is positive relationship between Motives of using personal information, Incentives/benefits, Past Experience, Quick customer care, Secured payment system, Return policy and Attitude toward acceptance of Promotional information. Attitude has a significant result and studies shows a positive relationship between the acceptance of promotional information and attitude. Attitude is the states learned tendency of humanity. Our results describe that as the attitude towards acceptance increase the permission towards acceptance of promotional information.

To upsurges the Permission Based Marketing, need is to build up the permission as well as the attitude towards the acceptance of Promotional information.

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