

AN INVESTIGATION INTO BANK CUSTOMERS' AWARENESS OF PERMISSION MARKETING

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ABSTRACT:

Some individuals may not be aware of permission marketing, which is a revolutionary marketing method that may be utilised to create amazing company results. Many people may not be aware of permission marketing. It is possible that it is able to attract and retain a greater number of new consumers and prospects as compared to other marketing tactics such as disruption marketing, content marketing, and so on. It is important to note that permission marketing is distinct from the majority of other types of marketing since, in this technique, the receivers have either accepted to receive marketing messages from the marketer or have agreed to receive them. Furthermore, the majority of the recipients will be members of the organization's target market or audience. In light of this, the company is able to use this new marketing technique to expand its customer base beyond what it could have ever envisioned. Businesses are permitted to send marketing communications to receivers provided they have the recipient's complete agreement to do so after receiving clearance to do so. A large amount of importance is placed on the level of knowledge that consumers have about permission marketing in order to achieve effective results from permission marketing initiatives. In light of this, the purpose of this research is to investigate the level of knowledge about permission marketing among bank customers. Given the limited number of research that have focused on the awareness of consumers with relation to the permission marketing idea, the findings of the study will make a significant contribution to the existing body of literature.

KEYWORDS: *Permission Marketing, Marketing Communications, Customer Awareness, Consent.*

INTRODUCTION :

When sending out marketing messages about their goods or services, marketers need to have customers' approval, according to Godin (1999). Based on consumers' permission to receive marketing messages from marketers, permission marketing is a concept. With permission-based marketing, consumers voluntarily sign up to receive marketing materials as they may avoid becoming inundated with pointless and unsolicited spam messages. Businesses may expand their consumer base beyond what they had previously believed was feasible by using the permission marketing strategy. It's very simple to comprehend permission marketing. Anything is better than nothing at all when it comes to focus. Targeting the audience is something you should really work at. In order to sell a consumer something later on, one tactic is to ask for permission beforehand. Possibly, if the client is requesting further information on a certain product or course, permission will be granted. If the client agrees to receive marketing material from marketers, the marketer may, instead, really give them a prize or money. A company gets increasingly more permission as it develops a connection with a consumer. For company, it is advantageous to build a connection with a new prospect who has given permission to receive marketing materials. Permission marketing is something that both customers and marketers need to know about. With more communication, a tighter relationship develops between a marketer and a customer; examples of this include more intimate or helpful emails that assist the marketer in their career pursuits. Developing long-lasting, healthy connections and interacting with others are vital. With a range of social media

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technologies at their disposal, marketers may develop strategies for building strong consumer connections. The preferred way for marketers to conduct direct conversations with consumers is now via mobile phones. Although he is not aware of it, the prospect in this case is taking part in permission marketing. Think about this: when installing an app on your phone, a popup window asks you to log in using your Gmail or Facebook account. You're giving your info up right away by choosing the correct account. An extra example would be that some companies provide prizes in the form of ten or more Gmail IDs belonging to your pals. Future marketing campaigns will make advantage of this data. Marketers, on the other hand, worry that if they ask consumers for permission to receive marketing materials, they won't provide it. As such, they don't make any attempt to inform clients about permission marketing (Kaur and Kumar,2020). Therefore, it is crucial that consumers understand the permission marketing notion in order for the strategy to be effective. This research investigates permission marketing awareness as a result.

REVIEW OF LITERATURE:

Bhatia's (2020) In today's world, it is crucial to provide relevant and customised communications to prospective customers, since clients get annoyed and resistant to being constantly bothered by messages or emails. A viable resolution to this problem might include acquiring explicit consent from customers who express interest in getting promotional material.

Serna (2022) The literature on permission marketing emphasises the crucial role of the internet in facilitating permission marketing and its substantial growth due to internet use. It can be executed through various forms of media, but the internet has made it a tangible concept. The internet motivates advertisers to develop campaigns that enable recipients to engage in multiple ways, leading to the growth of online advertising as a crucial element in expanding the audience reached by their messages.

Srikanthamurthy (2001) Permission marketing on the web is growing due in part to the failure of the direct mail approach of sending unwanted commercial messages.

OBJECTIVE OF THE RESEARCH:

To investigate bank clients' awareness of permission marketing.

RESEARCH METHODOLOGY:

Customers from four public and four private banks with branches in the Punjab State's Patiala area made up the study's respondents. Four private sector banks—HDFC Bank, ICICI Bank, Axis Bank, and IndusInd—as well as four public sector banks—State Bank of India, Punjab National Bank, Punjab and Sind Bank, and Canara Bank—have been taken into consideration for the research. Data has been gathered via convenience and judgmental sampling. The target respondents for this study are respondents from certain banks in the Patiala district of Punjab who have given their banks permission to send them promotional material. One hundred bank clients made up the study's sample size. Data was gathered using the self-structured questionnaire tool. The first section investigates consumer knowledge of permission marketing. There are two components to the awareness of permission marketing: the first portion asks about consumers' knowledge of the permission marketing idea, and the second part asks about customers' awareness of the permission marketing claims. Customers are required to respond with a Yes or No to the question about their awareness of the concept of permission marketing. However, the statements about permission marketing are evaluated using a five-point Likert scale, where 1 denotes that the consumer is not aware, 2 is somewhat aware, 3 is unsure, 4 is aware, and 5 is fully aware. Part B collects data about the respondents' demographic characteristics. Table 1 below displays the respondents' profiles.

Table 1

Particulars	Frequency	Percentage
Gender		
Male	60	60
Female	40	40
Total	100	100
Age		
20-25	22	22
25-35	45	45
35-45	10	10
45-55	18	18
55 & above	5	5
Total	100	100
Education		
Undergraduate	15	15
Graduate	35	35
Post Graduate	40	40
Professional Degree	10	10
Total	100	100
Occupation		
Govt. Employee	20	20
Private Employee	35	35
Businessman	18	18
Professional	9	9
Others	18	18
Total	100	100
Income		
Below 20000	15	15
20000-40000	30	30
40000-60000	40	40
Above 60000	15	15
Total	100	100
Bank Type		
Public Sector	50	50
Private Sector	50	50
Total	100	100

INTERPRETATION

Table 1 provides the respondents' demographic information. Data analysis revealed that 40% of respondents are women and 60% of respondents are men. According to the table, the bulk of respondents (45%) were in the 25–35 age group, followed by 22% in the 20–25 age group, 18% in the 45–55 age group, 10% in the 35–45 age group, and 5% in the 55 years and above age group. The majority of respondents (40%) had postgraduate degrees, followed by graduates (35%), undergraduate education (15%), and "others" (10%) in the education category. The majority of respondents—35% are private sector workers, 20% are government workers, 18% are company owners, 18% belong to other occupational groups, and the remaining 9% are professionals. The majority of respondents (40%) belong to the income group 40000–60000, which is followed by the income groups 20000–40000 (30%) and above 60000 and below 20000 (15%). Both public and commercial banks have contributed an equal number of responses.

RESULTS FOR THE STUDY

Awareness of Permission Marketing concept

• Frequency Analysis and Percentage Analysis Table 2

Awareness of Permission Marketing	Responses	Frequency	Percentage
	Yes	46	46
	No	54	54
	Total	100	100

Table 2 reveals that, of the 100 respondents, 46 are aware of the permission marketing idea, while the remaining 54 are not. This indicates that 46% of respondents are aware of the permission marketing idea, whereas 54% of respondents do not.

Association of permission marketing awareness and demographic profile of respondents

The chi-square test results are shown in table 3 below. The findings demonstrate the relationship between awareness of permission marketing and demographics. The chi square test has been used to determine the relationship between respondents' demographics and their knowledge of the permission marketing idea.

Table 3

Demographics	P-value for Chi Square
Gender	.581
Age	.291
Education	.025
Occupation	.010
Income	.011
Bank Type	.691

Table 3's findings indicate that there is no correlation ($p\text{-value} > 0.05$) between consumers' gender, age, or bank type and their knowledge of permission marketing. It demonstrates that consumers' knowledge of permission marketing transcends age, gender, and bank type. However, there is a correlation ($p\text{-value} < 0.05$) between consumers' economic level, employment, and knowledge of permission marketing. It demonstrates how a customer's age, educational attainment, and economic level affect their knowledge of permission marketing.

Awareness for Permission Marketing statements

In addition to gauging consumer understanding of the permission marketing idea, remarks about legislation and permission practices are utilised to assess permission marketing awareness. On a five-point Likert scale with 1–5 being the range of awareness, permission marketing claims have been assessed. This study uses the following statements: awareness of transactional messages, service messages, the unsubscribe process for promotional emails, the IT Act of 2000, the Indian Constitution's privacy provisions, the Data Security Council of India (DSCI), the Personal Data Protection Bill of 2019, the TRAI DND (Do Not Disturb) app, and the registry provisions. The awareness of consumers has been measured via the use of mean value analysis. Customers' awareness is shown in Table 4.

Table 4

Statements	Mean Values
Transactional messages/emails/calls from bank	4.16
Service messages/emails/calls from bank	4.09
Procedure to unsubscribe emails from bank	2.91
IT Act,2000	3.16
Constitutional Provisions for Privacy	2.94
Data Security Council of India	2.95
Personal Data Protection Bill	2.87
TRAI DND (Do not disturb) Provisions	2.81
TRAI DND app	3.01

Mean values have been used to quantify the awareness of clients about permission marketing messages. Customers are least aware of the DND provisions of TRAI, with a mean value of 2.81, and most aware of transactional communications from banks, with a mean value of 4.16, according to the mean values in Table 4 above. With means values of 4.09, 3.16, 3.01, 2.95, 2.94, 2.87, and 2.81, respectively, the customer's level of awareness regarding transactional messages from banks is highest (M- 4.16), followed by service messages from banks, the IT Act of 2000, the TRAI DND app, the Data Security Council of India, the Constitutional Provisions for Privacy, and the Personal Data Protection Bill.

CONCLUSION:

The study's findings indicate that there is no correlation between a customer's knowledge of permission marketing and their age, gender, or kind of bank account. On the other hand, a customer's income, employment, and level of education are related to their knowledge of permission marketing. As a result, it demonstrates that although certain demographic characteristics are important for permission marketing awareness, others are not. As a result, banks should consider important demographic factors when crafting their permission-based marketing efforts. According to the percentage research, 46% of respondents are aware of the permission marketing idea, whilst 54% are not. As a result, banks need to work to raise client understanding of permission marketing. Customers, however, are quite conscious of transactional communications when it comes to declarations of permission marketing, since these are the messages they get whenever they trade with banks. Banks should make an effort to raise awareness of these ideas since the research based on statement mean values indicates that there is poor knowledge of several claims. In conclusion, neither the customer nor the prospect is aware that the marketer is utilising their personal data or consent. Stated differently, the prospect participates in permission marketing without even being aware that they are doing so. As a result, it's critical to increase consumer and marketer understanding of the advantages that permission marketing provides.

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