PERMISSION MARKETING | AN INNOVATIVE APPROACH *to* ELECTRONIC-MARKETING

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ABSTRACT

Courtesy is the gift of treating others with warmth and respect. It means according dignity to people by being considerate, responsive, and kind in our dealings with them. This had been well understood by marketing professional and hence came the term 'Permission Marketing'. Due to increase in the advancement of information technology, all smart business companies around the world now practice advanced technology and innovative techniques to persuade the behavior of consumers. Internet today is an integral part of marketing collaterals. Permission marketing is an approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information of their choice. Advocates of permission marketing argue that it is effective because the prospect is more receptive to a message that has been requested in advance and more cost-efficient because the prospect is already identified and targeted. In a world of information overload, automated telemarketing, and spams, most people welcome the idea of permission marketing. This research article is an attempt to critically analyse the concept, the existing models of permission marketing, and to understand the cost-benefit conceptual framework. Through an empirical study the last section shows the impact of permission marketing in terms of the parameters trust, price and convenience on the purchase decisions of the online –shoppers.

Key Words : Permission marketing, consumer interest, customer participation, cost-benefit, trust, convenience, permission intensity.

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INTRODUCTION

Every few years there comes a new term in the literature of marketing which captures attention of the concerned for some years. When people were still talking about holistic marketing, the term neuromarketing came in followed by permission marketing, which is followed by the latest one 'marketing with meaning'. Courtesy facilitates successful interaction and negotiation, generously laying a foundation for understanding and harmony. Permission marketing (also called invitational marketing) is the privilege of delivering anticipated, personal and relevant messages to people who want to get them. Seth Godin,Internet marketing pioneer, coined and popularized the term Permission marketing (1999), (although some forms of it existed earlier too) used it in marketing literature in general and e-marketing, m-marketing or virtual marketing in particular. He said he wanted to change the way almost everything is marketed to almost everybody. "The heart of Permission Marketing is giving the stranger a reason to pay attention, while Interruption Marketers hold people hostage." Marketers should obtain permission before advancing to the next step in the purchasing process. Marketers feel that this is a more efficient use of their resources because the offers are sent to people only if actually interested in the product.

Marketers feel that marketing should be done on a one-to-one basis rather than using broad aggregated concepts like market segment or target market. This is one technique used by marketers that have a personal marketing orientation in the global, boundary-less virtual world. This would require even better understanding of the AIDAS principle of direct marketing.   For example, they ask permission to send email newsletters to prospective customers. It is mostly used by online marketers, notably email marketers

and search marketers, as well as certain direct marketers who send a catalog in response to a request. Permission marketing is the ultimate kind of marketing, dedicated to obtain customer consent to receive information from your company. Permission marketing is about building an ongoing relationship of increasing depth with customers, drawing them closer and closer until they become customers. In the words of Seth Godin, its goal is "turning strangers into friends, and friends into customers."

The undesirable opposite of permission marketing is interruption marketing or traditional direct marketing. Permission marketing represents a distinct improvement over the traditional "tell and sell" approach to marketing, but in many ways it has made our jobs harder, as it has fueled consumers' desire and motivation to opt out of marketing altogether. Even though permission marketing can be implemented in any direct medium, it has emerged as a serious idea only with the advent of the Internet. The two reasons for this are that on the Internet, the cost of marketer-to-consumer communication is low, and the Internet enabled rapid feedback mechanisms due to instantaneous two-way communication.

The underlying philosophy at work here is that with Permission Marketing a company can increase the frequency with which it can contact the customer (or potential customer). Permission marketing offers the promise of improving targeting by helping consumers interface with marketers most likely to provide relevant promotional messages. The customer welcomes these frequent contacts, because they receive some benefit. These contacts breed trust, which then will lead to a sale, or reinforce repeat purchase patterns. The position of permission marketing in the evolution of new ideas of marketing is as shown below:

Direct Marketing	Permission Marketing	Marketing with Meaning
Approach the consumer directly, using Information.	Seek consumer targeted approval and input Prior to the approach.	Create marketing that invites consumer Participation.
"Advertising arrives at my home, whether I like it or not." give you my business."	"I can choose whether or not to receive relevant advertising."	"The marketing itself improves my life, so I will both notice you and
Interruption	Authorization	Service
Focus on medium	Focus on message	Focus on meaning

Source: The Next Evolution of Marketing: Connect with Your Customers by Marketing with Meaning (Bob Gilbreath)

LITERATURE REVIEW

Targeting appropriate customers has been recognized early on as a core marketing principle (Smith, 1956), most targeting today can best be described as "targeting on averages." The advertiser obtains the average profile of the consumer and chooses the match that matches target consumer profile most accurately. This leads to low targeting precision since not all consumers match the profile. Direct marketing holds the promise of improving targeting. One-on-one marketing proposes thinking about a segment of size one (Peppers & Rogers, 1993, Pine, Victor & Boynton, 1993). Given the new capabilities of addressing each individual (Blattberg & Deighton, 1991) the goal is to customize the marketing mix in accordance with the needs of a consumer. Relationship marketing takes a long-term orientation in targeting as opposed to a short-term transactional orientation (Dwyer, Schurr & Oh, 1987; McKenna, 1991, Sheth & Parvatiyar, 1995). The idea is to understand the lifetime value of the customer and allocate resources in accordance with these values (Day, 2000). The emphasis is on retaining existing customers rather than on obtaining new ones (McGahan & Ghemawat, 1994). These techniques breed consumer cynicism (Fournier, Dobscha & Mick, 1998). This is especially a problem with the Internet because the marginal cost of sending an additional promotional message is nearly zero for the firm (Shiman, 1996).

Even though permission marketing can be implemented in any direct medium, it has emerged as a serious idea only with the advent of the Internet. The two reasons for this are: First on the Internet, the cost of marketer-to-consumer communication is low (Hoffman & Novak, 1996; Shiman, 1996); and secondly the Internet has enabled rapid feedback mechanisms due to instantaneous two-way communication (Hoffman & Novak, 1996). Another motivation for permission marketing on the Web has been the failure of the direct mail approach of sending unsolicited promotional messages. The prime example of this is unsolicited commercial e-mail or "Spam" (Cranor & LaMacchia, 1998). Senders of spam realized three things- the cost of obtaining a new e-mail address is minimal, the marginal cost of contacting an additional customer is nearly zero (Shiman, 1996) and it is easy to deceive the consumer. Spammers can easily obtain new e-mail addresses from websites and Usenet groups using software programs that "troll" the Internet. Individuals provide their addresses at these places for other purposes and hence, this violates their privacy rights (Bloom, Milne & Adler, 1994). In addition, marketers incur similar costs if they send out 1 million or 10 million e-mails. Moreover, there are now programs that enable the large-scale use of deceptive practices (e.g. forged e-mail headers). Due to these problems, Spam cannot be a legitimate form of marketing communication. Using it would lead to an excessive message volume for consumers, weakening of brand reputation and a slowing of the entire network. Hence, permission marketing is seen as a feasible alternative for Internet marketing communication. Permission marketing is now a large-scale activity on the Internet. A leading Internet business periodical recently noted that, "permission marketing was once a niche business. Now, everybody is doing it."

Milne and Gordon (1993) discuss the role of customer permission along with volume, targeting and compensation in the context of direct mail. However, their reference is to an individual providing a direct marketer the permission to share his or her personal information with others. In other words, they see permission as a tool to establish privacy rights rather than to enhance targeting. Moreover, the privacy issue is different now since an infomediary (Hagel & Singer, 1999) retains all the personal information and supplies ads based on that information; the advertisers never see the information. Sheth, Sisodia and Sharma (2000) have proposed the concept of customer-centric marketing, which includes what they call co-creation marketing. Co-creation marketing envisions a system where marketers and consumers participate in shaping the marketing mix. In the authors' own words, "Co-creation marketing enables and empowers customers to aid in product creation, pricing, distribution and fulfillment, and communication". Hence, permission marketing can be viewed as focusing on the communication aspect of a larger concept called co-creation marketing. Gilmore and Pine II (1997) had also earlier identified collaboration between marketers and consumers as one form of one-on-one marketing. The direct marketing literature has also pointed out the importance of consumers controlling the terms of their relationship with marketers. Phelps, Nowak and Ferrell (2000) point out that individuals like to control "how personal information about them is used by marketers, the kinds of advertising mail and catalogs that they receive and the volume of advertising mail they receive in this literature, direct mail is viewed as a social contract between the consumer and the marketer (Milne & Gordon, 1993). Moreover, there is recognition that what is necessary to improve direct marketing relationships is not just a reduction of privacy concerns of individuals, but rather an improvement in the consumer's trust of the marketer (Milne & Boza).

Mukerjee, Kaushik (2005) described tried and tested strategies using permission marketing such as seminars, newsletters, Kiosks, portals etc. Companies such as immigration consultants organize seminar and invite target audience. The commonly used Permission Marketing strategies are information strategy, production/delivery strategy, organizational strategy, and assessment strategy. 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 and Neeraj Arora at el (2008) distinguished between two forms of one-to-one marketing. Gulati and James (2005) identified four stages of customer focus for the companies which want to get close to their customers. All these authors listed the changes which are necessary for the organizations to move from one stage to the next. These stages are: communal coordination, serial

coordination, symbiotic coordination, and integral coordination. All these stages help in building a good permission marketing strategy.

ODELS OF PERMISSION MARKETING

There are a large number of business models in permission marketing, yet a fully developed comprehensive model is elusive. The concept of business models is dependent on understanding of a very important concept of Permission Intensity, which is defined as the degree to which a consumer empowers a marketer in the context of a communicative relationship. High permission intensity is characterized by three factors: high information quantity, high information quality and information usage flexibility. Firstly, an individual recognizes that providing detailed information is in his or her self-interest. As a result, the individual is willing to participate in an exchange of information for a promise of better service in the future (Godin, 1999; Milne & Gordon, 1993). Secondly, the consumer realizes that his or her life will be most enriched if he or she presents high-quality information (Godin, 1999; Keller & Staelin, 1987). Providing inaccurate information

about preferences will only lead to messages of little interest and will increase clutter. In other words, the individual realizes that this is an incentive-compatible (i.e., win-win) program. Thirdly, the consumer will participate in the exchange with few constraints on how that information can be used by the firm to develop marketing messages.

The tradeoff in permission marketing is with breadth vs. depth. In the breadth strategy, a firm may develop relationships with a large number of consumers with a low level of permission intensity. On the other hand, in the depth strategy, a firm may focus on a smaller set of consumers, but these consumers may provide detailed information about their preferences, values etc., i.e., high permission intensity. Each firm will have to find the optimal value of the number of customers and the level of permission intensity. There exist four common business models as shown below-

Model 1: Direct Relationship Maintenance Model: this is characterized by low permission intensity, direct contact with advertiser and minimal targeting. This is seen as an additional service offered to customers to maintain a strong relationship.
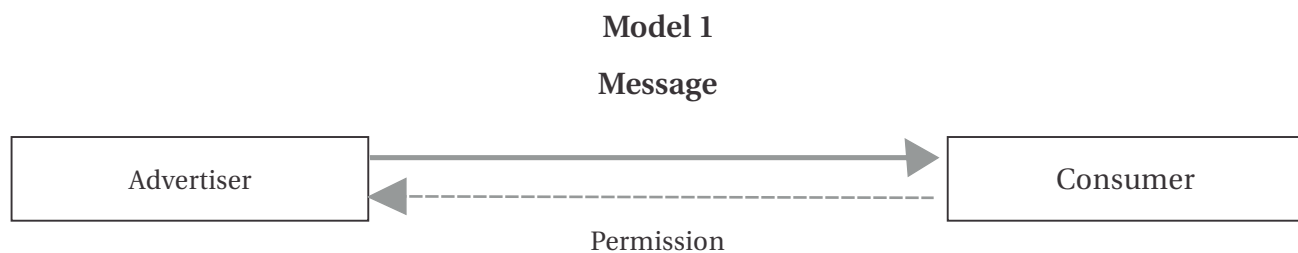
Model 1

Message

Fig. 1: Direct Relationship Maintenance Model

Model 2 : Permission Partnership Model: Here, the consumer provides a portal or media site with the permission to send him or her promotional offers. After receiving this permission, the intermediary alerts its partners who wish to

send out promotional offers. All consumers signed on receive all offers. This is commonly used to increase traffic to websites. Hence, here we have low to medium permission intensity, contact through an intermediary and low targeting.
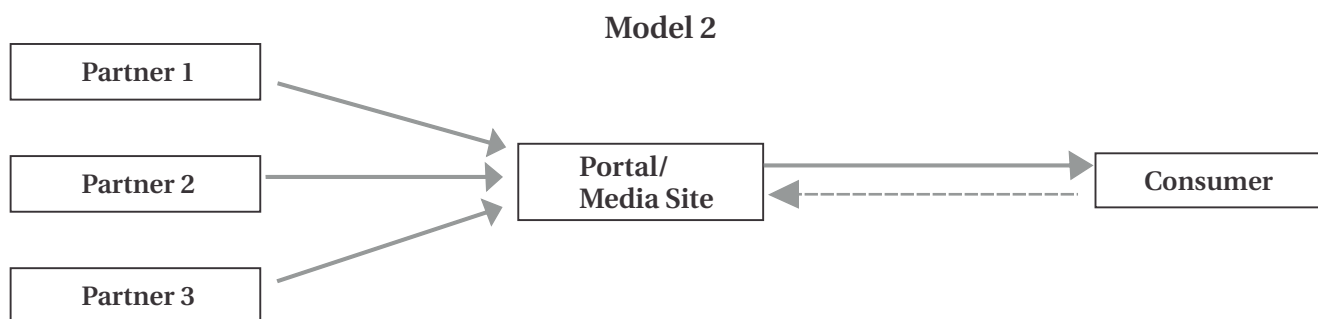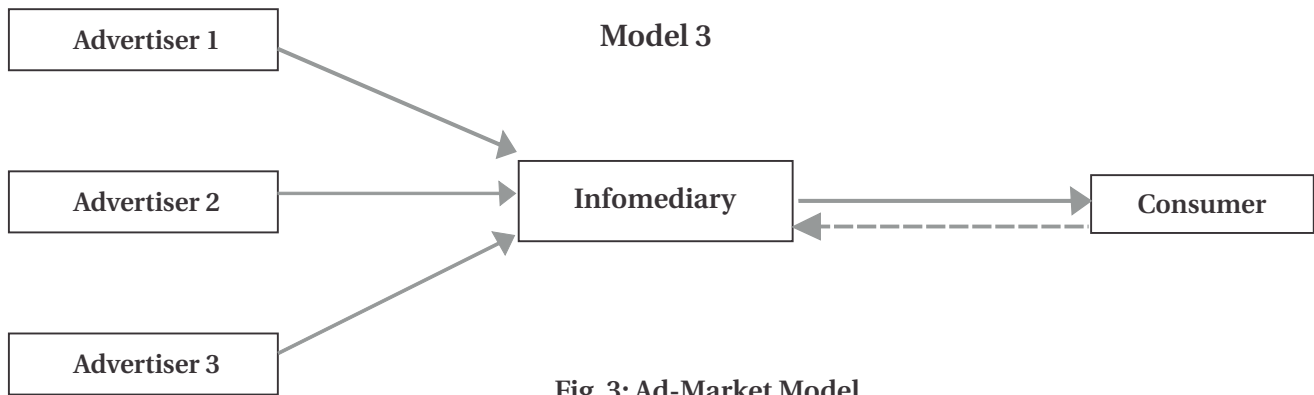
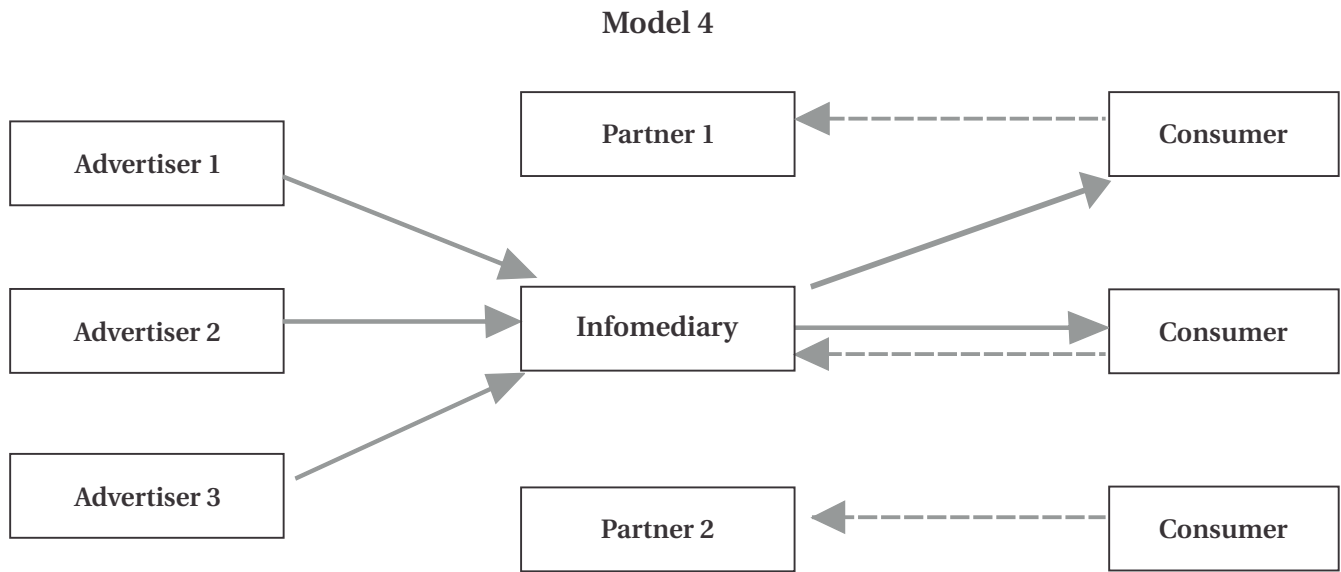## Model 2

Fig. 2: Permission- Partnership Model

Model 3: Ad Market Model: A consumer provides an infomediary (Hagel & Singer, 1999) with detailed information about his or her preferences and interests. The infomediary then uses this information to identify advertisers. The ads supplied by these advertisers are then carefully targeted to be consistent with the consumer's tastes. Consumers win by

reducing clutter and are paid to participate in the process, advertisers find target customers for their promotions with lower cost of targeting and the infomediary makes a profit by facilitating this exchange. Hence, here we have high permission intensity, contact through an infomediary and the potential for high targeting precision.

Model 3

Fig. 3: Ad-Market Model

Model 4: Permission Pool Model: In this model, different consumers provide different firms with the permission to send them promotional offers. These firms pool the information provided by the consumer and then promotional messages are sent out targeting this larger pool. Examples of this practice include yesmail.com.

Model 4

Fig. 4: Permission Pool Model

The difference between model 1 and the rest is that in the former, an individual firm directly transacts with its customers while in Model 2, an intermediary such as a portal plays this role and in Models 3 and 4, an infomediary matches consumer demand for ads with firm ad supply. Naturally, since it may be inefficient for a consumer to sign up with several firms in the manner of model 1, the other models are likely to be more common.

COST-BENEFIT CONCEPTUAL FRAMEWORK OF PERMISSION MARKETING

An individual's level of interest in a permission marketing program is positively affected by the benefits from the program and negatively impacted by the costs. There are two potential benefits: message relevance and monetary benefit. The central tenet of permission marketing is consumer-initiated communication followed by an active two-way exchange. Even though exchange is considered to be the bedrock of marketing theory (Bagozzi, 1975; Houston & Gassenheimer, 1987), most exchange is initiated by the marketer. Hence, consumers may not perceive themselves as legitimate partners in a relationship (Fournier, Dobscha & Mick, 1998). Since consumers are required to provide detailed information continually in a permission-marketing program, they must perceive some value in the relationship if it is to be successful.
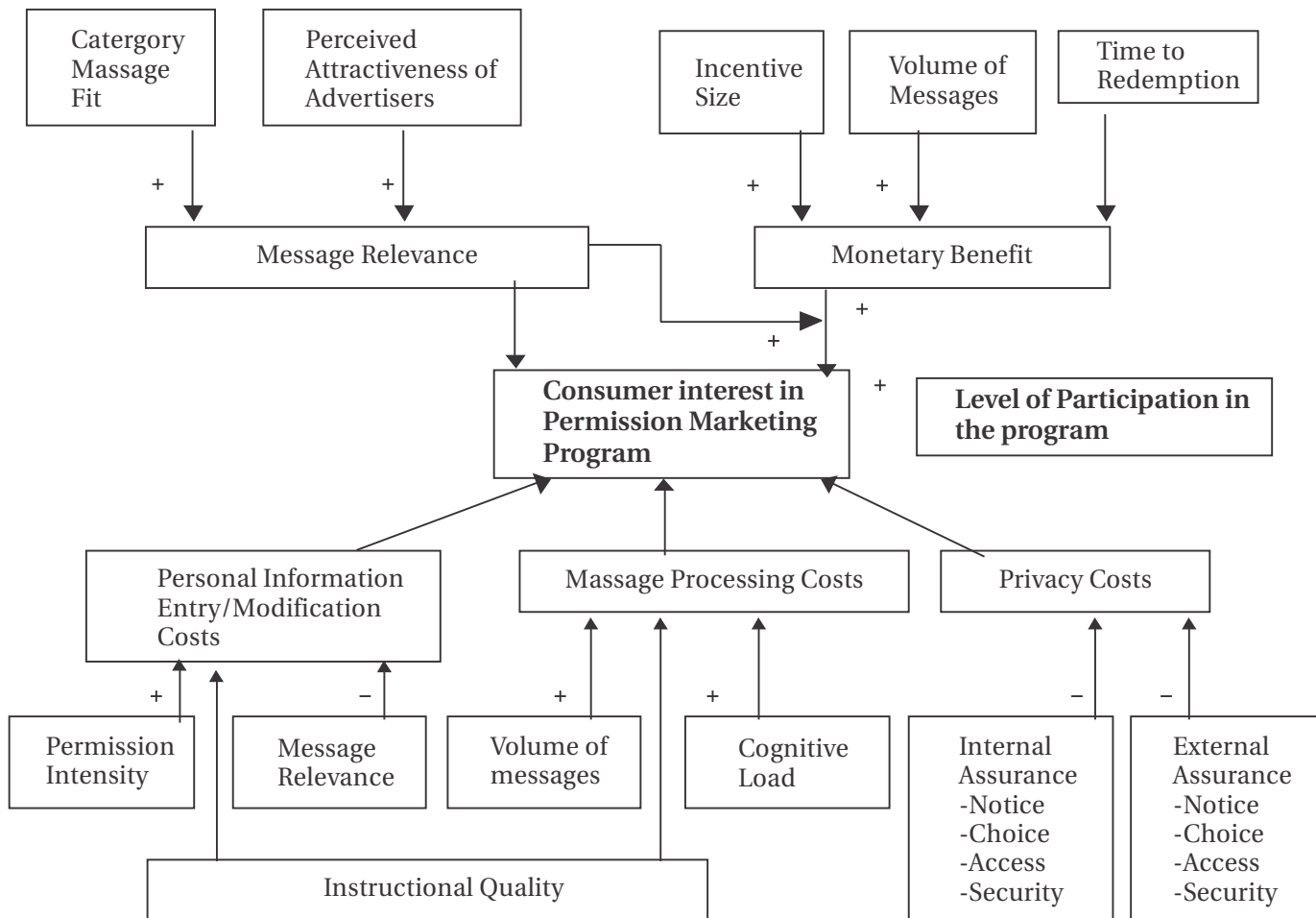
Model 5

Fig. 5: Comprehensive Cost-Benefit Conceptual Framework

Source: A Comprehensive Cost-Benefit Conceptual Framework (A Comprehensive Analysis of Permission Marketing, Sandeep Krishnamurthy)

Godin identifies five levels of permission. From the lowest (i.e. least powerful) to the highest effectiveness, these are:

1. **Situation Permission:** where the customer will allow the supplier to assist them by providing information or assisting with a transaction

2. **Brand Trust:** where the customer allows the company to continue to supply their needs over time with only minimal 'shopping around' because they trust the brand

3. **Personal Relationships:** here the customer's permission is granted because of a personal relationship that the customer has with somebody within the supplier organization

4. **Points Permission:** at this level, customers have given the supplier organization permission to sell to them and collect data because they are rewarded with redeemable points or a chance to win a prize if they do so.

There are two variants of this permission level:

(a). The Points Liability Model: where every point has a real value to the consumer and a commensurate cost to the supplier
(as in the airline's frequent flyer programs) and,

(b). Points Chance Model: where customers earn more chances to win a reward if they purchase more and/or yield more
information to the supplier organization

5. **Intravenous Permission:** here the supplier has in a sense 'moved into' the customer's organization, and taken over the supply function for the particular product or service needed.

The key difference between permission marketing and previous ways of thinking about direct marketing is that consumers are asked to do much more in the former. Unlike,

say, direct mail, where consumers simply respond to what they receive, in permission marketing consumers must take the time and make the effort to provide considerable information about interests and preferences before a single ad is sent out. At this stage, it is important to contrast the notions of opt-in vs. opt-out. Opt-in refers to the case when an individual explicitly gives consent to receive ads ahead of time. Opt-out refers to the case when a marketer initiates contact and then provides individuals an option of not receiving future messages. Hence, **permission marketing is opt- in rather than opt-out.** The comprehensive cost- benefit model proposes to capture the consumer's experience with permission-marketing programs. The aim to develop such a detailed conceptual framework is to attain a sufficiently high level of generality that would apply to all four existing business models described earlier.

I MPACT OF PERMISSION MARKETING ON CONSUMER BEHAVIORS OF ONLINE- SHOPPERS

A small study was conducted to understand consumer behavior of e-shoppers, and how permission marketing is responsible for in effecting their purchase decisions. The research is based on the simplified version of the cost-benefit model (drawing trust, price and convenience variables) explained above. The specific objectives of the study are:

To identify the impact of permission marketing initiatives on the purchase decisions of the online shoppers.

To study the various factors that influence the consumer behavior of the online shoppers.

The study is an exploratory one to determine the behaviour of online shoppers on three important factors i.e. trust, price and convenience related attributes. A convenience effective sample of 110 respondents (Table 1) was drawn from the database available with the researcher. A structured questionnaire was circulated online among the respondents. Further, each of the attribute was measured on a 5- point scale and the questionnaire was tested with Kendall's 'W' test. Factor analysis was used to analyze the primary data.

Table 1: Descriptive Statistics of the Sample Profile

S. No.	MeasureItems	Items	Frequency	Percentage (%)
1	Gender	Male	72	65%
		Female	38	35%
2	Age	15- 20Years	11	10%
		20-25 Years	27	25%
		25-30 Years	37	34%
		30-35 Years	21	19%
		Above 35 Years	14	13%
3	Occupation	Student	15	14%
		Pvt. Professional	49	5%
		Govt. Professional	20	18%
		Self Employed	26	24%
4	Time on Internet	< or = 1 Hour	30	27%
		2 – 4 Hours	17	15%
		4 - 6 Hours>	16	15%
		or = 6 Hours	47	43%

RESULTS AND DISCUSSIONS

Personal interview with the respondents revealed that they are not familiar with the term permission marketing, although they are regular online shoppers. But when the whole concept was explained, they responded positively to the whole concept and also acknowledged its existence and utility. Table 2 and Fig A below, shows that privacy and relevance of message are the most important concerns of the online shoppers. Permission marketing targets these two most important areas. Whereas, Table 3 and Fig B, indicates that no travelling and easy payments acts as biggest motivators for the online shoppers. This sets the background for online stores to make their payment procedure better in order to attain and retain customers.

Table 2: Major Concerns in e- Marketing

Major Concerns in e- Marketing	Frequency	Percentage
Message relevance	30	27%
Privacy Costs	33	30%
Monetary Benefits	18	16%
Personal Information Cost	19	17%
Message Processing Cost	10	9%

Fig A: Major Concerns in e- Marketing
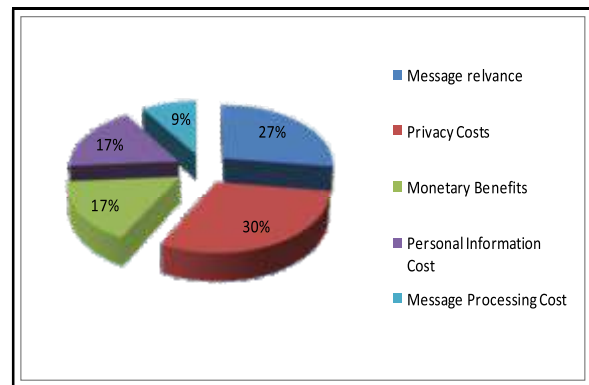
Table 3: Motives to buy online

What motivates you to Buy online	Frequency	Percentage
Easy payment	34	31%
No hidden Costs	5	5%
No travelling Involved	53	48%
Wide range of products	11	10%
Others	7	6%

Fig B: Motives to buy online
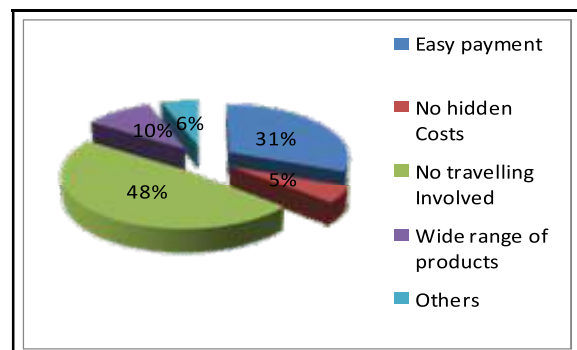
KENDALL'S COEFFICIENT OF CONCORDANCE

It is non-parametric test to test the hypothesis that several related samples are from the same population which measures the agreement of raters. Each case is a judge or rater and each variable is an item or person being judged. For each variable the sum of ranks is computed. Kendall's 'W' test statistics ranges between 0 (No agreement) and 1 (Complete agreement). For the present study Kendall's value is 0.229. Thus there is very low agreement level among respondents between variables which could affect the overall purchase behaviour of the online consumers. From Table 4, it can be observed that the variables like Trustworthy Information provider, Customisation of Products, Time Saving, Authenticity of Information Quality of Information, Quantity of Information, Competitive price and Schemes and other highlighted variables indicate that most of the online shoppers are affected by these factors while taking the purchase decision. It is interesting to note here that all the above factors are direct representative of Permission Marketing initiatives of online stores.

Table 4: Kendall's Ranks

S. No.	Variables	Mean Rank
1	Past experience	9.86
2	Wide Choice	15.75
3	Global Brands	7.15
4	High Delivery time	7.15
5	Easy to search information	9.9
6	Authenticity of Information	15.22
7	Quality of Information	15.22
8	Quantity of Information	15.42
9	Trustworthy Information provider	18.57
10	Customisation Of Products	17.07
11	Better Deals and Discounts	12.36
12	Easy Payments	14.36
13	Disparity in actual products and online store	13.36
14	Competitive price and Schemes	17.11
15	24 X 7 Facility	15.95
16	Time Saving	16.85
17	No Travelling	14.13
18	Ease of Shopping	11.59
19	Anywhere/ Anytime Convenience	13.93
20	Flexibility of Use	15.95

ACTOR ANALYSIS

The respondents were asked to rate their agreement level on a 5-point scale ranging from 'strongly agree' to 'strongly disagree'. These data were analysed through principal component analysis, and presented in Table 5- 7. The data was divided into three heads: Trust, Price and Convenience. Factor analysis was done for these heads to identify the factors that explain the pattern of correlation within a set of observed variables. The Cronbach's alpha coefficient of reliability value was 0.819. This indicates that the scale is highly reliable. The results of factor analysis are presented below.

As is clear from Table 6, nine factors were extracted to explain 77% of the total variance. The first factor has four significant loadings, factor 5 and 9 has three significant loadings each, factors 2,3,4 and 7 has two significant loadings each and rest of the factors i.e. 6 and 8 has one significant loadings each. Table 7 presents the significant loadings for each factor.

Table 5: Communalities

S. No.	Variables	Initial	Extraction
1	Past experience	1.000	0.801
2	Wide Choice	1.000	0.778
3	Global Brands	1.000	0.860
4	High Delivery time	1.000	0.756
5	Easy to search information	1.000	0.551
6	Authenticity of Information	1.000	0.720
7	Quality of Information	1.000	0.628
8	Quantity of Information	1.000	0.658
9	Trustworthy Information provider	1.000	0.740
10	Customisation Of Products	1.000	0.867
11	Better Deals and Discounts	1.000	0.308
12	Easy Payments	1.000	0.595
13	Disparity in actual products and online store	1.000	0.625
14	Competitive price and Schemes	1.000	0.438
15	24 X 7 Facility	1.000	0.776
16	Time Saving	1.000	0.900
17	No Travelling	1.000	0.892
18	Ease of Shopping	1.000	0.903
19	Anywhere/ Anytime Convenience	1.000	0.842
20	Flexibility of Use	1.000	0.342

Trust related factors: The factors 1, 2, 3 and 4 together explain the trust element in online shopping. Quality, quantity and authenticity of information have very high factor loading of 99 to 97 % (bold values in table 7 have been converted as percentage factor variance score). These factors show the relevance and utility of permission marketing.

Price related factors: The factors five and 5 and 6 together explain the price related concerns of e-shoppers. Here easy payments, better deals and discounts account for almost 98 % of the total variance in decision making. It is also visible that people do not find any major price difference in prices of various brands available online and their regular market prices.

Convenience related factors: Factors 7, 8 and 9 explain the convenience element of online consumers. Easy, time saving and no travelling involved are the primary motivators for these consumers. All these variables have very high significant loadings.

Table 6: Total Variance Explained

Component	Initial Eigen Values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %			
1	4.1282.	19.659	19.659	4.128	19.659	19.659	3.560	16.95410.	16.954
2	593	12.348	32.006	2.593	12.34	32.007	2.200	475	27.429
3	2.071	9.863	41.869	2.071	89.86	41.870	2.122	10.10	37.533
4	1.965	7.247	49.116	1.544	37.35	49.225	1.994	49.49	47.029
5	1.478	7.039	56.263	1.478	57.03	56.264	1.549	67.37	54.403
6	1.371	6.528	62.791	1.371	96.52	62.792	1.518	47.22	61.632
7	1.205	5.740	68.531	1.205	85.74	68.532	1.449	96.90	68.532
8	1.013	9.213	71.931	1.013	04.21	72.745	1.371	04.71	73.243
9	1.003	3.690	76.642	1.003	33.690	76.435	1.205	13.400	76.643
10	0.746	3.551	80.193						
11	0.712	3.390	83.583						
12	0.644	3.065	86.648						
13	0.572	2.722	89.370						
14	0.453	2.157	91.527						
15	0.406	1.934	93.461						
16	0.354	1.686	65.147						
17	0.312	1.488	96.653						
18	0.259	1.234	97.870						
19	0.185	0.879	98.748						
20	0.161	0.768	99.516						
21	0.102	0.484	100.000						

Extraction Method: Principal Component Analysis

Hence, we can conclude that the first extracted factor gives past experience, wide choice, trustworthy information provider and customization of products, accounts for almost 17 % of the variance. Trust accounts for almost 50% of the variance, convenience is almost 15 % and price is only 10 % contributor in decision of online shoppers.

Table 7: Rotated Component Matrix [a]

S. No.	Variables	1	2	3	4	5	6	7	8	9
1	Past experience	0.914	-0.074	0.136	-0.0120	-0.0070	0.147	0.210	0.014	-0.014
2	Wide Choice	0.889	0.269-	-0.012	.101	.269	0.157	-0.195	-0.014	0.008
3	Global Brands	0.011	0.001	0.979	-0.095	-0.001	0.127	0.113	0.008	0.008
4	High Delivery time	0.014	-0.001	0.989	-0.0950	-0.0010	0.280	0.280	0.006	0.008
5	Easy to search information	0.104	0.255	-0.14	.809	.255	-0.14	-0.140	0.005	0.053
6	Authenticity of Information	0.147	0.066	0.008	0.966	0.147	00.008	0.008	0.053	-0.033
7	Quality of Information	0.147	0.966	0.006	0.181	0.147	0.089	0.089	0.157	-0.14
8	Quantity of Information	0.147	0.986	0.005	0.181	0.137	0.0060.	0.085	0.127	0.008
9	Trustworthy Information provider	0.826	0.088	0.053	0.183	0.552	053	0.089	0.147	0.006
10	Customisation Of Products	0.661	-0.185	-0.033	0.409	0.494	-0.033	0.006	0.147	0.007
11	Better Deals and Discounts	0.210	0.014	-0.001	0.053	0.147	0.982	-0.012	-0.033	0.053
12	Easy Payments	-0.195	0.014	-0.001	-0.033	0.982	0.147	0.101	0.006	0.008
13	Disparity in actual products and	0.113	0.104	0.255	0.014	0.922	0.137	-0.095	-0.012	0.089
14	online Competitive price and	0.280	0.147	0.147	0.255	0.652	0.552	-0.095	0.006	0.006-
15	Schemes24 X 7 Facility	0.008	0.127	0.006	-0.1400	-0.0740	0.409	0.011	0.677	0.564
16	Time Saving	0.089	0.147	-0.012	.147	.269	0.053	0.921	0.210	0.091
17	No Travelling	0.006	0.157	0.101	0.137	-0.001	-0.033	0.923	-0.195	-0.048
18	Ease of Shopping	0.053	0.127	-0.095	0.052	-0.0010	0.006	0.045	0.113	0.943
19	Anywhere/ Anytime Convenience	0.033	-0.012	-0.095	0.009	.255	0.113	-0.027	0.28	0.871
20	Flexibility of Use	0.011	0.053	0.127	0.006	0.147	0.280	-0.045	0.087	0.677

Note: Extraction Method- Principal component Analysis; Rotation Method - Varimax with Kaiser Normalization; and [a] Rotation converged in 5 iterations.

PRACTICAL RELEVANCE OF PERMISSION MARKETING

We all know that the basic objective of every marketing campaign is to get the right message delivered to the right consumers at the right time. Today, use of internet is no longer optional; rather a compulsion and organizations are keen to use leading-edge technologies to engage with their customers. Permission marketing is not a new name for emails, rather a permission based email marketing is playing very significant role in the always – online, interconnected world. Experian Marketing Services (India)'s CheetahMail is a permission –based email marketing platform which is providing services to Thomas Cook, Cox & Kings, Ezeego, Star CJ and BabyOye.

India is a particularly competitive market and use of permission marketing needs a lot of patience and sustenance. It is truly a volcano of consumerism that is simmering despite a slow economic growth rate. Indian consumers with their empowered, worldly-wise modern approach are ready to spend on a good deal. Permission marketers know this and hence with right content (in terms of real deals) can easily approach the customers. The real challenge is to create content that is strong and effective, yet so subtle that the consumer feels the urge to contact and enquire.

CONCLUSIONS

Hence, we can safely conclude that permission marketing, if done properly can build trust, which is the most important contributor in decision making for e-shoppers. While it is true that permission marketing can improve the relevance of messages, consumers are asked to do more in comparison to previous direct marketing approaches. Consumer interest is determined by the net impact of benefits and costs. The basic tenet of Permission – i.e. to create content with enough intrinsic value that can earn prospect attention – is still ignored most of the time. Spammers and phishers are still in competition with professional permission marketers; they sneak through, eroding prospects trust and killing conversion rate for permission marketers. In reality companies still buy email lists, and then use them to send unwanted garbage. Hence, even today everyone's inbox is cluttered with a tremendous

amount of crap. The difference between an ordinary email and permission marketing is the content and context.

Permission marketing companies today charge advertisers on the basis of the number of consumers who will receive the message. This arrangement has been justified by claims of high conversion rates. However, in future it may give way to a pay-for-performance contract. The future success of ideas such as permission marketing will depend on the wisdom of managerial action. Only firms that are able to enhance benefits and reduce costs will survive in the long-run. With the increasing awareness of permission marketing, there's a steep rise in permission window-dressing. The most important trait in all this is the willingness to say something worth saying – something that's real, instead of a bowlful of lukewarm corporate cream. Everything else can be outsourced or learned.

It is now nearly fifteen years since Seth Godin launched his permission marketing mantra, yet it remains highly relevant today. Hence the crux of Permission Marketing truly is 'Turning Strangers into Friends, and Friends into Customers'.

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