PREFACE

Permission marketing is dynamic and the latest subject touching to almost everyone’s daily life one or the other way. In general, it is all about preparing customers to welcome the communications from various marketing companies. It is very much near to direct marketing activities carried out by the banks and telecom companies. But permission marketing is not only direct marketing in all. With increasing technologies, marketers also try to attract more customers. But there are major two hurdles in attracting new customers - Cost and Customer convenience which become uncontrollable and hurt the reputation of the company. Western countries have adopted permission marketing practices earlier compared to countries such as India. Government in those countries had begun taking care of customers’ pain caused by the unwanted marketing communications by number of marketing companies and intermediaries. Though it started in India late but there are remarkable changes observed in Indian telecommunication and its regulatory environment. The changes are not only remarkable but also quick. Amid arguments over failure of regulations in some area of governance, government has been making serious attempts to guard Indian customers from telemarketers’ unwanted marketing messages in India.

In this research, study has been done on how far general people are aware about what permission marketing actually is, what they perceive permission marketing as and what they prefer permission marketing to be. The study describes three aspects of permission marketing studied in Gujarat. First, customers’ awareness, second their perceptions, and third their preferences about permission marketing. Though, permission marketing is used more in online marketing, attempt has been made in this research to link permission marketing practices with selected marketing communications such as phone calls, SMS, advertising, direct marketing, sales promotion etc. Permission marketing is widely used in online marketing but as Seth Godin writes it is useful for offline marketing as well. in this research, Attempt has been made to link permission marketing with marketing communication tools such as phone calls, SMS (Text messages), and direct mail also besides junk e-mails. First chapter gives background of the research topic. This chapter highlights what have been the situations in other countries for planning and implementing permission marketing practices. Second chapter gives an idea about legal and regulatory
framework in India and the other countries that affect marketing communication strategies and practices. Extensive review of literature is presented in third chapter. Chapter four describes research methodology used in this research work. Fifth chapter is about data analysis and its presentations. Finally, conclusion and recommendations are provided in sixth chapter.

The study shows what research has been done so far and how this study will help the potential research in this area. Besides direct marketing, there are other components of marketing communication such as personal selling, sales promotion, e-marketing etc., which are co-related with permission marketing practices. The study shows the comparative scenario between India and western countries regarding implementation and execution of permission marketing. Finally, research has been done on how marketers can serve the customers better and save themselves from unnecessary legal and privacy concerns.

CHAITANYA VYAS