

Information Exchange Expectations of Consumers, Marketing Managers and Direct Marketers*

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Background and Purpose

- New technologies being used for Marketing Communications and Information Gathering
- What are consumer segment preferences for controlling information exchanges?
- How do consumer expectations compare with those of marketers and direct marketers?

Consumer Preferences

	Not allow	Opt in	Opt out	Allow
Overall	45.3%	34.5%	13.1%	6.9%

N=2027

Based on responses to scenarios involving eight different information technologies.

Consumer Preferences

	Not allow	Opt in	Opt out	Allow
Overall	45.3	34.5	13.1	6.9
Pop ups	63.8	22.2	9.7	4.2
Text Msg	62.2	31.2	5.4	1.2
RFID	56.9	22.7	9.3	11.0
SPAM	51.1	33.3	12.7	2.9
Cookies	47.5	35.8	12.8	4.0
Telephone	40.9	40.3	15.2	3.6
Biometrics	26.3	46.4	16.3	11.0
Loyalty card	14.9	44.3	23.1	17.6

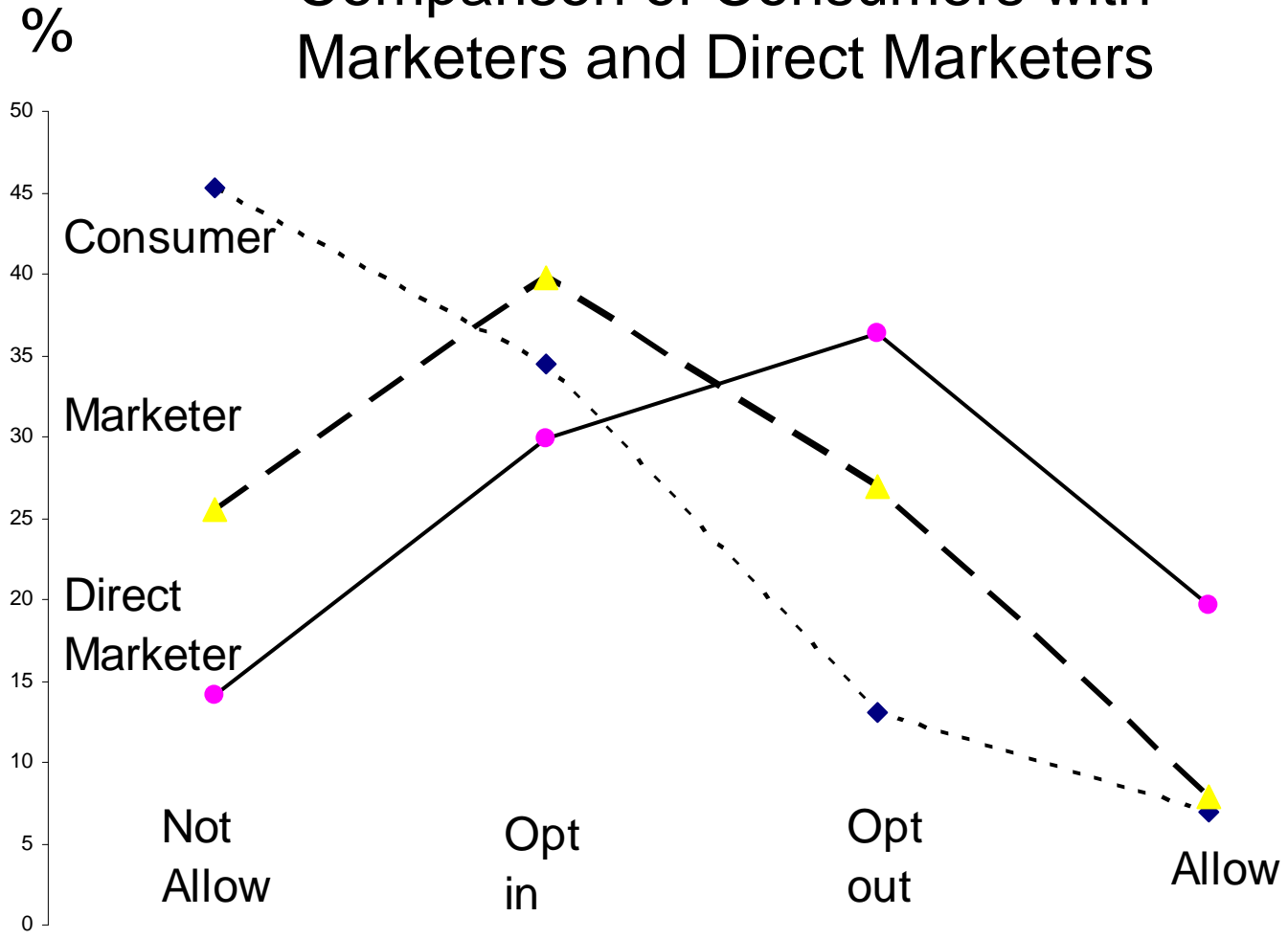
Consumer Segments

	Permissives (N=168)	Restrictors (N=871)	Pragmatist (N=708)	Environ. Protectors (N=208)
Not Allow	4.7%	68.6%	29.9%	37.3%
Opt in	21.4	28.3	47.7	28.3
Opt out	43.6	2.5	16.5	18.9
Allow	30.3	0.6	5.8	15.5

Consumer Segments

	Permissives (N=168)	Restrictors (N=871)	Pragmatist (N=708)	Environ. Protectors (N=208)
Age	40.4 yrs.	48.7 yrs.	43.6 yrs	43.4 yrs
% Male	56.4%	40.5%	46.0%	56.4%
No Pop ups	4.2%	87.8%	42.8%	78.2%
No Cookies	9.5	74.2	24.3	45.7
No SPAM	4.2	77.2	29.7	51.8

Comparison of Consumers with Marketers and Direct Marketers



Expectations of survey groups

	Consumers N=2027	Marketing Managers N=162	Direct Marketers N=79
Not Allow	45.3%	25.5%	14.1%
Opt in	34.5	39.8	29.9
Opt out	13.1	26.9	36.4
Allow	6.9	7.9	19.6

Key Results

- Consumers want control of both environment and information; new technologies give consumers more concern.
- Consumer groups exist with very different preferences on how to control specific technologies.
- Consumers have different expectations than both Marketing Managers and Direct Marketers.
- Marketing Managers and Direct Marketers have different expectations; thus all marketers are not the same.