

як наукового системного аналізу, так і синтезу нових комплексних системних та технічних рішень.

Література

1. Пелешин А.М. Позиціонування сайтів у глобальному інформаційному середовищі: Монографія / А.М. Пелешин. – Львів: Вид-во Львівської політехніки, 2007. – 258с.
2. Процеси управління інтерактивними соціальними комунікаціями в умовах розвитку інформаційного суспільства: монографія / А. М. Пелешин, Ю. О. Серов, О. Л. Березко, О. П. Пелешин, О. Ю. Тимовчак-Максимець, О. В. Марковець; за заг. ред. А. М. Пелешина. – Львів: Вид-во Львівської політехніки, 2012. – 368 с.

The Consumer's Private Space: A Marketing View

Călin Vegheș¹, Ioana Cecilia Popescu², Diana Dugulan³

1. Department of Marketing, Faculty of Marketing,
Academy of Economic Studies in Bucharest, 41 Dacia Blvd., Bucharest, ROMANIA,
E-mail: c_veghes@yahoo.com

2. Department of Marketing, Faculty of Marketing,
Academy of Economic Studies in Bucharest, 41 Dacia Blvd., Bucharest, ROMANIA,
E-mail: ioanaceciliapopescu@yahoo.com

3. Department of Marketing, Faculty of Marketing,
Academy of Economic Studies in Bucharest, 41 Dacia Blvd., Bucharest, ROMANIA,
E-mail: diana.dugulan@yahoo.com

Abstract – The increased employment of the internet, extended processing of the consumers' personal data, and rather unclear definition of the personal data content have intensified the discussion about how to approach the consumer's private space. Paper presents a view of the consumer's private space content based on the results of the survey conducted on a sample including Romanian consumers.

Keywords – privacy, personal data, consumer's private space, direct marketing, Romania.

I. Introduction

Having historical roots in the debates over the “right of personal security” (Langenderfer and Cook, 2007), and the individual's “right to be left alone” explained by Louis Brandies in 1890 (Wirtz, Lwin, and Williams, 2007), the discussions regarding the content of privacy led to a diversity of definitions considering a wide number of related interests (Kemp and Moore, 2007). The content of the personal data is still under debate, with a strong need for identification and definition of this data (Grant, 2009).

The challenges of the information society related mainly to the extensive employment of the internet (Pan and Zinkhan, 2006) have increased the difficulty of both defining and defending consumers' privacy against the frauds and identity thefts (Pitta, Franzak, and Laric, 2003). From a marketing perspective, the definition of privacy should focus on the personal data of consumers in relationship with its particular area of application – the consumer's private space (Veghes, 2009).

II. Methodological Notes and Main Findings

Data regarding the content of the consumer private space have been collected in January 2012 at a level of a sample including 153 Romanian consumers. The respondents have been asked the demographics, psychographics, identity, and relational characteristics they would prefer to have protected. A structure of the consumer's private space has been defined according to the frequencies of responses associated to each of the 27 research variable (see Table 1).

TABLE I
CONSUMERS' PREFERENCES IN TERMS OF THE PROTECTION
OF THEIR PERSONAL DATA

Consumer's Private Space	Types of consumers' personal data			
	Demographics	Psychographics	Identity	Relational
Primary area (75 % and more)	Personal/family wealth (76.5), Income (75.8)	–	ID serial number (92.2), Personal Id number (90.8)	Cell phone number (85.0)
Secondary area (50–74.9 %)	–	–	Biometrics data (65.4), Workplace (64.1), First and last name (63.4), E-mail correspondence (62.1)	Mailing address (71.2), Phone number (66.0), E-mail address (62.1)
Tertiary area (25–49.9 %)	Occupation (45.8), Profession (45.8)	Visited websites (48.4), Home access to goods (43.1), Political preferences (32.7), Sexual orientations (34.0),	Legal status (46.4), Health status (43.8)	Personal web address (32.7)

		Religious options (30.7), Home access to services (30.7)		
Peripheral area (less than 25%)	Age (28.8), Gender (21.6), Education (20.9)	Hobbies & interests (15.7)	–	–

Conclusion

Consumers are not so willing to disclose their personal, mostly the identity and relational data, striving to maintain their anonymity and restrict the access to the “relational ports” in order to keep a safe distance from the different providers and defend their private space and privacy. The major implications are related to the understanding of the content of consumers’ personal data, legal environment concerning the personal data processing, and consumer’s control over the personal data and the private space.

References

1. H. Grant, “Data Protection 1998-2008”, Computer Law & Security Review, vol. 25, pp. 44-50, 2009.
2. R. Kemp, A. D. Moore, “Privacy”, Library Hi Tech, Vol. 25, No. 1, pp. 58-78, 2007.
3. J. Langenderfer, D. L. Cook, “Oh, What A Tangled Web We Weave: The State Of Privacy Protection In The Information Economy And Recommendations For Governance”, Journal of Business Research, No. 57, pp. 734-747, 2004.
4. Y. Pan, G. M. Zinkhan, “Exploring the Impact of Online Privacy Disclosures on Consumer Trust”, Journal of Retailing, Vol. 82, No. 4, pp. 331-338, 2006.
5. D. A. Pitta, F. Franzak, M. Laric, “Privacy and One-To-One Marketing: Resolving The Conflict”, Journal of Consumer Marketing, Vol. 20, No. 7, pp. 616-628, 2003.
6. C. Veghes, “The Consumer Private Space: What Is And How It Can Be Approached Without Affecting The Consumer’s Privacy”, Proceedings of the World Academy of Science, Engineering and Technology Conference in Paris, Vol. 54, No. 3, pp. 583-586, 2009.
7. J. Wirtz, M. O. Lwin, J. D. Williams, “Causes and Consequences of Consumer Online Privacy Concern”, International Journal of Service Industry Management, Vol. 18, No. 4, pp. 326-348, 2007.