CONTENTS

Preface iv
Acknowledgements vi
List of Tables vii
List of Figures ix

CHAPTER 1  THEORETICAL BACKGROUND OF THE STUDY 1
1.1. Spamming 3
1.2. Database Marketing 4
1.3. High profiles are not exemptions 7
1.4. Permission Marketing Defined 8
1.5. Information On-Demand 12
Chapter Bibliography 15

CHAPTER 2  LEGAL ISSUES IN PERMISSION MARKETING 17
2. 1. Permission marketing world-wide 17
2. 2. Telephone Preference Service 18
2. 3. Complaint 18
2. 4. Penalties 19
2. 5. Regulations in India 20
2. 6. NDNC (National Do Not Call) Registry 21
2. 7. Is NDNC Registry a failure? 25
2. 8. Violations of Telecom Regulations 28
2. 9. Privacy and Security Issues in Permission Marketing 29
Chapter Bibliography 31

CHAPTER 3  PERMISSION MARKETING - A REVIEW OF LITERATURE 33
3.1 Advertising 49
3.2 Direct Marketing 50
3.3 Personal selling 51
3.4 E-mail 51
3.5 Sales promotion 52
Chapter Bibliography 54

CHAPTER 4  RESEARCH METHODOLOGY 58
4.1 Research objectives 59
4.2 Research design 59
4.3 Sample design 61
4.4 Data collection method 62
4.5 Variables 62
4.6 Hypotheses 64
4.7 Importance of Research 66
4.8 Limitations of the research 67
4.9 Research Gap 67
4.10 Pilot Study 68
4.11 Hypotheses Testing 70
Chapter Bibliography 77