

## PERCEPCIE SPOTREBITEĽOV NA SMS MARKETING: PRÍPADOVÁ ŠTÚDIA Z DARČEKOVEJ PREDAJNE V HLOHOVCI

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### Consumers Perceptions on SMS Marketing: Case Study from a Gift Shop in Hlohovec

**Abstract:** *The paper is focused on SMS marketing and consumer perceptions towards SMS advertising. This is a case study of a gift shop in the shopping center Viktoria in Hlohovec city. A promotional SMS was sent to potential consumers (n = 5,229) with a sleeping location in Hlohovec city. Based on this, consumers had an opportunity to get a discount when buying. The questionnaire survey (n = 42) was conducted in aforementioned gift shop and was focused on consumer perceptions. Research shows positive consumers perceptions for received SMS. When evaluating consumers perceptions to received SMS, classified according to their income, it seems that perceptions for lower-income consumers (up to 750 €) are not identical to higher-income consumers (750 € or more). SMS marketing has a positive impact on sales growth and prospective advertising influence on the company marketing development.*

**Keywords:** *SMS marketing, consumer perception, shopping center, Hlohovec*

**JEL Classification:** M31, O31

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