

## **Examining the Antecedents to Permission Based Marketing and the Effect on Mobile Marketing Acceptance**

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### **ABSTRACT**

The purpose of this study is to test a proposed model of the impact of permission-based marketing on mobile acceptance marketing, through analysing the antecedent factors (trust, risk acceptance, personal attachment, mobile marketing experience and perceived control) on the mobile related marketing activity. The model is tested empirically to examine the mediating effect of market-related mobile activity on permission based marketing and mobile acceptance marketing. It is crucial to investigate the essential factors that motivate consumers to open the advertisement, read, respond or keep it for future purchase, especially as they get irritated by the number of messages they receive. Data were collected using surveys of customers to test the proposed model empirically using structured questions. The questionnaires were distributed based on a simple sampling method and collected from undergraduate students.

The proposed structural model was estimated by Structural Equation Model which included a test of the overall model fit and individual tests of the significance of the relationships among the variables. The findings indicate the goodness of fit of the proposed model. Moreover, all the research hypotheses were statistically supported, except for the H1.6, H1.9, H1.13 to H1-15, and H2.2. The research generated significant knowledge about the permission based marketing and mobile marketing acceptance in Egypt.

**Keywords:** Trust, Risk Acceptance, Personal Attachment, Mobile marketing experience, perceived control, market related mobile activity, Permission based marketing, Mobile marketing acceptance.

## 1. Introduction

The development of the wireless internet and mobile communication networks, allow networks being integrated with smart phones. Consumers continuously receive mobile advertising ranging from reminders, notice, greetings, promotions, and new-product launch. Though, more use of mobile marketing overwhelmed customers by unwanted messages.

Anthony, Ho, Tarrant, and MacDorman (2011) defined mobile advertisement as the key to attract consumers and influence their purchase intentions and behaviours through messages by mobile media. The Mobile Marketing Association

(MMA) defines mobile marketing as “the use of wireless media as an integrated content delivery and direct response vehicle within a cross media or standalone marketing communications program” (MMA, 2006). The Mobile Advertisement has different forms for example on the banners of mobile websites, interstitial ads, pure text message, Multimedia Messaging Service (MMS), mobile coupons, Location-Based Service (LBS), mobile game ads, and mobile film ads (Anshari, Alas, and Guan, 2015). Mobile marketing is becoming an important mean of communication with customers due to the increase in mobile app usage (Statista, 2017). It offers a relevant method to reach customers effectively and enhance the relationship with them (Altuna & Konuk, 2009). Mobiles has unique characteristics in their ability to be used to target customers based on geographical location, time, as well as the ability to personalize the message, and engage in two-way interactions, in other words it is a personal device in which companies can reach their target consumers effectively (Narang and Shankar, 2019). For that reason, it is crucial to investigate the essential factors that will motivate them to open the advertisement, read, respond or keep it for future purchase, especially as they get irritated by the number of messages they receive. Furthermore, there a is real challenge for companies is to get mobile advertising accepted by their target customers. Billore and Sadh (2015) found that this could be solved by taking prior permission from the customers who

like to receive promotional information. Hence, it is important to investigate the factors that influence consumers to subscribe to permission-based mobile marketing as it will affect the mobile marketing campaigns. The main objective is to investigate the antecedent factors of permission-based marketing mediated by market-related mobile activity. A few studies addressed the marketing related activities and its relationship with customer acceptance of mobile marketing as well as the factors influencing permission based marketing (Sultan *et al.*, 2009). However, in the following years many researchers analysed the different factors affecting consumers to give permission (Bhatia, 2020), nevertheless, varying findings shown in the studies will hinder the understanding of these factors. Therefore, the suggested model fills a gap in the literature in permission-based marketing by investigating the antecedent factors of permission based marketing mediated by the market related mobile activity.

The structure of this study is as follows. Conceptual framework and hypothesis development are discussed in section 2. Section 3 describes the research methodology, the sample, data collection, and the measurement of the constructs. Then, the reliability and validity of the measurement, factor analysis, descriptive statistics, correlation coefficients between the constructs and the results of structural equation modeling (SEM) are shown in section 4. In the end, the conclusions, discussions about the

findings, implications, research limitations, and possible directions for future research are discussed in section 5.

## **2. Conceptual framework and hypothesis development**

### **Antecedent factors to permission based marketing:**

Godin (1999) defined permission marketing as a mean to decrease interruptions with customers. Permission marketing could be considered as a pull strategy in which a potential consumer must give permission to receive marketing message about the company's products and services. Companies are seeking consumer's permission for sending promotional messages to be able to reach their target customers, however consumers choose few companies. Consequently, companies that have more listed customers have a competitive advantage over others and can promote their products and services. In some countries, companies cannot send promotional information without customers' approval. On the other side, some companies might ignore consumers' privacy when they use push strategies (Oh and Xu, 2003). Permission marketing will help companies reach their target segments with a greater accuracy (Krishnamurthy, 2006). Furthermore, Scornavacca and Mckenzie, (2007); Hunag, (2012) found that permission and mobile acceptance were the most significant factors for mobile marketing success. Therefore, investigating the factors that lead to permission grant can enable companies to reach their target customers effectively.

Therefore, we hypothesize that

H1: There is a significant relationship between the antecedents' factors and marketing-related purposes.

### **Trust**

According to Welter and Kautonen, (2005), there are two sources of information to measure trust which are personal trust and institutional trust. Personal trust can be detected from information of past behaviour related to the company or through direct interaction with it (Kohtamaki, 2006). Hence personal trust can be revealed through the relationship with the company with reference to the consumer experience with its products or services. Soh, *et al.*, (2009) defined advertisements trust as “a consumer’s confidence that advertising is a reliable source of product/service information.” Trust could be affected by experiences of others related to the customer. Consumers who have trust in the company are more likely to give permission (Theocharidis *et al.*, 2020). On the other side, institutional trust refers to a wider perspective as it shows consumers’ trust in the institutional environment, whether it is legal, cultural or political institutions, and the media as well (Sztompka, 1999). It could be noted that if institutional trust exists, consumers will have a positive perception towards permission-based mobile marketing. In addition, Greenville (2005), proved that consumers’ acceptance to mobile ads is influenced by perceived trust as consumers fear the misuse of their personal information.

Thus, the following hypotheses are proposed:

H1.1 There is significant relationship between trust and providing information to firms for marketing-related purposes.

H1.2 There is significant relationship between trust and sharing content to firms for marketing-related purposes.

H1.3 There is significant relationship between trust and accessing content to firms for marketing-related purposes.

### **Experience of mobile marketing:**

Thompson *et al.*, (2006) referred to experience as the individual exposure and skills gained in using online services. Eagly and Chaiken, (1993) demonstrated how experience depends on previously gained knowledge. Important to note that knowledge gained from past behaviour will affect intention as experience will facilitate the retrieval of knowledge regarding specific events which could be considered in the formation of intentions (Taylor and Todd, 1995). In addition, Davis, (1989) showed the effect of experience with technology on usage acceptance. In general, consumers' purchase decisions are affected by their experiences (Jayawardhena, 2004, Foxall, 2003 and Watson *et al.*, (2013) showed that knowledgeable customers with reference to mobile technology developed a positive attitude towards permission marketing. Also, Lu and Lee (2012) found that the relationships between blog sharing is different according to the customer experience. Therefore, it could be noted that

consumers depend on their experience regarding the acceptance of mobile marketing. So, if consumers use mobile marketing on a regular basis, they will be likely to give permission.

Hence, the following hypotheses are proposed:

H1.4. There is a significant relationship between mobile marketing experience and providing information to firms for marketing-related purposes.

H1.5 There is significant relationship between mobile marketing experience and sharing content to firms for marketing-related purposes.

H1.6 There is significant relationship between marketing experience and accessing content to firms for marketing-related purposes.

### **Personal attachment:**

Personal attachment is the degree to which consumers view their mobile phone as an important part of their life and are willing to personalize it with distinctive content and view it as an extension to themselves. Vincent, (2006) noted that many young consumers possessed a mobile phone to give themselves a sense of belonging to a group, and to feel that they accepted. In general consumers are fond of their mobiles as they contain personal information. Peng and Spencer (2006) confirm the positive impact of mobile personalization on positive attitudes toward mobile advertising. Therefore, it could be postulated that consumers with high levels of



attachment to the mobile device will be motivated to search for new ways for customization. Consequently, they will be more willing to be involved in mobile marketing.

Hereafter, the following hypotheses can be formulated:

H1.7 There is significant relationship between personal attachment and providing information to firms for marketing-related purposes.

H1.8 There is significant relationship between personal attachment and sharing content to firms for marketing-related purposes.

H1.9 There is significant relationship between personal attachment and accessing content to firms for marketing-related purposes.

### **Risk acceptance:**

Risk acceptance refers to the probability for consumers to provide personal information in order to enter into online marketing promotions (Gao, 2010). Yet, consumers are concerned about giving personal information to companies and the consequences of this action. Malhotra, Kim, & Agarwal (2004) showed how privacy matters had an impact on attitudes and intentions to use online marketing and that trust could provide consumers some degree of control overexposing their personal information. Zhang & Mao (2008) showed how attitudes toward mobile marketing are affected by the trust

perceptions of consumers towards the companies, which means that interacting with companies could involve substantial risk. Later, Bhatia (2020) found that risk is significantly related to permission. Consumers will not be willing to reveal their personal information if they are uncertain of how the personal information would be used (Miyazaki and Krishnamurthy, 2002). Hereafter, consumers who are risk averse could have negative opinions about companies' mobile marketing. Therefore, risk acceptance is a vital construct to consider in permission-based marketing. So, we can suggest that higher levels of risk acceptance will lead to higher mobile activity related to providing information, sharing and to accessing content to firms. Hence, we propose:

H1.10 There is significant relationship between risk acceptance and providing information to firms for marketing-related purposes.

H1.11 There is significant relationship between risk acceptance and sharing content to firms for marketing-related purposes.

H1.12 There is significant relationship between risk acceptance and accessing content to firms for marketing-related purposes.

### **Perceived control:**

Perceived behavioural control (PBC) refers to people's perceptions of their ability to perform a given behaviour, it was added to the theory of reasoned action in an attempt to deal with

situations in which “people lack complete volitional control over the behaviour of interest” (Ajzen, 2002). It was proved to have a significant role as a substitute to trust in the context of business relations in form of contractual arrangements (Blomqvist *et al.*, 2005). The higher the perceived control, the less trust is required to permit mobile marketing (Jayawardhena *et al.*, 2009). On the other hand, the feeling of lack of perceived control may prevent consumers from participating in mobile marketing (Hoffman *et al.*, 1999). In addition, Krafft *et al.*, (2017) found that consumers’ probability to grant permission is increased when they have perceived behavioural control. Therefore, perceived control can have a positive influence on permission. In accordance with these arguments, we hypothesize that:

H1.13 There is significant relationship between perceived control and providing information to firms for marketing-related purposes.

H1.14 There is significant relationship between perceived control and sharing content to firms for marketing-related purposes.

H1.15 There is significant relationship between perceived control and accessing content to firms for marketing-related purposes.

### **Permission:**

Barnes and Scornavacca (2004) defined permission as the “dynamic boundary produced by the combination of one’s personal preferences”, which means seeking the customer’s

permission to send messages from a company through the mobile. Krafft *et al.*, (2017) defined permission marketing as a technique in which the company seeks approval from customers before sending a promotional message to ensure that they will not ignore their messages. Noor *et al.*, (2013) showed that consumers are tending to disregard advertisements sent without permission. In addition, Krishnamurthy (2001) found several factors which affect permission such as message relevance, incentives given, uncertainty of information misuse.

Companies should have permission and ask consumers before sending any type of advertisements, this will ensure sending relevant messages to target audience (Petty, 2000). Also, they will ensure cost efficiency, and long-term customer relationships (Bhatia, 2020). As well as it will increase the consumer trust (Sheehan & Hoy, 2000). Companies need to comprehend two important factors; the hesitancy among consumers to grant permission and the factors that make consumers grant permission. Some of the factors could be related to worrying about how companies will use their personal information (Watson, McCarthy, & Rowley, 2013). Customers also fear of spam messages and are concerned with their privacy. (Asharf and Kamal, 2012). Hence, consumers will probably ignore the message when interrupted by an advertisement, therefore taking the permission focuses on reducing the irritation (Tsang *et al.*, 2004).

### **Market- Related Mobile Activity:**

Sultan *et al.*, (2009) develops a model that examines the influence of marketing-related mobile activity comprising the use of mobiles for information provision, sharing content, and accessing content on consumer acceptance of mobile marketing practice. We included marketing-related mobile activity as a mediator in the relationship between the antecedents' factors and permission based marketing. The mediators connected with marketing-related mobile activity are linked specifically to activities that might lead to giving permission to companies. Previous research has presented the effect of familiarity with a medium in facilitating the obtaining of information or online shopping (Gao, *et al.*, 2010). Furthermore, Peters *et al.*, (2007) suggested that acceptance of mobile marketing is affected by consumers' acceptance of the mobile medium itself. This indicates that if consumers use mobile for a certain activity, they could be motivated to use it in other activities as well. Gao, *et al.*, (2010) proved the mediating effects of mobile activity involving information provision, accessing content, and sharing content on mobile marketing acceptance. Therefore, the following hypothesis could be developed:

H 2. Mobile related marketing activity mediate the relationship between the antecedents' factors and permission-based marketing leading to greater levels of mobile marketing acceptance.

### **Mobile marketing acceptance:**

Mobile marketing acceptance is the significant consequence in this study. Consumer acceptance shows the consumers' intention to be involved in mobile related activities such as receiving information about the products or services promotions and purchasing products via mobile devices. Acceptance is related to consumers' intentions to be involved in mobile marketing activities, which includes interactions between the companies and consumers. Also, mobile marketing acceptance and willingness to engage in, mobile marketing activity is related with previous research suggesting that taking consumer's permission to receive mobile advertisements can impact acceptance levels (Barwise and Strong, 2002). Consistent with the previous, many studies proved that taking consumer permission to receive mobile advertisements can increase the acceptance levels (Jayawardhena *et al.*, 2009; Leppäniemi, Sinisalo, & Karjaluoto, 2006). Furthermore, Barnes and Scornavacca (2004) revealed that consumers' acceptance of mobile advertising is influenced by user permission, wireless service provider control and brand trust whereas user permission was found as the most important variable. In addition, Tsang *et al.*, (2004) showed that taking permission to send mobile advertising to customers affected consumers' intention to receive mobile advertising. According to Merisavo *et al.*, (2007) there are five types of elements which could affect consumers' acceptance

including perceived utility, use of related information, perceived control, perceived sacrifice and trust. Consequently, the following hypotheses are proposed:

H2.1 There is significant relationship between mobile related marketing activity to providing information on permission-based marketing will lead to greater levels of mobile marketing acceptance.

H2.2 There is significant relationship between mobile related marketing activity to sharing content on permission-based marketing will lead to greater levels of mobile marketing acceptance.

H2.3 There is significant relationship between mobile related marketing activity to accessing content on permission-based marketing will lead to greater levels of mobile marketing acceptance.

H3 There is significant relationship between permission-based marketing and mobile marketing acceptance.

### **3. Research Methodology**

This study is based on data from written surveys administered in the Egyptian market among young consumers. The sample consists of undergraduate university students. A largely student-based sample suits a study of mobile marketing very well: this demographic group is generally more familiar with mobile services and uses them more than the general

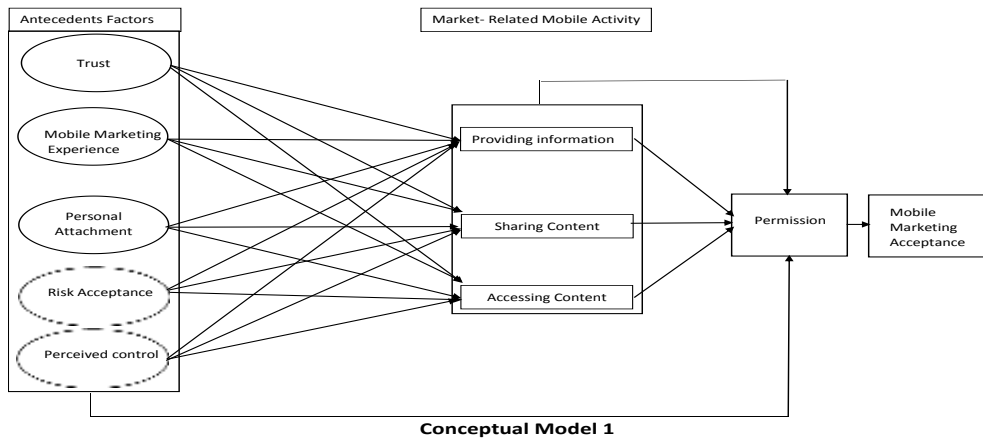
population (Wilska, 2003 and Karjaluoto *et al.*, 2005). The choice of a student sample for this study was based on widespread usage characteristics of mobile devices for communications and data services among the Egyptian youth market. For young consumers, mobile phones represent not only a communication device, but also a way to express one's individuality through items such as customized faceplates, wallpapers, and ringtones (Zhang and Mao, 2008). Further, the penetration of mobile phones within the Egyptian youth markets is significant (Kemp S., 2023).

Each construct was represented by multiple scale items; the scale for personal trust has been adopted from Bauer *et al.*, (2005), Granovetter (1973), Coleman (1990), Sztompka (1999), Welter and Kautonen (2005), Zucker (1986), Yamagishi and Yamagishi (1994) and Kautonen and Kohtama'ki (2006). The scale for institutional trust has been developed based on concepts presented by McKnight *et al.*, (1998), North (1990), Raiser (1999) and Zucker (1986). The scale for perceived control has been adopted from Kautonen and Kohtama'ki (2006) and Vogt (1997). The scale for permission has been developed based on concepts presented by Bauer *et al.*, (2005) and Tsang *et al.*, (2004). The scale for Marketing related activities (providing information, accessing content, and sharing content), mobile marketing acceptance and perceived risk have been adopted from Sultan *et al.*, (2009), Bauer *et al.*, (2005) and Pagani (2004).



### Data analysis and results:

The dependent variable in our conceptual model is mobile marketing acceptance among youth consumers. The mobile activity involving information provision, accessing content, and sharing content mediates the relationship between the antecedents and permission-based marketing. The independent variables are the five antecedents' factors related to permission marketing identified in Figure 1.



Source: developed by the authors

### Data collection:

The questionnaires were distributed and collected from undergraduate students. In which, 400 questionnaires were distributed, and 301 usable samples were obtained after excluding incomplete questionnaires, yielding a 75% response rate from those who agree to participate.

A total of 301 responses were obtained through a convenience non-probability sampling approach. The gender distribution of the overall sample shows that 38.9 per cent are male respondents and 61.1 per cent females. Most respondents are between 21 and 24 years of age (53.5 per cent). Most of the sample are third year college 43.9 per cent.

Using SPSS software V. 23 to analyse the data and get the descriptive statistics, Cronbach's  $\alpha$  that used to verify the internal consistency reliability, and correlation coefficients. While for the structural equation modelling, the AMOS software V. 23 is used. AMOS is designed to estimate and test structural equation models (SEMs). SEMs are statistical models of linear relationships among latent (unobserved) variables and manifest (observed) variables. Its purpose is estimating the coefficients in a set of structural equations. For this paper AMOS is used to investigate the causal relationships, where the path coefficients are tested for significance and goodness-of-fit. The overall model fit measures were used to evaluate the fit of the structural model. The goodness-of-fit indices that used for measurement and structural models are:  $\chi^2$  test, normed  $\chi^2$ , Goodness of Fit Index(GFI), Normed Fit Index (NFI), Comparative Fit Index (CFI), and Root Mean Square Error of Approximation (RMSEA). The standardized estimates were used in reporting the causal relationships between the exogenous and endogenous constructs.

**Table 1: Descriptive statistics of the demographic characteristics of respondents (frequency tables)**

| Variable                       | Frequency | %    | Cumulative % |
|--------------------------------|-----------|------|--------------|
| <b>I. Age</b>                  |           |      |              |
| Under 18                       | 2         | .7   | .7           |
| 18 to less than 21             | 133       | 44.2 | 44.9         |
| 21 to less than 24             | 161       | 53.5 | 98.3         |
| 24+                            | 5         | 1.7  | 100.0        |
| <b>II. Gender</b>              |           |      |              |
| Male                           | 117       | 38.9 | 38.9         |
| Female                         | 184       | 61.1 | 100.0        |
| <b>III. Education</b>          |           |      |              |
| 1st year college               | 35        | 11.6 | 11.6         |
| 2nd year college               | 50        | 16.6 | 28.2         |
| 3rd year college               | 132       | 43.9 | 72.1         |
| 4th year college               | 77        | 25.6 | 97.7         |
| 5th year college               | 7         | 2.3  | 100.0        |
| <b>IV. Allowance</b>           |           |      |              |
| Less than LE 1000              | 80        | 26.6 | 26.6         |
| LE 1000 to less than LE 2000   | 129       | 42.9 | 69.4         |
| LE 2000 to less than LE 3000   | 48        | 15.9 | 85.4         |
| LE 3000 or more                | 44        | 14.6 | 100.0        |
| <b>V. Family Income</b>        |           |      |              |
| Less than LE 5000              | 5         | 1.7  | 1.7          |
| LE 5000 to less than LE 10000  | 19        | 6.3  | 8.0          |
| LE 10000 to less than LE 15000 | 11        | 3.7  | 11.6         |
| LE 15000 or more               | 76        | 25.2 | 36.9         |
| I don't know                   | 190       | 63.1 | 100.0        |

The proposed structural model was estimated by SEM, which included a test of the overall model fit and individual tests of the significance of the relationships among the variables.

These tests indicated the relationship between the variables. The estimations of the parameters and the overall fit index of the measurement model are based on the maximum likelihood (ML) method. The basic assumptions of ML method (Byrne, 2001 & El-Sheikh *et al.*, 2017) are met or closely approximated in the study. Further, the sample is sufficiently large ( $n = 301$  cases), over the recommended size of 200 cases (Medsker *et al.*, 1994), the scale of observed variables is continuous, and no violations of multivariate normality are found in the survey responses.

Table 2 presents the reliability of the measurement items was verified using Cronbach's  $\alpha$  to assess the internal consistency of the constructs in the model. The level of internal consistency for each construct was acceptable, which exceeded the minimum hurdle of 0.60 (Hair *et al.*, 1998). All measurement items had standardized loading estimates higher than 0.4, indicating the convergent validity of the measurement model. Also, construct reliability (CR) was verified to estimate convergent validity; each construct had acceptable construct reliability, because all three constructs exceeded the minimum criterion of 0.5 (Hair *et al.*, 1998). Moreover, because the average variance extracted (AVE) from all three constructs exceeded the minimum criterion of 0.5, convergent validity was assured (Hair *et al.*, 1998).

**Table 2: Properties of measures (convergent validity and reliability)**

| Construct             | Item  | Standardized loading | Cronbach's $\alpha$ | CR   | AVE  |
|-----------------------|-------|----------------------|---------------------|------|------|
| Perceived Control     |       |                      | .787                | .792 | .565 |
|                       | S2.8  | .607                 |                     |      |      |
|                       | S2.9  | .865                 |                     |      |      |
| Risk                  | S2.10 | .760                 |                     |      |      |
|                       |       |                      | .749                | .749 | .502 |
|                       | S2.11 | .773                 |                     |      |      |
|                       | S2.12 | .590                 |                     |      |      |
| Experience            | S2.13 | .748                 |                     |      |      |
|                       |       |                      | .839                | .842 | .524 |
|                       | S1.4  | .724                 |                     |      |      |
|                       | S1.5  | .655                 |                     |      |      |
|                       | S1.6  | .500                 |                     |      |      |
| Personal Attachment   | S1.7  | .846                 |                     |      |      |
|                       | S1.8  | .837                 |                     |      |      |
|                       |       |                      | .722                | .720 | .500 |
|                       | S2.14 | .671                 |                     |      |      |
|                       | S2.15 | .627                 |                     |      |      |
| Trust                 | S2.16 | .738                 |                     |      |      |
|                       |       |                      | .680                | .694 | .500 |
|                       | S2.5  | .786                 |                     |      |      |
|                       | S2.6  | .737                 |                     |      |      |
| Providing information | S2.7  | .500                 |                     |      |      |
|                       |       |                      | .710                | .711 | .500 |
|                       | S3.15 | .552                 |                     |      |      |
|                       | S3.16 | .687                 |                     |      |      |
| Accessing             | S3.17 | .768                 |                     |      |      |
|                       |       |                      | .715                | .723 | .500 |
|                       | S3.18 | .759                 |                     |      |      |
|                       | S3.19 | .758                 |                     |      |      |
| Sharing               | S3.20 | .516                 |                     |      |      |
|                       |       |                      | .838                | .836 | .718 |
|                       | S3.21 | .861                 |                     |      |      |
| Permission            | S3.22 | .834                 |                     |      |      |
|                       |       |                      | .761                | .765 | .524 |
|                       | S4.4  | .746                 |                     |      |      |
|                       | S4.5  | .798                 |                     |      |      |
| Acceptance            | S4.6  | .615                 |                     |      |      |
|                       |       |                      | .749                | .782 | .642 |
|                       | S4.1  | .808                 |                     |      |      |
|                       | S4.2  | .794                 |                     |      |      |
|                       | S4.3  | .528                 |                     |      |      |

Note: CR, construct reliability; AVE, average variance extracted. **Cronbach's  $\alpha$  of all constructs is .864.**

## Results

We tested the conceptual structural equations model using LISREL 8.5 (Joreskog and Sorbom, 1999). The fit indices in both model tests show adequate fit between the conceptual model and the data (Hu and Bentler, 1999). For example, the Root Mean Square Error of Approximation (RMSEA) (0.01) was lower than the cut-off value of 0.06 for close fit (Hu and Bentler, 1999). Thirteen out of nineteen hypotheses received significant support, while the remaining hypotheses were rejected. The results from this test are shown in Table 4. The accepted hypotheses were H1(H1-1to H1-5, H1-8 to H1-12), H2(H2-1 and H2-3), and H3

Table 3 presents the model fit indices of the structural model and the cut-off value of those fit indices. The goodness-of-fit statistics show that the structural model fit the data reasonably well and the structural model was a reasonable fit.

**Table 3: Model fit statistics**

| Structural model                                | Fit statistics | Cut-off value |
|---|----------------|---------------|
| $\chi^2$  | 343.898        | -----         |
| p-value of $\chi^2$                             | .822           | >0.05         |
| Normed $\chi^2$                                 | .932           | <3.00         |
| Goodness of Fit Index (GFI)                     | .934           | >0.90         |
| Normed Fit Index (NFI)                          | .910           | >0.90         |
| Comparative Fit Index (CFI)                     | .999           | >0.90         |
| Root Mean Square Error of Approximation (RMSEA) | .001           | < 0.09        |

Table 4, table 5, and figure 2 present the results of the individual tests of the significance of the relationship among the

variables. Among the relationships tested, we found that all the relationships are significant at the significant level of 0.05 (this means that the hypotheses of these relationships are accepted), except H1-6, H1-7, H1.13 to H1-15, and H2.2.

**Table 4: Maximum likelihood estimates for research model (n = 301)**

| Hypothesis | Independent variable  | Dependent variable    | Estimate | Standard error | t-statistic | p-value |
|------------|-----------------------|-----------------------|----------|----------------|-------------|---------|
| H1.1       | Trust                 | Providing information | .137     | .047           | 2.900       | .004    |
| H1.2       | Trust                 | Sharing               | .158     | .086           | 1.842       | .066    |
| H1.3       | Trust                 | Accessing             | .169     | .082           | 2.056       | .040    |
| H1.4       | Experience            | Providing information | .184     | .044           | 4.183       | ***     |
| H1.5       | Experience            | Sharing               | .398     | .083           | 4.790       | ***     |
| H1.6       | Experience            | Accessing             | -.053    | .080           | -.670       | .503    |
| H1.7       | Personal Attachment   | Sharing               | .581     | .103           | 5.641       | ***     |
| H1.8       | Personal Attachment   | Accessing             | .891     | .117           | 7.621       | ***     |
| H1.9       | Personal Attachment   | Providing information | .044     | .055           | .798        | .425    |
| H1.10      | Risk                  | Providing information | .339     | .061           | 5.512       | ***     |
| H1.11      | Risk                  | Sharing               | -.178    | .089           | -1.999      | .046    |
| H1.12      | Risk                  | Accessing             | -.163    | .086           | -1.898      | .058    |
| H1.13      | Perceived Control     | Providing information | -.072    | .058           | -1.254      | .210    |
| H1.14      | Perceived Control     | Sharing               | -.019    | .102           | -.182       | .856    |
| H1.15      | Perceived Control     | Accessing             | .078     | .096           | .818        | .413    |
| H2.1       | Providing information | Permission            | 1.133    | .166           | 6.841       | ***     |
| H2.2       | Sharing               | Permission            | .075     | .046           | 1.638       | .101    |
| H2.3       | Accessing             | Permission            | -.149    | .069           | -2.173      | .030    |
| H3         | Permission            | Acceptance            | .970     | .143           | 6.778       | ***     |

**Notes: \*\*\*significant at the p < 0.001 level (two-tailed).**

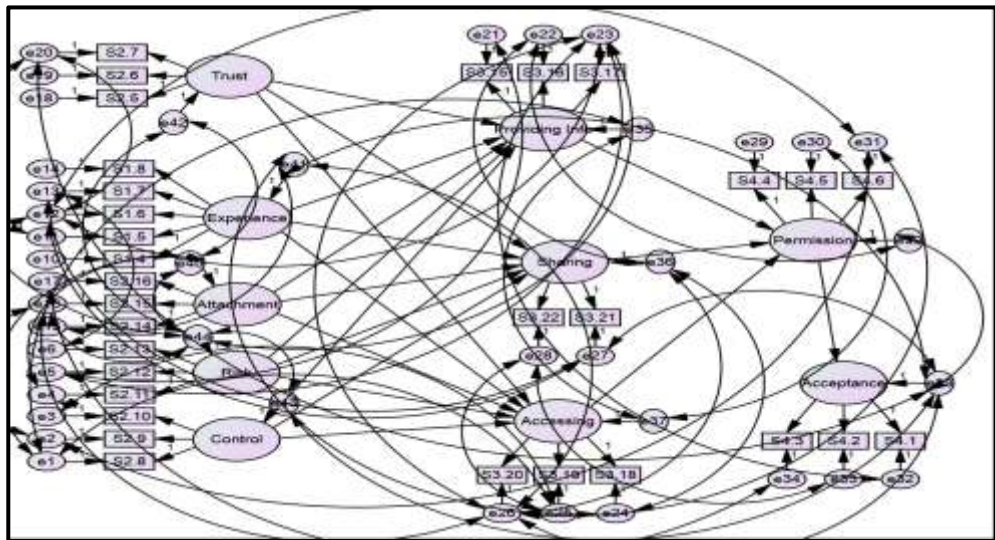


Figure 2: The structural model

Table 5: Regression Weights: (Group number 1 - Default model)

|                       |      |                     | Estimate | S.E. | C.R.  | P    | Label |
|-----------------------|------|---------------------|----------|------|-------|------|-------|
| Providing information | <--- | Trust               | .146     | .048 | 3.067 | .002 |       |
| Sharing               | <--- | Trust               | .165     | .085 | 1.941 | .052 |       |
| Accessing             | <--- | Trust               | .172     | .081 | 2.110 | .035 |       |
| Providing information | <--- | Experience          | .187     | .044 | 4.210 | ***  |       |
| Sharing               | <--- | Experience          | .399     | .083 | 4.812 | ***  |       |
| Accessing             | <--- | Experience          | -.050    | .079 | -.626 | .531 |       |
| Sharing               | <--- | Personal Attachment | .585     | .102 | 5.718 | ***  |       |
| Accessing             | <--- | Personal Attachment | .890     | .115 | 7.705 | ***  |       |
| Providing information | <--- | Personal Attachment | .047     | .056 | .844  | .399 |       |
| Providing information | <--- | Risk                | .349     | .062 | 5.627 | ***  |       |



|                       |      |                       | Estimate | S.E. | C.R.   | P    | Label |
|-----------------------|------|-----------------------|----------|------|--------|------|-------|
| Sharing               | <--- | Risk                  | -.175    | .089 | -1.951 | .051 |       |
| Accessing             | <--- | Risk                  | -.161    | .086 | -1.880 | .060 |       |
| Providing information | <--- | Perceived Control     | -.067    | .057 | -1.178 | .239 |       |
| Sharing               | <--- | Perceived Control     | -.010    | .100 | -.102  | .919 |       |
| Accessing             | <--- | Perceived Control     | .086     | .094 | .915   | .360 |       |
| Permission            | <--- | Providing information | 1.134    | .161 | 7.029  | ***  |       |
| Permission            | <--- | Sharing               | .079     | .046 | 1.738  | .082 |       |
| Permission            | <--- | Accessing             | -.148    | .069 | -2.148 | .032 |       |
| Acceptance            | <--- | Permission            | .984     | .138 | 7.119  | ***  |       |

## Discussions and conclusion

The research aim was to test a proposed model of the impact of permission-based marketing on mobile acceptance marketing, through analysing the antecedent factors (trust, risk acceptance, personal attachment, mobile marketing experience and perceived control) on the mobile related marketing activity. The research generated significant knowledge about the permission based marketing and mobile marketing acceptance. Structural Equation Modelling (SEM) was used to estimate the sequence of correlated relationship among the variables of the study. The findings of the study suggested a significant relationship between most of the antecedent factors and marketing related purposes. The hypothesis set for the relationship between the antecedents' factors and marketing related purposes was partially supported. Hereafter, the analysis confirmed the positive association between trusts and providing

information, sharing content and accessing content. This result is in line with Jayawardhena *et al.*, (2009), who found the importance of building trust through strong media presence as customers will be willing more to provide personal data to companies which are trustworthy. They concluded that the company's existence in the media affects the decision to give permission more than the customer's own experiences. In general, they recognized the significance effect of trust on consumers' decisions. The results of trusts were also consistent with Theocharidis *et al.*, (2020) as it was proved that building trust towards companies impacted positively customers' attitudes towards permission marketing.

The research results confirmed the effect of mobile marketing experience on marketing related purposes were partially supported as H1.4, H1.5 were proved showing the presence of the positive effect of mobile marketing experience on providing information and sharing content which were agree with (Jayawardhena *et al.*, 2009), However, H1. 6 was not accepted which denote the nonexistence of the relationship between marketing experience and accessing content. This might reveal that accessing the content does not entail a decision to be taken by the customer which is more shown in providing information and sharing the content. This means that mobile experience may not be important for consumers in access of information. Watson *et al.*, (2013), also showed the effect of knowledge and

experience of mobile technology on attitudes towards permission-based marketing.

In addition, the findings reveal the significant relationship between personal attachment and both sharing and accessing content to firms for marketing related purposes. It is of interest to note that this result is in consonance with several studies as (Gao, *et al.*, 2010, Sultan *et al.*, 2009, and Zhang & Mao, 2008) and who proved that personal attachment affected consumer attitude toward mobile marketing and therefore it may have an impact on mobile marketing activity in the form of accessing and sharing content. This illustrates the role of personal attachment an antecedent permission based marketing and mobile marketing acceptance, which is in line with Harris Interactive, (2007) and Peng and Spencer, (2006). Though, the relation of personal attachment with providing information to firms for marketing related purposes was not confirmed. This may be explained by the importance of other factors such as risk acceptance and trust in affecting customers to provide information to firms. In general, the findings of our research suggest that Egyptian consumers view their mobile phones as a reflection to their personal identities, therefore it may influence mobile marketing activity through accessing and accessing and sharing content.

The current research also agrees with (Sultan *et al.*, 2009; Zhang & Mao, 2008) who indicated that risk acceptance influenced mobile activities; providing information, sharing content, and

accessing content. Risk acceptance refers to the willingness of consumers to engage in mobile marketing in return for an incentive. The result implies that consumers who are risk takers might be more encouraged to provide, share and access content to firms for marketing related purposes. However, it might be possible that Egyptian consumers who do not have experience with technology might not be aware of the risk associated with providing, sharing and accessing content. Accordingly, the findings agree with previous researches of (Barwise and Strong, 2002; Bauer *et al.*, 2005; Harris Interactive, 2007).

Furthermore, the current research findings did not support the relationship between perceived control and providing, sharing and accessing content, the result is consistent with Karjaluoto and Alatalo, (2007); Merisavo *et al.*, (2007) as they suggested that perceived control has little or no association with mobile marketing. In addition, Jayawardhena *et al.*, (2009) found that perceived control will not influence granting permission for consumers with experience in mobile marketing. This could be related to the increase in knowledge and use of mobile services which might decrease the influence of control. Nevertheless, Krafft *et al.*, (2017) showed that intention to grant permission is more given from consumers who perceive themselves to have more control of mobile marketing, so this contradicts with the results previously discussed.

Likewise, the study uncovers the mediating effects of mobile activity involving information provision, accessing content, and sharing content on permission-based marketing. The probabilities of consumers to provide information and to access content had a significant impact on granting permission, still sharing the content did not mediate the relationship contrary to our expectations. The previous results are consistent with Gao, *et al.*, (2010) in their study on Chinese consumers in which they found that they use their mobile phones for providing information and for accessing content as a mean to be engaged in mobile marketing. Still, the sharing the content was not a favourable activity as they were more inclined to avoid external interferences. The findings also were like the mainstream findings of Yang *et al.*, (2018) who confirmed the relationship between marketing related marketing activities and permission, however the results regarding sharing the content were to the contrary to the results revealed. Important to note that specifically the mediating effect of accessing the content on permission-based marketing was consistent with (Carroll *et al.*, 2007; Dreze and Bonfrer, 2008)

The research results also confirmed the significant relationship between permission based marketing and mobile marketing acceptance which agrees with (Salem, *et al.*, 2018; Barwise, and Strong, 2002 and Gao, *et al.*, 2010). This implies that consumers will not accept mobile advertisements unless they grant

permission. When consumers give permission to companies, trust will develop, and they will have more tendency to accept mobile marketing. Tsang *et al*, (2004), explained that consumers ignore messages sent from companies which they did not grant permission to as they found the advertisements to be irritating,

### **Managerial implications**

Our findings suggest several implications for companies utilizing mobile marketing, it provides a theoretical model to predict the antecedents to permission-based marketing. It could provide companies with the essential guidelines to formulate better promotional strategies to motivate customers to grant them permission for promotional messages. Companies should adopt permission-based marketing to target specific customers who are truly attracted to their products or services. The results direct companies to focus on cultivating trust with customers through building a strong and progressive media presence through advertising to gain consumers' trust.

Our findings related to personal attachment could lead companies to focus more on analysing target consumers to personalize messages which reflects their personal identity. Furthermore, the role of risk acceptance on marketing related purposes underlines an important consideration for companies to provide incentives to customers when they ask for permission. Especially as mobile phones form a central aspect in consumers' lifestyles. The roles of marketing experience might direct

companies to provide customers with more information and knowledge to influence positively the tendency to permission granting. Finally, practitioners should focus on factors and drivers involved in permission marketing as it directly affects their mobile marketing acceptance. This will contribute positively to their brand image and will enhance the effectiveness of their promotional campaigns in the long term.

### **Limitations and suggestions for future research**

The present study examined the impact of permission-based marketing on mobile acceptance marketing, through analysing the antecedent factors (trust, risk acceptance, personal attachment, mobile marketing experience and perceived control) on the mobile related marketing activity. Still, it is important to assess the limitations. The impact of other variables such as consumer's personal characteristics, culture and demographics can be studied in the future. Future examination could perform also comparative studies between other countries, since developed countries might differ from developing ones. Studies could replicate this study with a more representative sample of in another country as the study focused on specific range in age and other generations have not been studied. Previous studies showed that the behaviour could differ one generation to the other. Therefore, future researchers could discover other antecedents to permission-based marketing.

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