

## The Use of Mobile Phones as a Direct Marketing Tool and Consumer Attitudes

**Authors :** Abdülcelil Mücahid Zengin, Göksel Şimşek

**Abstract :** Mobile phones are one of the direct marketing tools that can be used to reach today's hard to reach consumers. Mobile phones are very personal devices and they are always carried with the consumer, wherever they go. This creates an opportunity for marketers to create personalized marketing communications messages and send them on the right time and place. This study examines consumer attitudes toward mobile marketing, especially toward SMS marketing. Unlike similar studies, this study does not focus on the young, but includes consumers who are in the 18-70 age range to the field research. According to the results, it has been concluded that most participants think SMS marketing is disturbing. Most important problems with SMS marketing are about getting subscribed to message lists without the permission of the receiver; the high number of messages sent; and the irrelevancy of the message content.

**Keywords :** direct marketing, mobile phones mobile marketing, sms advertising, sms marketing

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