

Consumer Media Habits Analysis in the Selected Market

Tina Vukasović

International School for Social and Business Studies, Celje and DOBA Business School Maribor,
Slovenia
tina.vukasovic@mfdps.si

Abstract

In today's times, the media are an important factor of marketing communication. Companies can use a number of various media to transfer information and influence the consumer's purchasing decisions. The best results are achieved if companies know how to correctly combine various media. In order to choose the right combination, the company has to know the characteristics of individual media and combine them so as to utilise their advantages and communicate messages to consumers with which it affects their purchasing decisions. The study focused on the lifestyle and personal values of consumers in Serbia. The research results will be used as a basis for creating effective marketing messages and choosing appropriate marketing communication tools in the context of the strategy of marketing communication with consumers in the analysed market.

Keywords: media, consumer behaviour, consumers, marketing communication strategy, Serbia