

MEDIA AND THE BUYING PROCESS

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Abstract:

In today's information society, consumers have available more and more information about products and services. In the market, there is also more and more providers of similar products and services. Competition for consumers and achieving the sales results is sharp, and therefore companies need to worry about a corresponding effect on consumer buying habits. That can be achieved through the media, acting as an intermediary for the transmission of information. In this way, companies communicate to target consumers with relevant information to influence their buying decisions and encourage them to buy. In this study, we found that in the purchasing habits and consumer choices among the biggest media impact of the Internet, and have their view of consumers surveyed for the reception of the purchase decisions of media, in general, make a big impact.

Keywords: media, shopping behaviour, purchasing habits, consumers

1. THE PURCHASING HABITS OF CONSUMERS

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 customers 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.

2. MEDIA AND THEIR APPLICATION IN ENTERPRISES

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 20xx).

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).

3. METHODOLOGY, DATA COLLECTION AND SAMPLE

3.1. 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.

3.2. Research methodology

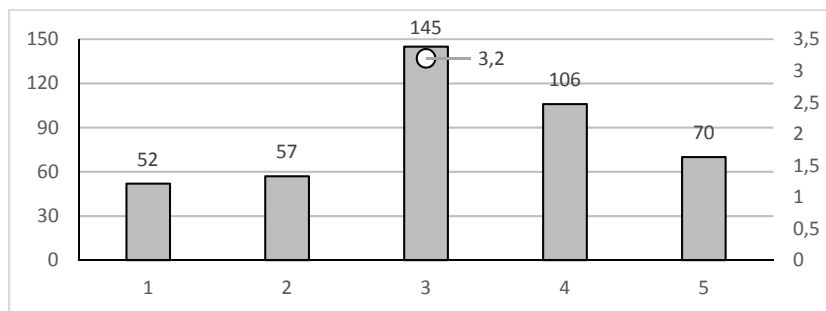
To carry out the research, we used quantitative research method and personal technique interview. The survey was conducted by personal interview in front of shopping centres in October 2015, and in it were included, passers-by. Acquired responses were statistically analysed and presented in the form 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.

4. RESULTS AND DISCUSSION

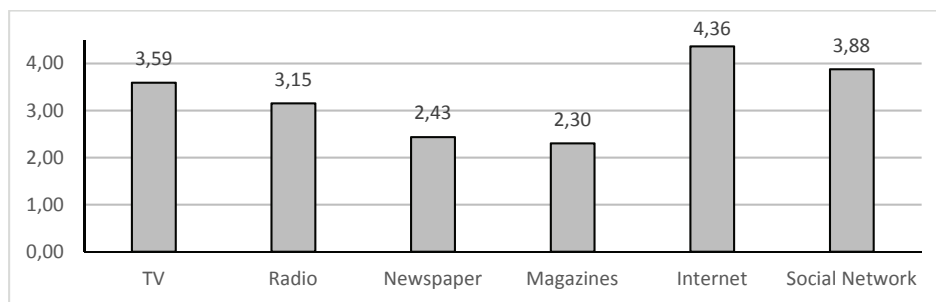
We asked respondents about the importance of leaflets received in mailboxes by traders in their purchasing decisions (Picture 1). For answers, we used the Likert scale ranging from 1 - has no influence, and 5 - has a huge impact. 51 (12%) of respondents answered that flyers do not have any influence 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.

Picture 1: Impact of trader’s flyers on the purchase decisions of consumers



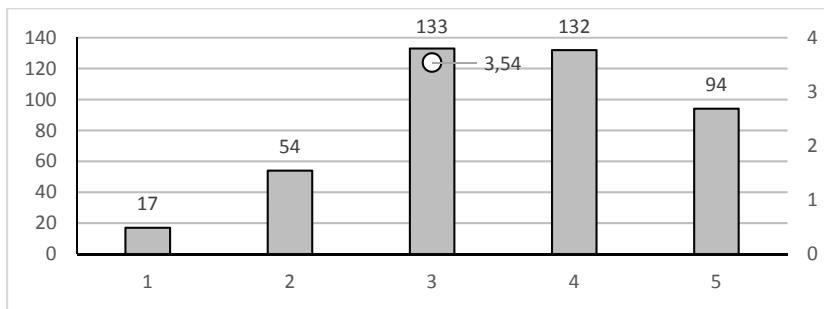
In the study we assessed the impact of the media on purchasing decisions (we used the Likert scale from 1 - no impact to 5 - very strong influence) and found that on average the greatest impact on the purchasing decisions of consumers has the Internet (4.36), followed by a Social Network (3.88) and TV (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).

Picture 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.

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



5. SUMMARY

The study examines the impact of the media on the purchasing habits 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. 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 customers 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.

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