

ROMANIAN CONSUMER PERCEPTION TOWARDS MOBILE MARKETING CAMPAIGNS

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Abstract:

The present article highlights the main aspects concerning consumer perception towards mobile marketing campaigns. The qualitative research conducted by the authors complete their earlier findings regarding future trends of mobile marketing and mobile media. For the Romanian market, mobile marketing campaigns and new communication techniques based upon mobile broadband are at the very beginning, mobile phone service providers and advertiser using little from the wide range of promotional possibilities offered by the new communication technology. Such as research results show, the perception of the Romanian consumers towards specific mobile marketing techniques is influenced primarily by perceptions towards mobile services in general, and there are still no brand images being associate with this new advertising channel. Yet there is consumers' willingness to use new communication channels if the messages are highly personalized and with a great extent of addressability depending on user characteristics. Evolution of marketing theory and practice in time has pointed out that marketing is a science that finds in technology a great ally, and one of the most important source for developing new concepts and applications. As regarding mobile marketing this aspect is even more conclusive because at his very root, mobile marketing is a technology driven domain.

Keywords: mobile marketing, qualitative research, brand awareness, consumer attitude.

JEL codes:: M37, M31