

## **A Study of Factors Influencing Permitting and Prohibiting of Permission Based Marketing**

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### **Abstract**

An economical and worthwhile way to create a relationship with a prospect is through permission Based marketing. Here marketers give the choice to the audience to decide to receive certain types of promotional messages. This helps in reducing the mess up & cost for searching for the consumer while enhancing marketers targeting accuracy. Data were collected through questionnaires in. The study indicates that Permission Based Marketing is firmly affected by Permission toward acceptance of promotional information. The persuading factors are affected by various variables like trust, marketer reputation, branded products etc and the acceptance of promotional information is affected by rationale such as promotional information, incentives, past experience, customer care etc and prohibiting factors influenced by information entry costs, message processing costs and concealment costs. The purpose of this paper is to explore the persuading and preventing factors which thrive the consumer attitude towards Permission Based Marketing.

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

### **1. Introduction**

According to Godin (1999), marketers should seek customer consent before sending marketing communications about their products or services. The core idea of permission marketing is that customers voluntarily agree to receive promotional messages, allowing them to avoid unsolicited and irrelevant spam. This approach not only helps customers manage their communication preferences but also enables businesses to build a customer base that was previously unattainable. Permission marketing is easy to understand: it's about targeting the right audience rather than doing nothing at all. By asking for consent upfront, marketers can later engage customers with tailored offers. In some cases, businesses may even offer incentives, such as rewards or cash, to encourage customers to opt-in. Over time, as a business develops a relationship with its customers, it gains more consent to send marketing messages, leading to a deeper connection and more personalized communication. This relationship-building process is crucial for both consumers and marketers, as it fosters trust and engagement. As the relationship grows, marketers can send more relevant, problem-solving content, which strengthens their professional efforts. Social media tools and mobile phones have become essential in facilitating these connections, allowing marketers to engage with customers directly. In some cases, consumers may unknowingly participate in permission marketing—for example, when they sign into an app using their Facebook or Gmail account, thereby sharing their data. In other instances, businesses may offer incentives, such as rewards for referring friends' contact details. However, some marketers hesitate to ask for permission, fearing that customers will decline to receive marketing messages. As a result, they avoid educating consumers about permission marketing (Kaur & Kumar, 2020). Yet, for permission marketing to succeed, it is essential that customers are aware of this concept and its benefits. Therefore, this study explores the level of awareness surrounding permission marketing.

The fundamental principle behind PBM is that consumers should have control over the marketing messages they receive, leading to more personalized, relevant, and engaging experiences. However, despite its advantages, the decision to allow or prohibit permission-based marketing depends on several factors that influence consumer perceptions and behavior.

These factors range from privacy concerns, trust in the marketer, to the perceived value of the marketing content itself. This paper seeks to explore these factors, assess their relative importance, and understand the underlying mechanisms that lead consumers to either permit or prohibit marketing communication.

#### **Literature Review:-**

1. **Swain et al. (2023)** synthesizes two decades of research on permission marketing, noting the increased emphasis on transparency and consent as key factors in digital marketing. The authors highlight the evolution of strategies that allow customers to control their engagement levels, contributing to higher satisfaction and loyalty. This review also introduces a framework linking key elements like customer trust, personalization, and communication frequency, which collectively impact the success of permission marketing campaigns.
2. **Serna (2022)** the rise of permission marketing is closely linked to the internet, which has transformed the way businesses engage with consumers. While permission marketing can be executed across various media channels, the internet has played a pivotal role in its growth. Online platforms encourage marketers to create campaigns that allow for more interactive and personalized engagement, thus increasing the reach and effectiveness of promotional messages
3. **Yaseen, (2021)** Email, a primary tool for formal and business communication, has seen widespread use due to its speed, reliability, and accessibility. However, unsolicited commercial emails, commonly known as "spam," exemplify the challenges faced by marketers.
4. **Bhatia (2020)** In today's digital age, consumers increasingly expect personalized and relevant messages, as they become frustrated with frequent interruptions from unwanted emails and messages. One effective solution to this issue is obtaining prior consent from customers willing to receive promotional communications, a concept known as permission marketing.
5. **Laksamana(2016)** Consequently , permission marketing is increasingly viewed as a viable alternative for digital marketing communications
6. **Kumar et al.(2014)** This approach is gaining traction as it fosters two-way communication and engagement, essential for value creation in an environment saturated with advertising
7. **Im & Ha (2013).** Permission marketing refers to a strategy in which businesses seek explicit consent from customers before sending them marketing messages
8. **Krishnamurthy (2001)** Permission marketing contrasts with traditional interruption marketing, which often overwhelms customers with excessive promotional content. Instead, permission marketing promises better targeting by enabling consumers to opt-in and receive messages that are more relevant to their interests.

#### **Research Gap:-**

While existing research highlights the importance of privacy concerns, consumer trust, and regulatory impacts on permission-based marketing, there is limited exploration of the nuanced psychological, cultural, and demographic factors influencing consumer decisions to permit or prohibit such marketing. Additionally, the role of emerging technologies like AI in shaping these preferences and the longitudinal impact of permission-based marketing on consumer behavior remain under-researched. Addressing these gaps could deepen understanding and enhance the effectiveness of permission-based marketing strategies.

#### **Objective of the study:-**

1. To explore the awareness of Permission based marketing.
2. To highlights the factor positively & negatively affecting permission based marketing.

#### **Research Methodology:-**

A qualitative conceptual research approach is performed to answer the research objective. The goal of this research is to foreground the awareness as well as motivating and dissuading factors affecting permission based marketing. For this, many literature , journals, articles, research papers will be used to gather data. This section will elaborate on awareness of Permission based marketing & highlights the factor positively and negatively affecting permission based marketing.

### Conceptualizing Permission-Based Marketing

Before delving into the factors influencing the permitting and prohibiting of PBM, it is important to understand the core principles of the concept:

- **Opt-In vs. Opt-Out:** PBM typically operates on an opt-in basis, where consumers voluntarily provide their consent to receive marketing communications. In contrast, opt-out systems (often used in unsolicited marketing) assume consent until the consumer explicitly revokes it.
- **Personalization:** A key feature of PBM is that it allows for the customization of marketing messages based on consumer preferences, behaviors, and demographic profiles. This tailored approach is often more effective and appreciated by consumers compared to generic mass marketing tactics.
- **Trust and Relevance:** For PBM to be effective, the consumer must trust the marketer and perceive the communication as valuable and relevant. Lack of trust or irrelevant messaging can lead to the prohibiting of PBM.

#### ➤ Factors Influencing the Permitting of Permission-Based Marketing

Several factors influence a consumer's willingness to opt-in or grant permission for marketing communications. These can be broadly categorized into psychological, technological, and contextual factors:

### Privacy Concerns

Privacy remains one of the most significant concerns for consumers in the digital age. As personal data becomes an increasingly valuable commodity, the protection of that data has become a central issue. Consumers are more likely to permit PBM if they trust that their data will be used responsibly and not misused. This includes assurances about data security, clear data usage policies, and compliance with relevant privacy laws such as GDPR (General Data Protection Regulation) in Europe or CCPA (California Consumer Privacy Act) in the United States.

### Perceived Value of the Marketing Message

Consumers are more likely to permit PBM if they perceive the marketing message to offer value. This value can manifest in various forms, such as discounts, exclusive content, relevant product recommendations, or educational information. The relevance of the marketing message to the consumer's needs and preferences significantly increases the likelihood of granting permission.

### Trust in the Brand

Trust is a fundamental factor in the success of PBM. If a consumer trusts the brand and believes that the brand has a good reputation for respecting privacy and delivering quality products or services, they are more likely to opt-in to marketing communications. Transparency, ethical marketing practices, and consistent delivery of value are essential in building this trust.

### Ease of Opt-In and Opt-Out

The simplicity of the opt-in process, as well as the ease with which consumers can opt-out of receiving further communications, can influence their decision to grant or deny permission for PBM. Complex, unclear, or burdensome opt-in processes can discourage participation, while easy-to-manage consent mechanisms foster greater willingness to engage.

### Personalization and Customization

Consumers are more likely to opt-in to marketing communications when they feel that the content will be tailored to their specific needs and preferences. The promise of receiving more personalized, relevant content is a significant motivator for consumers to allow marketers to contact them.

#### ➤ Factors Influencing the Prohibiting of Permission-Based Marketing

While some consumers are open to permission-based marketing, others may choose to prohibit it. Understanding these barriers is crucial for marketers to ensure that their campaigns do not alienate potential customers.

### Privacy and Data Security Concerns

Privacy concerns remain the most significant reason why consumers choose to prohibit PBM. Consumers are increasingly aware of the risks associated with sharing personal data, especially in the context of data breaches, identity

theft, and misuse of data by third parties. Invasive data collection practices or unclear privacy policies can significantly erode consumer trust and lead to rejection of PBM.

#### **Perceived Intrusiveness**

While PBM is inherently less intrusive than unsolicited marketing, some consumers may still perceive marketing communications as intrusive or disruptive. Over-frequent messaging, irrelevant content, or poorly targeted ads can contribute to this perception, leading to opt-outs or blocking of marketing messages.

#### **Lack of Control**

Some consumers may prohibit PBM because they feel a lack of control over their personal data or the marketing communications they receive. If consumers feel they cannot easily modify their preferences or exercise control over the frequency and type of marketing content they receive, they may choose to opt-out entirely.

#### **4.4 Negative Past Experiences**

A consumer's prior experience with permission-based marketing can heavily influence their future decisions. If they have been overwhelmed with excessive or irrelevant marketing, or if they feel their personal information has been exploited, they are more likely to reject future marketing requests.

#### **Skepticism and Distrust**

Skepticism about the intentions of marketers is another significant factor. Even when companies claim that their marketing practices are permission-based, some consumers remain wary about the true extent of the information being collected or the manner in which it is used. Distrust can stem from previous experiences with misleading or unethical marketing practices.

##### **➤ Regulatory and Ethical Considerations in Permission-Based Marketing**

The growth of permission-based marketing has necessitated the development of robust regulatory frameworks designed to protect consumers' rights. Laws such as the GDPR, CCPA, and CAN-SPAM Act impose stringent requirements on how marketers collect, store, and use consumer data. These regulations seek to ensure that consumers are fully informed about the nature of the marketing communications they receive and that they retain control over their data.

Ethical marketing practices are also crucial. Marketers must ensure that their PBM strategies do not exploit consumers' vulnerabilities or engage in manipulative practices. This includes respecting the consumer's right to opt-out, being transparent about data collection, and ensuring that all communications are relevant and valuable.

#### **Technological Impacts on Permission-Based Marketing**

The role of technology is crucial in shaping both the permitting and prohibiting of PBM. With the increasing use of artificial intelligence (AI) and machine learning, marketers can better personalize content, improve targeting, and enhance the consumer experience. However, technological advancements also raise new challenges related to data privacy and consumer consent, particularly as marketers gather data through cookies, tracking tools, and social media platforms.

The use of blockchain and other decentralized technologies has the potential to provide more secure and transparent systems for managing consumer consent, allowing individuals to have greater control over their personal data and how it is used in marketing.

#### **Conclusion**

Permission-based marketing represents a paradigm shift in how businesses engage with consumers. The decision to permit or prohibit PBM is influenced by a variety of factors, including privacy concerns, trust, perceived value, and the overall user experience. For marketers, understanding these factors is essential to crafting successful campaigns that respect consumer autonomy while delivering value. As technological advancements continue to shape the landscape, ethical considerations and regulatory frameworks will play an increasingly important role in determining the success and sustainability of permission-based marketing practices. Marketers who can balance personalization with respect for privacy will be best positioned to thrive in this evolving environment.

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