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Dim View Taken Of Mobile Marketing

by Liz Jaques - MediaTel NewsLine, 14.07.2008

Despite the saturation of mobile phones in the UK market, a new survey has disclosed that most people take a dim view of mobile marketing.

The research, conducted by G2 Data Dynamics, via its ViewPoint online panel of 30,000 UK consumers, revealed that only 9% of individuals are more receptive to receiving marketing messages direct to their mobile phone from companies advertising products and services than they were five years ago.



It found that, despite advances in technology, giving marketers more opportunities to target users via their handsets, mobile phone owners still appear resistant to mobile marketing.

The results showed that women are mostly more receptive, with 12% agreeing compared to 7% of men who said no.

Alan Thorpe, commercial and operations director at G2 Data Dynamics, said: "It's clear that people are still to accept that mobile phones can be used for marketing instead of just communicating with one another.

"If marketers want to break down this barrier they must ensure their mobile marketing campaigns are based on customer insight into individual preferences to ensure better targeting and reduced consumer annoyance."

G2 Data Dynamics: www.g2datadynamics.co.uk