

Customer Awareness Regarding Permission Marketing: An Overview

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Abstract- Permission marketing is the novel approach, which might be an unfamiliar term to many people, can be used for successful business. Potentially, it can retain and create more new prospects/customers than any other marketing approach like Interruption marketing, Attraction marketing, Content marketing etc. Unlike a lot of marketing, permission marketing is invited or at least permitted by the people who receive it, and the majority of them will be part of the company's target audience or market. So, this new marketing approach can be used for the business to build a bigger client/customer base than you've dreamed possible. If businesses have recipient's express permission to communicate with them and this means you can legitimately send them marketing message as well. Once the people have agreed to receive messages, marketer can send them marketing messages, offers and news about business, as well as the intensives they were promised. Businesses can easily communicate with them with their permission.

Keywords – Customer Awareness, Permission Marketing, Demographic Variables, Consent, Promotional Information.

I. INTRODUCTION

This new marketing approach can be used for business to build a bigger client/customer base than dreamed possible. Traditional, marketer interrupt prospect by way of an ad - a space ad, a TV or radio ad, or a sales letter ad, an interruption ad, popularly known as "Interruption Marketing" by Seth Godin, the guru of "Permission Marketing". Permission marketing is very simple to understand. It is better to pay attention to something than anything. Conscious effort should be taken to target activity (audience). So, one way to sell a consumer something in the future is simply to get his or her permission in advance. Perhaps the consumer will give his permission, because he or she is volunteering to learn more about a particular product or class of products. Or, perhaps marketer will actually offer some type of payment or benefit in return for the consumer's permissions. Business gets more and more permission as its relationship with the customer is developed. Building a relationship with a new prospect that has firstly give permission to send some promotional material along with some material that will benefit him/her. Awareness of permission marketing is vital for both marketer as well as consumer. As the relationship develops in marketer and customer, it becomes more intimate, with maybe exchanges of e-mails of a more personal or problem-solving nature that help him/her in his/her business activities, etc. Need is to get interacts with people and build the healthy long run relations. Variety of the social media tools are available to the marketers to develop the strategies for healthy relations with the customer. Mobile phones have become the medium of choice for marketers to reach consumers directly. In this scenario, the prospect is involved in permission marketing but he is not aware about this fact. Take an example, when you are downloading any app in your mobile phone you faced a dialog box asking for sign-in with your Gmail account or Facebook account, by pressing or clicking on the Gmail or Facebook account you are automatically providing your data respectively. In another example, sometime companies offer incentives by sending them at least 10 Gmail IDs of your friends. This data will be used by marketer for future strategies. On other hand, marketer thinks if they will ask for the personal data from prospect by stating the reason why it is collected, they will deny giving their permission/personal data. Even they don't make them aware in respect to the term Permission marketing. Following Model will show the benefits of getting Permission as well as consequences of sending promotional messages without Permission both to the marketer and customer.

II. LITRATURE REVIEW

Seth Godin (1999) discusses the role of consumer permission in respect of sending promotional and advertising messages to the consumer that is happily accepted by them. He says permission marketing is useful for the companies whether small or large, for online or offline consumer or business market. Permission marketing helps to make the advertisement effectively. In permission marketing, customers pay attention to the marketing communication as they have opted to be marketed and rewarded with payment or other benefits for going through marketing messages. Customers get ready for marketing messages. The messages do not interrupt the customers. Through permission marketing, marketers create and maintain long-term, interactive relationship with the customers. Mela (2003) state that customized communications can mitigate information overload and help the customer to take decisions. They developed statistical approach for information customization on internet and applied model to permission-based e-mail marketing. It is possible to increase click-through rates with the help of content-targeting approach. Awad (2007) it could be a scary task to gain trust in mobile users as it creates a viable relationship between a mobile device and a person to generate sales opportunity that is why he studies the framework for building customer trust in mobile advertisement. Barnes (2002) states the consumer is not always asked for his or her permission before, therefore, permission could be seen as the ability for the consumer to specify, whether or not, he or she is interested in a message. Scornavacca (2004) stressed on the Consent of customers because unsolicited e-mails may lead to consumers' thwarting and thus hamper the image and brand value of any organization. Barnes (2007) also focus on the customized information by providing two models i.e. as per the pull-model campaign, the marketer sends the information requested by the consumer; whereas in the push-model campaign, the marketer takes the initiative to send messages to the consumer. According to Brodeur (2000) permission e-mail campaigns strengthen a company's online community of users by providing various benefits/incentives. According to Book (2004) an integrated multichannel marketing strategy, used by many organization in order to market well, focus should be on permission based e-mail. Beckett and Nayak (2008) argue that the exemplary work by Peppers and Rogers leads to Collaborative Marketing. Beckett and Nayak call the active collaborator customers as reflexive consumers. According to Bamba & Barnes (2006), a number of academic authors have attempted to examine the successor acceptance of SMS advertising, related m-commerce applications, direct and permission marketing. Dorf (2010) indicates that marketers prefer the pull-model that requires customers to initiate a search for nearby coupons. Their research focused on consumer's preference for push or pull-model. According to Hoffman et al., 1999 another concern from the consumer perspective is how companies handle and use their personal information.

III. OBJECTIVE OF THE STUDY

To analyze the Consumer Awareness in Permission Marketing towards acceptability and dismissal of Product/Service choice.

IV. METHODS AND MEASURES

4.1. Instrument Development and Analyzing tools –

A structured questionnaire was prepared, having two segments. Part A explores the consumers/respondents' awareness of Permission marketing towards acceptability and dismissal of product/service. It also identifies the various variables/determinants while providing personal information/consent/permission to marketer to send promotional messages/E-mail/SMS etc. and its impact on Permission Marketing strategy. All the awareness statements was measured through Five-Point Likert scale (1= "Strongly Disagree" to 5 = "Strongly Agree"). Part B gathers information regarding demographic variables of respondents.

4.2. Sample and Data Collection –

The respondents were selected from the convenient sampling methods from Punjab. To have a proper distribution of social media users, the online questionnaire link was sent on what's app, Facebook groups, Telegram group, E-mails etc. Around 51 questionnaire were circulated. The analysis was done using IBM SPSS Statistics 25 version software. The respondent's profile is presented through descriptive analysis and inferential analysis such as Pearson chi-square and KMO (0.782) and Bartlett's test (0.000) were conducted to test the sampling adequacy and the values indicated sampling adequacy. The reliability test was conducted for the questionnaire, the value for which was found to be 0.900.

V. RESULTS

5.1 Demographic Profile of Respondents –

The demographic profile of respondents is presented in Table 1. An analysis of data revealed that age of respondents varied between 21 to 54 years. For the purpose of cross-tabulation, age of respondents is divided into four categories viz., below 20 years, between 20 and 30 years, between 30 and 40 and above 40 years. The table reveals that a majority of respondents (58.8%) belonged to the age group 20-30 years. The respondents belongs to age between 30-40 years were 31.4%. Only 9.8% (approximately) of respondents was more than 40 years of age. Table shows out of total number of respondents (n=51), nearly 23 (45.1%) were males and 28 (54.9%) were females. Respondents were asked about the annual income of the family. On the basis of their responses, annual income of respondent is grouped into 4 categories namely—no income (Dependent), annual income less than INR 50,000, between INR 50,000 - 99,999, between INR 1,00,000-1,99,999, between INR 2,00,000-2,99,999, between INR 3,00,000-3,99,999 and more than INR 4,00,000. Table shows that nearly 19.6% respondents were those whose are dependent and have no income source. Almost 19.6% of respondents belonged to annual income under INR 50,000, 23.5% ranges between INR 50,000-99,999, 9.8% ranges between INR 1,00,000-1,99,999, 11.8% ranges between INR 2,00,000-2,99,999. The percentages of respondents whose annual income ranges between INR 3,00,000-3,99,999 and INR 4,00,000 & above are 3.9 and 11.8 respectively. The respondents were further segmented into four categories on the basis of their involvement in various occupations/profession statuses such as—Students, shopkeeper, housewife, professional, clerk and labor. The table points to the fact that a majority of respondents (64.3%) were engaged in professional services like engineer, doctor, teachers, professors etc. Nearly 7.8% of respondents are shopkeeper and housewife each. On the other hand, nearly 3.9% was clerk. Table elucidates that the sample represented respondents from educational backgrounds. But most of them were relatively well educated: 35.3 per cent were graduates, 51 per cent were post-graduates and 11.8 per cent were holding professional degree. However, the table explicates that 2 percent of respondents were matrix.

Table 1. Demographic Profile of Respondents

Demographic Characteristics		Frequency	Percentage
Gender	Male	23	45.1
	Female	28	54.9
Age of respondents	Below 20	-	-
	20-30	30	58.8
	30-40	16	31.4
	Above 40	5	9.8
Education status	Matrix	1	2.0
	Senior secondary	-	-
	Diploma	-	-
	Graduate	18	35.3
	Post graduate	26	51.0
Business Profession	Professional degree	16	11.8
	Student	8	15.7
	Shopkeeper	4	7.8
	Housewife	4	7.8
	Professional	33	64.3
	Clerk	2	3.9
Income Status	Labor	-	-
	Under INR 50,000	10	19.6
	INR 50,000-99,999	12	23.5
	INR 1,00,000-1,99,999	5	9.8
	INR 2,00,000-2,99,999	6	11.8
	INR 3,00,000-3,99,999	2	3.9
	INR 4,00,000 & Above	6	11.8
No Income (Dependent)	10	19.6	

Region	Urban	37	72.5
	Rural		14

Table depicts the type of area the respondent belongs, that is, whether respondents belongs to Urban or rural area—72.5 per cent came from Urban area and 27.5 per cent from Rural area.

5.2 Association between Demographic Profile –

Out of total respondents (n=51), only 49 percent are aware of Permission marketing and 51 percent were not aware from this concept. Approx. 51 percent of respondent were given their consent/permission to marketer to receiving the promotional data in form of Messages/SMS/E-mail etc. The study explore the association between the demographics and their awareness on Permission marketing. The finding reveal that this marketing is different from other marketing and there is no association between the demographic variables and awareness.

Table 2. Data analysis of Demographic Variables

Demographic Profile	Chi-square	Df	p-value
Gender	.515	1	.473
Age	.257	2	.277
Qualification	6.11	3	.106
Employment Status	3.25	4	.516
Area of Respondents	.510	1	.475
Income	8.38	6	.211

Permission marketing does not focusing on demographic factors. Here marketer needs not to waste time to understand the demographic factors of prospect/consumer while taking permission/consent for performing the promotional activities. Rather than to focusing on these demographic factors, marketer should consider the variables/reasons stated above for acceptance and dismissal of Consent/Permission.

5.3 Customer Awareness and Consent/Permission –

To attain the objective, the data was collected & analysis by conducting a pilot study and questionnaire was duly filled by consumer. The marketer asks for the consent/permission of prospect/customer either to send the promotional data (messages/SMS/E-mails etc.) to them or collect & use such data further for companies benefit. The prospect/customer may 'Accept' or 'Dismiss' marketer request. Customer acceptability and dismissal depends on Awareness of Permission Marketing ($H_0:1$). The **null hypothesis** has been stated as—"There is no significant difference between Awareness of Permission Marketing and Consent given by prospect/customer.

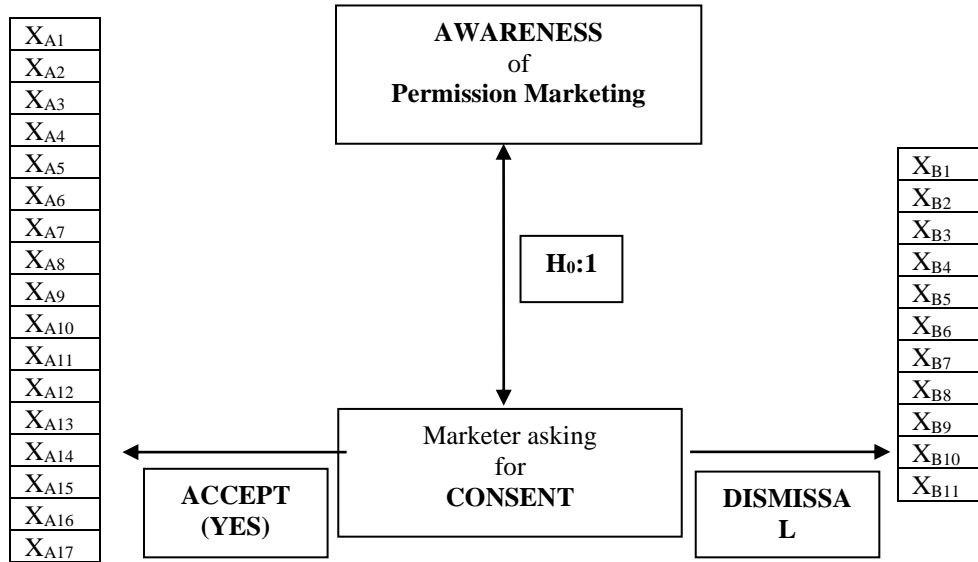


Figure1. Awareness of permission Marketing

The results of chi-square test show that statistically, a significant difference has been observed in Awareness of Permission Marketing and Consent given by prospect/customer ($\chi^2(1) = 5.684, p < 0.05$).

Table 3. Chi-Square Test

	Value	Df	P value
Pearson Chi-Square	5.684^a	1	.017
Continuity Correction ^b	4.427	1	.035
Likelihood Ratio	5.796	1	.016
N of Valid Cases	51		
	Chi-Squared	Df	p value
Cochran's	5.684	1	.017
Mantel-Haenszel	4.340	1	.037

As the Table 2 reveal the *p*-value less than 0.05 (0.017) which means the relationship between variables are statistically significant. This means rejection of null hypothesis. Similarly Cochran’s Q test of variables also indicates that there is not a significant difference between Awareness of Permission Marketing and Consent given by prospect/customer ($\chi^2(1) = 5.684, p < 0.05$).

The respondents/customers were asked the reasons for giving or deny the Consent/Permission to marketer. The reasons why the respondents have given the permission/consent such as well-known brand, promise to provide good incentives, promise to send relevant information, interested in the company and its products and others are denoted as X_{a1}, X_{a2}X_{an}. The mean and std. deviation of all variables are as follow:

Table 4.Reason/variables for giving Permission/Consent

Variables	Variables/Reasons	Mean	Std. Deviation	Chi-Square	Df	p value
X _{A1}	Well-known Brand	4.38	0.804	17.38	3	0.00
X _{A2}	Promise to provide good Incentives	3.58	1.172	12.07	4	0.02
X _{A3}	Promise to send relevant information only	3.85	0.967	18.61	4	0.00
X _{A4}	Interested in the company and its products.	4.08	0.935	11.23	3	0.01
X _{A5}	They provide information on special offers.	3.81	1.059	12.46	4	0.01
X _{A6}	Deals in regularly demanding products	3.62	1.061	6.308	3	0.10
X _{A7}	Keep me up-to-date	3.81	1.021	17.46	4	0.00

X_{A8}	This would save the efforts of repeatedly visiting the Sites/Websites	3.73	1.251	9.76	4	0.04
X_{A9}	Privacy policy	4.04	1.216	17.07	4	0.00
X_{A10}	Security System	4.27	1.218	22.92	3	0.00
X_{A11}	Quick OPT-OUT policy	3.92	1.197	12.84	4	0.01
X_{A12}	Types of information asked	3.88	1.033	18.61	4	0.00
X_{A13}	Attitude towards giving consent/permission	3.73	0.962	3.846	3	0.28
X_{A14}	Quality product	3.96	1.148	12.46	4	0.01
X_{A15}	Strong company's commitment	4.00	0.98	20.92	4	0.00
X_{A16}	Customer care	4.08	1.129	10.00	3	0.02
X_{A17}	Secured payment system	4.23	1.032	13.69	3	0.00

Similarly, the reasons why the respondents have not given the permission/consent such as inferior quality, lengthy messages, and frequency of messages, privacy policy, zero interested in company/product and others are denoted as X_{b1}, X_{b2}X_{bn}. The mean and std deviation of all variables are as follow:

Table 5. Variables/Reasons for Deny Consent/Permission

Variables	Reasons/variables for not giving Consent	Mean	Std. Deviation	Chi-Square	df	p value
X_{b1}	Inferior Quality	2.4	1.118	5.24	3	0.155
X_{b2}	Lengthy Messages	2.08	0.909	6.84	3	0.077
X_{b3}	Frequency of Messages	1.8	0.764	2.00	2	0.368
X_{b4}	Stop unwanted alert	1.88	0.6	11.1	2	0.004
X_{b5}	Privacy policy	1.84	0.943	11.96	3	0.008
X_{b6}	Zero interested in company/product	1.88	0.833	.56	2	0.756
X_{b7}	Companies only concern with their own profits	1.92	1.077	15.60	4	0.004
X_{b8}	Difficult to judge the company/products	1.76	0.831	11.96	3	0.008
X_{b9}	No time to check	2.36	1.15	12.00	4	0.017
X_{b10}	No easy opt-out policy	2.32	0.945	5.24	3	0.155
X_{b11}	Company usually misuse the customer data	2.12	0.781	11.96	3	0.008

5.4 Association between Awareness of Permission Marketing and Form of Purchase –

Table 6. Form of Purchase

	Observed N	Expected N	Residual
Direct/physical market Purchase	17	10.2	6.8
Online shopping on Apps	11	10.2	0.8
Exhibition/Tradeshows (face to face)	12	10.2	1.8
Exhibition/Tradeshows (Virtual)	9	10.2	-1.2
Websites	2	10.2	-8.2
Total	51		
	Value	Df	p-value
Pearson Chi-Square	21.541 ^a	4	.000
	Value	Approximate Significance	
Nominal by Nominal	Phi	.650	.000
	Cramer's V	.650	.000

Table reveal the *p*-value less than 0.05 (0.00) which means the relationship between variables i.e. customers' awareness about Permission Marketing and form of purchase are statistically significant. This means rejection of null hypothesis ($\chi^2(4) = 21.541, p < 0.05$).

5.4 Association between Awareness of Permission marketing and Types of Personal information -

Table 7. Chi-square Test

	Value	Df	P value
Pearson Chi-Square	26.657 ^a	13	.014
Likelihood Ratio	35.353	13	.001
Linear-by-Linear Association	7.054	1	.008
N of Valid Cases	51		
		Value	P value
Nominal by Nominal	Phi	.723	.014
	Cramer's V	.723	.014

As the Table shows the *p*-value less than 0.05 (0.014) which means the relationship between variables i.e. customers' awareness about Permission Marketing and types of personal information are statistically significant. This means rejection of null hypothesis ($\chi^2(13) = 26.657, p < 0.05$).

5.5 Awareness of Permission marketing and knowledge of Digital Marketing -

Table 8. Chi-Square Tests

	Value	Df	P value
Pearson Chi-Square	3.917	1	.048
Continuity Correction^b	2.472	1	.116
Likelihood Ratio	4.307	1	.038
Linear-by-Linear Association	3.840	1	.050
N of Valid Cases	51		
		Value	P value
Nominal by Nominal	Phi	.277	.048
	Cramer's V	.277	.048

As the Table 8 reveal the *p*-value less than 0.05 (0.048) which means the relationship between variables i.e. customers' awareness about Permission Marketing and knowledge Digital marketing are statistically significant. This means rejection of null hypothesis ($\chi^2(1) = 3.917, p < 0.05$).

5.6 Types of Product and Consent/Permission given -

Table 9. Products

Products	N	Percentage
Books	6	4.8%
Music/DVD/Video	4	3.2%
Clothing/footwear	18	14.3%
Mobile	16	12.7%
Sport accessories	5	4.0%
Electric goods	10	7.9%
Computer software	8	6.3%
Insurance/banking	14	11.1%
Foods/drinks	7	5.6%
Health/beauty/makeup	17	13.5%
holiday/hotel	9	7.1%
Travel	12	9.5%
Total	126	100.0%

Out of total respondents (n=51), fifty one percent (n=26) have given their consent/permission to marketer for sending promotional data by marketer in form of messages/SMS/E-mails etc. Survey data shows the

product/services for which they have given their consent most like clothing/footwear (14.3%), health/beauty/makeup (13.5%), mobile (12.7%), and insurance/banking (11.1%).

5.7 Place where the Consent/Permission is asked/given -

Table 10. Place of Permission/consent

		N	Percent
Place	Shop Comp	20	31.3%
	Local shop	7	10.9%
	Online shopping	20	31.3%
	Social media	12	18.8%
	Fair/exhibition	5	7.8%
Total		64	100.0%

Online line shopping as well as shopping complex is the major place (about 31.3 percent) where the respondents were asked to give their consent/permission to receive promotional messages/SMS/Email etc. Social media is also used by marketer to take permission or personal data which is app. 18.8 percent. Local shop and fair/exhibition were 10.9 and 7.8 percent respectively where the respondents give their personal data/permission/consent.

5.8 Platform of permission and Consent/Permission given

Table 11. Platform of Permission/consent

		N	Percent
Platform	Mobile	24	25.5%
	Tablet	3	3.2%
	Computer	9	9.6%
	Facebook	9	9.6%
	Linkedin	6	6.4%
	Twitter	4	4.3%
	Download app	10	10.6%
	Fill form on website	9	9.6%
	Fill form customer care	8	8.5%
	Fill form at POS	12	12.8%
Total		94	100.0%

Respondents were asked which platform they have used while giving their consent/permission/personal data to marketer. Maximum mobile is used as hardware platform i.e. 25.5 percent for this purpose. Other hardware platform like tablet and computer was 3.2 and 9.6 percent respectively. App. 12.8 percent forms filled at point of sale, 8.5 percent forms filled by customer care and 9.6 percent forms filled on websites to provide personal data/consent/permission. Facebook, Likedin and Twiter are also used as platform to collect data by marketer.

5.9 Sources used while giving Consent/Permission -

Table 12. Sources used while giving Consent/Permission

		N	Percent
Sources	Promotional calls	12	22.2%
	E-mails	20	37.0%
	SMS	16	29.6%
	Pamphlet	6	11.1%
Total		54	100.0%

37 percent Email, 29.6 percent SMS, 22.2 percent promotional call and 11.1 percent pamphlet were used as source while providing personal details/permission/consent by respondent to marketer.

5.10 Awareness of customer Permission marketing and Membership in retail stores -

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.326	2	.515
Likelihood Ratio	1.632	2	.442
Linear-by-Linear Association	.125	1	.724
N of Valid Cases	26		
		Value	Approximate Significance
Nominal by Nominal	Phi	.226	.515
	Cramer's V	.226	.515
	Contingency Coefficient	.220	.515
N of Valid Cases	26		

While becoming a member of any retail store, the prospect/customer has to give detail information to marketer like name, photo, date of birth, phone number, address and sometimes adhaar card etc. and same information is used by marketer to for promotional activity or some other future activity with or without disclosing same to person from whom it may collect. A hypothesis is developed to find the significant relationship between the customers' awareness about Permission Marketing and membership in retail stores. As the Table 1.37 reveal the p -value more than 0.05 (0.515) which means the relationship between variables i.e. customers' awareness about Permission Marketing and membership in retail stores is not statistically significant. The null hypothesis is accepted ($\chi^2(2) = 1.326, p > 0.05$).

VI. DISCUSSION AND IMPLICATION

It is important for customer to get awareness on this concept. 'Permission' ensures customized information to prospect and **Avoid Cluttering**. It helps to get promotional messages as per customer **Requirement/Liking** that leads **Time saving**. It provides **Incentives/Offers** in return of getting promotional messages, even it keeps the customer **Up-To-Date** information. Without permission, the marketer couldn't send promotional messages. Everyone have **right of DND, right of privacy** and others. **Telecom Regulatory Authority of India (TRAI)** has created a NDNC Filter i.e. National Do Not Call Registry in India, which is fully run by Indian Government. The main purpose for creation of NDNC is to prevent unwanted Marketing SMS and Calls from Telemarketers. If a person does not want to receive any promotional SMS or Calls from any company, he has to add his number in NDNC registry. In case subscriber still receiving Unsolicited Commercial Calls (UCC) or unwanted calls even after a confirmed registration for Do Not Disturb (DND) at the NDNC/NCPR registry, he may complain to service provider, mentioning the caller/sender telephone number, date/time of the call and details of message. All complaints must be considered upon within 7 days.

VII. CONCLUSION

In nutshell, the marketer is taking the personal detail or permission of prospect, but consumer/prospect is not aware. In other words the prospect is involved in permission marketing but he is not aware about this fact. This data will be used by marketer for future strategies. On other hand, marketer thinks if they will ask for the personal data from prospect by stating the reason why it is collected, they will deny giving their permission/personal data. Even they don't make them aware in respect to the term Permission marketing. Need is to make the people aware that how extent the permission marketing is helpful for the marketer as well as consumer for mutual benefits. Some important universal rules to manage relationships with the customer must be consider by marketer like whenever changing the rules, the marketer should inform their customer and even renew their permission. If the customer gives you permission, it is not permanent in nature. The previous permission automatically expire by adding something new in business, which leads to change the rules as well as compel the marketer to go for fresh consent/permission.

Marketer should reinforce their relationship with customer by reminding them how they were included on list. They should provide opt-out option and clearly communicate to customer how they can remove from the list with easy step(s). Marketer can also provide a link to privacy policy to gives customer a sense of dealing with a legitimate source.

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