

# **IMAGINEA COMPLEXULUI COMERCIAL „ELIANA MALL” ÎN RÂNDUL POPULAȚIEI MUNICIPIULUI BRAȘOV, ÎN VÂRSTĂ DE PESTE 14 ANI**

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*Abstract:*

*“Eliana Mall” Top Management (the only shopping centre in Brasov) and the biggest mass media trusts in the area were asking for this marketing research. The object was to quantify respondents’ suggestions and opinions (aged over 14 years old) considering: the local mass media consumption and the attitude towards consumption in Brasov, in the period time 28<sup>th</sup> of January - 6<sup>th</sup> of February 2005. The market research was conducted in the period time 28<sup>th</sup> of February - 6<sup>th</sup> of February (the canvassing). The direct interview was based on a questionnaire with 64 direct questions and there were 1723 respondents aged over 14 years old. The market research was performed with Multi Consulting Group Company from Brasov.*