

EXPLORING PRIVACY-RELATED ASPECTS OF THE CONSUMERS' DIRECT APPROACH

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Abstract:

Organizations design marketing communication campaigns by using both the “traditional” (press, radio, television, outdoor) and/or direct media (mail, telephony, mobile telephony, and the internet), in order to attract the consumers and determine them to buy or be interested in the company's products, services and/or brands. Consumers are concerned about how the personal data they provide to organizations, as a response to the marketing campaigns they were exposed to, is captured, processed and employed. The paper explores some aspects related to consumers' attitudes towards the disclosure of personal data to companies and public entities, the assessment of aggressiveness and their perception about privacy in relation to the direct communication tools they were approached by - and presents the results obtained at the level of a sample including Romanian consumers.

Keywords: consumers' privacy, direct communication tools, personal data protection

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