

THE MOBILE MEDIA COMMUNICATION AND THE DOCTOR-PATIENT RELATIONSHIP IN THE CASE OF CHILDREN ENT DISORDERS

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***Abstract:** Communication through mobile media software represents one of the new trends that influence almost all fields of human activities. The applicability of such instruments are limitless when we speak about social groups type influence upon postmodern consumer behavior. Authors aim to investigate throughout a qualitative marketing research issues regarding the communication between doctors and parents having children with ENT (Ear, Nose, Throat) specific disorders, the relationship that is developed and the degree in which the mobile media communication software represents an instrument which may help into the process of relationship and/or can influence opinions and perceptions already formed about a ENT doctor. The findings can originally contribute to a better understanding of this new kind of phenomena – mobile media mediated communication between doctors and patients as the research is one of the first within the field. Respondents show a high propensity to use the specific software analyzed, although because of the high level of emotional personal involvement the decision to choose a certain ENT doctor is not influenced so much by the pressure or opinions of the reference group.*

Key words: mobile media communication software, ENT doctor-patient relationship, decisional process, emotional involvement within medical services consumption

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