

THE IMPACT OF PERCEIVED BENEFITS ON PERMISSION MARKETING: A MEDIATED MODERATION MODEL OF ATTITUDE AND PRIVACY CONCERNS

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Abstract

The study explores the impact of perceived benefits on permission marketing. It also investigates the mediating influence of customer attitude along with moderating effect of privacy concerns. Data was collected from 400 respondents which are online shoppers. This is an empirical research which tested the hypothesis model with quantitative data. To collect the data, a cross sectional study is used being administrated through questionnaires. For analyzing the data, SPSS (version 25) software and Hayes' PROCESS macro is used. Descriptive statistics, correlation analysis and SPSS mediation model 14 has been used for testing the hypothesis. The study shows a frame work to describe the benefits that create impact on customers to grant permission. Benefit related factors; personal relevance, incentives and consumer information control influence the customers and change their attitude towards permission marketing. The findings suggest that these benefits reduce the impact on the privacy concerns. Marketers use perceived benefits for personalized messages and take permission from customers. The findings also revealed that privacy concerns can create negative influence on customers to grant permission.

Keywords: Perceived benefits, Permission marketing, Customer attitude, Privacy concern, online shopping

1. INTRODUCTION

Nowadays, potential customers can be reached with relevant and individualized messages. However, consumers often perceive such messages as an intrusion of their privacy, which creates a challenge for companies. To address such concerns and meet legal requirements, upfront permission by consumers provides an interesting option for future interaction. Permission marketing refers to direct marketing activities that require consumers' consent to be contacted by a specific company. These messages are