

A Study on Determining the Factors Which Affect Consumers' Permission for Marketing Messages Sent by Companies

Selma Kalyoncuoglu, PhD

Assistant Professor

Gazi University

Faculty of Economics and Administrative Sciences, Department of Business Administration
Ankara/Turkey

Emel Faiz, PhD

Assistant Professor

Duzce University

Faculty of Business Administration, Department of International Trade
Duzce/Turkey

Abstract

Developments which have been achieved in information and communications technologies thanks to globalization have enabled companies to reach consumers in a faster, more effective and cheaper way. Especially rapidly developing such technologies have provided the opportunity for companies to be able to send commercial messages for promotion purposes which have data, audio and visual content via SMS, MMS and E-mail easily within the day. However, the fact that companies can reach consumers 24 hours via these channels and send messages constantly has led to harassment of consumers by companies. Practices which bore consumers who are bombarded with advertisements throughout the day have turned into a mechanism which is defined as permission marketing in the literature and which requires companies to get approval of consumers for the advertisement and promotional messages that they will send. With this regard, this study aims to determine the factors which will be effective in consumers' permission for marketing messages to be sent by companies. Within the scope of this study, final valid data were gathered from 430 participants through an online questionnaire via internet. Stepwise regression analysis was applied to the collected data in order to determine whether factors which are believed to influence consumers' permission for advertisement messages from companies are effective or not. It was found out that while factors of personal experience, perceived behavioural control and perceived usefulness have significantly positive effect on permission; factors of influence of customer's social network, institutional regulations and not irritation did not yield any significant effects on permission. This result indicates that if consumers' personal experiences with companies are positive, if they can control the number and type of the messages they will receive, if they have the flexibility to continue/terminate their permissions, and if they think that they will gain advantage from messages, consumers are willing to give their permission and personal information to companies in order for them to send marketing messages.

Key Words: Permission Marketing, Marketing Message (SMS, MMS, E-mail), Law on the Regulation of Electronic Commerce

Introduction

Taking into account Information and Communication Technologies Authority's (BTK) third quarter report of year 2015, there are 73.2 million mobile phone subscribers and 46.7 million broadband internet subscribers in Turkey, whose population is 77.7 million as of 31st December, 2014 according to Turkish Statistical Institute (TUIK). Use of mobile phones and internet has gradually become widespread, thus mobilizing companies and revealing their desire to closely follow recent developments in information and communication technologies and to make best use of them.

Within this scope, companies have been enabled to reach target groups with marketing messages in a fast, effective and low-cost way by utilizing channels such as short message service (SMS) for solely text-based messaging, multimedia messaging service (MMS) for pictures, audio and visual materials and electronic mails (E-mail). Because of this situation which whets the appetite of marketing practitioners, consumers have been exposed to intensive marketing messages that would bore and irritate them in time. What is more, studies show that a consumer receives in average 3.000 marketing messages a day and 1.000.000 messages in a year (Godin, 2001:23).

As in the world as well as in Turkey, while companies were bombarding especially e-mail accounts of consumers with messages in previous years, nowadays they much prefer mobile phones. It seems that the most important reason for this preference is the fact that mobile phones are regarded as individual gadgets and therefore people always carry their mobile phones with them as well as mobile phones are capable of receiving SMS and/or MMS even if there is no internet connection. Nowadays, consumers are distracted in their daily lives due to either SMS, MMS messages via their mobile phones or electronic mails over internet, and have tried to find a way-out to avoid this constant message flow. While consumers find a solution for weariless electronic mails by filtering them as spams and by removing them from their e-mail lists, they have not been able to find an easy solution for SMSs and MMSs which are received out of the blue at any hour of the day. SMS/MMS which increasingly become wearisome have created a situation in which companies can easily reach consumers for twenty-four hours constantly without their consent by using legal gaps in Turkey and a situation in which consumers feel helpless against this condition most of the time. Even though some companies who have realized that the possible way to become successful in marketing application is to send advertisement and promotional messages to consumers by obtaining their consent in advance have tried to have the consent of consumers, a majority of companies have tried to get in touch with consumers without their consent and permission and have caused consumers to suffer from this. Messages which have been sent without taking into account the hour it was sent, the number of messages, and relevance of the message to consumers' interests, have become nightmare for consumers thus creating the need to protect consumers through laws in order to eliminate the sufferings that consumers experience.

A variety of studies have been carried out for many years in order to determine the principles of electronic communication between company and consumer and to protect consumer. As a result of such studies, initially, *Electronic Communication Law* numbered 5809 entered into force in Turkey in 2008. This law included provisions regarding receiving advertisement and promotional marketing messages from companies who provide electronic communication service within the scope of subscription contracts. Even though it was aimed to safeguard the rights and interests of buyers benefiting from such services, this created a system in which buyers have been passive and had a right to refuse the message just after it was received (Opt-out). This, in turn, created a structure in which companies were enabled to establish communications with consumers without their consent and prior permission, and consumers were only granted the right to refuse the incoming messages in an easy and free-of-charge way. Therefore, by presenting freedom of action for companies in getting in touch with consumers, the abovementioned law provided the opportunity for companies to send messages to consumers as long as consumers do not refuse. However, *Law on Regulation of Electronic Commerce* numbered 6563 was put into force as of 1st May, 2015 because the abovementioned law was realized to be insufficient and it did not cover all companies who run commercial activities in electronic environment. This new law ensured that commercial electronic messages (cover data, audio and image content such as e-mail, short-text, fax, automatic calls which are sent for commercial purposes) can only be sent to buyers on condition of their prior consent (Opt-in).

In addition, with this law, buyers have the right to terminate their permission without any reason even if they have given their permission with their free-will to receive advertisement and promotional marketing messages sent by companies in electronic environment. This law made it compulsory to provide necessary information to consumers in order to be able to refuse the messages, all messages sent by companies must include information necessary to recognize the company (e.g. Sales started in "**X company**"), information which will enable consumers to be removed from database of the company (e.g. if you don't want to be informed about our campaigns/if you don't want to receive messages from our company, please "**send SMS to this number/click this link/call this number**" free of charge). The right of consumers to refuse the incoming electronic messages easily and free-of-charge without any trouble and effort has been protected with this law.

It was stated that companies cannot share personal data they obtained from consumers with the third parties without the approval of the relevant person and cannot use this information for other purposes, companies which are first-degree service providers are kept liable for keeping and safeguarding related data. Another point of the law is that databases that were prepared based on consumers' permission prior to 1st May, 2015 can still be used and there is no need to get consumers' permission once more. It is envisaged in the law that if a commercial transaction between company and buyer was carried out previously by informing buyer about further communication attempts and his/her capability of refusing further communication, there is no need to get the permission of buyer once more for messages sent for marketing, promotional, change or maintenance purposes related to same or similar goods and/or services. In this law, it is stated in a very detailed way that administrative fine will be imposed on companies who do not fulfill their liabilities. As can be seen, with this recent law, it was aimed to fill the legal gaps in electronic commerce in Turkey and it required companies to conduct permission marketing as a legal obligation rather than happening by itself for every commercial activity on electronic environment.

Initially, the concept of permission marketing emerged as an idea which envisaged companies to practice permission marketing with their own initiatives rather than as a legal obligation. The idea of permission marketing was developed by Seth Godin as a method to make promotion activities more efficient and to measure its effect as a result of the conclusion that traditional marketing activities which were used in order to establish communication between companies and consumers were highly expensive and yet away from meeting the desired outcome (Godin, 2001:15). This approach which refers to the fact that the way to become successful in marketing practices is to send personalized messages rather than providing mass content to consumers, is based on the assumption that consumers voluntarily take part in marketing activities when they permit. Accordingly, the targeted aim of this study is to find out the factors which will be effective in consumers' decision to give their permission to receive marketing messages from companies. For this reason, first of all, six dimensions have been determined based on previous studies in the literature and face-to-face interviews with consumers which were conducted within the pilot study. Secondly, the effects of these six dimensions on permission and the degree of the effect have been evaluated by using the present scales in literature which were previously used. The study was conducted before the Law on the Regulation of Electronic Commerce numbered 6563 was put into force and when it was still a bill. It was found out that companies take necessary permission from consumers based on mutual courtesy and sustainability of their relationship before sending advertisement and promotional marketing messages to consumers. Even though it became clear that it is necessary to get the permission of consumers before sending messages in accordance with the legal regulation after the bill passed into law and entered into force, it believed that the study will contribute to both the literature and marketing practitioners in terms of determining the underlying factors of sustainable relationship between consumers and companies and investigating the effects of these factors.

1. Theoretical Framework

The concept of permission marketing emerged as an opposite of interruption marketing which has become a traditional practice of companies who consistently send non-personalized messages to consumers without their permission. The concept of permission marketing was first used by Seth Godin in his book "Permission Marketing" in 1999. Godin (2001) defines the term as "all of marketing practices which are based on the idea of consumers' giving companies their permission to send themselves marketing messages which are relevant to their interests and needs on condition that consumers are willing to share their personal information voluntarily".

Permission marketing mainly depends on addressing consumers with marketing messages they want to get. Permission relationship between consumer and company starts with consumer's granting his/her permission stating in a clear and certain way that he/she has accepted marketing messages to be sent by companies, this relationship is pursued in accordance with consumer's right to terminate this permission. This process which starts with the permission of consumers continues in the next step with emergence of a reward. Rewards that attract the attention of consumers ensure that this relationship continues and it becomes a long-term relationship. In permission marketing, consumers act keeping in mind that they will get rewards within the framework of a long-term, meaningful and interactive marketing campaign (Godin, 2001:35). In terms of companies, permission marketing practitioners are realizing the power of permission. Initially, companies offer rewards in order to include potential consumers into their marketing practices, then the relationship is kept with interested consumers.

The power of permission can be enhanced by providing additional rewards to establish more personal relationships with consumers. In this way, the relationship between consumers and companies become stronger and deeper day by day. As stated by Godin (2001:36), with permission marketing campaign “strangers turn into friends, friends turn into life time customers”. The relationship between companies and consumers first begin as a monologue (companies send first marketing messages without any permission), then turns into a dialogue and finally becomes a long-term relationship. Winners of this long-term relationship which is formed by using permission marketing are both “consumers” and “companies”; in this way while “consumers” will get personal and relevant marketing messages which they want and look forward to receive, “companies” will make huge profits out of this relationship and protect their place in the market for long years thanks to the relationships that relies on trust, and in this they will create their brand equity.

In this study which focuses both on review of literature in terms of permission marketing and results of pilot study, factors which are believed to be the most effective in consumers’ decisions to give permission to receive advertisement and promotional marketing messages from companies have been identified and analyzed as listed below:

Personal Trust

Personal trust emerges from the interaction between company who practices permission marketing and consumer, and it is completed with consumers past experiences with the company. Personal trust encompasses two factors: first one is customers’ past experiences with the company; the second one is the influence of customers’ social network. What are meant with consumer’s past experience is all the experiences of consumer with goods and services offered by the company and all past experiences that consumers personally have with practices offered by the company as well as with company’s employees. Such past experiences are conveyed to the customers through recommendations and comments. Like past experiences, influence of customers’ social network can shape perceived trustworthiness towards the company. In this context, social network refers to customers’ family members, friends, relatives and business circle who have connections with the company. Consumers’ social network is considered as a reliable source of information for consumers (Kautonen et al., 2007:106; Jayawardhena et al., 2009:476-477).

Institutional Regulations

It results from consumers’ relationships with legal, political and cultural institutions. Institutional regulations cover the regulations that companies implement in order to prevent misuse of consumers’ private information and to prevent this information being shared with other institutions without consumers’ permission (Kautonen et al., 2007:107; Jayawardhena et al., 2009:477). Institutional regulations in a way provide the opportunity to form and protect trust of consumers towards companies because consumers may have lack of trust regarding how companies will use their personal and private information.

Perceived Behavioural Control

It can be defined as the total control of people with full willpower over behaviours related to marketing messages they receive. It refers to receiving marketing messages because of the permissions consumers have granted to companies, and the ability of consumers to control the number, time and content of the messages they receive (Jayawardhena et al., 2009:478; Karjaluoto et al., 2008:245). It is seen that consumers are more willing to give their permissions to companies if they know that they can control the number and content of marketing messages (Jayawardhena et al., 2009:479; Kautonen et al., 2007:108).

Not Irritation

It is the situation in which consumers do not find marketing messages they receive irritating (Tsang et al., 2004:75). It is commonly stated in the literature that consumers find it irritating when they receive marketing messages without their permission based on interruption marketing approach, when their interests and needs/wishes are not taken into account in the contents of messages, and when their convenient time is not asked (Tsang et al., 2004:75; Akbiyik et al., 2009; Varnali, 2011). It is predicted that consumers are willing to give their permission to companies as long as they do not find marketing messages they send irritating.

Perceived Usefulness

It is the situation in which consumers prefer the marketing messages which they find advantageous and useful for themselves (Bauer et al., 2005; Barwise and Strong, 2002).

What is meant by usefulness is that the marketing messages can provide monetary advantage for consumers; they help consumers save time for purchasing procedures and present personal information related to their interests (Karjaluoto et al., 2008:259). Therefore, consumers are more likely to accept marketing messages, and give their permission to companies as long as they believe these messages will provide them advantage (Bauer et al., 2005:185).

Table 1: Literature Integration Table

The Name of Article-Author/Authors	The Subject or Purpose of the Article	Method-Technique	Number of Data	Analysis Method	Variables and Hypothesis	Results
Permission Based Mobile Advertising Barwise, P. Strong, C. (2002)	This article reports the results of a research of permission based advertising by connecting mobile phones.	*Qualitative research method *Interview technique	One thousand mobile phone owners who live in London and aged 16-30 years took part in research.	*Five hundred structured mobile phone interviews were conducted. *6 focus group interviews with different consumer segments.	-Consumer responses are favourable or unfavourable to the permission based mobile advertising -Permission based mobile advertising' effectiveness for advertisers -Types of advertising task and context -Types of creative execution work	-Consumers respond to the written messages that catch their attention. -Written messages must certainly have a relation with the consumer. Especially personalized messages are taken into consideration. -Consumers are irritated by messages without permission and delete these messages without reading. -Apparent permissions given by the consumer gain importance.
Getting Permission: Exploring Factors Affecting Permission Marketing Tezinde, T. Smith, B. Murphy, J. (2002)	Lay out the conceptual framework of permission marketing and investigate the effect of permission marketing on consumer interests and behaviours.	*Exploratory study *Quantitative research method	*403 alumni students	*Binary logistic regression	* <u>Independent variables</u> -Personalization -Brand equity -Previous relations	*13 hand addressed and 5 printed labels letters were sent to the alumni members in the scope of work. - Letters have four different types of content. -First type: High affiliation and high personalization. -Second type; High affiliation and low personalization. -Third type; Low affiliation and high personalization. -Fourth type; Low affiliation and low personalization. * As a result of the study, personalization was found better than previous relations and brand equity between the two relevance measures. *In the scope of work, the relationship between demographic variables such as gender and graduation year is examined. The results suggest that demographic variables are weak indicators of response.
Preceding to Permission Based Mobile Advertisement: An Empirical Study from Pakistan Rizwan, M. et al. (2004)	Explore the factors that affect mobile advertisement and lay out a conceptual model.	*Quantitative research method *Survey technique	*150 participant	*Regression analysis	* <u>Independent variables</u> *Gender *Personal trust *Attitude * <u>Dependent variables</u> *Permission	* Personal trust and attitude variables are effective on consumers' permission. * Gender has a substantial impact on consumers' responses. *Age affects consumers' responses to SMS advertising. * Females tended to more actively participate in SMS advertising. * Socio-demographic variables such as income and employment status are associated with consumer responses to SMS advertising.
Consumer Attitudes Toward Mobile Advertising: An Empirical Study Tsang, M.M., Ho, S-C.,	Investigate consumer attitudes toward mobile advertising. Detect the relationship between	*Quantitative research method *Survey technique	*309 participant	*Structural equation modelling *Hypotheses tests	* <u>Independent variables</u> *Entertainment *Informativeness *Irritation *Credibility * <u>Dependent</u>	*Consumers mostly adopt negative attitude towards advertisements which they don't permit. *There is a direct strong relationship between consumer attitude and consumer behaviour. *Entertainment was the most significant factor affecting consumer' attitudes,

Liang, T-P. (2004)	consumer attitudes toward mobile advertising and consumer behaviours.				<u>variables</u> *Attitude toward mobile advertising	followed by credibility and irritation.
Factors Influencing Consumers' Willingness to Accept Mobile Advertising: A Conceptual Model Leppaniemi, M., Karjaluoto, H. (2005)	Create a conceptual model for the adoption of mobile advertising toward consumers. Examine the adoption of mobile advertising from the perspective of both consumers and industry.	*Quantitative research method *Survey technique	*445 Mobile advertising professionals	*Hypotheses tests	* <u>Independent variables</u> *Developing technology *Easy and cost-effective way for marketing *Successful personalization *Regulatory guarantees privacy * <u>Dependent variables</u> Consumer willingness to accept mobile advertising	*When permission-based mobile advertising is delivered by a trusted source, it is more acceptable for consumers. *The authors suggest that mobile advertising will become very common for companies in the near future. *For advertisers, mobile advertising will be more attractive because of mobile technology developments.
Consumers Perceptions and Attitudes towards SMS Mobile Marketing in New Zealand Carroll, A., Barnes, S.J., Scornavacca, E. (2005)	Explore consumers' perceptions and attitudes towards mobile marketing. Test Barnes & Scornavacca's mobile marketing acceptance model.	*Qualitative research method *Focus group technique	*9 participants whose ages range between 20-28.	*Qualitative data analysis techniques	* <u>Independent variables</u> *Permission *Wireless service provider control *Personalization and content *Frequency *Time *Brand *Technology * <u>Dependent variables</u> *Consumers' attitude and acceptance	* Four factor become prominent in the study: -Permission -Wireless service provider control -Personalization and content -Brand sending the messages *The study's findings show that permission was essential for consumers.
Driving Consumer Acceptance of Mobile Marketing: A Theoretical Framework and Empirical Study Bauer, H.H., Barnes, S.J., Reichardt, T., Neumann, M.M. (2005)	Examine the variables that urge consumers to accept mobile phone messages as a promotional content.	*Quantitative research method *Survey technique	*1028 participants	*Structural equation modelling *Hypotheses tests	* <u>Independent variables</u> *Social norms *Innovativeness *Knowledge about mobile communications *Information seeker-behaviour *Perceived information utility *Perceived maintenance utility *Perceived social utility *Perceived utility *Perceived risk * <u>Dependent variables</u> *Attitude toward mobile marketing	*Social norms have a direct impact on consumer's intention. *On the other hand, social norms have indirect effect on the transformation of attitude into behaviour. *It was revealed that essential factors of mobile advertising are consumer entertainment and information requirements. *Personal data and personalization are important for consumers' willingness to permit messages.
Consumers Perceptions And Acceptances towards Mobile Advertising: An Empirical Study in China	Develop a model and examine the adoption of consumers toward short message service based mobile	*Quantitative research method *Survey technique	*243 participants who live in China	*Structural equation modelling *Hypotheses tests	* <u>Independent variables</u> *Permission *Social influence *Individual innovativeness *Performance	*Consumers' attitudes and behaviours are affected by the other consumer's attitudes. In this sense, the factor of social influence gains importance. *With regard to social influence, especially women's intention towards mobile advertising is affected more

He, D., Lu, Y. (2007)	advertising.				<p>expectancy *Effort expectancy * Facilitating conditions</p> <p><u>*Dependent variables</u> *Behavioural intention *Use behaviour</p>	<p>easily. *Consumer's permission to the business has impact on intention and behaviour towards mobile advertisements.</p>
<p>Permission Based Mobile Marketing and Sources of Trust in Selected European Markets</p> <p>Kautonen,T., Karjaluota,H., Jayawardhena.,C., Kuckertz,A. (2007)</p>	Analyze the personal and intuitional trust factors that affect consumers' decisions to participate in mobile marketing applications and provide a three-country (Finland-Germany-United Kingdom) comparison.	<p>*Quantitative research method</p> <p>*Survey technique</p>	*667 university students at three different universities in different countries	*Structural equation modelling	<p><u>*Independent variables</u> *Personal Trust *Control *Institutional trust</p> <p><u>*Dependent variables</u> *Permission</p>	<p>*In three of the countries where the study is conducted, the main factor that affects the answers of participation into mobile-marketing is the business entity in the media. *It is also stated in the study that the entity of the business in media increases the confidence felt for the business. *Some changes are identified in the factors except the ones related the business entity in the media with regard to the countries. *It is determined that while social networks play a crucial role on permission in Finland and Germany, the factor of personal experience plays an important part on consumer permission in United Kingdom. *It is pointed out that in all three countries including Finland, Germany and England, the primary factor that affects consumers participation into the mobile-marketing was corporate trust.</p>
<p>Exploring Gender Influence on Customer's Intention to Engage Permission-Based Mobile Marketing</p> <p>Karjauloto, H., Lehto, H., Leppaniemi,M., Jayawardhena,C. (2008)</p>	Test the model fit on the basis of the consumer intention to participate in permission based mobile marketing communications with business in the hospitality sector.	<p>*Quantitative research method</p> <p>*Survey technique</p>	* 8,578 participants	<p>*Factor analyses</p> <p>*Structural equation modelling</p>	<p><u>*Independent variables</u> *Perceived usefulness *Perceived ease of use *Perceived trust *Perceived behavioural control *Reference group influence</p> <p><u>*Dependent variables</u> *Attitude toward advertising</p>	<p>*The factor explaining consumer's attitude to a considerable extent is the perceived usefulness of mobile communication. *The perceived usefulness factor has stronger influence on attitude than perceived ease of use and perceived trust. *Also, the factor of perceived trust correlates positively with attitude towards advertisements and access to advertisement messages. *Female consumers show stronger relation than male consumers related to mobile marketing communication. *Perceived behavioural control influences the intention to receive messages if consumers permit. * Essential suggestions are made for the managers. -First of all, it is necessary for marketing experts using marketing channels to head for the right target group. -Secondly, one of the crucial factors affecting consumer's attitude towards advertisements is social influence. Especially circle of friends has great impact.</p>
<p>Consumers' Perception of the Effectiveness of Short Message Service (SMS) and Multimedia Message Service (MMS) as Marketing Tools</p> <p>Rittippant, N.,</p>	Investigate permission based SMS and MMS marketing tools on the consumers' perception.	<p>*Quantitative research method</p> <p>*Survey technique</p>	*342 participants who live in Thailand	<p>*Hypotheses tests</p> <p>*The univariate of general linear model</p> <p>*Pearson correlation</p>	<p><u>*Independent variables</u> *Brand familiarity *Demographic variables such as Age, Gender, Occupation and Education *Relevance to ads</p>	<p>*There is no significant correlation between demographic factors and consumers' permission to the message. *There is a high correlation between familiarity of the brand and consumers' permission to the message. *Moreover, there is a significant correlation between relevance to ads and consumers' permission to the message.</p>

Witthayawarakul, J., Limpiti, P., Lertdejdech, N. (2009)					*Attitude toward SMS ads * <u>Dependent variables</u> Consumer response	
Antecedents to Permission Based Mobile Marketing: An Initial Examination Jayawardhena, C., Kuckertz, A., Karjaluoto, H., Kautonen, T. (2009)	Test to the antecedent factors that affect consumers' willingness to participate in permission-based mobile marketing practices.	*Quantitative research method *Survey technique	*667 university students	*The partial least squares approach	* <u>Independent variables</u> *Institutional trust *Personal trust *Mobile marketing experience *Perceived control * <u>Dependent variables</u> *Permission * <u>Control variables</u> *Gender *Country	* It is determined that while social networks play a crucial role on permission in Finland and Germany, the factor of personal mobile marketing experience plays an important part on consumers' permission in England. *It is pointed out that in all three countries including Finland, Germany and England, the primary factor that affects consumers participation into the mobile-marketing was institutional trust. *It is presented that while perceived control has a place in the participation of male attendees, it is not important for the female participants. *According to another result of the study, it became clear that while giving permission, the consumers having rich mobile marketing experience are not influenced by the factor of perceived control. *It is emphasized that the factor of perceived control differs from country to country.
Undergraduates' Attitudes Toward Mobile Advertising Usta, R. (2009)	Explore the factors that underline undergraduates' attitudes toward short message services advertising.	*Quantitative research method *Survey technique	*400 university students	*Factor analyses *Descriptive statistics	* <u>Independent variables</u> -Entertainment -Annoying -Information -Credibility -General Attitude -Permitted advertising -Awarded advertising	*University students don't endorse SMS advertising as entertaining, informative and credible. *Quite the contrary, they state that the short messages are annoying. *It is determined that university students' general attitudes are negative to short messages. *University students take positive approach to permitted advertising and awarded advertising. *In the study, differences in terms of gender were examined. -Male students find SMS advertising more annoying than female students.
A Study on Consumers' Perceptions and Attitudes towards Permission Marketing Practices on Mobile Marketing Platforms Akbiyik, A., Okutan, S., Altunisik, R. (2009)	Examine mobile marketing applications as a permission marketing practice and to understand consumers' attitudes towards and perceptions of commercial messages received via mobile phones.	*Quantitative research method *Survey technique	*628 participants	*T-tests *ANOVA	* <u>Independent variables</u> *Irritating *Interest and pleasure *Control *Dependency *Benefit and profit potential * <u>Dependent variables</u> *Consumer perception and attitudes toward advertising messages.	*It is put forth that consumers have both positive and negative perceptions and attitudes towards mobile platforms. *It is emphasized that the consumer's perspectives towards communicative-based mobile marketing change from product to product. Also, the importance of the goal of communication, format of communication and the way of presentation as well as timing of communication with the consumer are emphasized.
Permission Marketing on Internet Unal, S. (2010)	Examine the concept of permission marketing and internet marketing in a conceptual manner.	*Conceptual study	-	*Literature review	-Internet marketing -Permission marketing	*Businesses are starting to use the internet as a direct marketing tool for intensely sending messages to consumers. *Every message without permission sent by businesses creates communication pollution. *It has been suggested that legal regulations have become a necessity in Turkey.

<p>Consumer Attitudes Toward Permission-Based Mobile Marketing: An Empirical Study for Turkey</p> <p>Cengiz, E., Tetik, H. (2010)</p>	<p>Analyze the factors affecting consumer attitudes toward permission-based mobile marketing.</p>	<p>*Quantitative research method</p> <p>*Survey technique</p>	<p>*361 global system for mobile communications subscribers in Turkey.</p>	<p>*Factor analyses</p> <p>*Linear regression</p>	<p>*<u>Independent variables</u></p> <p>*Usability</p> <p>*Acceptance</p> <p>*Remembrance</p> <p>*Interaction</p> <p>*<u>Dependent variables</u></p> <p>*Attitude for permission based mobile marketing</p>	<p>*Remembrance is found as the most significant factor that affects consumer's attitude towards mobile marketing.</p> <p>*Remembrance is essential for consumer's attitude; moreover, consumers develop positive attitude towards personal offers which are proposed for them.</p> <p>*Risk perception affects attitude toward mobile marketing.</p>
<p>Effect of Perceived Intrusiveness on the Attitudinal Outcomes of SMS Advertising</p> <p>Varnali, K. (2011)</p>	<p>Cast light upon the attitude formation process in SMS advertising and examine the mediating effect of perceived intrusiveness on the relationship between message relevance and attitudinal outcomes of SMS advertising.</p>	<p>*Quantitative research method</p> <p>*Survey technique</p>	<p>*245 university students</p>	<p>*Structural equation modelling</p>	<p>*<u>Independent variables</u></p> <p>-SMS relevance</p> <p>*<u>Dependent variables</u></p> <p>-Attitude toward SMS advertising</p> <p>*<u>Mediating variables</u></p> <p>-Perceived intrusiveness</p>	<p>*SMS relevance negatively and significantly affects perceived intrusiveness.</p> <p>*The significant and positive relationship was determined between SMS relevance and attitude toward SMS advertising.</p> <p>*Perceived intrusiveness mediates the relationship between SMS relevance and attitude toward SMS advertising.</p>
<p>Factors Affecting Consumers' Decisions Concerning Mobile Based Permission Marketing Practices</p> <p>Marangoz, M., Celikkan, H., Aydin, A.E. (2012)</p>	<p>Analyse consumers' attitude and behaviour regarding mobile based permission marketing applications.</p>	<p>*Quantitative research method</p> <p>*Survey technique</p>	<p>*653 participants</p>	<p>*T-tests</p> <p>*Regression</p>	<p>*<u>Independent variables</u></p> <p>-Institutional trust</p> <p>-Mobile marketing experience</p> <p>-Perceived control</p> <p>*<u>Dependent variables</u></p> <p>-Permission</p>	<p>*In an approach to model consumers' decisions towards permission-based marketing, a three-factor model was developed.</p> <p>*Participants' statements about institutional trust differ depending on marital status.</p> <p>*Participants' statements about institutional trust also differ according to the level of income.</p> <p>*The number of cell phone differs in participants' statements related to institutional trust and consumers' permission.</p>
<p>In the Context of the Determination of the Dimensions that Affect Applications on Mobile Marketing: Sakarya University on an Application</p> <p>Sututemiz, N., Kurnaz, A. (2012)</p>	<p>Determine the factors that allow permitted applications within the mobile marketing and investigate the effects of factors on the permitted applications.</p>	<p>*Quantitative research method</p> <p>*Survey technique</p>	<p>*440 university students</p>	<p>*Factor analyses</p> <p>*Structural equation modelling</p>	<p>*<u>Independent variables</u></p> <p>*Information</p> <p>*Perceived entertainment</p> <p>*Trust</p> <p>*Perceived usefulness</p> <p>*Irritation</p> <p>*<u>Dependent variables</u></p> <p>*Permission</p>	<p>*Within the scope of mobile marketing, 5 aspects which have influence on permission-based implementation are identified as follows:</p> <p>-Information</p> <p>-Perceived entertainment</p> <p>-Trust</p> <p>-Perceived usefulness</p> <p>-Irritation</p> <p>*It is made out that supposing the messages of mobile marketing are found entertaining by the consumers and when they provide information in accordance with the interest and request of the consumer as well as not irritating, they are permitted by the consumer.</p>
<p>Attitudes of University Students' Towards Mobile Advertising within the Scope of Permission Marketing</p> <p>Sahin, A., Aytekin, P. (2012)</p>	<p>Determine attitudes of university students toward mobile advertising and research the differences between the students' attitudes of two universities.</p>	<p>*Quantitative research method</p> <p>*Survey technique</p>	<p>*800 university student</p>	<p>*Independent two sample t-test</p>	<p>*<u>Independent variables</u></p> <p>*Irritation</p> <p>*Entertainment</p> <p>*Information</p> <p>*Credibility</p> <p>*Personalization</p> <p>*<u>Dependent variables</u></p> <p>*Consumer Attitudes towards mobile advertising</p>	<p>*It is pointed out that mobile advertisement has significant difference between two groups only in terms of entertainment and irritation.</p> <p>*Mobile advertisement including individuals' names catches peoples' attention and they are read more.</p> <p>*The study shows that mobile advertising applications are more essential.</p>

Mobile Marketing Strategies for Permission-Based Communication: Insights into the Consumer Behaviour of Romanian Users Zegreanu, P. (2012)	Synthesize the necessary criteria for permission-based communication between businesses and consumers.	*Quantitative research method *Survey technique	* 514 participants who use Facebook and the Internet in Romania	*Descriptive statistics	* <u>Criteria for permission-based communication</u> *Criteria that make consumers accept SMS marketing -A clever message -More relevant information -An interesting design -An emotional message *Criteria that make consumers accept a mobile application -Personal utility -Gratuitousness -Cleverness -Popularity among peers and friends -Interesting design	*It is stated that for consumer permission, the messages must be rational and have information related to the customer. *Moreover, while the design of message is an effective factor between the ages of 16 and 25, whether the message is emotional or not is crucial at the age of 35. *Another result obtained from the study is that being independent from gender, income and age, it is necessary for the consumers to find the message interesting to respond to an institutional message. *While the first criterion that consumers pay attention while having mobile applications is personal profit, the subsequent one is whether the application is free of charge or not. *Moreover, mobile applications which are popular among friends catch consumer's attention. *The most important factor taking part in two-way communication via cell phones between consumers and business is giving place to personalized applications.
A Review of Empirical Studies on Examining the Consumers' Mobile Advertising Attitudes Between 2000-2011 Altug, N., Yuruk, P. (2013)	Investigate the conceptual base in the literature about the consumers' attitudes toward permitted advertising.	*Conceptual study	*44 empirical research	*Literature review	*Researches related to mobile advertising	*Consumers generally take into consideration the advertisement messages coming from the brands that are within their field of interest. *The advertisement messages which are sent without receiving permission affect purchasing attitude negatively. *Consumers prefer to get messages of discount and promotional offer via their cell phone. *Consumers consider the advertisement messages that are sent to their cell phone as directing and providing benefit. *It was also observed that, consumers have negative attitudes toward messages sent without permission and which contain some features disturbing the consumer.
Enablers and Inhibitors of Permission-Based Marketing: A Case of Mobile Coupons Im, H., Ha, Y. (2013)	Determine the factors that enablers and inhibitors have in the adoption of consumers and test the model empirically.	*Quantitative research method *Survey technique	*611 participants	*Structural equation modelling	* <u>Independent variables</u> *Perceived usefulness *Perceived ease of use *Perceived risk *Social factors * <u>Dependent variables</u> *Attitude and behavioural intentions	*A model about the intention of mobile coupon usage is developed. *The developed model presents both negative and positive anticipations towards acceptance of mobile coupons. *For the consumers who have never used coupons, perceived risk and subjective norms are considered as vital factors. *Within the scope of study, previous experience factor is reviewed as moderating variable. *Social influence and perceived risk affect consumers who have not previous experience more than the ones who have experience.

Source: Literature Integration Table has been composed of and produced by the authors themselves.

2. Methodology

2.1. Sampling Process

Target population of the study is composed of consumers living in Turkey who have previously received marketing messages from companies through their mobile phones and/or electronic mail addresses. It has been believed that the abovementioned target population is suitable for evaluating the factors which are thought to be effective in consumers' permission for marketing messages to be sent by companies via electronic environment.

Within the scope of the study, data were gathered by 457 people in total by utilizing online questionnaire on internet as a data collection method (Malhotra, 2010:219). In this study which aims at determining the factors that can affect consumers' permission for receiving *commercial electronic messages* from companies, consumers who use electronic environment were targeted to collect the data. Therefore, the questionnaire was designed as an online questionnaire to collect the data and participants were provided with an internet link to access the online questionnaire form.

The abovementioned questionnaire was shared on researchers' social media applications such as Facebook, Twitter, LinkedIn, Instagram on the other hand people who have a high number of followers/subscribers on social media applications such as Facebook, Twitter, Instagram were got in touch, and they were asked to share the link on these social networking sites. Judgmental sampling which primarily depends on collecting data from sample which is suitable for the aim of the study, snowball sampling in which first sampling unit is chosen randomly then following units are chosen based on the reference of the previous one and internet sampling which is thought to provide more opportunity for arbitrariness through the means of internet and bring closer to randomness (Malhotra, 2010:391-393) were adopted in the study. Based on this approach, data which were collected between 15th July and 30th September, 2014 by using internet sampling for selecting the answerers were analysed and the answers which were provided in less than 3 minutes were excluded from the study assuming that they may have been randomly answered without fully reading; in the end 430 final data were included in the study and analyzed.

2.2. Designing Questionnaire Form and Scales

In the study, questionnaire was used as a data-collection instrument. The questionnaire which comprises three parts starts with a text that informs answerers about what permission marketing is. In the first part, consumers' attitudes, behaviours towards permission marketing activities of companies were investigated with open-ended questions. In the second part, scale items whose reliability and validity were tested were used to determine possible factors that are effective in consumers' permissions for receiving marketing messages of companies. These items were asked using Five-Point Likert Scale [(1) Strongly Disagree...(5) Strongly Agree]. The third part included statements that were aimed at determining socio-demographic characteristics of the answerers. As a result of deep literature review, the scales used in the present study were chosen among previous studies in which their reliability and validity were tested, and they were adapted to this study. The validity of the scales was tested with translation-back translation procedure. Except for personal trust scale, all the scales used in the study had one dimension; however, personal trust scale included two sub dimensions as personal experience and customer's social network in a similar way to the original scale.

2.3. Findings

Demographic data and descriptive statistics about 430 participants were provided in Table 2 with the aim of evaluating the findings obtained in the study.

Table 2: Distribution of Demographic Characteristics

	N	%		N	%
Gender			Education		
Male	221	51,4	High School	15	3,5
Female	209	48,6	Associate Degree	19	4,4
Marital Status			Undergraduate (BA/BSc)	177	41,2
Single	207	48,1	Graduate (MA/MS)	125	29,1
Married	223	51,9	PhD	94	21,9
Age			Profession		
21 and below	10	2,3	Public Employee	170	39,5
22 - 28	108	25,1	Private Sector Employee	158	36,7
29 - 35	157	36,5	Self-Employed	28	6,5
36 - 42	92	21,4	Retired	8	1,9
43 - 48	28	6,5	Housewife	7	1,6
49 - 55	24	5,6	Student	38	8,8
56 and above	11	2,6	Other	21	4,9
Total	430	100,0	Total	430	100,0

In order to identify internal consistency reliability of the items included in the scale, Cronbach's Alpha (α) coefficients were calculated for each and every scale. It is accepted that if Cronbach's Alpha (α) coefficient is between 0.60 and 0.80, the scale is quite reliable, if it is between 0.80 and 1.00; the scale is highly reliable (Kayis, 2006:405). As can be seen in Table 3, every scale used in the study has acceptable internal consistency reliability values.

Table 3: Information Regarding Scales Used in the Study

Scales	Number of Items	Previous Studies	Cronbach's Alpha Coefficient (α)
Personal Trust	6	Kautonen et al. (2007)	0,793 0,929
*Personal Experience	3	Jayawardhena et al. (2009)	
*Influence of Customer's Social Network	3		
Institutional Regulations	3	Kautonen et al. (2007)	0,851
Perceived Behavioural Control	3	Kautonen et al. (2007) Jayawardhena et al. (2009) Karjaluoto et al. (2008)	0,762
Not Irritation	3	Tsang et al. (2004)	0,645
Perceived Usefulness	3	Karjaluoto et al. (2008)	0,818
Permission	3	Kautonen et al. (2007) Jayawardhena et al. (2009)	0,891

Appropriateness of data to normal distribution was checked with a Q-Q plot which is graphical method, and it was settled that data was normally distributed. Table 4 shows correlation analysis, mean and standard deviation values of variables.

Table 4: Correlation Matrix, Mean and Standard Deviation

		1	2	3	4	5	6	7	Mean	Std.D.
1. Personal Experience	Pearson Correlation	1	,547**	,490**	,373**	,450**	,699**	,519**	3,40	0,981
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000		
	N	430	430	430	430	430	430	430		
2. Influence of Customer's Social Network	Pearson Correlation		1	,440**	,362**	,425**	,575**	,424**	2,72	1,028
	Sig. (2-tailed)			,000	,000	,000	,000	,000		
	N		430	430	430	430	430	430		
3. Institutional Regulations	Pearson Correlation			1	,663**	,733**	,583**	,400**	4,12	0,975
	Sig. (2-tailed)				,000	,000	,000	,000		
	N			430	430	430	430	430		
4. Perceived Behavioural Control	Pearson Correlation				1	,655**	,545**	,382**	3,92	0,931
	Sig. (2-tailed)					,000	,000	,000		
	N				430	430	430	430		
5. Not Irritation	Pearson Correlation					1	,598**	,364**	3,79	0,928
	Sig. (2-tailed)						,000	,000		
	N					430	430	430		
6. Perceived Usefulness	Pearson Correlation						1	,565**	3,50	0,865
	Sig. (2-tailed)							,000		
	N						430	430		
7. Permission	Pearson Correlation							1	2,39	0,932
	Sig. (2-tailed)									
	N							430		

** Correlation is significant at the 0.01 level (2-tailed)

Correlation analysis was carried out in order to see the relation between the dimensions investigated within the scope of the study and consumers' attitudes towards permitting marketing messages sent by companies. According to the results, there are significant relationships between personal experience which is a sub dimension of personal trust and permission ($r=,519$; $p=,000$), between influence of customer's social network which is another sub dimension of personal trust and permission ($r=,424$; $p=,000$), between institutional regulations and permission ($r=,400$; $p=,000$), between perceived control and permission ($r=,382$; $p=,000$), between not irritation and permission ($r=,364$; $p=,000$), and between perceived usefulness and permission ($r=,565$; $p=,000$). Low and medium positive correlations were observed between the variables.

2.4. Hypotheses Testing

Stepwise solution approach (Malhotra, 2010:585) was utilized in stepwise regression analysis in order to investigate the effects of each and every independent variables on permission within separate models and to test hypothesis that have been formulated in the study. The reason of using stepwise regression analysis is that in order to find the independent variable which explains the change in dependent variable the most, it provides a final model which is composed of variables having significant relation with regards to whether the variable is kept in or removed from the model while adding one single independent variable each time to the model. In other words, in order to investigate which variable in question is more significant in consumers' permission to marketing messages sent by companies and which one affects the permission the most, independent variables are included in the model one by one and variables which have significant relation are kept in the model so that final result is achieved. Within this framework, hypotheses below have been formulated:

H1: There is a positive effect of personal experiences on permission.

H2: There is a positive effect of influence of customer's social network on permission.

H3: There is a positive effect of institutional regulations on permission.

H4: There is a positive effect of perceived behavioural control on permission.

H5: There is a positive effect of not irritation on permission.

H6: There is a positive effect of perceived usefulness on permission.

Results of six regression models which are developed according to stepwise solution approach of stepwise regression analysis are shown in Table 5:

Table 5: Results of Stepwise Regression Analysis

Dependent Variable: PERMISSION											
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R	R Square	Adjusted R Square	F	Sig.	
	B	Std. Error	Beta								
1	(Constant)	,261	,155		1,684	,093	,565	,319	,317	200,226	,000
	Perceived Usefulness	,608	,043	,565	14,150	,000					
2	(Constant)	,116	,155		,747	,455	,591	,349	,346	114,350	,000
	Perceived Usefulness	,426	,059	,395	7,229	,000					
	Personal Experience	,230	,052	,243	4,440	,000					
3	(Constant)	-,087	,177		-,492	,623	,597	,357	,352	78,834	,000
	Perceived Usefulness	,361	,065	,335	5,567	,000					
	Personal Experience	,232	,052	,244	4,493	,000					
	Perceived Control	,108	,046	,108	2,330	,020					
4	(Constant)	-,087	,177		-,492	,623	,602	,362	,356	60,412	,000
	Perceived Usefulness	,327	,067	,303	4,878	,000					
	Personal Experience	,207	,053	,218	3,888	,000					
	Perceived Control	,101	,046	,101	2,183	,030					
	Social Network	,085	,044	,094	1,915	,056					
5	(Constant)	-,059	,180		-,326	,744	,603	,363	,356	48,411	,000
	Perceived Usefulness	,340	,069	,315	4,925	,000					
	Personal Experience	,209	,053	,220	3,919	,000					
	Perceived Control	,122	,053	,122	2,291	,022					
	Social Network	,088	,045	,097	1,976	,049					
	Not Irritation	-,044	,056	-,044	-,790	,430					
6	(Constant)	-,080	,182		-,437	,662	,604	,364	,355	40,399	,000
	Perceived Usefulness	,337	,069	,313	4,880	,000					
	Personal Experience	,203	,054	,214	3,778	,000					
	Perceived Control	,108	,056	,108	1,929	,054					
	Social Network	,086	,045	,095	1,916	,056					
	Not Irritation	-,066	,063	-,065	-1,046	,296					
	Institutional Regulations	,046	,060	,048	,761	,447					

In every phase of stepwise regression model, one independent variable has been included in the model. Although all of the obtained regression models were found statistically significant, coefficients of variables which were added to regression models number 4, 5 and 6 were statistically insignificant. According to this finding, **model number 3** was regarded as the model which explains the dependent variable the best. It is seen that model number 3 as the final model is statistically significant according to stepwise regression analysis results [$F=78,834$, $p=0,000$]. Based on this finding, it has been detected that within the framework of sample of the study, personal experience, perceived behavioural control and perceived usefulness had statistically significant and positive effect on permission. According to model's coefficient of determination ($R^2=, 357$), these three variables explain 35.7% of change in permission. According to adjusted R^2 value, 35.2% of variance in permission variable is explained by variables of personal experience, perceived behavioural control and usefulness perceived by consumer through linear regression model. It is seen that influence of customer's social network, regulations implemented by institutions and being not irritated by marketing messages have no significant effect on permission. When each variable in the model is tackled in detail;

It is seen that personal experiences of consumers have statistically significant and positive effect on their permissions. In other words, **H1** hypothesis has been supported with sufficient evidence. Considering Beta value which is standardized regression coefficient ($\beta=0,244$, $p=0,000$), when there is one unit of increase in personal experiences of consumers with company, 0.244 units of increase is observed in consumers' willingness to give their permission and personal information to companies for them to send marketing messages. In terms of explanatory power, it is seen that personal experience ranks the second in the model. It is revealed that the influence of consumer's social network has no significant effect on permission. Therefore, **H2** hypothesis has not been supported. In other words, change in experiences of consumer's social network with the company does not affect consumer's willingness to give permission and personal information to the same company to receive marketing messages. While "personal experiences of consumers with company" which is one of the two components of "personal trust" has significant contribution to permission, the second component of "personal trust" "the influence of consumer's social network" does not have any effect on permission. It has been concluded that regulations carried out by institutions do not have any positive effects on permission and does not have any statistically significant contribution. In other words, it can be said that change in companies' practices within legal limitations do not affect consumers' willingness to give their permission and personal information to companies. With this regard, **H3** hypothesis has not been supported. As a result, this shows that the fact that companies send marketing messages within institutional framework in accordance with laws, and use information in line with purposes which consumers have approved, does not have any explanatory effect on consumers' permission to companies.

It has been observed that perceived behavioural control has a positive effect on permission, thus **H4** hypothesis has been supported with sufficient evidence. This shows that consumers are willing to give their permission and personal information as long as they can control the number and type of the messages (SMS, MMS, E-mail) that they will receive from companies, and they have the flexibility to sustain/terminate their permission of receiving messages from companies. Considering standardized regression coefficient ($\beta=0,108$, $p=0,020$), when there is one unit of increase in consumers' perceived behavioural control, 0.108 units of increase will be in consumers' willingness to give their permission and personal information to companies for them to send marketing messages. Therefore, perceived behavioural control has significant contribution to explain permission and in terms of explanatory power, it ranks the third in the model. It has been observed that the fact that consumers do not find marketing messages sent by companies irritating does not have any positive effect on permission and it does not have statistically significant contribution. Within this framework, **H5** hypothesis has not been supported. In other words, the fact that marketing messages sent by companies are not irritating for consumers seems to have no explanatory effect on consumers' giving their permission and personal information to receive marketing messages from companies. It has been concluded that perceived usefulness has statistically significant and positive effect on permission. Within this framework, **H6** hypothesis has been supported with sufficient evidence. In other words, it has been concluded that consumers who believe that marketing messages sent by companies are useful for themselves, are willing to give their permission and personal information to receive marketing messages. Considering standardized regression coefficient ($\beta=0,335$, $p=0,000$), when there is one unit of increase in usefulness which consumers will get from marketing messages sent by companies, 0.335 units of increase will be in consumers' willingness to give their permission and personal information to companies for them to send marketing messages.

It can be stated that perceived usefulness is the variable which has the most explanatory power on permission. It is possible to say that results of the study are in line with some previous studies in the literature. In their study which they investigated consumers' decisions concerning mobile-based permission marketing practices, Marangoz et al. (2012:41) concluded that perceived control and consumers' experience with mobile-based marketing have effect on permission. Rizwan et al. (2004:27) mention that a personal experience which is a subdimension of personal trust factor has significantly positive effect on permission. In their study which was carried out in Finland, Germany and UK, Kautonen et al. (2007:116) revealed that in terms of participating in permission marketing practices personal experiences have positive effect on permission in the UK. In addition, our study is in line with the conclusion that perceived control has significant effect on permission in the UK and Germany. Findings of the study of Karjauloto et al. (2008:251) indicate that perceived behavioural control has an influence on behavioural intention of consumers in terms of permission-based marketing practices.

Another significant finding of the study is that generally consumers have negative attitudes towards marketing messages which are sent without their permission. In their studies, Barwise and Strong (2002:23) and Tsang et al. (2004) have concluded that consumers generally adopt negative attitude towards advertisements that they have not given their permission, and they are irritated by such advertisements. In the study of Akbiyik et al. (2009:18), it has been emphasized that a vast majority of participants have found marketing messages extremely irritating, it has been highlighted that consumers should have the freedom of blocking incoming messages and their control over messages is of significant importance. Results of studies conducted by Varnali (2011:411) and Sututemiz and Kurnaz (2012:130) show that regarding marketing messages irritating has a significantly negative effect on permission.

Jayawardhena et al. (2009:490) have concluded that personal trust has a significant effect on permission. Findings of the study of Karjauloto et al. (2008:252) suggest that perceived usefulness and perceived trust have positive effects on consumers' attitudes towards permission based mobile communication. This finding confirms the conclusion of our study that perceived usefulness is the most powerful factor of permission.

3. Conclusions, Discussion and Recommendations

We live in a century in which it is not easy to manage relationships with customers. Now we are a part of a process in which customers make the decisions and govern the relationships with companies. In this process, consumers are decision-making parties in companies' communication with themselves. Furthermore, consumers give their consents to companies based on their wishes and willingness rather than random access of companies to themselves. Therefore, within this perspective, it is envisaged that companies should practice permission marketing with marketing messages which meet the expectations, interests and needs of consumers by utilizing personal information provided by consumers in line with their permission.

With this study, every factor which is believed to have an effect on consumers' permissions for marketing messages sent by companies has been evaluated by adding each factor one by one in the model. According to the findings of the study, it has been concluded that personal experiences, perceived behavioural control and perceived usefulness affect consumers' permission positively; the influence of consumers' social network, institutional regulations and not irritation do not have any effect on consumers' permissions for marketing messages. Accordingly, findings of the study can be regarded as a guideline for marketing practitioners in terms of presenting which parameters are required to establish long-term relationships with consumers and under which circumstances consumers are willing to give their permissions and personal information to companies in order to receive marketing messages. Consequently, it is highly suggested that companies who will practice permission marketing should carefully analyse relevant factors.

Even though companies in Turkey implement the concept of "permission" because of *Law on the Regulation of Electronic Commerce* numbered 6563, the driving force of practicing permission marketing should be the willingness of companies. It goes without saying that in order to turn strangers into friends and friends into lifetime and loyal customers (Godin, 2001:50) the establishment of a relationship between companies and consumers requires endeavour, time and effort. Therefore, it is believed that companies which do not take a chance to be a part of this demanding process cannot form long-term relationships with consumers just with the enforcement of the law.

The fact that data of the study were collected before the law entered into force is of significant importance in terms of presenting under which circumstances consumers pursue their relationships with companies even though they are not protected with law. With this in mind, it was aimed to determine the underlying factors of consumers' permission to companies when there are no compulsory laws which limit the practices of companies, and to contribute to both literature of the field and marketing practitioners. It is suggested that future studies on the topic can focus on investigating attitudes of consumers about companies' permission marketing practices after the law entered into force. It is also believed that future studies with larger sample groups can contribute a great deal to the literature.

Within the framework of the pilot study, another issue that came up as a result of face-to-face interviews is that a large majority of companies are not very active in terms of reward to gain the permission of consumers, whereas reward is in the nature of permission marketing. Reward is always used as a motivation tool to attract target consumer group, to get their permission and to have a long-lasting and voluntarily mutual relationship with consumers after getting their permission. Even the quality and weight of reward varies in every phase. Therefore, it is suggested that reward should always be used as a reinforce by companies who will practice permission marketing in establishment of relationship with consumers, reinforcement of that relationship, in making consumers show buying behaviour and in turning them into loyal customers.

In conclusion, it is observed that companies still continue to send advertisement and promotional marketing messages to consumers in the scope of permission they have already obtained before the law entered into force (1st May, 2015), which shows that permissions which have been previously obtained from consumers before 1st May, 2015 are still valid within the limitations of the abovementioned law. It can be said that it is legally possible for consumers to receive commercial electronic messages based on previously obtained permissions since the abovementioned law states that databases which were created for marketing messages before the law entered into force can be used without getting permissions from the consumers once again.

References

- Akbiyik, A., Okutan, S., Altunisik, R. (2009). A Study on Consumers' Perceptions and Attitudes Towards Permission Marketing Practices on Mobile Marketing Platforms. *Journal of Consumer and Consumption Research*, 1 (2), 1-28.
- Altug, N., Yuruk, P. (2013). A Review of Empirical Studies on Examining the Consumers' Mobile Advertising Attitudes Between 2000-2011. *Dokuz Eylul University Journal of Graduate School of Social Sciences*, 15 (1), 11-28.
- Barwise, P., Strong, C. (2002). Permission Based Mobile Advertising. *Journal of Interactive Marketing*, 16(1), 14-24.
- Bauer, H.H., Barnes, S.J., Reichardt, T., Neumann, M.M. (2005). Driving Consumer Acceptance of Mobile Marketing: A Theoretical Framework and Empirical Study. *Journal of Electronic Commerce Research*, 6(3), 181-192.
- Carroll, A., Barnes, S.J., Scornavacca, E. (2005). Consumers Perceptions and Attitudes towards SMS Mobile Marketing in New Zealand. *International Conference on Mobile Business*, 11-13 July, 434-440.
- Cengiz, E., Tetik, H. (2010). Consumer Attitudes Toward Permission-Based Mobile Marketing: An Empirical Study for Turkey. *International Journal of Mobile Marketing*, 5 (2), 5-20.
- Godin, S. (2001). *Permission Marketing* (M. Ermert, Trans.). Istanbul, Turkey: Rota Publishing Inc.
- He, D., Lu, Y. (2007). Consumers Perceptions And Acceptances towards Mobile Advertising: An Empirical Study in China. *International Conference on Wireless Communications, Networking and Mobile Computing*, 21-25 September, 3775-3778.
- Im, H., Ha, Y. (2013). Enablers and Inhibitors of Permission-Based Marketing: A Case of Mobile Coupons. *Journal of Retailing and Consumer Services*, 20 (5), 495-503.
- Jayawardhena, C., Kuckertz, A., Karjaluoto, H., &Kautonen, T. (2009). Antecedents to Permission Based Mobile Marketing: An Initial Examination. *European Journal of Marketing*, 43(3/4), 473-499.
- Karjaluoto, H., Lehto, H., Leppaniemi, M., &Jayawardhena, C. (2008). Exploring Gender Influence on Customer's Intention to Engage Permission-based Mobile Marketing. *Electronic Markets*, 18(3), 242-259.

- Kautonen, T., Karjaluoto, H., Jayawardhena, C., & Kuckertz, A. (2007). Permission-Based Mobile Marketing and Sources of Trust in Selected European Markets. *Journal of Systems and Information Technology*, 9(2), 104-123.
- Kayis, A. (2006). *SPSS Uygulamali Cok Degiskenli Istatistik Teknikleri* (2nd ed.), Ed. Kalayci, S., Ankara: Asil Publishing Inc.
- Leppaniemi, M., Karjaluoto, H. (2005). Factors Influencing Consumers' Willingness to Accept Mobile Advertising: A Conceptual Model. *International Journal of Mobile Communications*, 3(3), 197-213.
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th ed.). New Jersey: Pearson Education Inc. (Chapter 6, 11, 17)
- Marangoz, M., Celikkan, H., Aydin, A.E. (2012). Factors Affecting Consumers' Decisions Concerning Mobile Based Permission Marketing Practices. *Journal of Consumer and Consumption Research*, 4 (1), 19-45.
- Rittippant, N., Witthayawarakul, J., Limpiti, P., Lertdejdech, N. (2009). Consumers' Perception of the Effectiveness of Short Message Service (SMS) and Multimedia Message Service (MMS) as Marketing Tools. *World Academy of Science, Engineering and Technology*, 53, 815-821.
- Rizwan, M., Zahid, S.A., Waseem, A., Faraz, H.M., Mushtaq, J., Anwaar, F. & Imran, M. (2004). Preceding To Permission Based Mobile Advertisement: An Empirical Study from Pakistan. *Journal of Business and Management*, 1, 21-28.
- Sahin, A., Aytakin, P. (2012). Attitudes of University Students' Towards Mobile Advertising within the Scope of Permission Marketing. *Journal of Management and Economics*, 19 (2), 17-36.
- Sututemiz, N., Kurnaz, A. (2012). In the Context of the Determination of the Dimensions that Affect Applications on Mobile Marketing: Sakarya University on an Application. *The Sakarya Journal of Economics*, 1, 105-136.
- Tezinde, T., Smith, B., Jamie, M. (2002). Getting Permission: Exploring Factors Affecting Permission Marketing. *Journal of Interactive Marketing*, 16(4), 28-36.
- Tsang, M.M., Ho, S.C., Liang, T.P. (2004). Consumer Attitudes Toward Mobile Advertising: An Empirical Study. *International Journal of Electronic Commerce*, 8(3), 65-78.
- Unal, S. (2010). Permission Marketing on Internet. *Journal of Oneri*, 9 (34), 155-162.
- Usta, R. (2009). Undergraduates' Attitudes Toward Mobile Advertising. *Journal of Dogus University*, 10 (2), 294-309.
- Varnali, K. (2011). Effect of Perceived Intrusiveness on the Attitudinal Outcomes of SMS Advertising. 16th National Marketing Congress, 22-25 Kasım, 399-416.
- Yousif, R. O. (2012). Factors Affecting Consumer Attitudes Towards Mobile Marketing. *Journal of Database Marketing & Customer Strategy Management*, 19(3), 147-162.
- Zegreanu, P. (2012). Mobile Marketing Strategies for Permission-Based Communication: Insights into the Consumer Behavior of Romanian Users. *Contemporary Marketing Review*, 2 (5), 1-10.
- http://www.btk.gov.tr/File/?path=ROOT%2f1%2fDocuments%2fSayfalar%2fPazar_Verileri%2f2015-Q3_v1.pdf (October 8, 2015)
- <http://www.resmigazete.gov.tr/main.aspx?home=http://www.resmigazete.gov.tr/eskiler/2008/11/20081110.htm&main=http://www.resmigazete.gov.tr/eskiler/2008/11/20081110.htm> (May 15, 2015)
- <http://www.resmigazete.gov.tr/main.aspx?home=http://www.resmigazete.gov.tr/eskiler/2014/11/20141105.htm&main=http://www.resmigazete.gov.tr/eskiler/2014/11/20141105.htm> (May 15, 2015)
- <http://www.tuik.gov.tr/UstMenu.do?metod=temelist> (April 27, 2015)