**Consumer Attitude Toward Mobile Marketing in BH**

**Irma Jasarspahic**

International Burch University

Bosnia And Herzegovina

*irmica-j@hotmail.com*

**Teoman Duman**

International Burch University

Bosnia And Herzegovina

*teoman.duman@ibu.edu.ba*

***Abstract:*** *Driven by the ongoing evolution in mobile technologies and the increasing popularity of the internet, the use of the mobile medium for marketing purposes is becoming more and more popular to marketers whose aim is definitely to promote their goods and services to the consumer, regardless on which way. There is no other marketing channel that is as personal, as pervasive and provides the opportunity for proximity to connect with consumers in the right place and time-that’s the power of mobile. Since many people are still unaware of the potential of marketing via mobile devices this research aimed to examine factors based on content of mobile marketing (information, entertainment, credibility, irritation, utility) and personalization factor that are affecting the formation of attitude toward mobile marketing targeting BH consumers, and also will try bring to light the response behavior of consumers attitude toward mobile marketing practices and how consumers perceive mobile marketing in BH.*

*The research approach for this study is descriptive and the data will be collected by online surveys from young population of Bosnia and Herzegovina (BH). The focus of survey content will be different variables that affect consumer attitude toward mobile marketing and the findings will show which variables have positive effect and which have negative effect on consumers’ attitude.*

***Keywords:*** *Marketing Channel, Mobile marketing, Survey, Consumer Attitude.*