

## The Broadened Notion Of Direct Marketing Advertising

### The Broadened Notion and Concept Of Direct Marketing Advertising

#### **ABSTRACT**

The terminology in the Direct Marketing industry changes as new methods and technologies are introduced. In fact, several definitions of Direct Marketing (DM) have been proposed to date by the Direct Marketing Association and Bauer and Miglautsch (4). With the emergence of the Internet as an important DM tool, and the practice of DM-like activities throughout marketing, the new umbrella term of Direct Marketing Advertising (DMA) is proposed. Along with reviews of current terms, including direct response, and database marketing, a taxonomy of DMA activities, along with methods to classify these activities, is presented. The objective of this paper is to clear up the definitional confusion inherent in an evolving field.

## THE BROADENED CONCEPT OF DIRECT MARKETING ADVERTISING

At the most elementary level, it is almost impossible to do high-quality research that builds the state of knowledge without a set of agreed on definitions.

- Thomas C. Kinnear (14)

The growth of direct marketing (DM) activities over the past decade has been dramatic. *Direct Marketing* magazine (9) reports that 53.5% of total 1998 advertising media expenditures were spent on direct response advertising (DRA) — about \$202 billion. Similarly, others observe that mail order buying is growing faster than store retailing in the United States (1). The growth of DM is occurring as some scholars herald “The Death of Advertising” (34), where traditional advertising methods and advertising agencies continue to lose business to DM, sales promotion and integrated marketing communications.

Yet DM is certainly not new. Many claim that some form of DM has been practiced since Guttenberg’s invention of moveable type in the middle of the 15th century starting with trade, book, and nursery catalogs (26, 30,32). As early as the 1920s Alden’s, a catalog company, is credited with the introduction of sophisticated customer analysis based on recency, frequency, and monetary value (RFM) data (30,40).

Given this long history of DM, one would think that a single definition would have emerged. However, this is not this case. This article proposes a new definition and classification of Direct Marketing, which includes a classification of DM-like activities, including Internet marketing.

### Current Definitions of Direct Marketing

The Direct Marketing Association defines direct marketing as:  
an interactive system of marketing that uses one or more advertising media to effect measurable response and/or transaction at any location, with this activity stored on a database (Direct Marketing 9:2)\*

At this time, it is worth noting that the phrase “with this activity stored on database” was appended to the definition around 1992. This change demonstrates how changing technologies have impacted DM in the past.

\* At this time, it is worth noting that the phrase “with this activity stored on database” was appended to the definition around 1992. This change demonstrates how changing technologies have impacted DM in the past.

This definition, however, is not without critics, most notably Bauer and Miglautsch (4). Bauer and Miglautsch highlight several difficulties of the definition used by the Direct Marketing Association. First, they point out, *all* marketing is by nature interactive, seeking to prompt *some* response on the part of the recipient that is measured *somehow*. Thus, they argue, this part of the Direct Marketing Association definition does not distinguish DM from general advertising. Second, Bauer and Miglautsch observe that, at some level, all advertising effects are measurable (even if only with aided or unaided recall). Finally, Bauer and Miglautsch note that it is not merely the presence and use of a “database,” but a customer file with data maintained at the individual level that is critical to DM. Given these and other difficulties, Bauer and Miglautsch propose their own definition of DM:

Direct marketing is a relational marketing process of prospecting, conversion, and maintenance that involves information feedback and control at the individual level by using direct response advertising with tracking codes (p. 10).

Note that “maintenance ...at the individual level” explicitly infers the use of a database.

Given these two definitions of DM, one would think that there would be some convergence of DM definitions. However, as can be seen from Table 1, there is little agreement on the definition of “Direct Marketing” – in fact several authors simply point out what it is not. A review of 14 definitions from Marketing, Advertising, and IMC texts in Table 1 reveals almost the same number of distinct definitions.

Adding to the confusion, much as Kotler and Levy recognized that almost “...every organization performs marketing-like activities whether or not they are recognized as such” (17:128), many promotional activities could now be considered DM-like. However, these DM-like activities do not necessarily follow the definitions of any of the texts reviewed, nor the definitions of DM as forwarded by the Direct Marketing Association or Bauer and Miglautsch.

In the spirit of Bauer and Miglautsch’s effort to “inspire critical thinking” this article asserts that while current definitions of DM may be adequate — aside from their variance — they are much too limited. Paraphrasing Kotler and Levy once again, it is time to broaden the concept of DM. There are simply too many promotional activities that are DM-like, yet do not fit well with currently used definitions.

What is needed at this point in the development of direct marketing is a new, broader term encompassing the myriad of promotional activities that are DM-like. The purpose of this article is to present the umbrella term of Direct Marketing Advertising (DMA) as such a broadened concept. After this is done a taxonomy is presented specifying the classifications of DMA, adapted from current practice and terminology whenever possible.

Before presenting the proposed concept of DMA, the authors review terminology in the field to understand both what is meant by existing terms and demonstrate why these terms are insufficient today. Next, a brief review of a new medium that clearly broadens the role of direct marketing — the World Wide Web — is presented so it may be included in the definition of DMA.

### **Convergence of General and Direct Marketing**

In the not-so-distant past clear distinctions between the objectives and execution of DM and general or image advertising were readily drawn (e.g., 42). Image advertising focused on mood or feelings through “design aesthetics,” while DM ads emphasized neither imagery nor differentiation, often using black-and-white ads. Given this clear difference between the objectives and execution of general and direct marketing ads, existing terminology was adequate. Clearly things have changed.

While differences between DM and image advertising are still recognized, they have blurred as advertisers realize the potential brand-building effects of DM (23). Not coincidentally, this convergence occurs as the concept of integrated marketing communications — “The practice of unifying all marketing communications tools” (7:G-8) — emerges as a favored promotional paradigm. The level of completeness of this convergence is revealed as Peltier, et al. (23) propose an “Image/Direct Response Continuum” for classifying ads. On this continuum any ad might reflect either image or direct response promotional tactics and objectives

### **Direct Marketing Advertising and the World Wide Web**

Perhaps a clearer reason why a new, unambiguous definition such as DMA is needed is the explosion of the Internet as a DM tool. Using the Internet, direct marketers place critical information and response mechanisms literally at the customer’s fingertips. The Internet allows 24 hour a day prospecting, relationship reinforcement, and fulfillment at the customer’s initiation and convenience. Evidence of the success of the WWW as a promotional medium is abundant:

- Over one-half of the nation’s 200 most heavily advertised brands have a presence on the World Wide Web (3).
- Internet holiday sales have more than doubled in each of the past two years.
- US companies are expected to spend \$10 billion annually by 2000 on building and maintaining Websites (27).
- Interactive sales revenues are expected to reach \$84.4 billion by the year 2004 (10).
- A Nielsen/NetRatings study showed that Internet usage between February and December of 1999 increased 22.7% (11).

While it is arguable whether all Internet advertising is DM, it is certainly DM-like. Further, the Direct Marketing Association's interest in the Internet is evidenced as far back as 1994 (several lifetimes in Web terms) when the Direct Marketing Association's 29th Spring Conference & Exhibition was titled *Connect With Technology: For Direct Marketing Success*.

The importance of the Web to direct marketers is further reinforced by Schultz in his 1993 *Journal of Direct Marketing* editorial "Interactivity Creates a New Research Agenda for Direct Marketers." Schultz asserts three areas will be "dramatically impacted" by interactivity: 1) Data availability, capture and analysis, 2) Offers, messages, and creativity (shift from outbound to interactive copy), and 3) Evaluation (measuring the impact of information requests or even clicks). In fact, Schultz maintains that "...we need to develop a whole new research stream — one that is oriented towards understanding interactive media,"(35:3). Where, however, does this critical new medium fit into the myriad of available DM terms?

This article will lay out new definitions and classifications of direct marketing activities that will both incorporate current, accepted practice and technology, as well as embrace the new technologies and medium critical to the future of direct marketing advertising. This new taxonomy will be presented after a review of the literature on current DM terms.

## LITERATURE REVIEW

### Evolution of Direct Marketing

Petrison, Blattberg, and Wang (26), in their assessment of database marketing point out the dynamic nature of labels in the direct marketing industry. Although “direct marketing” today is synonymous with “direct mail” to some people, Petrison et al. remind us that the term was actually developed in the late 1960’s to encompass the new (at the time) concepts of targeting and long-term value. Additionally, as direct mail had a somewhat disreputable image, a new term was sought to distance current practices from older, less professional efforts. This is not, of course, meant to imply that direct marketing today has a negative image. However one study found 16 percent of consumers held largely negative attitudes towards “direct marketing advertising,” while another 30 percent were largely ambivalent (15).

Indications are that while direct marketing has evolved, adapted new technologies, and become even more professional, terminology has not kept pace. This is a critical oversight, as:

The integration of computers into the direct marketing industry is a watershed moment because nearly all of the developments in the business since then have been based on computer technology. (26:30)

Given this, a closer look at three widely used terms — direct response advertising, direct marketing, and database marketing — is warranted. These terms are reviewed to lay the ground-work for the concept of direct marketing advertising.

### Direct Response Advertising

Stone (39) details three elements that differentiate DRA from general advertising: 1) there is a definite offer, 2) all the information needed for the consumer to make a decision is present, and 3) there are specific instructions included for response. Notably, Stone's criteria for DRA makes no reference to either databases (lists), nor response tracking (use of key codes). While both databases and key codes are essential elements of DM as defined by Bauer and Miglatsch, this paper takes the position that DRA is separate and distinct from DM.

Many types of DM appeals easily fit into the category of DRA *without* the use of customer databases: direct response television commercials, infomercials (long and short form), some forms of outbound telemarketing, and many types of print offers in both magazines and newspapers. Additionally, many types of Internet ads or sites could easily be considered DRA. Here, consumers either search for sites, brands or product information through varied means (search engines or portals), or are pointed to a Web Site by promotions in other media or e-mail. These electronic forms of DM are all rather recent developments. In many cases these methods were developed to take advantage of new, fragmented and more highly targeted media — specifically cable TV and the World Wide Web (WWW).

Peltier et al. (23) use the term DRA to contrast DM with more general "image advertising." Reminding us of Ogilvy's statement that "every advertisement is a long-term investment in the image of the brand," Peltier et al. indicate that DRA seeks to generate a behavioral response instead of the mental process sought by image advertising. At the most basic level, the difference between the two types of advertising is selling versus communicating. Given this, DRA is often more information-oriented, while general advertising is more focused on creative content. It should be noted that Peltier et al.'s classification continuum does not mention databases nor customer lists in delineating DRA from image advertising. Having reviewed work defining DRA, this work will now turn to definitions of direct marketing itself.



## Direct Marketing

In their definition, Bauer and Miglautsch set out to distinguish “direct marketing from direct mail, direct response advertising alone, direct selling, and consumer goods telemarketing” (p. 7). In so doing, they *modify* Stone’s accepted definition of DRA in two ways. First, they dismiss the complete information aspect of DRA arguing that this is simply the difference between effective and ineffective DRA. Second, they add the use of key codes as a requirement of DRA.

Given the arguments presented earlier, it can be seen that DRA should be distinct and separate from DM — not simply a subset of DM. This distinction is supported by Nowack’s (22) empirical study of consumer response to direct response TV. Nowack concludes:

...participants’ catalog, direct mail, and telephone shopping recency, frequency, and monetary value information [RFM], when assessed in general terms, was not correlated, with their reactions to any of the direct response TV ads (p. 27).

In other words, the cornerstone of DM effectiveness —RFM — had no relationship to consumers’ reactions to direct response ads. This is a clear indication that DRA and DM are operationally distinct — information that may not have been available when Bauer and Miglautsch proposed their definition

A central tenant of this article is that the definition of DRA should not be narrowed so that it is a subset of DM, but should be broadened to encompass more recent developments in the field, including Internet marketing. While Bauer and Miglautsch’s definition of DM is otherwise sound, perhaps amending it to the following would be more precise:

*Direct marketing is a relational marketing process of prospecting, conversion, and maintenance that involves information feedback and control at the individual level by using advertisements with definite offers, response mechanisms and key codes.*

This minor modification of Bauer and Miglautsch’s DM definition maintains the elements they carefully set out, while increasing its exactitude and differentiation from DRA.

Having clarified the definition of DM and DRA, the last term to be reviewed before presenting the proposed definition of DMA is database marketing. This is critical given the key role databases play in differentiating types of DM-like activities.

## Database Marketing

Roberts (28) states:

Databased marketing is the application of statistical analysis and modeling techniques to computerized, individual-level data sets. It is used to support the development of cost-effective marketing programs and communicate directly with identified customers and prospects, and to track and evaluate the results of specific promotional efforts. Databased marketing implies planned communication with individually targeted customers and prospects over an extended period of time to promote repeat purchases of related goods and services (p. 52).

This definition highlights that database marketing is used to support the development of targeted, cost-effective marketing programs enabling direct communication with customers and prospects.

The use of databases in DM is widely recognized as crucial and continues to receive a vast amount of attention from practitioners and academics alike (e.g. 6, 31, 36). For DM, databases are critical in developing and maintaining the contact list — the key determinant of DM response (29). The use of such databases is likely to increase as the importance of “relationship marketing” continues as a favored marketing paradigm.

Once again, however, it is important to note that not all database marketing is DM. In some cases firms forgo true database marketing, relying instead on the databases of other firms obtained through list rental or contracted through outside list managers. This type of effort may be either a one-time effort for prospecting, or used by firms with no intention of maintaining on-going customer communications. Further, as specified by Roberts’ definition, not every communication with customers or prospects will contain an offer — such as newsletters or activity summaries sent out by many affinity or loyalty programs. Given this, it is apparent that the use and maintenance (or lack thereof) of customer databases should play a significant role in the taxonomy of DM-like activities. This is the case in this proposed definition of DMA.

## The State of DM Definitions

In order to better understand the current DM definitions in use, the authors, with the aid of three independent coders unfamiliar with the proposed new DMA definitions, classified the DM definitions from Table 1 to establish commonality and identify the key components that help define DM. As can be seen in Table 2, a classification of the definitional components reveals six, broad concepts of underlying DM: 1) DM is interactive (involves exchange) and direct; 2) The goal of DM promotions are to generate a response, either orders or a request for additional information; 3) DM uses multiple media; 4) DM is not personal; 5) DM does use a database, and; 6) DM promotions produce a measurable response or reaction.

Most of the definitions indicate that DM is “direct/interactive/exchange” oriented (a view held in nine texts) and aims to provoke some type of consumer response (supported in six texts). That it can be carried in a variety of media is also popular (included in four definitions), while three texts also indicate it should be non-personal or involve a database. Only two of the definitions indicate that a measurable response is an element of DM. Hence, even though two definitions of DM have been developed, it is obvious that neither has received wide acceptance. (In fact, only two texts incorporate any portion of the Direct Marketing Association’s definition).

Having reviewed extant DMA terminology, namely direct marketing, direct response advertising, and database marketing, and examining the current state of DM definitions, the authors now present our definition and taxonomy of direct marketing advertising.

## DIRECT MARKETING ADVERTISING

Direct Marketing Advertising (DMA) is presented to serve as an umbrella term capturing the myriad of DM-like activities now common throughout marketing. Based on the prior discussion, the following definition of DMA is proposed:

**Direct marketing advertising is narrowly targeted non-personal communication in any media whose objective is a behavioral response on the part of the recipient.**

Two important elements differentiate DMA from general or image advertising: First, DMA is not designed for a mass audience. While DMA may, and frequently does use mass media, much more narrowly segmented groups are targeted. The second, and perhaps critical differentiating factor of DMA is its focus on stimulating *behavioral* responses, specifically orders or requests for more information. DMA is much more action-oriented than general advertising with measurable results

## Discussion

Widely known hierarchy of effects models such as the AIDA (Attention P Interest P Desire P Action) model attributed to Lavidge and Steiner (19), McGuire's (20) Presentation P Attention P Comprehension P Yielding P Retention P Overt Behavior hierarchy, or Krugman's (18) AIETA Model (Attention P Interest P Evaluation P Trial P Adoption) help clarify the differences between DMA and general advertising. While general advertising often focuses on affective or cognitively based reactions in earlier stages of response hierarchies, DMA success is measured by its ability to stimulate action (purchase or inquiry) — the last stage or step in these different hierarchies. This focus on behavior presents a much greater challenge for DMA as it must, in many cases, move a consumer through the entire response continuum to be successful.

With this definition of DMA in mind, a taxonomy of DMA activities is presented in Figure 1. Included in Figure 1 are the major determinants of what type of DMA is involved based on the activities or process undertaken. As will be discussed next, the two key activities delineating what type of DMA is being undertaken are the existence of a database and response tracking at the individual level.

## Taxonomy of DMA

As can be seen in Figure 1, one key determinant of the type of DMA being used is the reliance on individual-level customer databases (either individual consumers, or a firm). The bottom left corner of the Figure shows that marketing activities that maintain a database to produce promotional pieces with a distinct offer, response instructions and key codes are engaging in DM — the most widely recognized type of DMA. Here individual-level information is accessed to develop and refine “the list.” This definition easily accommodates prior definitions.

Looking again at Figure 1, one can see the first of two new terms. Direct Advertising recognizes that not all data-based DMA efforts result in database updates. Direct advertising is either one-time data-based promotions or list rentals where the firm does not update the customer database with the results of a particular promotion.

The right side of Figure 1 reflects the fact that not all DM-like activities require a list or database. As previously reviewed, the most familiar type of non-data-based DMA is DRA. In Figure 1, under DRA are a list of activities that are generally considered DM-like, but cannot be considered DM with the new, refined definition proposed (e.g., they lack key codes for tracking response at the individual promotion level). These activities (direct response TV, infomercials, telemarketing, Internet sites, and many print ads) fall under the umbrella term DMA.

That DRA can (and ideally should) evolve into DM with the creation, use, and maintenance of customer databases is acknowledged. Regardless of the means used for prospecting (electronic or print), capturing customer information is a significant step towards improving the efficiency and effectiveness of any promotional activity. Not only could such a database provide a fruitful start for future DM activities, but it would be instrumental in evaluating communication effectiveness.

As stated, a major motivation for the introduction of the term DMA is to relate Internet advertising to current DMA activities. Clearly, many WWW sites could be classified as DRA as they: 1) present products or services for sale; 2) offer an abundance of information (in fact the president of MCI’s Business Information Services states a commercial presence on the Internet should offer about 80% to 90% value and 10% to 20% ad: 8), and; 3) include clearly specified response instructions, (usually requiring only a mouse-click to send e-mail to the sponsoring organization, or initiate an on-line order). Initially though, Web-based advertising does not contain information on individual customers.

The amount of investment and excitement in the Web previously cited demonstrates its potential for DMA. In fact, the Web may, over time, emerge as the preeminent DMA medium and customer relationship tool. Not only can organizations construct user databases (asking users to provide personalized preference information on-line like Amazon), but information can be stored about previous site visits, as well as RFM measures. Through the use of “cookies” databases can be built including exactly when the user last visited, and what they were looking at the last time they “clicked by” (13). Imagine, not only building a database, but having accurate RFM information available “real-time” to tailor current DMA presentations.

Internet advertising is emerging as a powerful DM tool. However, given the requisite lack of a customer database, some Internet advertising (such as banner ads) presently has to be classified as DRA, not DM.

The bottom right corner of Figure 1 introduces another term for a final type of DMA poorly served by current definitions — direct promotion. This category is really a hybrid of general advertising and targeted DMA advertising, hence the name. Direct promotion, usually targeted geographically, commonly relies on simple hand-delivered flyers, often placed or hung on an exterior entrance. Other types of DMA falling into the direct promotion category have been enabled largely by the development of smaller postal zones (e.g. carrier routes, or block groups) or the increasing potential of split cable ad delivery. This type of DMA is most like general or image advertising, yet still promotes action (e.g., “come to our store”). Direct promotion is often conducted by retail stores, food outlets, or service providers. Promotional success is measured through aggregate sales, not response at the individual (customer) level. While this type of DMA does promote action, its targeting is solely geographic or locational as indicated by the frequent use of “resident” or “occupant” in the address line.

Having introduced DMA, Figure 2 is presented as a final, succinct representation of DMA terms (old and new), as well as the key defining elements that differentiate types of DMA. As previously discussed, the use of an individual level customer database is one primary factor and its use indicates that the activity will be either DM or direct advertising, versus DRA or direct promotion.. The second factor, response tracking, classifies DMA activity as either DM or DRA, or direct advertising or direct promotion. The introduction of these new terms (direct advertising and direct promotion) helps classify many of the DM-like activities currently undertaken, broadening the domain of direct marketing to DMA.

## CONCLUSION

The emergence of new media and the evolution of technology has given rise to an increasing amount of DM-like activities in the marketplace. Unfortunately, existing terminology has not kept pace with these developments, and considerable confusion over what is and is not “direct marketing” exists. In fact, one marketing communications text classifies direct mail as both advertising *and* direct marketing, the latter defined as:

*An interactive system of marketing that allows the consumer to access information, purchase the product through a variety of media, or both. Examples include direct mail, catalogs, and on-line catalog services (7:6).*

Clearly a clarification of terminology is required.

By slightly modifying one recent definition of DM, and demonstrating that DRA should be separate and distinct from DM, this article hopes to clear up some of the existing confusion. Additionally, two new terms are introduced to fill the void of DM-like activities poorly served by the terms DM or DRA. Finally, a taxonomy is introduced to serve as a method for classifying different types of DMA unambiguously.

While the adaptation, evolution, and possible integration of new and existing technologies and media may necessitate some future modification of the DMA terms and classifications set forth in this article, the intent has been to clearly define DMA and its associated activities. Examples of each type of DMA have been provided. While this listing is not exhaustive, it is hoped that these examples provide sufficient direction to help clarify how the taxonomy works towards providing universally adapted terms within the “direct marketing advertising” industry and academe alike.

## BIBLIOGRAPHY

1. Akhter, Syed H. and Srinivas Durvasula (1991), “Consumers' Attitudes Toward Direct Marketing and Purchase Intentions: An Empirical Investigation,” *Journal of Direct Marketing*, 5 (Summer), 48-56.
2. Arens, William F. (1999), *Contemporary Advertising: 7<sup>th</sup> Edition*, Irwin McGraw-Hill, Boston, MA.
3. Bare, Shari L. 1996, “Capabilities of Commercial Sites on the World-Wide-Web: An Exploration of Depth of Adoption,” Unpublished master’s thesis, University of Alabama, Tuscaloosa.
4. Bauer, Connie L. and John Miglautsch, (1992), “A Conceptual Definition of Direct Marketing,” *Journal of Direct Marketing*, 6 (Spring) 7-17.
5. Belch, George E. and Michael A. Belch (1998), *Advertising and Promotion; 4<sup>th</sup> Edition*, Irwin McGraw-Hill, Boston, MA.
6. Bult, Jan Roelf and Tom Wansbeek (1995), “Optimal Selection for Direct Mail,” *Marketing Science*, 14 (4), 378-394.
7. Burnett, John and Sandra Moriarty (1998), *Introduction to Marketing Communications: An Integrated Approach*, Prentice-Hall, Upper Saddle River, NJ.



8. Cleland, Kim and Scott Donaton (1995), "New Rules Apply as Brands Move Online," *Advertising Age*, 66 (May 8), 41.
9. *Direct Marketing* (1999), "Direct Marketing...An Aspect of Total Marketing: Direct Marketing Flow Chart," 61 (November), 2.
10. Direct Marketing Association (1999), *Economic Impact: U.S. Direct & Interactive Marketing today, 5<sup>th</sup> edition*, Direct Marketing Association, NY.
11. eMarketer (2000), "The Year Online in Review," [www.emarketer.com/estats/012500\\_nielsen.html](http://www.emarketer.com/estats/012500_nielsen.html)
12. Harrell, Glibert D. and Gary L. Frazier (1998), *Marketing: Connecting with Customers*, Prentice-Hall Inc., Englewood Cliffs, NJ.
13. Hotwired (1998), [http://www.hotwired.com/webmonkey/templates/print\\_template.html?meta=/webmonkey/geektalk/96/45/index3a\\_meta.html](http://www.hotwired.com/webmonkey/templates/print_template.html?meta=/webmonkey/geektalk/96/45/index3a_meta.html).
14. Kinnear, Thomas C. (1999), "A Perspective on How Firms Relate to Their Markets," *Journal of Marketing*, 63 (Special Issue), 112 - 114.

15. Korgaonkar, Pradeep K., Eric J. Karson, and Ishmael Akaah (1997), "Direct Marketing Advertising: The Assents, the Dissents, and the Ambivalents," *Journal of Advertising Research*, 37 (September/October), 41-55.
16. Kotler, Philip and Gary Armstrong (1999), *Principles of Marketing; 8th Edition*, Prentice-Hall Inc., Englewood Cliffs, NJ.
17. Kotler, Philip and Sidney Levy (1969), "Broadening the Concept of Marketing," *Journal of Marketing*, 33 (January), 127-132.
18. Krugman, Herbert E. (1977), "Memory Without Recall, Exposure Without Perception," *Journal of Advertising Research*, 4 (17), 7-12.
19. Lavidge, Robert J. and Gary A. Steiner (1961), "A Model for Predictive Measurements of Advertising Effectiveness," *Journal of Marketing*, 25 (October), 59-62.
20. McGuire, William J. (1973), "Persuasion, Resistance, and Attitude Change," in I.D.S. Pool, W. Schramm, F.W. Frey, N Maccoby, and E.B. Parker (eds.), *Handbook of Communication*, 216-252, Rand McNally, Skokie, IL.

21. Nickels, William G. and Marian Burk Wood (1997), *Marketing: Relationships, Quality, Value*, Worth Publishers, Dallas.
22. Nowack, Glen J. (1992), "TV Viewer Characteristics and "Results Beyond Response," *Journal of Direct Marketing*, 6 (Spring), 18-31.
23. Peltier, James W., and Barbara Mueller, and Richard G. Rosen (1992), "Direct Response versus Image Advertising: Enhancing Communication Effectiveness Through an Integrated Approach," *Journal of Direct Marketing*, 6 (Winter), 40-48.
24. Perreault, William D. Jr. and E. Jerome McCarthy (1996), *Basic Marketing : A Global Managerial Approach*, Irwin McGraw-Hill, Boston, MA.
25. Peter, J. Paul and James H. Donnelly, Jr. (1998), *Marketing Management: Knowledge and Skills*, Irwin McGraw-Hill, Boston, MA.
26. Petrison, Lisa A., Robert C. Blattberg, and Paul Wang (1993), "Database Marketing: Past, Present, and Future," *Journal of Direct Marketing*, 7 (Summer), 27-43.

27. Poppe, David(1997), "The Business Connection" *The Miami Herald*,(April 21), 3T.
28. Roberts, Mary Lou (1992), "Expanding the Role of the Direct Marketing Database," *Journal of Direct Marketing*, 6 (Spring), 51-60.
29. Roberts, Mary Lou and Paul D. Berger (1989), *Direct Marketing Management*, Prentice-Hall, Englewood Cliffs, NJ.
30. Roel, Raymond (1988), "Direct Marketing's 50 Big Ideas," *Direct Marketing*, May, 45-62, 154, 207, 241,.
31. Rosenfield, James R. (1996), "Whither Database Marketing," *Direct Marketing*, 59 (July), 39-41.
32. Ross, Nat (1992), "A History of Direct Marketing," Unpublished Paper, NY: Direct Marketing Association.
33. Schultz, Don E. (1993), "From the Editor: Interactivity Creates a New Research Agenda for Direct Marketers," *Journal of Direct Marketing*, 7 (Autumn), 2-3.
34. Shepard, David and Associates (1995), *The New Direct Marketing: How to Implement a Profit-Driven Database Marketing Strategy*, 2d edition, Irwin: Burr Ridge, IL.

35. Sirgy, Joseph M. (1998), *Integrated Marketing Communications: A Systems Approach*, Prentice-Hall Inc., Englewood Cliffs, NJ.
36. Solomon, Michael R. and Elnora W. Stuart (1997), *Marketing: Real People, Real Choices*, Prentice-Hall Inc., Englewood Cliffs, NJ.
37. Stone, Bob (1982), "Direct Marketing," *Advertising Age*, (July 5), 17-27.
38. Stone, Bob (1988), *Successful Direct Marketing Methods, 3rd ed.*, NTC Business Books, Lincolnwood, IL.
39. Wells, William, John Burnett, and Sandra Moriarity (1995), *Advertising Principles and Practices*, Prentice-Hall Inc., Englewood Cliffs, NJ.
40. Woodside, Arch G. and William H. Motes (1980) "Image versus Direct-Response Advertising," *Journal of Advertising Research*, 20 (August), 31-37.
41. Zikmund, William G. and Michael d'Amico (1995), *Effective Marketing: Creating and Keeping Customers*, West Publishing, St. Paul, MN.

**Table 1- Different Definitions of "Direct Marketing"**

Author	Definition
Arens (2)	Direct Marketing is a system of marketing, and it is interactive, meaning buyers and sellers can exchange information with each other directly.
Belch and Belch (5)	Direct Marketing is a system of marketing by which an organization communicates directly with customers to generate a response and/or transaction.
Burnett and Moriarity (7)	Direct Marketing is an interactive system of marketing that uses advertising media to effect a measurable response or transaction at any location. Every direct marketing system must have a database.
Harrell and Frazier (12)	Direct Marketing: The use of various communication media to interact directly with the customers and generally calling for them to make a direct response.
Kotler and Armstrong (16)	Direct Marketing: Direct communications with carefully targeted individual consumers to obtain an immediate response.

Nickels and Wood (21)	Direct Marketing is a two-way process of marketing communications through which marketers interact directly with customers to exchange information and sell products.
Perreault and McCarthy (24)	Direct Marketing: A direct communication between a seller and an individual customer using a promotion method other than face-to-face personal selling.
Peter and Donnelly (25)	"Using a direct channel called direct marketing, increased in popularity as marketers found that products could be sold directly using a variety of media. These media include direct mail, telemarketing, direct-action advertising, catalog selling, cable selling, ..."
Russell and Lane (33)	Direct Marketing: Selling goods and services without the aid of a wholesaler or retailer. Includes direct-response advertising and advertising for leads for salespeople. Also direct door-to-door selling. Uses many media: direct mail, publications, TV, radio.

Shephard and Associates (36)	The new direct marketing is an information-driven marketing process, managed by database technology that enables marketers to develop, test, implement, measure, and appropriately modify customized marketing programs and strategies.
Sirgy (37)	Direct Marketing will be addressed as a marketing communications tool used in the context of direct forms of distribution... Direct Marketing involves promotion to the ultimate consumers directly.
Soloman and Stuart (38)	Direct Marketing: Exposing a consumer to information about a good or service through a non-personal medium and convincing the customer to respond with an order.
Wells, Burnett, and Moriarity (41)	Direct Marketing: A type of marketing that uses media to contact a prospect directly and elicit a response without the intervention of a retailer or personal sales.
Zikmund and d'Amico(43)	Marketing in which advertising, telephone sales, or other communications are used to elicit a direct response, such as an order by mail or phone.

**Table 2- Key “Direct Marketing” Concepts**

<b>Author</b>	<b>Direct Exchange Interactive</b>	<b>Generate Response or Transaction</b>	<b>Mul- tiple Media</b>	<b>Non- personal</b>	<b>Databa se</b>	<b>Measur- able Reaction</b>
Arens (2)	X					
Belch and Belch (5)	X	X				
Burnett and Moriarity (7)	X		X		X	X
Harrell and Frazier (12)	X	X				
Kotler and Armstrong (16)	X	X				
Nickels and Wood (21)	X					
Perreault and McCarthy (24)	X			X		
Peter and Donnelly (25)						
Russell and Lane (33)	X		X			
Shephard and Associates (36)					X	
Sirgy (37)	X					
Soloman and Stuart (38)		X		X		
Wells, Burnett, and Moriarity (41)		X		X		
Zikmund and d’ Amico (43)		X	X			