

# Permission Marketing: Creating Turbulence for Banking Customers

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## ABSTRACT

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Marketing communication is revolutionised due to invention of internet, Facebook, WhatsApp, smartphones, etc. The consumers demand for everything and anything which they want and service institutions try to satisfy them with all the means. Information is flown rapidly and new concepts like internet marketing, tele marketing, permission marketing, social media marketing have arisen for communicating with the customers through mails, SMS and other modes to deliver the marketing information and message to the target audience.

The brand customer relationships from manufacturing to services realise that social media offers a transparency to the consumers and nothing can be kept secret so companies should learn a lesson that if they are not trustworthy, honest they will have to pay the price. So loyal customer relationships, brand image, service branding should be focused for making transparent business with the customers. Digital integration of buying, selling, marketing and induced the dependency of marketing on digital platforms and there is a need to develop separate digital strategy along with the digital components which can explain the complex process of how consumers make purchasing decisions and how marketing organizations can integrate the tool for digitalisation.

This study focuses on perception of banking customers regarding the turbulence created by different forms of permission marketing and how their reactions are associated with it.

**Keywords:** Permission Marketing, Banking, Marketing Communication, Digital Marketing

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## Introduction

Data driven marketing has made personal relationships with customers where the private and secured data can also be secured by the companies with the help of big data analytics and communication has resulted in interdependent relationship between the customer and the marketer. Customised messages are sent on personal mail ids and phone numbers and permission marketing is an evolving tool to make it more meaningful.

Data matrix decision analysis and managing big data are some of the new trends where marketers need to focus and how the advertisement should be posted on different platforms has to be analysed to make a bang. The measurements need to be accurate and perfect with the help of digital technology views, likes and shares on social platform are analysed to make a more productive approach.

Permission marketing can be considered as a technique which has evolved from traditional

marketing and advertises goods and services in non-traditional manner by advance consent. It allows consumers to receive marketing information and promotional offers who are self-motivated to receive information and so it has a greater impact and response rates for conversion into prospective buyers and help in increasing the popularity of the brand and a positive word of mouth. With the interesting term coined by Godin and is used as an effective marketing tool to make conscious decisions and create competition on own terms and conditions that helps to use content marketing for campaigns to target audiences and increase the scope of marketing communication. Riverd (2017) revealed that in permission marketing the power is shifted to the consumer to receive information or not and helps in changing the concept of traditional marketing modern uninterrupted marketing that allows information required to be received. The new word which defines permission marketing can be stated as consensual marketing where consensus is taken and customer is given the highest privilege of accepting messages and the service provider anticipates who want to receive the information.

## Review of Literature

Bhatia (2020) proposed a validated conceptual model on permission-based marketing through mobile and mail. The respondents were examined on the causal relationship among the different factors and structural equation modelling is used to explain the relationship between the constructs. The findings of the research are indicative of increased consumer attitude towards permission marketing in terms of relevant messages, monetary benefits and enhancement of entertainment. The literature showed a revert aptitude and the study statistically proved that there is no significant relationship between consumer empowerment and privacy issues related with permission marketing. The findings also suggests that companies promotional

campaigns to use the technology, like internet and mobile help them to innovate marketing strategies to motivate the development of consumer attitude towards taking part in permission marketing and the factors identified in the study helps to restore intense promotional activities for organizational excellence. Mehta & Sharma (2020) observed the development of permission marketing and an effective communication system to approach prospective customers and disseminate information with permission of the receiver. This is the customer participation advertising process and awareness of customers is required for accepting permission and seeking authenticated information used for providing details of banking services through an integrated communication network which reduce time, cost and energy for seeking knowledge about innovative products and services offered by the bank. The findings of the study suggests that awareness has no relationship with gender, age, type of bank and proved that opinion about permission marketing has a close association with gender and type of bank. Customers gave a positive response to the usage of mails in permission marketing technique by banks as they give them autonomy and develops a bond with the bank. Mahmoud, et.al (2019) studied the consumers belief towards permission based direct email marketing and the effect of gender on behavioural aspects of consumers. The study show that attitude is a mediating factor which helps in development of beliefs and impact the behavioural responses towards permission-based marketing. Gender is also acting in a moderating role to define the relationship between beliefs and attitude towards permission-based marketing and the responses show that female respondents are more reactive and they act predominately towards such issue. Email marketing and gender differences helps to investigate the limitations and the comparative study between qualitative and quantitative methods can be done with the neuropsychological

approach to study the impact of such technological advancement on legal and ethical ground. Mansour (2019) explored the mobile marketing practices in Sudan to identify the success factors of SMS based marketing campaigns. The study included case studies and face to face interviews to indicate the benefits of SMS advertising and factors affecting the permission granted by receivers to ensure the success of permission-based marketing campaigns. The findings focused on content, costs, customer reach, permission and acceptance of such advertising. The results revealed that SMS advertising is used as an innovative marketing promotion technique as it was new cost effective and had a maximum reach which ensured the acceptability and success.

Menon (2019) focuses on digitalisation of marketing communication and how role of media has been enhanced to have multiple interfaces with consumer and to reach the customer with a trusted media of mobile marketing. It explain the various determinants that influence consumers purchase intention towards banking services like mobile banking for effective approach to banking services. The study provides a theoretical base of influential factors to identify the intentions of consumers towards permission marketing and it helps to find the role of personal trust on consumer buying behaviour. The study supports the findings of previous researchers work which confirms the influence of trust on purchase intention of mobile banking services. It also reveals that consumers attitude towards mobile banking is having a strong relationship with purchase intention and helps to develop a long-term relationship.

The attitude towards mobile marketing also has direct relationship with behavioural intention. It also highlighted that the most important

component of permission marketing in banking services is pursued as privacy. The study will support marketing managers of banks to identify the behavioural intention and frame new strategies to expedite the use of mobile banking. Banking institutions always struggle to raise the quality of services and if they are able to enhance customer trust with privacy features, this mobile banking campaigns should result in effective customer relationship and integrated marketing strategies, build a positive attitude of customers. So, more awareness should be created among customers with data security and protection features to have proper security measures in order to protect the sensitive information of customers that will help in building trustworthy relationship. The disturbances of mobile marketing showtrust and privacy are the main factors that influence purchase intention of customers and it shouldtake into account security of information, privacy of customers, prevention of frauds, increased service operations to enhance mobile banking usage by customers.

## Research Methodology

**Objective of the study:** To study the impact of turbulence created by Permission Marketingin banking customers

## Hypothesis of the Study

HO: There is no significant relationship between turbulences created by Permission Marketing and customer preference to stop them.

## Sample size

Sample Size : 500 respondents

## Data Analysis and Interpretation

**Table 1 : Gender \* irritated Cross tabulation**

		Irritated					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	32	78	112	109	96	427
	Female	48	32	174	191	128	573
Total		80	110	286	300	224	1000

### Chi-Square Tests

	Value	df	Asymp. Sig. (2 - sided)
Pearson Chi -Square	42.451 <sup>a</sup>	4	.000
Likelihood Ratio	42.506	4	.000
Linear -by-Linear Association	5.944	1	.015
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 34.16.

**Interpretation:** The chi square tests is applied to study the association between two variables namely gender and get irritated by promotional calls/ SMS/ Emails where the dependent variable is irritated and it shows that the highest response is for agree on the five-point Likert scale followed by neutral and strongly agree. The males and females' respondents have a difference in response which

### Age Group \* irritated Cross tabulation

was statistically tested by Pearson Chi square. The test statistic shown in the table is significant at 95% level of significance and so the null hypothesis is rejected which statistically proves that there is a significant association between gender and dependent variable. Thus, we can infer that male and female level of irritation differs and females get more irritated as compared to male respondents by promotional calls/ SMS/ Emails.

**Table 2 :**

	Irritated						Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Age Group	2025 Years	32	0	64	48	64	208
	2530 Years	16	0	32	79	48	175
	3035 Years	16	31	111	32	48	238
	3540 Years	0	0	16	16	32	64
	4045 Years	16	47	16	93	16	188
	4550 Years	0	0	32	0	0	32
	5055 Years	0	0	15	16	16	47
	5560 Years	0	32	0	16	0	48
Total	80	110	286	300	224	1000	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2 - sided)
Pearson Chi -Square	529.941 <sup>a</sup>	28	.000
Likelihood Ratio	541.545	28	.000
Linear -by-Linear Association	12.438	1	.000
N of Valid Cases	1000		

a. 4 cells (10.0%) have expected count less than 5. The minimum expected count is 2.56.

**Interpretation:** The irritation caused by promotional calls and other methods is also studied with respect to age of respondents and the cross-tab shows that the eight age groups defined has varied responses on the five-point Likert scale. To tests these differences chi square tests have

been applied and the tests statistic showed a significant value at 95% level of significance which rejects the null hypothesis and statistically confirms the association between gender and dependent variable irritation caused by promotional calls/ emails/ sms.

**Table 3 : Gender \* stop Cross-tabulation**

		Stop					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	0	32	173	111	111	427
	Female	16	64	175	206	112	573
Total		16	96	348	317	223	1000

## Chi-Square Tests

	Value	df	Asymp. Sig. (2 - sided)
Pearson Chi -Square	34.574 <sup>a</sup>	4	.000
Likelihood Ratio	40.590	4	.000
Linear -by-Linear Association	3.768	1	.052
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.83.

**Interpretation :** The variable to stop promotional calls/emails/sms is whether dependent on age and gender or not is analysed with the help of cross tabs between the two variables and applying statistical tests chi square to see the significant association between the two parameters. The cross tab of gender and stop promotional calls/ emails/

sms shows maximum response on positive side which is also statistically proved by the chi square significant value at 95% level of significance. The p value is less than .05 and thus we reject the null hypothesis that there is no association between gender and want to stop promotional calls/emails/sms.

**Table 4 : Age Group \* stop Cross-tabulation**

		stop					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age Group	20 - 25 Years	0	48	96	32	32	208
	25 - 30 Years	0	32	16	64	63	175
	30 - 35 Years	16	16	94	80	32	238
	35 - 40 Years	0	0	16	16	32	64
	40 - 45 Years	0	0	94	62	32	188
	45 - 50 Years	0	0	16	16	0	32
	50 - 55 Years	0	0	0	31	16	47
	55 - 60 Years	0	0	16	16	16	48
Total		16	96	348	317	223	1000

## Chi-Square Tests

	Value	df	Asymp. Sig. (2 - sided)
Pearson Chi -Square	323.308 <sup>a</sup>	28	.000
Likelihood Ratio	368.301	28	.000
Linear -by-Linear Association	38.296	1	.000
N of Valid Cases	1000		

a. 11 cells (27.5%) have expected count less than 5. The minimum expected count is .51.

**Interpretation:** Chi square tests is applied to statistically see the association between age and stop promotional calls/ emails/sms. The value of chi square at 95% level of significance shows that there is no association between the two variables under study. The p value is less than .05 and thus

the null hypothesis is rejected. Thus, from the above two analysis it is inferred that respondents wish to stop promotional calls/ emails/sms has a significant association with gender and age of respondents

**Table 5 : Gender \* block Cross-tabulation**

	block					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Male	48	64	95	188	32	427
Female	64	96	175	126	112	573
Total	112	160	270	314	144	1000



## Chi-Square Tests

	Value	df	Asymp. Sig. (2 -sided)
Pearson Chi -Square	69.236 <sup>a</sup>	4	.000
Likelihood Ratio	70.802	4	.000
Linear -by-Linear Association	.003	1	.954
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 47.82.

**Interpretation:** The variable to Block promotional calls/emails/sms is whether dependent on age and gender or not is analysed with the help of cross tabs between the two variables and applying statistical tests chi square to see the significant association between the two parameters. The cross tab of gender and block promotional calls/

emails/ sms shows maximum response on positive side which is also statistically proved by the chi square significant value at 95% level of significance. The p value is less than .05 and thus we reject the null hypothesis that there is no association between gender and want to block promotional calls/emails/sms.

**Table 6 : Age Group \* block Cross-tabulation**

		block					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age Group	20 - 25 Years	0	48	32	64	64	208
	25 - 30 Years	0	64	64	15	32	175
	30 - 35 Years	32	48	63	63	32	238
	35 - 40 Years	0	0	32	16	16	64
	40 - 45 Years	48	0	47	93	0	188
	45 - 50 Years	0	0	32	0	0	32
	50 - 55 Years	16	0	0	31	0	47
	55 - 60 Years	16	0	0	32	0	48
Total		112	160	270	314	144	1000



## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	555.365 <sup>a</sup>	28	.000
Likelihood Ratio	674.942	28	.000
Linear-by-Linear Association	21.051	1	.000
N of Valid Cases	1000		

a. 2 cells (5.0%) have expected count less than 5. The minimum expected count is 3.58.

**Interpretation:** Chi square tests is applied to statistically see the association between age and block promotional calls/ emails/sms. The value of chi square at 95% level of significance shows that there is no association between the two variables

under study. The p value is less than .05 and thus the null hypothesis is rejected. Thus, from the above two analysis it is inferred that respondents wish to block promotional calls/ emails/sms has a significant association with gender and age of respondents

**Table 7 : Gender \* withdraw Cross-tabulation**

		Withdraw					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Gender	Male	15	80	79	174	79	427
	Female	96	64	255	95	63	573
Total		111	144	334	269	142	1000

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi -Square	160.742 <sup>a</sup>	4	.000
Likelihood Ratio	169.299	4	.000
Linear -by-Linear Association	59.355	1	.000
N of Valid Cases	1000		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 47.40.

**Interpretation:** The variable to withdraw promotional calls/emails/sms is whether dependent on age and gender or not is analysed with the help of cross tabs between the two variables and applying statistical tests chi square to see the significant association between the two parameters. The cross tab of gender and withdraw

promotional calls/ emails/ sms shows maximum response on positive side which is also statistically proved by the chi square significant value at 95% level of significance. The p value is less than .05 and thus we reject the null hypothesis that there is no association between gender and want to withdraw promotional calls/emails/sms.

**Table 8 : Age Group \* withdraw Crosstabulation**

		Withdraw					Total
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Age Group	20 - 25 Years	32	32	80	48	16	208
	25 - 30 Years	16	48	79	16	16	175
	30 - 35 Years	31	32	80	32	63	238
	35 - 40 Years	0	0	32	32	0	64
	40 - 45 Years	32	16	32	77	31	188
	45 - 50 Years	0	16	16	0	0	32
	50 - 55 Years	0	0	15	32	0	47
	55 - 60 Years	0	0	0	32	16	48
Total		111	144	334	269	142	1000

## Chi-Square Tests

	Value	df	Asymp. Sig. (2 - sided)
Pearson Chi -Square	354.986	28	.000
Likelihood Ra tio	411.732	28	.000
Linear -by-Linear Association	54.253	1	.000
N of Valid Cases	1000		

a. 3 cells (7.5%) have expected count less than 5. The minimum expected count is 3.55.

**Interpretation:** Chi square tests is applied to statistically see the association between age and withdraw promotional calls/ emails/sms. The value of chi square at 95% level of significance shows that there is no association between the two variables under study. The p value is less than .05 and thus the null hypothesis is rejected. Thus, from the above two analysis it is inferred that respondents wish to withdraw promotional calls/ emails/sms has a significant association with gender and age of respondents.

## Conclusion

Permission marketing aims to build a customer group with a high-interest level by sending certain types of marketing information only to those who have specifically requested it. Banks require permission from customers before sending e-mails. Customers assess the behavior of banks and make a judgment about the integrity of a bank. The results of the present study revealed that there is no significant relationship between turbulences created by Permission Marketing and customer preference to stop them and it has a significant association with gender and age of respondents. This research paper has implications for both academicians and the different practitioners who include bank marketers, especially practicing e-mail marketers in various capacities.

Increasing customer expectations and changing behaviors have forced banks to consider improving their response to customer needs. Today, in the banking sector, staying competitive needs a customer-first mindset. Technology and data are crucial to developing and delivering excellent real-time customer experience in banking that accelerates growth and increases market share. The metamorphosis of technology has transformed consumer preferences and raised the value of customer experience in banking through innovative ideologies.

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