

## Uticaj medija na ponašanje kupaca

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**Apstrakt:** U današnjem informacionom društvu, potrošači imaju na raspolaganju sve više informacija o proizvodima i uslugama. Kompanija treba da shvati proces marketinške komunikacije, posebno ko, kome, na koji način i sa kojim efektom treba da pošalje primaocu i preko kog medija. Poruka treba da obavesti potrošača i ubedi ga da kupi nameru potrošača. Kompanije za komunikaciju sa potrošačima koriste različite metode i instrumente. Sa njima, kompanije pokušavaju da primoraju potencijalne potrošače da razmišljaju o korisnosti ponuđenog proizvoda ili usluge. Cilj ovih instrumenata može takođe da obezbedi više održivu potražnju ili informacije o dešavanjima na tržištu. U ovoj studiji smo otkrili da veoma značajan uticaj na kupovno ponašanje potrošača ima lične faktore. Među ličnim faktorima su starost, finansijska situacija, način života, nivo životnog ciklusa porodice, kao i osobine ličnosti i samopoštovanje. Svi ovi faktori su veoma međusobno povezani i međusobno zavisni, ali svakako imaju najveći uticaj na stadijume kupovnih navika potrošača u životnom ciklusu porodice.

**Ključne riječi:** mediji, kupovno ponašanje, kupovne navike, potrošači, Slovenija

## Media influence on consumer buying behaviour

**Abstract:** In today's information society, consumers have available more and more information about products and services. The company needs to understand the process of marketing communication, in particular, what, to whom, in which way and with what effect should have the communication and media to the recipient. The message should notify the consumer and persuaded to purchase intent of the consumer. Companies for communication with consumers use different methods and instruments. With them, companies try to compel potential consumers to think about the usefulness of the offered product or service. The aim of these instruments can also ensure a more sustainable demand or information on developments in the market. In this study, we found that a very significant impact on the purchasing behaviour of consumers has personal factors. Among the personal factors include age, financial situation, lifestyle, the level of the life cycle of the family, as well as personality traits and self-esteem. All these factors are highly interrelated and interdependent, but certainly, has the greatest impact on consumer buying habits stage in the life cycle of the family.

**Keywords:** media, buying behaviour, purchasing habits, consumers, Slovenia

### The purchasing habits of consumers

Before a company can develop a marketing strategy to meet the needs of consumers, must know how consumers make their own purchasing decisions, understand the purchase process and purchase habits. Successful companies usually investigate the process of purchase decisions for their products. They ask consumers when they meet the product and the brand, what is their belief in the product and/or brand, how high is their commitment to purchase, how to choose products and whether they are satisfied with the purchased product. They monitor their consumers at every step, while they pay attention to the changes that will occur the shopping behaviour of their consumers in the future.

Consumers purchase decisions process is a very dynamic and complex. It can be defined as a holistic process the consumer's decision-making process, which mainly takes place in five stages (Wilkie, 1994, pp. 481; Solomon et al., 2006, pp. 258; and Peter Olson, 2005, pp. 156). The model contains all of the items, which meets consumer who buys the product for the first time with a high degree of commitment to purchase. Blackwell et al. (2001, pp. 70-82) distinguish seven stages of the purchase

process: identification of problems/needs, collecting data and information, evaluation of alternatives, consumer choice, after purchase behavior/outcome, an added are the use of purchased alternatives (satisfaction or dissatisfaction with the purchased product) and how they drop-off unused products or their parts. Although the models are not identical to the last detail, all have in common that, due to the complexity of the phenomenon include the large number of steps to try to present consumer behaviour in the most obvious way.

The consumer is the person who has the ability (resources and capacity) for buying and purchasing products and services. Their buying intent is to satisfy personal or collective (e.g. Family) interests. Studying the shopping habits of consumers is to study processes created when individuals or groups choose to shop, used products, services to meet their needs and desires. We can define consumer behaviour as behaviour by consumers when they search, purchase, use, abandon and evaluate the products, services, ideas, which they expect to meet their needs (Schiffman and Kanuk, 1997, pp. 7).

We can see consumers as complex individuals, which vary depending on the psychological and social needs and desires. The company must therefore know and understand consumers, especially consumer buying habits. Typically, an enterprise should, therefore, consider the demographic, social and anthropological characteristics of consumers as well as their psychological characteristics (adapted from Mumel, 1999, pp. 19-20).

According to Schiffman and Kanuke (1997), researching consumer behaviour includes research, what, why, when, where and how often buy specific products. Therefore, the company is studying consumer preferences, perceptions, attitudes and purchasing behaviour; we can develop new products and define their characteristics, sales prices, channels, messages, and other elements of the marketing mix. One of the tasks of research of consumer purchase behaviour is to explain why consumers prefer to buy certain products or products with a particular brand.

The globalisation of markets, specialisation and increasing competition, are changing purchase indicating consumers. Increasingly companies consumers actively involved in the design, development and supply of products (Wang et al., 2004, pp. 171). Consequently, this requires that companies that actively monitor consumer behaviour and the factors that affect consumer buying habits. We can divide the factors that most often and most strongly influence the buying habits and purchase decision-making processes of consumers can into four categories, namely these factors are psychological, social, personal and cultural.

Among the most important psychological factors that have an impact on consumer purchasing habits include motivation, attitudes, perception, learning and memory.

Among the social factors that have an impact on the purchasing habits of consumers counted reference groups, family, and the role and position of the individual. Most important cultural factors that affect consumer buying habits we can classify particular culture and social class. Also, culture is one of the less obvious factors compared to other influential factors, although it has a very significant impact on consumer buying habits. We should note that the impact of culture consumers are less aware of that culture adapts to the living environment and includes diverse areas such as knowledge, art, morality, religion, laws and customs, passed on from generation to generation, and thus the samples warrants habits and ways of purchase decisions. For social classes, we can say that they are uniform and lasting hierarchically social group whose members share similar values and interests, and expectations, purchasing habits and ways of purchase decisions.

A very significant impact on the purchasing behaviour of consumers has personal factors. Among the personal factors include age, financial situation, lifestyle, the level of the life cycle of the family, as well as personality traits and self-esteem. All these factors are highly interrelated and interdependent, but certainly, has the greatest impact on consumer buying habits stage in the life cycle of the family.

## **Media and their application in enterprises**

Successful companies maintain their market position, achieve their goals and grow if they have certain advantages over their competitors. They strive to create satisfied consumers, and the excellent company, therefore, adapt to a changing market with a marketing oriented strategic planning. Consumers are increasingly demanding, so it is now reasonable to divide consumers into groups -

segments and adapt products to each group. By dividing the total market into smaller pieces or segments of consumers who have similar characteristics, the company can better meet their needs and desires. Segmentation and selection of target markets allow the company to position their offer as close as possible to the consumers.

The core of the modern marketing strategies of using different media to influence consumer behaviour in the 21st century is segmentation, target market selection and positioning. Companies find it increasingly difficult to carry out mass marketing and the marketing of diversified products. Mass markets are increasingly narrow and fall hundreds of tiny markets, which is characterised by consuming them looking for different products in different sales channels and to the different communication channels (marketing mix).

Marketing mix means the specific combination of marketing ingredients, developed by the company to affect the demand for their products or services and so encourage responses of consumers in target markets. Marketing mix consists of a combination of marketing variables that a company has monitored and used to interconnect in such a way that it would achieve the desired level of sales in its target market

The media can be defined as information carriers, through which businesses can transmit the information to their consumers (Postma, 2001, pp. 24). In addition to the informative functions of the media including the tasks of education and entertain consumers (Erjavec & Volčič 1999, pp. 17).

The media can be divided into two broad and interrelated quite distinct groups, namely traditional and digital media. Among traditional media can be classified as radio, television, print media, public and private areas and direct mail. Forms of traditional media can also have a public and a private area owned by individuals and companies, surfaces in public transport surface on the exterior and interior parts of buildings as well as specific public and private areas devoted to advertising (Iršič et al., 2016, p. 164 ).

Companies are increasingly turning to the use of digital media. Digital media provide some advantages. One of the major advantages is the possibility of targeted use, depending on the target group of consumers. Also, digital media enable businesses to obtain a significant number of personal data on the consumer (sex, age, place of residence, personal interests). The company can use digital media to obtain information on the time shopping, shopping frequency, the most popular products, the average value of the purchase, whereas digital interactive media (Iršič et al., 2016, pp. 164-165). Among the most commonly used digital media by businesses include web banners, pop-ups, web pages, e-mail, mobile telecommunications, and increasingly a platform for sharing video content, social networks (Solomon et al., 2012 Iršič et al., 2016 pp . 165-166).

Companies with chosen medium, which aims to inform and to inform consumers, media tailor the message communicated to the target group of consumers, and the frequency of communication of information. That has a major impact on the way consumers purchase decisions.

The company must clearly understand the process of communicating with consumers, especially someone whom and what indicates which way (the media) and what effect that would be transferred to the consumer notice, remind him or convinced about the usefulness of purchase. Using the media enables the company to inform consumers, including advertising. We can define advertising as any paid form of non-personal presentation or promotion of products, services or ideas to the potential consumer (AMA 2013).

Through various media, the company can use two different strategies to influence the purchasing habits and otherwise push strategy or a pull strategy. The strategy of pushing the company seeks to fundamentally affect the sales staff in the sales chain that might affect the purchasing decisions of consumers, while the strategy of trying to pull the company direct influence on consumer buying habits. The company can use a combination of both strategies.

When planning the use of different media, with which the company wants to communicate and inform consumers and the enterprise should take into account the consistency with its general objectives, adaptation to target groups of consumers, and that can affect the purchasing decisions of consumers (Konečnik Ruzzier, 2011, pp. 211).

## **The media influence on purchasing habits of consumers**

Marketing Communications encompasses all communications activities to inform and convince consumers in the target market of the company products. The company may target market forms a single message or multiple messages and transmit them simultaneously to the different markets. Marketing communication comprises organisation, means, methods and messages to transmit information about the product to convince the consumer to purchase the selected product.

The communication process begins message sender. When sender encodes a message, must use symbols, codes or concepts that the recipient will know how to decode and understand. If the recipient to understand the message differently than was intended, it is the cause of a disorder that can occur at any stage in the communication process. Sender sending the message through an intermediary, usually the media (newspapers, magazines, television, radio) by impersonal means of communication. Backlinks are the recipient response to the message, which can be positive, negative or non-existent. Communication depends on the capacity of intermediaries, which indicates the amount of information that can be efficiently transmitted

The communication process consists of four elements (Potočnik 2002, pp. 302):

- marketing messages sender,
- messages,
- a communication channel, which can be personal or impersonal, and
- the recipient of the message.

The company needs to understand the process of marketing communication, in particular, what, to whom, in which way and with what effect should have the communication and media to the recipient. The message should notify the consumer and persuaded to purchase intent of the consumer.

Companies for communication with consumers use different methods and instruments. With them, companies try to compel potential consumers to think about the usefulness of the offered product or service. The aim of these instruments can also ensure a more sustainable demand or information on developments in the market. One of the basic components of the marketing mix is also advertising in the media, which is the most useful and indispensable element of the marketing mix.

The definition of advertising given by the American Marketing Association (AMA), is as follows: "Advertising is any paid form of non-personal presentation or promotion of ideas, goods or services to a specific client."

The objectives of the advertising in the media are primarily to create awareness about the product and brand and influence on purchase intention. Companies should also be aware that they do not communicate only through planned, paid messages in various media, but also through unplanned messages and messages that carry the product or service.

The primary task of advertising in the media is the dissemination of information about products, services, companies and to create awareness about the product and brand and influence on purchase intention. On the choice of certain media affect particular objectives and strategies, available cash and the characteristics of the market and the product. Therefore, for a modern enterprise is a fundamental question, in which the media, how and with whom to communicate, what and how often, that the consumer will decide for their product and not for competitive. The provided information should be as close as possible to those used by consumers in their purchase decisions and must convince them to the usefulness of a particular purchase (Potočnik 2002, pp. 302-303). Properly selected set of media usually allows companies to influence the purchase decisions of consumers and to achieve the desired objectives.

By the planning of advertising and the media companies should take into account that (Konečnik Ruzzier, 2011, pp. 211):

- it is in line with the basic strategy of the company,
- is appropriately adjusted depending on the target group and the selected medium,
- is based on realistic foundations, which product can provide the target market, and transmits messages only about those promises that the product will be fulfilled,

- has the ability that consumers can create their opinion about the product,
- is an innovative,
- it creates a distinction between the advertised product and the competitors
- it is cost-effective,
- has a positive impact on the other stakeholders of the company.

We can divide media into traditional and digital. Traditional media are TV, radio, print media, public and private areas and direct mail. Public and private areas include areas of natural persons and companies, surface public transport, surface to internal and external parts of buildings, and also special public and private areas intended for advertising ("jumbo" posters or "billboards") (Iršič et al., 2016, pp. 164).

Recently, companies increasingly advertise via digital media. They are interesting because of the many benefits that they provide. One of the main advantages is that advertisers can precisely select target audience to whom they want to convey the message. When registering on websites is a user specified number of data on sex, age, interests and others that are of interest to advertisers. They also have the operators of websites and portals numerous data on how often a user clicks on an ad on the portal, which allows users to measure the response. Advertising on the web is interactive and allows the audience to participate and even helps create an advertising campaign (Iršič et al., 2016, pp. 164-165)

Companies decide to explore consumer behaviour mainly because the latter rather spend their time shopping. Also, consumers spend much time for reflection on green products and services, talking about them and finding information that consumers frequently find in the media.

That the company can influence through the media on the purchasing habits of consumers should know the methods, procedures and approaches in consumer buying decisions. As for finding information, consumers use media; the company must know which media to obtain information, what information they are looking for and how specific the information is relevant or influence on purchasing decisions. Since the process is complex purchase decisions of consumers and the role of consumers in the process of purchase decisions are different, companies must constantly monitor their consumers.

The company must consider when choosing the media economic approach and select the media by means of which will be the fastest and lowest cost transfer message information to the target group of consumers and influence their purchase decision. Many different factors have an influence on the choice of the combination of the media, among which are the most important desired objectives, the target group of consumers, products, market conditions and the diversity of the media.

We have to note that the company has available a wide variety of media for transmitting information and influencing the purchasing decisions of consumers. For best results, the company can achieve if know how to properly combine media such as television, radio, newspapers and magazines, leaflets, the internet and social media. To select the right combination is important to know the characteristic of individual media, and combine them to exploit their strengths and provide consumers with messages that influence their purchasing decisions.

The objective that the company wants to achieve with the use of the media to influence the purchase decisions of consumers and accelerate purchase. With the help of the media to consumers to the relevant information they need so they can make their purchase decision. Moreover, also the transfer of appropriate and timely information is the basic task of the media who are also the indirect role in influencing consumer purchasing decisions. Companies are trying to help the media to provide consumers with the information they persuade the usefulness of purchase (Potočnik 2002, pp. 302-303).

Despite the fact that enterprises realise the importance of using different media to influence the purchasing decisions of consumers, many of them are still using only one of two media to achieve their goals. With this approach, they have less chance of successfully influencing the purchasing decisions of consumers.

From the above written, we tested the following hypotheses in the survey:

- H1 - Among all the media, the greatest influence on purchase decisions have leaflets delivered by traders to consumers in mailboxes.
- H2 - The biggest impact of all media on the purchasing decisions of consumers has Internet.
- H3 - After own view of consumers surveyed have a reception purchasing decisions media, in general, make a big impact.

## **Methodology, data collection and sample**

### **A description of the sample**

We interviewed in totally 430 people of which were 331 (77%) respondents female and 99 (23%) male. Regardless of age, below sample included 177 (41%) of people aged 25 years, 137 (32%) of people aged between 25 and 40 years, 94 (22%) of people aged between 40 and 55 years and 22 (5%) of persons older than 55 years. Average monthly income of the respondents amounted to 765.47 EUR per month, while 149 (35%) of them had income of up to EUR 400, 100 (23%) of them between 400 EUR and 800 EUR, 149 (35%) of them between 800 EUR and 1,500 EUR, 24 (6%) of them between 1,500 EUR and 2,500 EUR and just 8 (2%) of them had a monthly income higher than 2,500 EUR. Among the persons interviewed by 275 (64%) live in the house, 155 (36%) were in the apartment. On average, a household in which they live has 3,24 members. In a household with one member live 41 (9%) of respondents, 87 (20%) in a household with two members, 115 (27%) in a household with three members, 128 (30%) in a household with four members and 59 (14%) of respondents live in a households with five or more members.

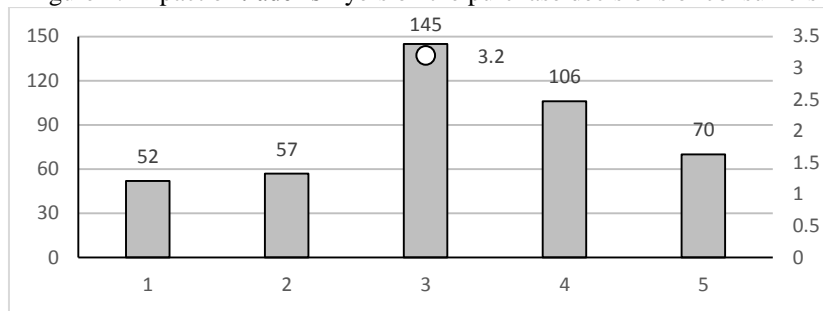
### **Research methodology**

To carry out the research, we used quantitative research method and personal technique interview. The survey was conducted by personal interview in front of shopping centres in October 2015, and in it were included, passers-by. Acquired responses were statistically analysed and presented in the form of graphs and interpret them accordingly. We checked and evaluated hypotheses by using descriptive statistics. In the end, we are using the data collected and theoretical findings, conducted independently inductive reasoning, and by the results of the hypotheses confirmed or refuted. Restrictions which we faced in the implementation of the research were refractory respondents consequent reduction of the sample surveyed, inconsistent compliance questionnaire and consequently incomplete answers. The survey was not limited to a representative sample. The following article shows the main results of the survey by which we tested the hypothesis.

## **Results and discussion**

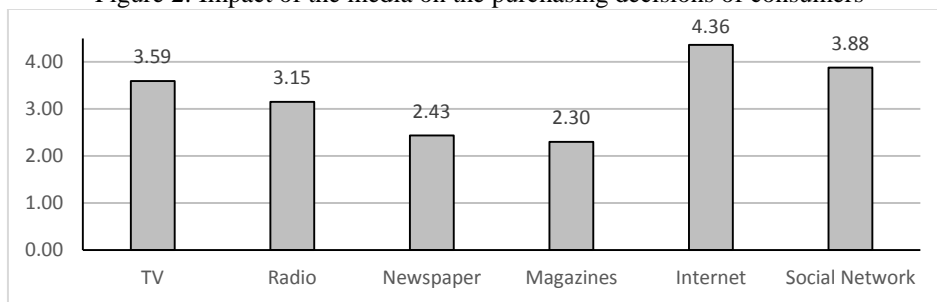
We asked respondents about the importance of leaflets received in mailboxes by traders in their purchasing decisions (Picture 1). For answers, we used the Likert scale ranging from 1 - has no influence, and 5 - has a huge impact. 51 (12%) of respondents answered that flyers do not have any influence on their purchasing decisions, 57 (13%), that impact is very small, 145 (34%) that leaflets sometimes influence their purchase decision, 106 ( 25%) that impact is significant, and 70 (16%) of respondents answered, that leaflets have enormous influence on their purchase decision. The average score of all answers is 3.2, which means that the leaflets are often an important influence on the purchasing decisions of consumers. Based on the results we can confirm the hypothesis 1 (H1), "By all the media have the greatest influence on purchase decisions of the consumers the leaflets delivered by traders to consumers mailboxes".

Figure 1: Impact of trader's flyers on the purchase decisions of consumers



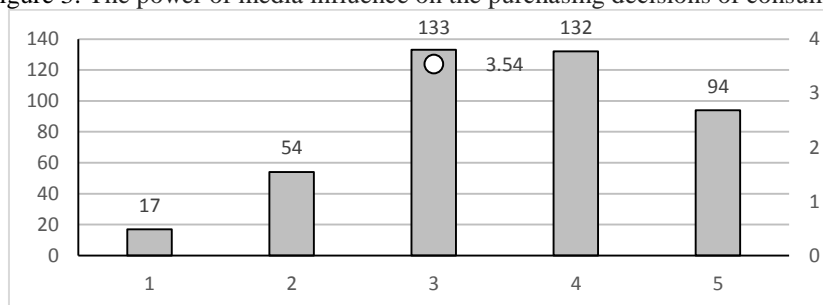
In the study we assessed the impact of the media on purchasing decisions (we used the Likert scale from 1 - no impact to 5 - very strong influence) and found that on average the greatest impact on the purchasing decisions of consumers has the Internet (4.36), followed by a Social Network (3.88) and TV (3.59). Even Radio with an average of 3.15 still has a significant impact, while Newspapers (2.43) and Magazines (2.30) also do not have a major impact on the purchasing decisions of consumers (Picture 2). Based on the results we can confirm the hypothesis 2 (H2), "The greatest impact of all media on the purchasing decisions of consumers have Internet".

Figure 2: Impact of the media on the purchasing decisions of consumers



Since the media play an important role in informing consumers and thus indirectly also affect the purchase decision, we asked respondents how important is the role of the media in general, in their purchasing decisions (Picture 3). We used a Likert scale where 1 is no impact, and 5 has a huge impact. For 17 (4%) respondents the media have no influence on their purchasing decisions, on 54 (12%) media have a very limited impact, on 133 (31%) media sometimes influence on purchasing decisions, on 132 (31%) media often and considerable influence, and on 94 (22%) media have an immense impact on purchasing decisions. The average value of all responses was 3.54, which means that the media often and have an important role in the buying decisions of consumers. Based on the results we can hypothesis 3 (H3), "according to their view of consumers surveyed have a reception for media purchasing decisions very large impact" confirm.

Figure 3: The power of media influence on the purchasing decisions of consumers



The survey shows that the gender does not have an impact of the media on the purchasing decisions of consumers. However, there are statistically significant differences (we used the method of comparison of mean values) about the living space. The media have a statistically significant greater impact on those who live in flats (Table 1 and Table 2). The results are logical because mostly in households purchases are made by women. At the same time, taking care of everyday purchases are in line with the

current economic situation often faced with the choice of an appropriate amount of money. Companies try to make that choice for consumer easier and deliver the leaflets with special offers and advertisements to offer certain products and services, which family need.

Table 3: Compare mean for media impact on buying decision and gender of the respondent

	gender	N	Mean	Std. Deviation	Std. Error Mean
How strong is the media impact on your buying decision?	Woman	331	3,56	1,136	,062
	Man	99	3,47	,896	,090

Table 4: Significance of the media impact on buying decision and gender of the respondent

		Levene's Test for Equality of Variances		t-test for Equality of Means						
				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
		Lower	Upper							
How strong is the media impact on your buying decision?	Equal variances assumed	9,996	,002	,677	428	,499	,084	,124	-,160	,329
	Equal variances not assumed			,768	201,004	,443	,084	,110	-,132	,300

A statistically significant difference (depending on the method used, the comparison of the mean values) in the impact of media on the purchase decision also occur in conjunction with the monthly income. Those respondents who have a monthly income of 800 EUR is the influence of the media more than those who earn more than 800 EUR. The results reflect the real situation because those with low incomes are more price sensitive and want to spend money they have available rationally. They are looking for action product and more likely to seek an opportunity for bargains compared with those with higher incomes (Table 3 and Table 4).

Table 5: Compare mean for media impact on buying decision and monthly income of the respondent

	Monthly income	N	Mean	Std. Deviation	Std. Error Mean
How strong is the media impact on your buying decision?	>=800 EUR	281	3,56	1,051	,063
	<800 EUR	149	3,50	1,149	,094

Table 6: Significance of the media impact on buying decision and monthly income of the respondent

		Levene's Test for Equality of Variances		t-test for Equality of Means						
				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
		Lower	Upper							
How strong is the media impact on your buying decision?	Equal variances assumed	1,631	,202	,503	428	,615	,055	,110	-,161	,272
	Equal variances not assumed			,490	279,469	,625	,055	,113	-,167	,278

Depending on the age of the respondents (regardless of the method of comparison of averages) we also observed a statistically significant influence of the media on purchasing decisions. At the respondent older than 40 years, the media have a stronger influence on purchase decisions. Respondents older than 40 years have a family and children and should take care of their household. The needs of families are certainly greater than the person who lives alone, so they monitor a special offer when they purchase. Otherwise, the wishes, needs and interests of older people are different, which certainly affects the ways and approaches to the selling decision (Table 5 and Table 6).



Table 7: Compare mean for media impact on buying decision and age of the respondent

	Age in year	N	Mean	Std. Deviation	Std. Error Mean
How strong is the media impact on your buying decision?	>=40	253	3,63	1,052	,066
	<40	177	3,41	1,120	,084

Table 8: Significance of the media impact on buying decision and age of the respondent

		Levene's Test for Equality of Variances		t-test for Equality of Means						
				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
		Lower	Upper							
How strong is the media impact on your buying decision?	Equal variances assumed	,537	,464	2,131	428	,034	,226	,106	,018	,434
	Equal variances not assumed			2,108	363,579	,036	,226	,107	,015	,436

## Conclusion

The study examines the media influence on the buying behaviour of Slovenian consumers. Products and services on the market today due to strong competition becoming increasingly similar, standardised, consumers can collect from a wide range of products of domestic and foreign origin, to satisfy their needs. From the preferences of each, it depends on which product to choose between buying and what factors will influence the purchase decision. Knowing the purchasing process for each enterprise is crucial since both easier and faster to adapt to the wishes and needs of consumers to improve their business. Different media have different, but very often important influence on the buying behaviour of the consumer and on their purchasing process.

In this study, we found that all the media for the reception of the purchase decisions of consumers the greatest impact has internet. The Internet as a global communications and information network launched the biggest changes in the field of marketing. By using the Internet is the interconnected world, in the form of online marketing were also linked companies and their consumers. They communicate with each other through digital media, through which the company closer to its consumers to realise and understand their needs and expectations. Such form of communication facilitates the communication of information on the company and its products or services and the immediate response of consumers. Through the use of online social networks becomes communication between businesses and consumers a dynamic and up to date. Consumers could ultimately become the creators of success stories of companies because their responses, suggestions and criticisms directly affect the company.

With the research, we have found out, that media have a significant influence on the buying behaviour of consumers, if their incomes are lower than 800 EUR and if they are older than 40 years.

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