

Effect and Use of Internet and Media to Marketing and Customer Impulsive Behavior

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Abstract: In the marketing science are to meet different theoretical explanations of consumer behavior. Classical theoretical explanations are based on the idea that people behave rationally in the role of consumers, i.e. to be primarily guided by economic motives and reasons for the purchase and consumption. The aim of this paper is to demonstrate the potential impact of Internet and Media on consumption. Presentation on the Internet is nothing but a kind of marketing. Internet marketing is not just about presenting the product range with price list and possible contacts, but also fully designed site, created for the person who comes to bidder's website. Communication with the environment surrounding the media and consumers in the store serves as a framework for informing individuals when making buying decisions at the store and also gives an insight into the methods that can be used to effect changes in consumer behavior.

I. INTRODUCTION

Changes in the market followed global changes in the world, placing at the center of business customer satisfaction orientation.

The area of research in this paper focuses on consumer behavior under the influence and application of Internet Marketing and Media, as well as understanding the analysis process through which consumers during the purchase, especially in the impulsive behavior of consumers.

The study of consumer behavior as a separate marketing discipline, began when the manufacturers realized that consumers do not behave and do not always act in accordance with their expectations.

Instead of influencing consumers to buy their products, marketing-oriented managers have concluded that it is much easier solution to produce only those products that previously, the research found that consumers want. The needs and desires of consumers have become the main subject of interest.

Recent research has found that many customers, especially those with higher incomes, are buying on impulse.

Specific aspects of impulsive buying is buying the message that occurs supported media and the Internet.

Impulsive buying every kind of purchase that the customer wants or plans, and it happens.

This work needs to explore what are the influences that contribute to such government customers, focusing

the impact of the Internet and media on impulsive purchases. To initiate the topic, the goal is to determine how under the influence of the media and the Internet, but also influenced by other factors, purchases in Serbia.

Only those products whose appearance caused a positive emotional state of the customer, are likely to affect impulsive purchases and increase chances for survival and success of the product on the market of Serbia, and beyond.

It is precisely these products affect impulsive decision in the process of buying customers and contribute to a better position to market products and generate a higher level of sales at chain stores.

II. PROCESS OF CONSUMER INFORMATION

Today, technology is good all the more important component of the best relationships in marketing. As the marketing market matured over time, the need for accessibility products is creating the need for availability information.

Technology has become a tool for improvement of some necessities such as access to information through information technology, which has significantly led to the need for the growth of co-existing with the development of technology.

Popular means "the line" in a general sense refers to communication via the Internet, through direct contact with no intermediaries. Direct communication represents an system of communication with target consumers wherever there is access to the media of communication. It is also suitable for the kind of advertisements that would not be met with understanding of the whole population.

Modern means of technology: Internet, media, databases and computer reservation system enables enterprises all direct contact with consumers to.

The aim of the database is to divide consumers into groups that can be identified (market segments) based on advertising messages that are most active. This means that it is necessary to find out what each group is motivated to purchase products through customer surveys.

The procedures that can provide refunds or customer preference are: introduction of free on-line connection, which operates seven days a week, 24 hours (telephone, fax or e-mail) to receive customer complaints, quickly getting in touch with the customer in order to prevent negative oral propaganda, accepting responsibility for the customer's dissatisfaction, engaging people who are

sympathetic to customer service and resolve complaints quickly and to customer satisfaction.

Internet as a powerful means of communication media has become an important part of the strategic plan of any organization or company through whom the offer is presented and establishes closer contact with consumers, because it "does not present any brand sold and that it does not follow web address".

With the advancement of technology, the Internet has all the attributes of media that have preceded it. Is no longer a means to impress and inspire the younger generation to purchase on line, but as networks become a global social space for exchange of opinions.

On line advertising has helped to reach those audiences to which media advertising may not reach, and online advertisements and advertisements in magazines are considered the most effective combination in building brand awareness.

The popularity especially given the so-called social networks like Facebook or Twitter, which, according to New Media Trend Watch have a large number of visitors and serve for the exchange of views between groups of similar preferences.

III. IMPULSIVE BEHAVIOR BUYER IN PURCHASING

The research presented in this paper was conducted to determine customer behavior during the purchase, their perceptions of impulsive buying, the links between income and "impulsive" in purchase and final causes of such behavior.

For this purpose, and conducted primary data collection through prepared questionnaires that are attached.

The survey consists of 20 questions designed to gather:

- **Socio - economic information about respondents** (questions 1 - 7), to allow analysis of their behavior in the purchase of the differentiated approach is conditioned by their social status
- **Information on the attitudes of respondents** the impact of media and the Internet in their purchasing habits and buying behavior in the process (Questions 8 - 12)
- **Information about the behavior of subjects during purchase** (Question 13 - 17)
- **Information on the causes and consequences of buying habits** or unplanned purchases (Questions 18 - 20).

This study was conducted in urban and suburban area of Kragujevac and the Čumić Čumić rural areas, between 20 September 2010. to 03 October 2010. Whatever.

A survey carried out two interviewers were assigned according to geographic location of respondents. The first interviewer has processed 30 patients (20 and 10 in the suburbs), while the other interviewer dealt with 20 respondents from rural areas. Having chosen in this way

and that the sample survey conducted in person, the success was 100%, where all respondents returned questionnaires retrieved. After this period, surveys were collected and examined their contents are entered into the statistical software SPSS specialist in which the analysis was performed.

It should be noted that the percentage of errors on questionnaires filled in was relatively small, with only three questionnaire was incomplete. Under the error means that one of these questionnaires, or more than 2 questions were unanswered or the answer was not clear. These questionnaires were entered later, and a missing value, using SPSS logical tools, replaced previously common entries filled response to minimize the possibility of misinterpretation of the overall results.

According to the survey processing in SPSS produced, made an overview of research results and conclusions have been made of research that were introduced in the final conclusion of this paper.

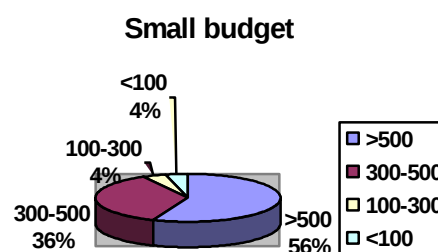
The presentation of research work is given through three segments:

1. Presentation frequency
2. Presentation of selected cross-tabulation
3. Presentation of analysis of responses to the scale offered

A. Presentation of the frequency response

In the study performed it is a younger population that is at the peak of intellectual and working ability, and accordingly belongs to the segment of the population that is relatively active in purchasing. The surveyed group consisted of 44% women and 56% of men.

In the analysis of the respondents appreciated the position of the primary economic unit, or family. This is ensured by establishing the financial contribution to the family budget survey question 4 on the ballot. Worded question the objectivity of the respondents was ensured because the salary is sought and the respondents might



relaxed answer to the question (Figure 1).

Figure 1. In what amount to contribute to the household budget?

When asked *How often do you buy?* 64% of respondents said they bought a week or more often, so if we add the number of those who buy at least twice month (of which there are 26%), we get that 90% of respondents bought at least twice a month. Given that this is a pattern that includes different geographical areas, age, income,

etc., and still there is such a large percentage, we can conclude that kragujevački customers have very intensive purchasing habits.

Volume of purchases was estimated by the average amount spent per month on the purchase and he gave the following results

How much you spend on average in a month?

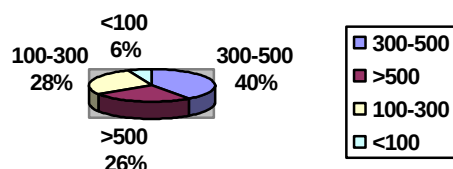


Figure 2. How much you spend on average in a month?

The next interesting fact is the location at which the respondents perform most of their purchases. It is assumed that due to the not-so-great economic situation in Serbia consists of consumers' preference for general consumption, but it's also interesting that the small shops rather suppressed by large hyper and supermarkets, which account for as many as 66% of purchases. This is evident from the review of responses to the question about the location of purchase (see Chart3).

Shopping sites

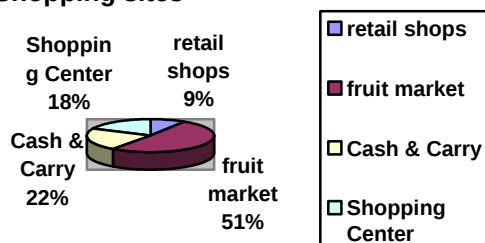


Figure 3. In what type of store you buy?

Also, this distribution gives a good response assumption for the conclusion of work, because it is these retail facilities due to the width of their offers increase the likelihood of impulsive buying. The perception of quality of domestic producers (Figure 4) is positive, as many as 58% of respondents in completely rejects the contention that foreign products are better than domestic.

The question: "Are foreign products quality of our producers?"

It is also a relatively large number indifferentnih respondents (16%), while the rest agreed with the statement.

Obviously, Kragujevac customers consider that our local products as high quality as well as foreign or imported products.

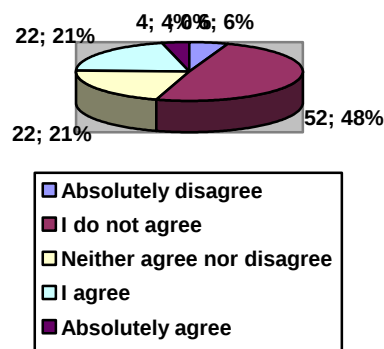


Figure 4. The quality of domestic products

The question: During the purchase can make an informed buying decision based on a credible and high quality package that provides all the necessary information about the product?

The decision to purchase

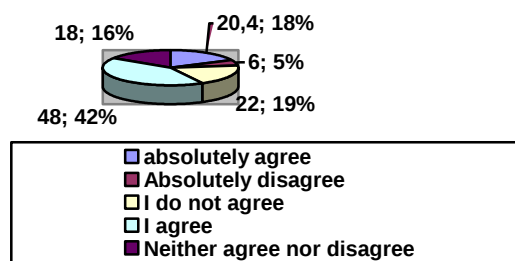


Figure 5. The decision to purchase the

The chart 5th shows that respondents perceived quality as an essential element and indispensable source of information. Even 54% of respondents believe that it is possible to make an informed buying decision based on the quality of packaging. That there is room for further expansion of this number, the fact that even 18% indifferent. Planning and buying habits of respondents shown in Figure 6 shows that buyers in Serbia have a differentiated shopping habits.

Asked Do you usually make before buying a shopping list?

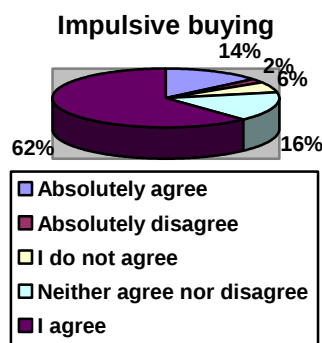


Figure 6. Planning and buying habits

The analysis of Figure 6 shows that the impulsive buying behavior an integral part of Kragujevac customers. Even 76% of respondents stated that unplanned buying products, while 16% indiferentnih.

During the impulsive buying decisions are made in the very near term, as is evident from Figure 7 and the same is the case in Serbia. Only 38% of respondents consider the need for the products you buy, while 32% do not consider this need.

When asked "Do you notice a product that I planned / plans to buy, you always think about and assess the need for the same, but no matter what I buy?" Give the answers whose structure is shown in Figure

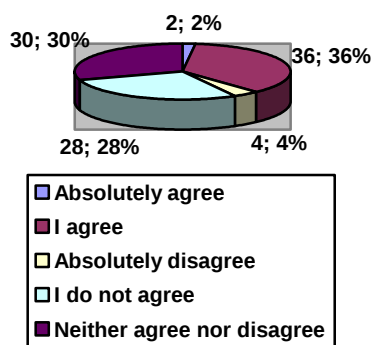


Figure 7. Impulsive purchasing decisions

Figure 8 shows the impact of promotional messages and it is evident that the impact of promotional messages on an unplanned purchase of a very small, as much as 52% of the respondents and deny their influence If we add the number of indifferent customers, the total rises to 70%.

When asked "Do you usually look for when purchasing of products for which I sazanao / by way of promotional messages?"

Respondents gave answers whose structure is shown in Figure 8.

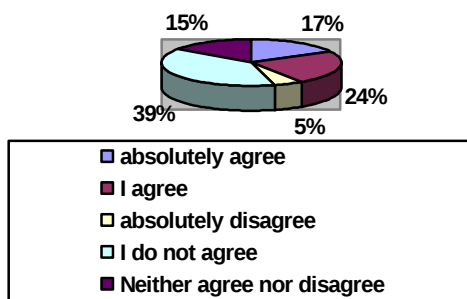


Figure 8. Promotional shopping

This clearly indicates that the impact of promotional messages is negligible. It should be taken into consideration and possible dishonesty in the answers of respondents, or unconsciousness impact of promotional messages.

When asked "What do you think is the most common cause of buying products that you did not intend to buy?"

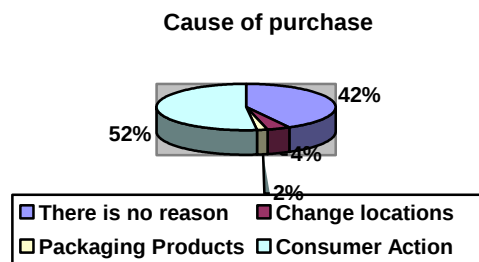


Figure 9. Unplanned purchases

In the opinion of most respondents was due to unplanned purchases to encourage the sale of shares. The first conclusion follows that it can be concluded that the packaging does not have a concrete impact, as only 2% of respondents are aware of the role of packaging.

However, detailed observation of the results it is evident that the majority of 42% of respondents are not aware of reasons for unplanned purchases actually made a decision based on the attention attracted by the packaging.

IV. CONCLUSION

Purchase process was for many years the focus of marketing experts. Purchasing habits and the impact on them can often decide the success or failure of the product.

The aim of this study was to structure the relevant theoretical aspects, which include consumer behavior, and environment influence their behavior. A special emphasis is placed on impulsive buying behavior in the Internet marketing and the impact of media on behavior.

By creating the appropriate content of communications with customers, can affect the product pozicionitanje njohovoj consciousness. An integrated marketing communications to reach consumers with the right message at the right time and right place. A good marketing strategy begins with showing emotion emotional benefits that will have a Consumer if they purchase a specific product. Another important assumption is that the marketing strategy to fit consumers' habits and to provide them with the type of information that fits into their lifestyle.

Given that the survey of consumers showed that the recommendations better way of advertising than through the media, we can conclude that it is still the best advertising is still satisfied customer. A impulsive consumers do not only influence others but also make a stable base purchase.

The results of conducted surveys confirm hypotheses, and have theoretical and practical application of topics such as extending the behavior of consumers, as well as efficiency and method of providing information about the product.

Take a survey does not guarantee success, but it increases the chances of a successful business.

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