

The Factors Influencing The Buying Decision of Customers Behaviour

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Abstract

The topic of the paper is the analyse of the factors influencing the buying decision of consumer behaviour when buying fixed telecommunications connections. Telecommunications is an area that deals with the transmission of information between distant locations. Its development has been exponential in recent decades and today it represents one of the key factors in the formation of society. The objective of this research is to better understand consumers' behaviour toward fixed telecommunications connections in selected European country. The method used for data collection was a structured online questionnaire. Results indicated that 90% of respondents are satisfied with the provider of fixed telecommunications connections. The most important factor in a customer's purchasing decision is the characteristics of the telecommunication connector. The second one is brand. The results of the research could be used for planning further marketing activities and marketing strategies in the telecommunications companies and related industries.

Keywords: Consumer behaviour, purchase decision, factors, service marketing, telecommunications