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Uvodnik/Editorial

Veljko Marinković

Sveska 2 Volumen 56 Godište 2025 naučnog časopisa Marketing sadrži, pored Uvodnika, četiri originalna rada i jedan pregledni rad. Radovi tretiraju raznovrsne oblasti marketinga: brend menadžment, vrednost za potrošače, profitabilnost potrošača, upravljanje stresom predstavnika turističkih agencija, preferencije pripadnika generacije Z u pogledu kupovine i konzumacije organskih prehrambenih proizvoda, prisustvo različitih simbola nacionalnog identiteta u reklamnim porukama.

Autori **Kurukulasuriya Weerasinghe Tharindu Madushanka Fernando i Ghansham Das** sproveli su empirijsko istraživanje sa ciljem identifikacije uticaja različitih dimenzija percipirane vrednosti brenda na dve važne komponente lojalnosti: spremnost preporuke i nameru buduće kupovine brenda. Istraživanje je sprovedeno na teritoriji Šri Lanke, među mlađom studentskom populacijom koji su iskazivali svoje percepcije vrednosti brendova visoke tehnologije. Autori su u studiji predložili novi trokomponentni istraživački model. Pri tome, pet dimenzija vrednosti (funkcionalna, ekonomska, epistemiološka, emocionalna i društvena) su pozicionirane u centru modela (u okviru drugog središnjeg nivoa). Prvi nivo obuhvata tri potencijalna prediktora vrednosti: vođenje brenda, nasleđe brenda i korporativni imidž. U okviru trećeg finalnog nivoa kreiranog modela pozicionirane su dve komponente lojalnosti: spremnost preporuke i namera ponovne kupovine. Primenom modeliranja strukturalniih jednačina, u studiji je testirano 18 direktnih efekata, od kojih je statistička značajnost utvrđena u slučaju čak 16 efekata. Najjači uticaj na komponente lojalnosti brendovima visoke tehnologije, kada je reč o mlađoj populaciji iz Šri Lanke, ima emocionalna dimenzija vrednosti. Interesantno, ekonomska i epistemiološka vrednost nemaju uticaj na nameru ponovne kupovine ovih brendova. Ovi nalazi sugerišu da u slučaju proizvoda visoke tehnologije, kvalitet igra dominantnu ulogu u odnosu na cenu, a i zbog kontinuiranih inovacija od strane proizvođača u ovoj oblasti, potrošači su informatički pismeni, familijarni sa korišćenjem novih tehnologija, zbog čega kada je reč o budućim kupovinama oni u manjoj meri tragaju za epistemiološkom vrednošću.

Značaj i mogućnosti primene RFM analize u postupku segmentacije potrošača razmatra u svom radu autorka **Hui-Hsin Huang.** RFM je koristan instrument segmentacije potrošača koja se sprovodi na osnovu tri relevantna kriterijuma: datuma poslednje kupovine, učestalosti kupovina i potrošenog novčanog iznosa. Primenom RFM analize može se analizirati i profitabilnost segmenata, odnosno mogu se identifikovati najatraktivniji segmenti. U ovoj studiji primenjen je RFM pristup 2x2x2 koji je uključio formiranje segmenata klijenata jedne banke koja posluje u Tajvanu. Na osnovu pregleda datuma i vrednosti transakcija, klijenti su u prvom koraku svrstani u 8 RFM segmenata iz kojih su zatim izdvojena 4 RFM segmenta za dalju analizu. Autorka studije u drugom koraku na bazi podataka o datumima i broju realizovanih transakcija svrstava klijente banke u 4 nova segmenta: aktivne, potencijalne, nove i izgubljene klijente. Konačno, u trećem koraku analize novi segmenti klijenata se povezuju sa stepenima lojalnosti i vrednosti čime je izvršeno konačno grupisanje svakog individualnog klijenta u jedan od 4 klastera.

Ksenija Leković, Sanja Džever i Dunja Kostić u svom radu ispituju potrošačke navike i preferencije pripadnika generacije Z u pogledu kupovine organskih prehrambenih proizvoda. Studija pruža značajan naučni i praktični doprinos, budući da ona prevashodno popunjava gep u domaćoj literaturi kada je reč o navedenom problemskom području istraživanja. Posebna vrednost rada ogleda se u činjenici da se rad fokusira na pripadnike generacije Z, koji poslednjih godina sve više privlače pažnju autora i eksperata iz

oblasti marketinga, i to konkretno na njihove navike u pogledu kupovine i konzumacije organskih prehrambenih proizvoda. Glavni deo analize obuhvatio je testiranje povezanosti planiranja obroka, sastavljanja liste namirnica, donošenja racionalnih odluka i prikupljanja informacija s jedne strane i namere kupovine organskih prehrambenih proizvoda, s druge strane. Pri tome, najjači stepen povezanosti sa namerom kupovine organskih proizvoda ima prikupljanje informacija koje potrošači sprovode pre planiranih kupovina.

Marijana Seočanac i Ivana Veljović su sprovele veoma interesantnu studiju sa ciljem ispitivanja odnosa stresa i emocionalne iscrpljenosti agencijskih predstavnika turoperatora. U radu je predložen inovativni model koji je omogućio i testiranje efekata emocionalne iscrpljenosti na blagostanje agencijskih predstavnika i njihovo zadovoljstvo poslom. Rezultati su potvrdili snažan pozitivan i statistički značajan uticaj stresa na emocionalnu iscrpljenost, koja dodatno negativno utiče na blagostanje i zadovoljstvo poslom. Pri tome, emocionalna iscrpljenost ima jači inverzni uticaj na blagostanje zaposlenog nego na njegovo zadovoljstvo poslom. U studiji je testirana i moderatorska uloga percipirane organizacione podrške u odnosu stresa i emocionalne iscrpljenosti. Ovaj interakcijski efekat se pokazao kao negativan i statistički značajan. Nalazi studije predstavljaju korisnu osnovu za izvođenje teorijskih i praktičnih implikacija.

O tome koji simboli nacionalnog identiteta su najviše prisutni u komercijalnim televizijskim reklamama, svedoči u svojoj studiji **Marija Ocokoljić.** U radu je sprovedena kvalitativna analiza sadržaja 28 reklama za 9 brendova. Identifikovani su najčešće prisutni vizuelni, verbalni i auditivni elementi reklama. Studija je fokusirana i na analizu prilagođavanja elemenata nacionalnog identiteta kada je reč o komercijalnom oglašavanju. Osim zvaničnih vizuelnih simbola poput grba, zastave i nacionalne nošnje, u mnogim reklamama se kao nacionalni simbol izdvaja hrana, dok posebnu ulogu u posmatranim oglasima ima prošlost kao simbol nacionalnog identiteta. Na kraju rada, Marija Ocokoljić izvodi važne naučne, socijalne i praktične implikacije.

Na kraju Uvodnika, kao glavni i odgovorni urednik časopisa želim da se zahvalim autorima i recenzentima objavljenih radova na učinjenom akademskom naporu koji doprinosi unapređenju kvaliteta našeg naučnog časopisa. Zahvalnost dugujem i uredničkom timu: urednicima i sekretaru redakcije na konstruktivnoj i proaktivnoj saradnji.

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The influence of brand value dimensions on consumer loyalty among young adults: Evidence from Sri Lanka's high-tech market

Kurukulasuriya Weerasinghe Tharindu Madushanka Fernando, Ghansham Das

Abstract: Consumer loyalty in high-tech markets is challenged by rapid technological change and shifting consumer expectations. Although Consumer Perceived Value (CPV) research exists across various industries, studies on high-tech brand value perceptions in emerging economies, such as Sri Lanka, are limited. This paper examines the influence of brand value dimensions on consumer loyalty in Sri Lanka and provides practical insights. Primary data from 463 university students, collected via a web-based survey, were analyzed using Statistical Package for the Social Sciences (SPSS) and Analysis of Moment Structures (AMOS). Structural Equation Modeling (SEM) was used to test the hypothesized relationships between macro-level brand associations, perceived value dimensions, and consumer loyalty outcomes. The results of the exploratory and confirmatory factor analyses confirmed the validity of the model, with 16 out of 18 hypotheses supported, demonstrating strong model fit and significant relationships. Macro-level brand associations had a varied but significant influence on brand value dimensions. Functional, social, and emotional values accounted for the most variance in loyalty constructs, while economic and epistemic values showed weaker effects. The findings of this research reinforce and refine the body of knowledge on the CPV concept in high-tech industries.

Keywords: *brand equity, brand value dimensions, consumer loyalty, consumption values theory, high-tech industry, Sri Lanka*

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1. INTRODUCTION

Building and sustaining a successful brand today is challenging. Companies face pressures from globalization, emerging technologies, and rapidly evolving consumer expectations, as well as sluggish sales growth and economic downturns (Leroi-Werelds, Streukens, Brady & Swinnen, 2014). Consumers' continuous inclination to purchase a brand is essential for maintaining sales revenue and long-term profitability. Therefore, marketers should prioritize cultivating consumer loyalty as it is widely acknowledged as a critical asset in competitive markets. In this context, CPV has emerged as a fundamental concept in marketing. Existing literature highlights its substantial impact on key consumer behaviors, including satisfaction (El-Adly, 2019), loyalty (García-Fernández, Gálvez-Ruíz, Fernández-Gavira, Vélez-Colón, Pitts & Bernal-García, 2018), and purchase intention (Hsiao & Chen, 2016). However, despite efforts to retain consumers, some academic studies indicate a decline in consumer loyalty and attribute it to category-specific factors (Casteran, Chrysochou & Meyer-Waarden, 2019), as well as brand characteristics and marketing mix decisions (Dawes, Graham & Trinh, 2021).

In contrast to conventional products, high-tech products are typically innovation-driven, incorporating R&D and characterized by cutting-edge technology. Nevertheless, a precise definition of high-tech firms remains unclear, since what is deemed innovative today may become obsolete in the future. High-tech industries can drive growth across all economic sectors (Sojoodi & Baghbanpour, 2024). Examples of such industries include electronics, biotechnology, aerospace, renewable energy, artificial intelligence (AI), and virtual reality (VR). However, marketing in high-tech sectors presents unique challenges, and deficiencies in marketing are often blamed for the lack of success in these industries. High-tech markets are highly competitive, where companies offer similar products and technologies that are minimally differentiated (e.g., electronics, software, and telecommunications). Additionally, continuous innovation

shortens the life cycle of high-tech products, quickly rendering their value proposition obsolete. Innovation alone is no longer enough to secure a competitive advantage. Success is more likely when technological superiority is paired with strong marketing capabilities (Mohr, Snjit & Stanley, 2011). Therefore, tech companies must transform innovations into compelling value propositions for consumers.

Accordingly, firms must determine consumers' needs and preferences with precision. To better understand various aspects of consumption and brand experiences, researchers recommend integrating theories from diverse disciplines (Keller, 2006; Tsai, 2005). Applying the CPV concept to specific products or services has proven effective in addressing this issue. Furthermore, CPV is a comparative, personal, and context-dependent concept (Miao, Xu, Zhang & Jiang, 2014), making it applicable to the high-tech sector as well. Given its evolving nature, more empirical research is needed to effectively apply CPV in both product and service contexts. However, limited research has explored the consumer value concept and its dimensions at the brand level (Allen Broyles, Leingpibul, Ross & Foster, 2010). To address this gap, our study develops an all-inclusive measure of brand value based on consumers' perceptions. We employ the theory of consumption values (Sheth, Newman & Gross, 1991) since it effectively captures individual and collective consumption experiences at both the product and brand levels. Accordingly, this research aims to construct a conceptual model that represents the multidimensional nature of brand value and to explore how brand associations influence its distinct dimensions, as well as their subsequent impact on consumer loyalty.

Over the years, numerous studies related to CPV have been carried out across various regions worldwide. Some of these studies were conducted in the United States, focusing on mobile data services (Yang & Jolly, 2009), casual sportswear (Chi & Kilduff, 2011), hybrid cars (Hur, Kim & Park, 2013), and the hospitality industry (Jiang, Balaji & Jha, 2019). In Europe, several studies examined luxury brands (Wuestefeld, Hennigs, Schmidt & Wiedmann, 2012), and the retail industry (Gallarza, Ruiz-Molina & Gil-Saura, 2016). Additionally, areas such as online shopping (Wu, Chen, Chen & Cheng, 2014), and eco-friendly apparel purchasing (Chi, 2015) have been studied using Chinese consumer samples. Furthermore, we found studies on green product purchasing in South Asian countries (Khan & Mohsin, 2017). Consumers in emerging markets perceive value differently from those in developed markets. Notably, CPV studies on the high-tech sector in emerging economies remain scarce. Thus, our study adds to the existing literature by examining Sri Lankan consumers' value perceptions of high-tech brands, with a particular focus on the VR industry. The remainder of the paper is organized as follows: first, we review the literature on brand management and CPV, followed by hypotheses development. Next, we present the research design and methodology. After testing the hypotheses, we discuss the empirical results. The final section concludes with theoretical and practical implications.

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.1. Brand management and brand equity models

Brands have become a prominent and influential force in today's business landscape, closely tied to modern market dynamics and consumption patterns. Effective brand management allows organizations to differentiate their offerings, optimize the use of resources, and create value, thereby addressing the diverse needs of their stakeholders. Academic research has extensively examined the process of building a successful brand, along with the methods and strategies to achieve it and its significance for organizations (Christodoulides & de Chernatony, 2010). The term 'brand equity' first appeared in marketing literature in the early 1980s, aiming to conceptualize the relationship between customers and brands. This concept addresses a crucial aspect of marketing: determining a brand's worth, which has since evolved into one of the most extensively studied topics in the subject. Scholars have adopted various approaches to conceptualize brand equity, including consumer-based (e.g., Aaker, 1991; Keller, 1993), financial market-based (e.g., Simon & Sullivan, 1993), behaviorally driven (e.g., Kamakura & Russell, 1993), and marketing mix-based models (e.g., Yoo, Donthu & Lee, 2000). Despite the growing body of knowledge on brand equity and its measurement approaches over the recent decades, a universally accepted and definitive framework for the development and management of brand equity remains elusive to researchers and practitioners (Davcik, Vinhas da Silva & Hair, 2015).

At its most fundamental level, brand equity evaluates the overall value attributed to a brand. However, the concept of brand value is inherently complex and extends beyond the tangible attributes of a product.

While a brand may represent a physical product designed to meet specific needs, it also embodies intangible values that resonate deeply with consumers (Fournier, 1998; Keller, 2006). Therefore, analyzing value at the brand level tends to be more complicated compared to the product level. When evaluating a brand's value, it's important to first determine whether the focus is on a marketer-centric or consumer-centric approach. Previous studies have examined the critical role of brand equity in marketing, considering both the firm's and the consumer's perspectives. In general, two predominant perspectives exist in the research for evaluating brand value: financial and behavioural (Allen Broyles et al., 2010). The financial perspective, typically employed by accountants, views a brand as a distinct and measurable asset on a company's balance sheet (Simon & Sullivan, 1993). The behavioral perspective is centered on the customer, with brand value determined by its prominence in the minds of consumers and their response to the brand's marketing efforts (Keller, Parameswaran & Jacob, 2010).

Nevertheless, research in this field has led to numerous interpretations of brand equity. Aaker's (1991) work laid the foundation for defining the concept of brand equity qualitatively, and its empirical measurement was later introduced, expanding the framework (Aaker, 1996). Keller's (1993) model focused more on Consumer-Based Brand Equity (CBBE), with an emphasis on the psychological and experiential aspects of consumer-brand relationships. From a monetary perspective, Simon and Sullivan (1993) introduced a method for quantitatively calculating brand equity. Instead of directly measuring brand equity attributes, Kamakura and Russell (1993) focused on consumer choice modeling and latent class segmentation, demonstrating how consumer preferences and segmentation impact brand loyalty and overall brand value. A survey-based method to measure brand equity was developed by Park and Srinivasan (1994), which identifies the sources of brand equity by distinguishing between its attribute-based and non-attribute-based components.

Fournier (1998) expanded on earlier CBBE models by incorporating relational and emotional dimensions, thereby highlighting the psychological elements of brand loyalty and suggesting that consumers' attachment to a brand can resemble a personal relationship. Motameni and Shahrokhi (1998) introduced the Global Brand Equity Valuation (GBEV) model, arguing that consumer and financial-based perspectives alone are insufficient. Their model takes a holistic approach, calculating global brand equity through three brand multiples: customer-base potency, competitive potency, and global potency. Morgan's (1999) framework defines brand equity as having two primary components: functionality and performance, and affinity. The affinity component is further divided into three subdimensions: authority, identification, and approval. In a subsequent study, Keller (2002) proposed three key approaches for conceptualizing and measuring the perceived value of a brand: psychology-based, economics-based, and sociology-based. Likewise, a 'hedonic/utilitarian value ratio' perspective was proposed by Chaudhuri and Holbrook (2002) to evaluate the influence of functional and emotional risks on brand choice, brand affect, and brand trust.

Yoo and Donthu (2001) developed a prominent CBBE scale, based on Aaker's (1991) and Keller's (1993) models, with ten elements representing three dimensions: perceived quality, brand awareness/associations, and brand loyalty. However, they merged brand awareness and associations into one and focused only on product categories, excluding services. Another holistic definition was proposed by Vázquez, del Rio and Iglesias (2002), focusing on post-purchase utilities within the framework of information economics. They identified four dimensions of brand utility: brand name functional utility, brand name symbolic utility, product functional utility, and product symbolic utility. Furthermore, Allen Broyles et al. (2010) identified that brand functional utility consists of perceived quality and performance, whereas brand experiential utility includes brand imagery and brand resonance. Tsai (2005) proposed a brand value model covering economic, socio-cultural, and emotional dimensions. Using SEM, he tested the scale across various products, identifying symbolic, affective, and trade-off values as key factors, influenced by image, experience, quality, and price. Shankar, Azar and Fuller (2008) were the first in academic literature to develop a model combining consumer surveys and financial metrics to assess brand equity for multi-category brands, identifying drivers such as brand reputation, innovation, trust, associations, etc. However, its limitation lies in the lack of financial data for competitor brands and the aggregate nature of the brand equity estimate (Christodoulides & de Chernatony, 2010).

While financial-based brand valuation is crucial for companies, particularly in the context of mergers and acquisitions, consumer-centric approaches have increasingly gained attention within the marketing community (Heding, Knudtzen & Bjerre, 2020). However, the existing literature clearly highlights a lack of agreement among researchers concerning the empiri-

cal measurement of the brand value construct from consumers' perspective. Moreover, previous conceptualizations of brand equity have been developed within models characterized by distinctive attributes (Gutiérrez, Perona Páez & Gutiérrez Bonilla, 2024). While each methodology offers its own advantages and limitations, scholars have yet to create a unified approach that combines the strengths of these various methods. It is questionable to determine which model or proposal is the best for evaluating a brand. Among these various brand equity models, Aaker's (1991) and Keller's (1993) models stand out as the most widely accepted and influential.

2.2. Consumer perceived value and its conceptualization

Utility theory implies that individuals often face financial limitations and therefore seek to maximize the returns of their marketing transactions (Zeithaml, 1988). In marketing, this 'return' is recognized as consumer value. When it is based on perceptions rather than objective facts, it is referred to as consumer perceived value (CPV). Hence, perceived brand value is often used interchangeably with brand equity from a consumer perspective, as both are understood to have the same meaning (Chaudhuri & Holbrook, 2002). For example, Allen Broyles et al. (2010, p. 160) define brand equity as "an individual's perception of the value of a branded product to her/himself." Since its emergence since 1980s, the construct of CPV gained major interest and attention from the academics (e.g., Dodds & Monroe, 1985; Zeithaml, 1988). With its roots in diverse fields such as management, organization, and marketing, along with significant links to psychology and social psychology, the conceptualization and measurement of CPV have evolved rapidly over the past three decades. The burgeoning number of CPV related studies have added to the complexity in understanding the type, measurement, interrelation and operationalization of consumer value concept (Chi & Kilduff, 2011; Zauner, Koller & Hatak, 2015).

Previous research has revealed misalignments between what businesses believe their customers value and what customers truly value. Holbrook (1999) highlighted that the concept of consumer value lies at the core of all marketing activities and all meaningful marketing efforts are ultimately aimed at creating value. Accordingly, companies today are increasingly acknowledging CPV as a crucial element for effective product development and marketing strategies. In fact, many scholars contend that aligning products with CPV as a critical source of competitive advantage in today's dynamic business environment. Moreover, empirical research indicates that, compared to consumer satisfaction, which typically arises from post-purchase or post-use evaluations, CPV plays a more critical role in understanding consumer purchase behavioural intentions. This is attributed to CPV's influence across multiple phases of the purchase decision-making process, including the crucial pre-purchase stage (Gallarza, Arteaga, Del Chiappa, Gil-Saura & Holbrook, 2017). Therefore, CPV has garnered major focus in marketing literature and has been established as a strong predictor of customer loyalty and a key driver of customer patronage (Koller, Floh & Zauner, 2011; Lin, Sher & Shih, 2005).

The high output of empirical, conceptual, and review papers on the subject of value over the past three decades has generated contradictory empirical findings and a range of conceptualizations, leading to some contestation within the field (Zeithaml, Verleye, Hatak, Koller & Zauner, 2020). Although customer value is widely recognized as essential, there remains substantial disagreement regarding its appropriate conceptualization and measurement (Leroi-Werelds et al., 2014). Specifically, there is a notable absence of a unified conceptual framework for CPV in the marketing discipline that captures the full breadth of empirical evidence on this construct. In this regard, some scholars have attempted to review and clarify the conceptual foundations of CPV in the existing literature (e.g., Eggert, Ulaga, Frow & Payne, 2018; Leroi-Werelds, 2019). However, most of these studies were conceptual in nature and therefore lacked empirical validation. Additionally, some were limited to B2C markets, while others focused exclusively on B2B contexts, leaving gaps in the comprehensive understanding of CPV (Blut, Chaney, Lunardo, Mencarelli & Grewal, 2024).

Although the theoretical foundation of CPV continues to evolve, Zauner et al. (2015) proposes that the conceptualization of CPV can be broadly categorized into three stages, reflecting the historical progression of the construct over time. The first stage of CPV conceptualization was unidimensional, focusing on the quality-price relationship (Dodds & Monroe, 1985). Grounded in several established theories and concepts from marketing and psychology, Dodds and Monroe (1985) model offered a straightforward and concise perspective, commonly referred to as 'value-for-money'. Building on this, Zeithaml (1988) applied means-end theory and developed a theoretical framework that links product attributes to higher-level consumer

goals and values. She further defined perceived value as the "consumers' overall assessment of the utility of a product or service based on their perceptions of what is received vs. what is given up" (Zeithaml, 1988, p. 14). However, during this early conceptualization, CPV was regarded as a singular, overarching construct to be measured holistically, without being divided into separate components, even though it could be influenced by multiple antecedents. The unidimensional conceptualization was dominant in research until the early 2000s, as evidenced by its widespread adoption across numerous studies, which either built directly on pioneering works or established indirect connections to them. Nonetheless, many scholars have challenged the simplicity of this CPV conceptualization, arguing that this approach is too narrow to adequately capture the construct's theoretical complexity (e.g., Lin et al., 2005; Sheth et al., 1991).

Shifting the focus towards the potential multidimensionality of the construct, scholars emphasized the need for a more sophisticated measurement framework to better understand how consumers evaluate products and services (Sweeney & Soutar, 2001). In response, research moved beyond the dominant utilitarian perspective, and the multidimensional conceptualization of CPV gained greater prominence in marketing literature. It was proposed that consumption experiences encompass multiple types of value simultaneously, with emotional or affective dimensions being as relevant as cognitive or economic factors (Holbrook, 1999; Sheth et al., 1991). Meanwhile, a growing body of research have developed and validated measures and scales to quantify CPV across various dimensions, thereby further enhancing the understanding of CPV (e.g., Chi & Kilduff, 2011; Hur et al., 2013; Khan & Mohsin, 2017).

Sheth et al. (1991) introduced the groundbreaking theory of consumption values, which posits that market choices are influenced by multiple dimensions of consumption values. This theory identifies five distinct types of values: functional, social, emotional, epistemic, and conditional—that, while independent of one another, can influence consumer choice behavior either individually or collectively, depending on the specific consumption context and the nature of the product or service involved (Zauner et al., 2015). The work of Sheth et al. (1991) has provided a robust theoretical foundation, which other authors have built upon to develop more comprehensive measures and scales for CPV (Sweeney & Soutar, 2001). Furthermore, Holbrook (1999) developed a multidimensional framework for CPV, based on three dichotomies: extrinsic versus intrinsic, self-oriented versus other-oriented, and active versus reactive. When combined, these dimensions led to the identification of eight distinct value types. The PERVAL model, presented by Sweeney and Soutar (2001), offers a comprehensive approach, comprising four distinct interrelated value dimensions (emotional, social, economic, and functional) and its reliability and validity were established in both pre-purchase and post-purchase contexts. While some scholars have argued that minor revisions to the PERVAL scale are necessary, it has nonetheless been widely adopted in both conceptual and empirical studies due to its theoretical parsimony and strong applicability in empirical analysis (Chi, 2015).

In its third stage, the CPV conceptualization centers on understanding three key elements: dimensionality, level of abstraction, and model taxonomy. As a result, scholars are increasingly focused on refining and structuring the concept of CPV, and using it to address real-world business challenges rather than merely developing abstract definitions (Zauner et al., 2015). Since the CPV construct can either be reflected in or composed of its respective dimensions (Lin et al., 2005), researchers are discussing about whether to use formative (aggregate composite) or reflective (latent factor) indicators for its higher-order conceptualization (e.g., Diamantopoulos, 2010). While first-order dimensions of CPV are generally treated as reflective, there is an ongoing debate whether second-order levels should be reflective or formative. In a recent publication, Zeithaml et al. (2020) explores the CPV construct through positivist, interpretive, and social constructionist paradigms, emphasizing the need to recognize these different perspectives and resolve the discrepancies between them to advance customer value research. Furthermore, Blut et al. (2024) classifies existing CPV conceptualizations into four models in their meta-analysis: 1) unidimensional, 2) multidimensional with a focus on benefits, 3) multidimensional including both benefits and sacrifices, and 4) a combination of uni- and multidimensional models, to determine which one demonstrates the greatest predictive power. They conclude that the model integrating benefits, sacrifices, and overall value performs the best, as it captures both the advantages and disadvantages that influence value judgments.

2.3. Conceptual model and hypothesis development

In this study, we draw on theory of consumption values (Sheth et al., 1991) to conceptualize the brand val-

ue construct, given its theoretical strength and broad applicability across various marketing and consumer behavior contexts (Chi, 2015; Gallarza et al., 2016; Yang & Jolly, 2009). However, we exclude the fifth dimension - conditional value, due to its reliance on external factors, which makes it less inherent to the product and more tied to situational utility or timeliness. As Sweeney and Soutar (2001, p. 217) suggest, this dimension may not be "of the same order as other dimensions." While conditional value is relevant in certain contexts, we argue that it does not function as an independent factor requiring separate consideration in this study. Furthermore, we incorporate an economic value dimension to capture price-related consumer perceptions at the brand level. While this approach does not offer a direct monetary valuation, as financial-based brand equity models do, it aligns with consumer expectations regarding the trade-off between price and perceived benefits (Keller, 1993; Zeithaml, 1988). This dimension is particularly important in competitive markets, where cost-benefit evaluations increasingly influence consumers' decision-making and financial awareness (Chaudhuri & Holbrook, 2002; Tsai, 2005).

Past literature suggests that brand value is influenced by various factors, both directly and indirectly. Therefore, any brand-related activity can shape consumers' perceptions of its value (Yoo et al., 2000). Numerous studies have identified a range of factors that contribute to this dynamic (e.g., Heding et al., 2020; Keller, 1993; Miller & Mills, 2012; Simon & Sullivan, 1993; Tsai, 2005). Additionally, Keller (2006) distinguishes between these brand associations as micro-level (brand-specific) and macro-level (general perceptions) considerations. Given the extensive list of diverse antecedents to brand value, we will focus on three key constructs: brand leadership, brand heritage, and corporate image, due to their significant influence and feasibility for this study. Similarly, prior studies have established customer loyalty as a key driver of organizational success (Koller et al., 2011), with perceived value serving as a leading indicator of brand loyalty. In fact, many studies have recognized value as a critical determinant of loyalty behaviors, including repurchase intention and positive Word-of-Mouth (WOM) (Cengiz & Yayla, 2007; Lin et al., 2005; Pihlström & Brush, 2008). Building on this, we enhance our model by incorporating these two variables as expected outcomes of the perceived brand value construct.

Brand leadership plays a critical role in assessing and defining brand value (Aaker, 1996). Key indicators of brand leadership include consumer awareness, consumer attitudes and market share (Na, Son & Marshall, 2007). The literature indicates that brand leadership positively impacts the perceived functional value of a brand. Aaker (1991) suggests that leading brands prioritize product functionality and consistently reinforce this idea through strategic communication, thereby elevating consumer confidence in brand performance. Accordingly, brand leadership aligns closely with innovation (Doyle & Bridgewater, 2012) and enhances the perceived quality (functional value) of products (Dimofte, Johansson & Ronkainen, 2008; E M Steenkamp, Batra & Alden, 2003), delivering superior utilitarian and hedonistic benefits to consumers (Na et al., 2007). Therefore, when consumers view a brand as a market leader, they are more likely to form positive associations with its functional value. Hence, it is hypothesized that:

H1: Brand leadership exerts a direct positive influence on the functional value of a brand.

Similarly, the perceived social value of a brand increases when consumers view it as a market leader. Positioning a brand as 'global' can enhance its value in the eyes of consumers. Owning globally recognized leading brands can elevate consumers' social standing within their circles, providing them with a sense of prestige and prominence (Dimofte et al., 2008; E M Steenkamp et al., 2003). In the context of luxury brand consumption, Miller and Mills (2012) posits that brand leadership significantly influences the value of conspicuous brands tied to social status. This suggests that consumers may find greater value from leading brands than from less prominent ones, as market leadership can effectively cater to social and emotional needs. Therefore, it is hypothesized that:

H2: Brand leadership exerts a direct positive influence on the social value of a brand.

Innovation is a critical driver of sustainable competitive advantage, enabling businesses to penetrate new markets and expand their existing market share. Evidence from the literature strongly suggests a reciprocal relationship between innovation and market leadership (Gehlhar, Regmi, Stefanou & Zoumas, 2009). Superior brands are often characterized by their ability to lead in innovation, addressing consumers' needs for curiosity and exploration (Doyle & Bridgewater, 2012). Furthermore, market-leading brands are expected to enhance their products by incorporating premium features, such as cutting-edge technology.

Considering the consumers' novelty-seeking context, Rubera, Ordanini and Griffith (2011) posit that global businesses must offer competitive products to gain favorable consumer responses. Hence, leading brands can leverage innovation to differentiate their offerings and appeal to curiosity-driven, knowledge-seeking consumers. Reflecting on this logic, we hypothesize that:

H3: Brand leadership exerts a direct positive influence on the epistemic value of a brand.

Brand heritage is another key strategic asset, particularly for corporate brands, as it can provide authenticity and differentiation, generate trust, and enhance credibility among their stakeholders (Urde, Greyser & Balmer, 2007). The positive influence of brand heritage on consumers' behavioral intentions is evident in several conceptual and empirical studies. According to Pizzi and Scarpi (2019), higher levels of brand heritage lead to more positive attitudes toward the brand. Similarly, Wuestefeld et al. (2012) finds that brand heritage has a significant effect on overall perceived value, including economic, functional, social, and emotional aspects. Furthermore, establishing and communicating a brand's heritage can enhance the success of a fashion brand, especially when the brand holds strong symbolic value (Urde et al., 2007). In a study on heritage luxury brand purchasing, Halwani (2021) finds that late adolescents were primarily motivated by the desire to fit in and impress peers, while older adult participants were driven by the need to seek admiration and respect from their immediate family. This illustrates the relationship between social value perceptions and heritage brand consumption among consumers of different age groups. Therefore, it is hypothesized that:

H4: Brand heritage exerts a direct positive influence on the social value of a brand.

It was also discovered that the majority of older adult participants experienced positive associations and emotions when purchasing heritage luxury brands (Halwani, 2021). This aligns with previous findings in the literature, which suggest that positive emotions tied to a brand's heritage stem from nostalgia and its cultural significance (Merchant & Rose, 2013). Rose, Merchant, Orth and Horstmann (2016) finds that brand heritage inspires positive emotions, and the relationship between brand heritage and emotions is also supported by prior studies on authenticity and retro-branding (Leigh, Peters & Shelton, 2006). Therefore, in light of these arguments, we propose the following:

H5: Brand heritage exerts a direct positive influence on the emotional value of a brand.

As competitive advantage shifts from products to organizations, companies are moving from product branding to corporate branding. According to Souiden, Kassim and Hong (2006), a corporation's actions that reach the public can influence how consumers perceive its products. In fact, corporate image can directly influence consumer behavior. For example, positive corporate image can positively affect consumers' value perceptions. Moreover, corporate image acts as an informational cue, guiding consumers in assessing a brand's credibility (de Ruyter & Wetzels, 2000) and influencing their perceptions of quality (Andreassen & Lindestad, 1998). A study by Çifci and Koçak (2012) suggests that consumers of positively evaluated companies often benefit from perceived quality. Therefore, when a company is perceived to perform well, its products are expected to reflect a similar level of performance. This suggests a relationship between the company's image and consumers' perceptions of functional value. Hence, we hypothesize that:

H6: When a firm's corporate image is more positive, the functional value of that firm's brands tends to be higher.

Similarly, a positive corporate image can lead to favorable perceptions of a brand's pricing and even increase a company's sales and market share. Consumers often rely on corporate associations to evaluate products. For example, the reputation customers associate with a retailer influences how they perceive the value of their purchases from that store. Also, companies recognized for their intelligence and success are more appreciated by the users of their products (Souiden et al., 2006). In fact, studies focused on airline companies (Graham & Bansal, 2007) and entertainment mobile services (Pihlström & Brush, 2008) reveal that customers are prepared to pay a price premium for a better corporate reputation. Certain studies on 'service-value' suggest that the image and reputation of service providers impact customers' perceptions of price paid as fair and reasonable. Based on these arguments, we conclude that a significant relationship exists between company image and consumers' price perceptions, and we propose the following hypothesis:

H7: When a firm's corporate image is more positive, the economic value of that firm's brands tends to be higher.

According to Kennedy (1977), corporate image comprises two main components: functional (tangible characteristics) and emotional (feelings and attitudes towards the company). A positive corporate image leads consumers to perceive a brand as competent, trustworthy, and reliable (de Ruyter & Wetzels, 2000). Consumers are more willing to develop emotional dependence on a brand when they perceive the company as a reliable partner, creating a sense of comfort and security (Fournier, 1998). Companies with a positive reputation often benefit from warm and affectionate relationships with consumers. Well-known companies can form emotional connections with consumers who hold the firm's market profile in high regard (Heding et al., 2020). Furthermore, Keh and Xie (2009) demonstrate that corporate reputation has a positive impact on consumer commitment and identification, which are considered emotional reactions to companies. Thus, we hypothesize that:

H8: When a firm's corporate image is more positive, the emotional value of that firm's brands tends to be higher.

Numerous studies have consistently demonstrated a causal link between a brand's functional value and customers' intention to repurchase. Many researchers argue that high perceived quality is a crucial factor influencing repurchase intentions regardless of the product type or consumer profile (E M Steenkamp et al., 2003; Keller, 2006; Tsai, 2005; Zeithaml, 1988). For instance, in the apparel and electronics sectors, Na et al. (2007) discovered that brand performance, quality and reliability contribute to consumer satisfaction, ultimately resulting in repurchase intentions. As proposed by Danes, Hess, Story and Vorst (2012), consumers' commitment to purchasing their favourable brands grows in alignment with their perceptions of the brand's functional capabilities. Hence, it is evident that performance beliefs can increase the intention to make repeat purchases of the same brand. Consequently, this study posits that:

H9: There exists a positive significant relationship between functional value and repurchase intention.

According to Hamann, Williams and Omar (2007), price has a negligible effect on the repurchase of branded products in certain market segments. Nevertheless, numerous studies across different contexts have provided evidence for the impact of price evaluations on repurchasing products (He & Song, 2009; Pihlström & Brush, 2008; Tsai, 2005), repatronizing the retailer (Wakefield & Barnes, 1996), and willingness to revisit travel destinations (Kashyap & Bojanic, 2000). Based on this literature, we assume that when consumers perceive the price charged by a merchant as aligned with the value of the service provided, they develop a stronger intent to purchase the same brand again in future. Hence, we hypothesize that:

H10: There exists a positive significant relationship between economic value and repurchase intention.

Consumers are influenced by the brand and product preferences of friends and colleagues within their social environment. In fact, the perceptions of others regarding an individual's product choices tend to be a key consideration in buying decisions, particularly for high-involvement products, which serve as symbols of prestige, luxury, and personal identity (Wiedmann, Hennigs & Siebels, 2009). Previous studies have shown that social value is directly associated with repurchase intention (Tsai, 2005), and consumers are actively seeking brands that carry symbolic meaning within their socio-cultural settings. Furthermore, Ahmed, Khalid and Ahmad (2018) find that consumers' repurchase intentions can be reinforced and reshaped by increasing the social influence exerted by social agents. Grounded on these findings, we hypothesize that:

H11: There exists a positive significant relationship between social value and repurchase intention.

Emotional value occurs when consumers derive positive experiences from a company's products or services. In the fields of marketing and consumer behavior, it is well established that emotions have a significant impact on consumer satisfaction. Moreover, scholars identify emotions as a more potent predictor of consumers' future behavioral intentions (Chen, Peng & Hung, 2015). In fact, emotions arising from various experiences can be linked to repurchase intentions. For example, in the modern retail context, Simanjuntak, Nur, Sartono and Sabri (2020) identified consumers' emotions as the most significant factor influencing repurchase intention. This relationship has been confirmed by Nalchy, Rasoulian and Boojari (2012), who contend that the intensity of emotions can range from weak to very strong. Based on these arguments, we hypothesize that:

H12: There exists a positive significant relationship between emotional value and repurchase intention.

Epistemic value influences consumers' purchase intentions by offering creative, novel, or ingenious ben-

efits through a product. Wakefield and Barnes (1996) suggest that novelty-seeking consumers have minimal repatronage intentions. Nonetheless, individuals are more attracted to novelty when seeking hedonic benefits rather than utilitarian ones. Consequently, the association between epistemic value and repurchase intention is influenced by the product types (Duman & Mattila, 2005). Overall, epistemic value is anticipated to positively influence behavioral intentions. Küpeli and Özer (2020) incorporated epistemic value into the PERVAL scale (Sweeney & Soutar, 2001) and found a positive impact on behavioral intentions. Another study by Mosavi and Ghaedi (2012) found that epistemic value influences behavioral intentions, which, in turn, primarily affect repurchase intentions and WOM. Based on these findings, it is reasonable to assume that a higher perceived epistemic value enhances the intention to repurchase the same brand. Thus, we propose that:

H13: There exists a positive significant relationship between epistemic value and repurchase intention.

It has been well-established that perceived value positively influences customers' loyalty behavior, including WOM. Furthermore, post-consumption behavior is generally assumed to be shaped by the functional and utilitarian benefits of a product or a brand (Cengiz & Yayla, 2007; Lin et al., 2005). Accordingly, Ranaweera and Karjaluoto (2017) suggests that positive perceptions of functional value have direct positive effects on WOM generation. In another study, Delgado-Ballester and Fernandez Sabiote (2015) found that both brand functional value and experiential value have significant but differing impacts on WOM, with functional value having a stronger influence than experiential value. Therefore, it can be expected that a satisfied consumer is more likely to share positive WOM when they receive greater functional value. Accordingly, we propose that:

H14: There exists a positive significant relationship between functional value and positive WOM communications.

In the market, consumers often perceive certain brands as more or less expensive due to different price tiers (Na et al., 2007). How consumers subjectively evaluate the worth of a brand's market price and interpret its perceived economic value is important. Previous studies at the product level generally operate on the assumption that "the cheaper, the more favorable and valuable" (Oh, 1999; Zeithaml, 1988). Souki, Oliveira, de Barcelos, Guerreiro, Mendes and Moura (2024) found that perceived value for money significantly and positively impacts WOM in the hospitality sector. Another study on passengers of low-cost airline services revealed that price perceptions mediate the relationship between service quality and WOM (Liu & Lee, 2016). Reflecting on this logic, we propose that:

H15: There exists a positive significant relationship between economic value and positive WOM communications.

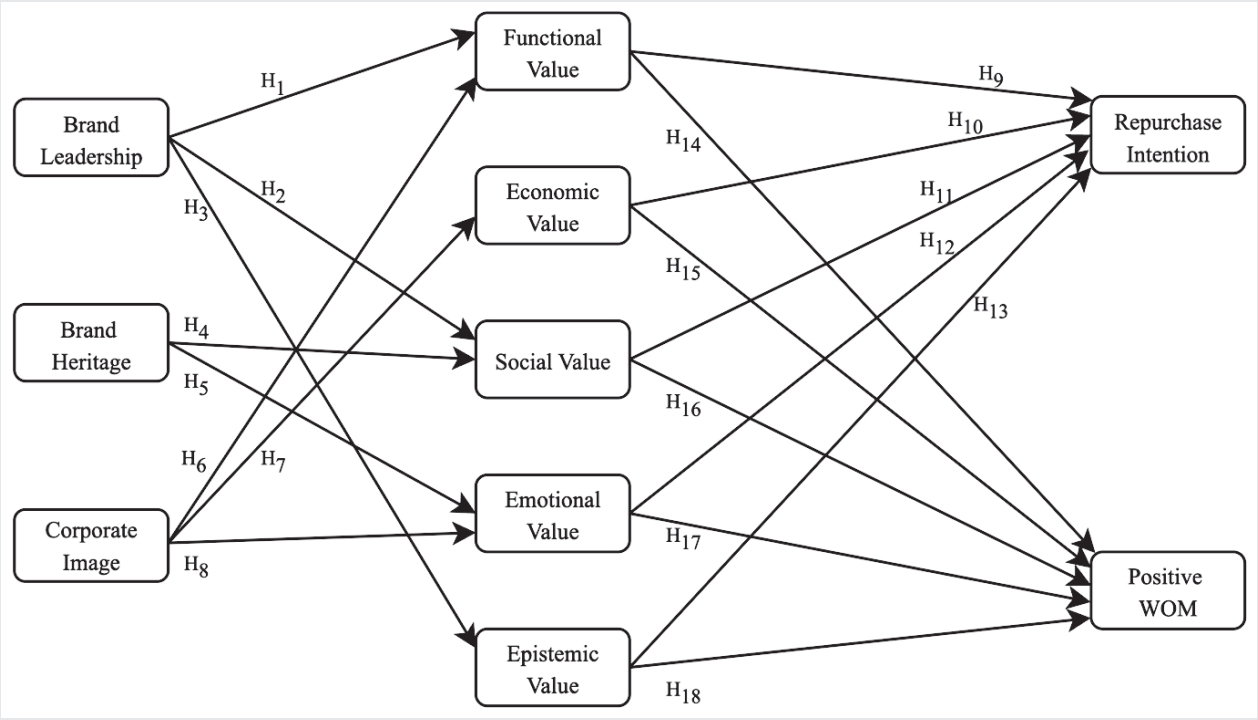
Consumers tend to recommend brands that are highly socially approved, including those that offer emotional and convenience benefits (Lin et al., 2005). According to Gallarza and Saura (2006), social, playful, and aesthetic aspects of consumer benefits influence WOM behavior both directly and indirectly. Numerous studies have demonstrated a positive association between social value and WOM behavior across various contexts, including mobile entertainment services (Pihlström & Brush, 2008), location-based social networking services (Yu, Zo, Kee Choi & Ciganek, 2013), and luxury brand purchases (Park, Hyun & Thavisay, 2021). Furthermore, in a study of the Chinese e-commerce sector, Zhang, Ma and Wang (2019) discovered that social value positively moderates the relationship between customer satisfaction and WOM. Grounded on this evidence, we propose that:

H16: There exists a positive significant relationship between social value and positive WOM communications.

As per Duman and Mattila (2005), consumers' value perceptions are closely tied to their emotional responses. Consumers are more inclined to share positive WOM when they experience a sense of belonging. In fact, a substantial body of research supports the link between emotional benefits and positive WOM (Kang, Hong & Hubbard, 2020; Oh, 1999; Pihlström & Brush, 2008). This relationship was also confirmed in a more recent study examining the virtual reality market (Jo, 2024). Additionally, Jeong and Jang (2011) argue that positive emotions derived from consumption are likely to reduce the possibility of consumers spreading negative WOM. On the strength of above findings, we hypothesize that:

H17: There exists a positive significant relationship between emotional value and positive WOM communications.

Figure 1: Conceptual model



Source: Authors

According to Sheth et al. (1991), the epistemic dimension of value can serve as a predictor of consumer behavioral intentions, including WOM. A situation perceived as novel, rather than routine or typical, is more likely to prompt consumers to discuss it. Therefore, the novelty of a consumption experience plays a key role in generating WOM. Also, Murray, Elms and Teller (2017) suggest that perceived novelty can enhance satisfaction with a company, which in turn encourages WOM. For example, Pape and Toporowski (2023) finds that when consumers visit an experiential store and enjoy a unique experience, the perceived novelty motivates them to share that experience through positive WOM. Another study examining overseas tourists in Vietnam revealed that novelty seeking has a positive impact on satisfaction, which subsequently enhances the willingness to recommend (Nguyen, Nguyen & Le, 2020). Therefore, it can be argued that when a consumer's curiosity and desire for novelty and innovation are satisfied, they are more likely to spread positive WOM. Consequently, this study posits that:

H18: There exists a positive significant relationship between epistemic value and positive WOM communications.

As illustrated in Figure 1, we propose 18 hypotheses to test the associations between macro-level brand considerations, perceived value dimensions and consumer loyalty behavior.

3. METHODOLOGY

3.1. Instrument development

The questionnaire is divided into two sections. Section 1 includes questions about the respondents' demographic information and their experience with VR headsets, while Section 2 consists of 45 statements aimed at measuring each construct. All constructs in this study were operationalized using previously validated scales and items from the existing literature. The brand value construct is represented through five value dimensions. Five items measuring functional value were adapted from Sweeney and Soutar (2001). Economic value is measured using four items from Sweeney and Soutar (2001) and one item from Tsai (2005). Also, social value is measured with seven items from Vázquez et al. (2002), while emotional value is captured using five items from Tsai (2005). Finally, three items from Pihlström and Brush (2008) are used to measure epistemic value. Similarly, the items for the

remaining research constructs were adapted as follows: four items for brand leadership (Zhou, Yang & Hui, 2010), five items for brand heritage (Pecot, Valette-Florence & De Barnier, 2019), five items for corporate image (Souiden et al., 2006), three items for repurchase intention (Gremler & Gwinner, 2000), and three items for positive WOM (Johnson, Herrmann & Huber, 2006). Except for Section 1, the rest of the questionnaire used a symmetric seven-point Likert scale. Respondents were asked to indicate their level of agreement or disagreement, with options ranging from (1) 'Strongly Disagree' to (7) 'Strongly Agree'. A pilot study with 15 participants was conducted to ensure the validity of the questions and their comprehensibility for respondents. Feedback from the participants was used to refine the instrument's content, structure, and clarity, tailoring it to the demographic and cultural context of Sri Lanka.

3.2. Data collection

The researchers opted for convenience sampling in the main data collection. A self-completion questionnaire was made available on a web-based survey platform. This method was chosen because it provided easy access to a large number of consumers at a minimal cost. Students from five universities in the Western Province of Sri Lanka were selected as the sample for this study for several reasons. Scholars have argued that the use of homogeneous samples (e.g., students) is more suitable for theory-testing research (Yoo et al., 2000). Furthermore, students are particularly relevant in studies related to technology. It is important to note that these universities have higher student enrollment than others in the region, and their students are of various ages and come from diverse demographic backgrounds across the country. The survey was conducted over three weeks in October 2024. Participants were fully informed about the study's purpose and were guaranteed anonymity. A total of 557 questionnaires were collected by the end of the survey period, of which 94 were dropped due to invalid responses and incompleteness. Consequently, a total of 463 responses were available for statistical analysis.

4. RESULTS

4.1. Demographic analysis

As shown in Table 1, male participants comprised 53.1% of the sample, slightly outnumbering female participants at 46.9%. The participant pool included individuals aged 18 to 30, with an average age of approximately 24 years. Over half of the sample consisted of undergraduate students, accounting for 60.5%, followed by postgraduate students at 26.8% and diploma students at 12.7%. Collectively, these students represented all five universities included in the survey. From a financial perspective, approximately one-fourth (23.2%) of respondents reported a monthly income below 50,000 LKR, while nearly half (54.8%) fell within the 50,000–100,000 LKR income bracket. Among the remaining respondents, a minority (7.9%) reported a monthly income exceeding 150,000 LKR, while 14.1% fell within the 100,000–150,000 LKR range. Furthermore, it was revealed that the majority of respondents had prior experience with VR headsets from only one brand (55.1%). Similarly, 38.6% had used at least two brands, while only 4.6% had ex-

Table 1: Sample demographic characteristics

		Frequency	%
Gender	Male	246	53.1
	Female	217	46.9
Education	Diploma	59	12.7
	Undergraduate	280	60.5
	Postgraduate	124	26.8
Monthly income	< 50,000 LKR	107	23.2
	50,000 < 100,000 LKR	254	54.8
	100,000 < 150,000 LKR	65	14.1
	>150,000 LKR	37	7.9
Usage of VR headset brands	Only this brand	255	55.1
	Two brands	179	38.6
	Three brands	21	4.6
	More than three brands	8	1.7

Source: Authors

perience with three brands. Only a small percentage (1.7%) reported using more than three brands.

4.2. Measurement accuracy analysis

Data collection for this study was conducted using multi-item scales. Therefore, research constructs should be examined for measurement accuracy. Reducing the number of items while retaining the most relevant ones can increase the internal consistency of each construct, thereby improving the scale's parsimonious properties (Byrne, 2016). We employ SEM in this study, as it is widely advocated for its ability to measure complex relationships (Hair, Anderson, Babin & Black, 2013). Since sample size is a crucial determinant in SEM, it is recommended to have at least 10 cases per parameter to determine the baseline for the minimum required sample (Hair et al., 2013). With 45 indicators in this study, the minimum required sample size is 450, which our sample exceeds, thus meeting the criteria. Consequently, data analysis

Table 2: Accuracy analysis statistics

Research construct	Item	Factor loading	VIF	Coefficient α	CR	AVE
Functional value	FUNV1	0.831	2.216	0.829	0.852	0.667
	FUNV2	0.847	2.470			
	FUNV3	0.799	2.072			
	FUNV5	0.785	1.625			
Economic value	ECOV1	0.844	2.487	0.805	0.811	0.624
	ECOV2	0.878	2.853			
	ECOV4	0.826	2.199			
	ECOV5	0.772	1.759			
Social value	SOCV3	0.703	1.357	0.871	0.876	0.698
	SOCV4	0.869	2.731			
	SOCV5	0.783	1.622			
	SOCV6	0.875	2.912			
	SOCV7	0.789	2.702			
Emotional value	EMOV1	0.848	2.335	0.919	0.928	0.715
	EMOV2	0.727	1.241			
	EMOV3	0.756	2.227			
	EMOV4	0.854	2.320			
	EMOV5	0.905	2.514			
Epistemic value	EPIV1	0.836	2.238	0.830	0.837	0.599
	EPIV2	0.710	1.213			
	EPIV3	0.767	2.301			
Brand leadership	BRLD1	0.894	2.743	0.877	0.885	0.684
	BRLD2	0.731	1.627			
	BRLD3	0.749	2.121			
	BRLD4	0.832	2.220			
Brand heritage	BRHG2	0.863	2.695	0.785	0.794	0.610
	BRHG4	0.820	2.193			
	BRHG5	0.797	2.052			
Corporate image	CIMG1	0.870	2.849	0.908	0.917	0.733
	CIMG2	0.726	1.544			
	CIMG3	0.813	2.103			
	CIMG4	0.899	2.259			
Repurchase intention	REPU1	0.793	2.034	0.874	0.889	0.676
	REPU2	0.911	2.517			
	REPU3	0.872	2.774			
Positive WOM	PWOM1	0.808	2.082	0.844	0.861	0.662
	PWOM2	0.763	2.318			
	PWOM3	0.717	1.903			

Source: Authors

and hypothesis testing were conducted using the SPSS (v. 30) and AMOS (v. 29) software.

We begin with factor analysis, an essential step in preparing data for studies involving multivariate analyses. Exploratory Factor Analysis (EFA) was conducted to uncover the underlying factor structure. To prevent potential overlap among underlying constructs (Byrne, 2016), it is appropriate to remove problematic items at this initial stage. Following the guidelines of Pallant (2020), the factorability of the scale was tested. Both the Kaiser-Meyer-Olkin (KMO) test (KMO = 0.92) and Bartlett's Test of Sphericity ($p < 0.05$) achieved the expected statistical significance. After subjecting the developed 45-item scale to Principal Component Analysis (PCA), 7 items were eliminated due to high cross-loadings. Consequently, 38 items remained, representing 10 components, each with an eigenvalue > 1. These components collectively accounted for a total variance of 73.14%, surpassing the recommended threshold of 60% (Hair et al., 2013). This indicates that all the initially proposed variables in the scale construct should be retained.

Prior to hypothesis testing, the reliability and validity of the measured items needed to be confirmed. In the present study, the Cronbach's alpha values ranged from 0.785 to 0.919 and composite reliability (CR) values ranged from 0.794 to 0.928 for the constructs. They exceeded the acceptable threshold of 0.7 (Hair et al., 2013), indicating strong internal consistency reliability. When conducting SEM, multicollinearity issues often arise during path analysis. Conducting this check earlier is beneficial, therefore, the variance inflation factor (VIF) test was performed to measure multicollinearity among the variables (Montgomery, Peck & Vining, 2021). All VIF values were found to be below 5 for each item, indicating no significant multicollinearity in the dataset. The results of these analyses are presented in Table 2.

4.3. Structure model and hypothesis testing

We conducted confirmatory factor analysis (CFA) using AMOS to validate the factor structure identified during EFA. The analysis aimed to refine the items and constructs to ensure an optimal fit for the measurement model in SEM (Hair et al., 2013). As presented in Table 2, each item's loading on its respective latent construct exceeded the recommended minimum value of 0.7. This indicates strong convergent validity, as all items showed a high level of correlation with their respective constructs (Hair et al., 2013). Similarly, the average variance extracted (AVE) values ranged from 0.599 to 0.733, all exceeding the 0.5 threshold, thereby confirming convergent validity. Furthermore, discriminant validity of the measurement items was established by examining the correlation matrix (see Table 3). It was evident that the pairwise correlation estimates between any two constructs were less than 1. Besides, the square root of the AVE for each construct was greater than the correlation coefficients between that latent construct and the others, thus supporting discriminant validity (Fornell & Larcker, 1981).

After establishing reliability and validity, we tested the overall fit of the hypothesized model. This process examines how well the observed covariance matrix corresponds to the predicted covariance matrix. Following standard practice, we relied on the threshold levels for goodness-of-fit (GOF) indices recommended in methodology guides (e.g., Byrne, 2016; Hair et al., 2013). The values of GFI = 0.90, CFI = 0.94, TLI = 0.93, and NFI = 0.91 exceeded the commonly accepted threshold of 0.90. Additionally, RMSEA = 0.062

Table 3: Correlations between research constructs

	FUNV	ECOV	SOCV	EMOV	EPIV	BRLD	BRHG	CIMG	REPU	PWOM
FUNV	.817									
ECOV	.506**	.790								
SOCV	.564**	.317**	.835							
EMOV	.685**	.411**	.688**	.846						
EPIV	.547**	.265**	.661**	.673**	.774					
BRLD	.569**	.213**	.692**	.598**	.691**	.827				
BRHG	.395**	.219**	.439**	.335**	.535**	.483**	.781			
CIMG	.581**	.322**	.622**	.620**	.590**	.695**	.348**	.856		
REPU	.601**	.341**	.545**	.654**	.534**	.632**	.511**	.567**	.822	
PWOM	.609**	.428**	.597**	.681**	.557**	.513**	.397**	.591**	.708**	.814

** Correlation is significant at the 0.01 level (2-tailed).

Square root of AVE values are shown in bold numbers along the diagonal.

Source: Authors

Table 4: Structural model statistics

		Absolute-fit measures			Incremental-fit measures		
N	m	GFI	RMSEA	SRMR	TLI	CFI	NFI
463	38	0.90	0.062	0.055	0.93	0.94	0.91

Source: Authors

was below the recommended maximum of 0.07, and SRMR = 0.055 was below the accepted value of 0.08. All of the above GOF indices fall within acceptable ranges, indicating a satisfactory overall model fit. The results are reported in the Table 4.

To investigate the structural relationships between latent constructs in our conceptual model, we used SEM to estimate the parameters of the structural model. The model hypothesized that macro-level brand associations (brand leadership, brand heritage, and corporate image) act as exogenous constructs. These were selectively linked to the five brand value dimensions (functional, economic, social, emotional, and epistemic) which, in turn, were linked to the final constructs of repurchase intention and positive WOM. Using the estimated path coefficients, we simultaneously tested all hypothesized relationships. The results are presented in Table 5. As shown, 2 out of 18 hypotheses did not receive statistical support.

5. DISCUSSION

Our study investigates how macro-level brand associations influence perceived brand value and the relationships between these values and consumers' loyalty behavior. Focusing on VR headsets as the product type, we uncovered significant implications of these effects within Sri Lanka's high-tech market. Firstly, the results of our empirical testing supported hypotheses H1 to H8. Brand leadership had positive impacts on functional value (H1: $\beta = 0.35$, $t = 5.47$, $p < .001$), social value (H2: $\beta = 0.78$, $t = 13.55$, $p < .001$), and epistemic value (H3: $\beta = 0.72$, $t = 11.84$, $p < .001$). Both social and epistemic values were found to exhibit stronger causal relationships with brand leadership compared to functional value. However, market-leading brands compete on more complex meanings beyond product quality, as they are expected to address both consumers' social needs and their drive for curiosity and exploration (Dimofte et al., 2008; Doyle & Bridgewater, 2012; Rubera et al., 2011).

Table 5: Hypotheses testing results

Hypothesis	Path	Std. β	*t*-value	*p*-value	Decision
H1	BRLD → FUNV	0.35	5.47	***	Accepted
H2	BRLD → SOCV	0.78	13.55	***	Accepted
H3	BRLD → EPIV	0.72	11.84	***	Accepted
H4	BRHG → SOCV	0.37	5.18	***	Accepted
H5	BRHG → EMOV	0.44	4.96	***	Accepted
H6	CIMG → FUNV	0.53	7.22	***	Accepted
H7	CIMG → ECOV	0.29	3.97	***	Accepted
H8	CIMG → EMOV	0.69	8.01	***	Accepted
H9	FUNV → REPU	0.43	6.12	***	Accepted
H10	ECOV → REPU	0.03	-1.05	0.72	Rejected
H11	SOCV → REPU	0.14	2.28	**	Accepted
H12	EMOV → REPU	0.51	5.05	***	Accepted
H13	EPIV → REPU	0.04	-3.84	0.48	Rejected
H14	FUNV → PWOM	0.42	3.54	***	Accepted
H15	ECOV → PWOM	0.17	2.87	***	Accepted
H16	SOCV → PWOM	0.12	1.84	*	Accepted
H17	EMOV → PWOM	0.49	7.95	***	Accepted
H18	EPIV → PWOM	0.13	1.78	*	Accepted

*** $p < 0.001$; ** $p < 0.01$; * $p < 0.05$

FUNV: functional value; ECOV: economic value; SOCV: social value; EMOV: emotional value; EPIV: epistemic value; BRLD: brand leadership; BRHG: brand heritage; CIMG: corporate image; REPU: repurchase intent; PWOM: positive word of mouth

Source: Authors

Brand heritage was found to influence both social value (H4: β = 0.37, t = 5.18, p < .001) and emotional value (H5: β = 0.44, t = 4.96, p < .001). Heritage-rich brands evoke positive attitudes and emotions by providing a sense of trust, credibility, and authenticity, while aligning with consumers' personal values. Thus, H4 and H5 are in line with the findings of Pizzi and Scarpi (2019) and Rose et al. (2016). Corporate image then had a positive effect on functional value (H6: β = 0.53, t = 7.22, p < .001), economic value (H7: β = 0.29, t = 3.97, p < .001) as well as emotional value (H8: β = 0.69, t = 8.01, p < .001). The influence of corporate image on these value dimensions varied in the significance of their relationships. Although previous studies suggest a strong impact on functional value (e.g., Andreassen & Lindestad, 1998; Çifci & Koçak, 2012), our findings indicate a greater influence on emotional value. To a lesser extent than above, consumers' economic value perceptions are still influenced by corporate image.

Secondly, we examined the associations between brand value dimensions and consumer loyalty outcomes. While the association between value and loyalty is widely supported in past literature, we aimed to examine whether these value dimensions contribute equally to loyalty outcomes. Our study revealed that the five value dimensions have distinct impacts on repurchase intention. From the first bundle of hypotheses, only functional value (H9: β = 0.43, t = 6.12, p < .001), social value (H11: β = 0.14, t = 2.28, p < .01) and emotional value (H12: β = 0.51, t = 5.05, p < .001) indicated significant relationships with repurchase intention. Consequently, both economic value (H10: β = 0.03, t = -1.05, p = 0.72) and epistemic value (H13: β = 0.04, t = -3.84, p = 0.48) were found to be non-significant. These results may partly be attributed to the chosen product category and industry. For example, high-tech products, such as VR headsets, are durable and long-lasting, which can diminish consumers' perceived value for money over time and consequently reduce the likelihood of same brand repurchase. Alternatively, economic value becomes more important for products like fast-moving consumer goods, as these are purchased frequently. Similarly, the continuous introduction of innovative products in the dynamic high-tech market may create uncertainty among consumers seeking epistemic value, leading to indecision regarding brand repurchase. Despite the arguments that consumers prioritize functional values over emotional values in brand characteristics (E M Steenkamp et al., 2003), our findings indicate that emotional value is more significant, as shown by their coefficient weights (βFUNV = 0.43, βEMOV = 0.51; p < .001).

Within the second set of hypotheses, emotional value (H17: β = 0.49, t = 7.95, p < .001) demonstrated the strongest relationship with positive WOM, followed closely by functional value (H14: β = 0.42, t = 3.54, p < .001). These findings align with the observed patterns for repurchase intention. Additionally, economic value (H15: β = 0.17, t = 2.87, p < .001), epistemic value (H18: β = 0.13, t = 1.78, p < .05), and social value (H16: β = 0.12, t = 1.84, p < .05) were also found to have significant relationships with positive WOM. These findings indicate that although economic and epistemic values may not necessarily drive consumers to repurchase a brand, they still influence consumers to speak positively about it.

6. CONCLUSION

The distinctive contribution of this study lies in conceptualizing the brand value construct in relation to its antecedents (macro-level brand associations) and consequences (consumer loyalty) within a developing country context. Focusing on young adults in the high-tech market sector, our study reveals differential effects of brand value dimensions on loyalty behavior. Understanding these relationships more thoroughly can help practitioners enhance their efforts in building strong brand equity. Therefore, the subsequent academic and practical implications can be drawn to offer guidance to marketers.

6.1. Theoretical contributions

Our study offers several implications for scholars in brand equity and consumer loyalty research. Firstly, drawing on the consumption values theory (Sheth et al., 1991), this study provides a solid foundation for the effective development of value dimensions. It explains the value formation process in a more comprehensive way by integrating concepts from CBBE, CPV, and consumer behavior. While most studies have primarily focused on micro brand concepts (e.g., brand personality) and intentional outcomes of value (e.g., willingness), our study shifts the focus to macro brand concepts (e.g., brand heritage) and behavioral outcomes of value (e.g., positive WOM). It was revealed that these macro concepts have asymmetrical explanatory powers across different brand value dimensions, and thus, can be effectively used to explain consumers' brand value evaluations. It was also found that each brand value dimension mediates the effects

of brand associations on consumers' loyalty decisions, providing insights into how and why developing unique relationships can foster brand loyalty.

Secondly, this study contributes to the ongoing debate on the dimensionality of the CPV construct by developing a multidimensional scale to assess consumer value at the brand level. This confirms that brand value is inherently multifaceted, and its underrepresentation could result in misleading conclusions about its role in shaping consumer behavior. Thirdly, in this study, economic value exhibited weaker relationships with macro brand associations and loyalty constructs compared to other dimensions, despite being recognized in prior research as a critical determinant of repurchase intention and brand loyalty. This implies that loyalty-building strategies primarily centered on economic value may lack universal applicability across all product categories and market contexts. For instance, economic value might hold less significance for young consumers.

6.2. Practical implications

To ensure long-term success, firms must proactively manage their value propositions to align with consumer expectations. Given this, the findings of our study provide several valuable implications for marketing managers. Firstly, brands can establish unique and positive associations in consumers' minds by effectively managing macro-level brand factors. For instance, achieving market leadership, exhibiting heritage, and maintaining a positive corporate image can enhance consumers' perceptions of brand value, as demonstrated in the high-tech context. Thus, marketers may focus their brand building efforts on these aspects to differentiate themselves from competitors. Firms can adopt various strategies to publicize their ethical behavior, authenticity, innovation and leadership, aiming to earn customers' respect and confidence.

Secondly, the relationship between affective bonds and consumer loyalty has been widely established in past literature. Our study demonstrates that, while emotional value is the most influential, other dimensions also make significant contributions to loyalty behavior. Consequently, firms can leverage multiple dimensions of value to enhance consumer satisfaction and expand their loyal customer base. Furthermore, with a better understanding of value-loyalty linkage, managers can implement value-based marketing strategies to expand their market presence. By identifying desired value types at the individual or market segment level, brands can tailor their product offerings to align with consumer expectations. This approach may appeal to culturally diverse consumers, ultimately contributing to global sales growth.

6.3. Limitations and future research

We acknowledge several limitations of our study and thus call for future research to address unresolved questions in this domain. Firstly, this study examines a limited set of key independent variables influencing brand value. While fully exploring all antecedents of brand value is challenging, incorporating additional variables may have provided deeper insights. Therefore, future research should integrate both micro and macro-level brand considerations (Keller, 2006), for a more comprehensive analysis. Secondly, this study relied on cross-sectional data to examine relationships between variables. While these relationships may persist, their strength could fluctuate over time due to individual consumer development or broader cultural shifts. Therefore, a longitudinal study design is needed to capture how brand value perceptions evolve. Additionally, our study was conducted in a single setting, focusing exclusively on young consumers in Sri Lanka's high-tech sector. Therefore, the generalizability of the findings requires validation with a broader consumer base. Future research can replicate this study across diverse product and service categories while incorporating larger, more representative samples.

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Apstrakt

Uticaj dimenzija vrednosti brenda na lojalnost potrošača među mladima: dokazi sa tržišta visokih tehnologija Šri Lanke

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Lojalnost potrošača na tržištima visokih tehnologija suočava se sa izazovima usled brzih tehnoloških promena i promenljivih očekivanja potrošača. Iako istraživanja o percepiranoj vrednosti potrošača (eng. *Consumer Perceived Value – CPV*) postoje u različitim delatnostima, studije o percepciji vrednosti brendova na tržištima u razvoju, kao što je Šri Lanka, su ograničene. Ovaj rad ispituje uticaj dimenzija vrednosti brenda na lojalnost potrošača i pruža praktične uvide. Primarni podaci su prikupljeni od 463 ispitanika putem onlajn ankete, a analizirani su korišćenjem softverskih paketa SPSS i AMOS. Modeliranje strukturalnih jednačina (SEM) korišćeno je za testiranje pretpostavljenih odnosa između makro-nivo asocijacija brenda, dimenzija percepirane vrednosti i ishoda lojalnosti potrošača. Rezultati eksplorativne i konfirmativne faktorske analize potvrdili su validnost modela, pri čemu je podržano 16 od 18 hipoteza, uz snažno uklapanje modela i značajne odnose. Makro-nivo asocijacije brenda imale su raznolik, ali značajan uticaj na dimenzije vrednosti brenda. Funkcionalna, socijalna i emocionalna vrednost imaju najjači uticaj na dimenzije lojalnosti, dok su ekonomska i epistemološka vrednost imale slabiji efekat. Nalazi ovog istraživanja dopunjuju i produbljuju postojeća saznanja o konceptu CPV u industrijama visokih tehnologija.

Ključne reči: *vrednost brenda, dimenzije vrednosti brenda, lojalnost potrošača, teorija vrednosti potrošnje, industrija visokih tehnologija, Šri Lanka*

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marketing

Customer segment model with the purchase recency, frequency and monetary amount

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Abstract: This paper utilizes customer transaction data to segment customers based on their purchase recency, frequency, and monetary amount. By employing an empirical approach, a stochastic model is proposed to predict customer segmentation into categories such as new, active, potential, and lost. The model also constructs indices for customer equity and loyalty. This approach allows companies to practically analyze and categorize their customers, calculating the probability of segment characteristics. The study highlights the importance of customer segmentation in strategic planning, emphasizing the role of RFM (recency, frequency, monetary amount) analysis in identifying high-value customers and optimizing marketing strategies. The proposed model integrates customer equity and loyalty metrics, providing a comprehensive framework for businesses to enhance customer relationship management and targeted marketing efforts. The empirical data from a credit card customer database in Taiwan demonstrates the model's effectiveness in segmenting customers and predicting their behavior, offering valuable insights for businesses to allocate resources strategically and maximize revenue potential. This research contributes to the field by presenting a robust method for dynamic customer segmentation, applicable across various industries.

Keywords: *purchase frequency, recency, monetary amount, RFM, customer loyalty*

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1. INTRODUCTION

In a contemporary business environment, identifying high-value customers and implementing effective marketing strategies are critical components of strategic planning (Kumar & Philip, 2022; Xiao, 2022; Huang, 2021a). Customer segmentation, particularly through the analysis of transaction data such as purchase recency, frequency, and monetary value (RFM), has emerged as a widely adopted method in data-driven marketing. The RFM model enables businesses to categorize customers based on behavioral patterns, thereby facilitating targeted marketing campaigns and optimizing customer relationship management. Several studies (Krishnan & Nair, 2022; Ahang, Imani, Abbasi, Ghaffari & Mehdi, 2022; Rogić, Kašćelan & Đurišić, 2022; Nguyen, Loi, Ngo, Tu & Le, 2022; Chou & Chang, 2022; Huang, 2021b; Rungruang, Riyapan, Intarasit, Chuarkham & Muangprathub, 2024) have expanded upon the traditional RFM framework, integrating it into various marketing applications such as promotional targeting (Ernawati, Baharin & Kasmin, 2022), bank customer classification (Heikal, Rialialie, Rivelino & Supriyono, 2022), and product recommendation (Xian, Keikhosrokiani, XinYing & Li, 2022).

Heikal et al. (2022) applied the RFM model to segment bank customers based on loyalty levels, leveraging Structural Equation Modeling to examine the impact of customer transaction behavior on average balance classification. Similarly, Imani, Abbasi, Ahang and Ghaffari (2022) introduced an enhanced RFM model by incorporating a customer price index (RFM-CPI), demonstrating improved segmentation accuracy through a two-step algorithm. Their findings suggest that integrating additional customer value metrics can enhance the predictive power of the RFM model.

Beyond traditional applications, Ernawati et al. (2022) extended the RFM model by incorporating spatial analysis for targeted marketing within university service providers. By combining K-means clustering with Geographic Information System (GIS) methodologies, their study

revealed that spatially informed customer segmentation outperformed customer lifetime value (CLV)-based segmentation in terms of predictive accuracy and targeted marketing efficiency. Additionally, Xian et al. (2022) proposed a hybrid model by integrating RFM with k-means clustering and association rule mining to enhance customer segmentation and improve product recommendation systems.

Customer equity and loyalty are fundamental determinants of long-term business success. Customer equity represents the aggregate financial value derived from a company's entire customer base, influenced by acquisition, retention, and expansion strategies. Integrating RFM analysis with customer equity metrics enables businesses to identify their most profitable customers and allocate resources strategically to maximize revenue potential. Research by Stormi, Lindholm, Laine and Korhonen (2020) and Ernawati, Baharin and Kasmin (2021) underscores the significance of customer equity in sustaining competitive advantage across various industries.

Customer lifetime value (CLV) is another essential metric that complements RFM analysis, providing insights into the long-term revenue potential of individual customers (Andriana & Mardiani, 2025; Lewaaelhamd, 2023). CLV is instrumental in guiding marketing resource allocation, enabling businesses to develop personalized engagement strategies and optimize retention efforts. Studies by Monalisa, Nadya and Novita (2019) and Anitha and Patil (2022) demonstrate that integrating CLV with RFM segmentation enhances the precision of customer profiling, leading to improved customer engagement and loyalty.

Furthermore, customer loyalty, which is closely linked to both customer equity and CLV, reflects a customer's likelihood of repeat purchases and brand advocacy (Andriana & Mardiani, 2025; Molaei, Abbasimehr & Rahsepar Fard, 2025). High-loyalty customers contribute significantly to business stability and long-term growth, necessitating targeted retention strategies (Lewaaelhamd, 2023). Advanced segmentation techniques, such as those introduced by Christy, Umamakeswari, Priyatharsini and Neyaa (2021) and Daoud, Amine, Bouikhalene and Lbibb (2015), incorporate loyalty indices to refine traditional RFM models, ensuring that businesses can tailor marketing efforts to foster customer commitment effectively.

This study offers a practical business case in which customers are segmented based on their transaction data, specifically recency, frequency, and monetary amount. Through this segmentation process, four key customer characteristics—active, new, potential, and lost—are identified. The distinct traits of each segment are thoroughly described, providing insights into customer behaviors. Furthermore, a stochastic model is proposed within the RFM framework to enhance segmentation accuracy. This model maps customer characteristics onto a two-dimensional coordinate system based on customer equity and loyalty. The proposed approach allows businesses to predict the probability of a customer belonging to a specific segment, thereby enabling more targeted marketing and customer retention strategies.

2. THE BUSINESS CASE STUDY: RFM ANALYSIS AND CUSTOMER CHARACTERISTICS SEGMENT

2.1. Literature review on RFM applications

RFM-based segmentation has been widely utilized across various industries (Akter, Roy, Rahman, Mohona & Ara, 2025; Suh, 2025). Several studies have extended its application by integrating advanced clustering techniques or predictive modeling methods (Lee, Na, Rhim & Kim, 2025; Shu, Llorens-Marin, Carrasco & Romero, 2025). For instance, Ahang et al. (2022) implemented a decision-tree-based approach to refine RFM segmentation, achieving improved customer differentiation. Similarly, Nguyen et al. (2022) developed an RFM-CLV hybrid model to optimize business-to-business (B2B) supplier classification, demonstrating its potential beyond traditional retail settings.

Huang (2021a) examined RFM-based segmentation in different service industries, highlighting the variability in segmentation effectiveness across sectors. Furthermore, Huang (2021b) proposed a novel CLV calculation model incorporating interpurchase time and retention rates, illustrating an alternative to RFM-based classification.

Birant (2011) introduced an early exploration of RFM data mining techniques, demonstrating how segmentation can be effectively applied across various industries. Sabuncu, Türkan and Polat (2020) further analyzed customer profiling with RFM, emphasizing its role in targeted marketing strategies. Aggelis and Christodoulakis (2005) examined customer clustering using RFM, providing an early perspective on segment differentiation.

Stormi et al. (2020) investigated the role of RFM segmentation in product-oriented services and business development, demonstrating its effectiveness in manufacturing industries. Ernawati et al. (2021) re-

Table 1: The groups of RFM analysis

Group	G1	G2	G3	G4	G5	G6	G7	G8
Sample size	634	637	702	702	579	579	701	702
Qultiria	(1,1,1)	(1,1,2)	(1,2,1)	(1,2,2)	(2,1,1)	(2,1,2)	(2,2,1)	(2,2,2)

Source: Author

viewed data mining methodologies for RFM-based segmentation, offering insights into its evolving applications.

Monalisa et al. (2019) explored the relationship between customer lifetime value and RFM, presenting a categorization framework for long-term customer engagement. Additionally, Anitha and Patil (2022) applied RFM with K-means clustering to examine customer purchase behavior, reinforcing its use in behavioral segmentation.

Christy et al. (2021) introduced RFM ranking as an alternative approach to segmentation, showing its benefits in optimizing marketing efforts. Daoud et al. (2015) combined RFM with clustering techniques for online business segmentation, illustrating its applications in e-commerce. Lewaaelhamd (2023) applied machine learning models to RFM segmentation, highlighting its predictive capabilities in modern data science applications.

Wu, Chang and Lo (2009) demonstrated how RFM and K-means clustering can improve customer value analysis in retail and outfitter industries, providing practical insights for business applications.

2.2. The empirical data description

The empirical dataset used in this study is derived from the customer database of credit cards issued by Bank A in Taiwan. The database contains transaction records of 5263 customers, including the frequency of transactions during 180 days, the recency duration, and the momentary spending amount, which includes the sum of monetary, the average amount per transaction. To protect customer privacy, personally identifiable information has been removed. The available demographic information includes only customers' education levels and residential regions.

2.3. RFM analysis

The RFM analysis is conducted to segment customers into $2 \times 2 \times 2$ groups. First, customers are classified into two groups based on their recency duration. Recency refers to the time elapsed between a customer's most recent purchase and the data collection cutoff date. A longer recency period indicates that the last purchase occurred further in the past, suggesting lower customer activity. Therefore, the recency (R) metric serves as a key indicator for assessing customer engagement levels. Based on this metric, customers are initially grouped into two categories.

Next, within each recency-based group, customers are further divided into two groups according to their purchase frequency (F). Finally, within each recency and frequency segment, customers are classified into two additional groups based on their average monetary amount (M), which is demonstrated in New Taiwan Dollars (NTD).

As a result, customers are segmented into eight distinct groups (G1 to G8), as illustrated in Table 1.

To maximize the differences among the three RFM indicators—recency, frequency, and monetary amount—and to capture the variations formed by their interactions, this study selects four customer groups, G1, G3, G5, and G8, for further analysis. G1 and G8 represent the segments with the highest and lowest contribution levels with RFM values of (1,1,1) and (2,2,2), respectively. Meanwhile, G3 and G5 correspond to (1,2,1) and (2,1,1), reflecting distinct characteristics: G3 represents customers who have made a recent purchase with low purchase frequency but high monetary value, whereas G5 consists of customers who have not made a purchase for a while but exhibit high purchase frequency and high monetary value.

To segment customers by the characteristics of RFM, it chooses four groups from G1 to G8 to represent the different traits of these four kinds of customers. The results are shown in Table 2.

Table 2: The mean of R, F, and M in G1, G3, G5, and G8

	G1	G3	G5	G8
R	7.08	7.06	56.44	64.46
F	19.00	3.97	19.86	4.89
M	287261.09	173234.31	131384.22	5390.65

Note: The database is from Bank A in Taiwan. Thus, the monetary amount is denominated in New Taiwan Dollars (NTD).
Source: Author

For G1, the average value is used as the standard for comparing observation items with other groups. The R value is 7 days, the F value is 19, and the M val-

ue is NTD 287261. From the above data, it can be seen that the G1 group not only has the lowest gap from the last purchase, but also the times and amount of consumption during the period are the highest among the 8 groups. It deserves to be regarded as the most valuable ethnic group and treated with care. If there are discounts or activities, they should be given priority and actively look for the G1 group to strengthen subsequent customer loyalty and customer value, and seize the most valuable customer.

For G3, the average value is used as the standard for comparing the observation items with other groups. The R value is 7 days, the F value is 4, and the M value is NTD 173234. As we can see from the data, it is inferred that the G3 group still has consumption recently and the average consumption amount during the period is very high. The fly in the ointment is that the number of consumptions is less. Such customers can be regarded as potential loyal customers to be developed. It is necessary to understand what causes the lower consumption frequency of the G3 ethnic group. It may be an inconvenience in living areas or a lack of incentives for consumption. Depending on the situation, give discounts or exclusive member activities to increase customer value and increase heart rate.

For G5, the average value is used as the standard for comparison between observation items and other groups. The R value is 56 days, the F value is 19, and the M value is NTD 131384. It has been 56 days since the last purchase. It may be that the loyal customers in the past no longer have high loyalty to the brand for some reason. Reasons that caused such factors might be better service or preferential prices elsewhere. Therefore, they should be more cautious with G5 customers. With proper care, G5 is very likely to be converted into high-value customers such as the G1. Therefore, more attention should be paid to the needs of the G5.

For G8, the average value is used as the standard for comparison between observation items and other groups. The R value is 64.8 days, the F value is 4.8, and the M value is NTD 5390. From the data, it can be seen that it has been 64 days since the last consumption of the G8 group. In addition, the times of consumption during the period and the average consumption amount are the lowest in the 8 groups. The average of total consumption is only NTD 5390. It can be implied that this group of customers may be passers-by, early adopters, or have come just for a special purpose, rather than for frequent visits. For this group of customers, it is not necessary to invest too much effort. Therefore, it does not need to design exclusive events or advertising, marketing costs in an attempt to win them over.

To sum up, G1 is the most valuable customer group in the analysis data, showing that this consumer group has high loyalty, and it can continue to maintain a good relationship with this customer group. The average consumption amount of G3 is high, and the frequency of the last consumption is quite close. Although the number of consumptions is less than G1, according to the monetary amount and frequency of consumption, we believe that the G3 group has the most potential to develop into a long-term customer relationship. Providing other services to this ethnic group can be quite effective.

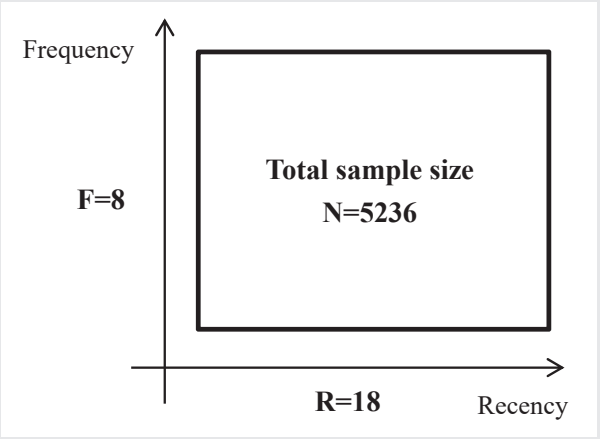
Regarding segment G5, it can be seen that there has been a long period since their last purchase. Due to some factors, the product may not meet their expectations. Therefore, we believe that resources should be invested in more valuable customers. The average consumption amount, frequency, and times of the G8 are the lowest. We believe that the effectiveness of investing in this group of customers will be insignificant, so we are putting resources into G3.

2.4. The new, active, potential, and lost characteristics in customer analysis

Building on the analysis of the characteristics of the four RFM-based segments—G1, G3, G5, and G8—this study further refines customer segmentation by mapping the recency (R) and frequency (F) indicators into two coordinate quadrants. This approach enables a more effective identification of consumer characteristics and enhances the applicability of a diversified RFM analytical model. The segmentation is based solely on the R and F indicators because, within the RFM framework, these two metrics are considered more influential than the monetary (M) indicator (Anitha & Patil, 2022). In preliminary customer segmentation, it is common practice to first determine whether a customer is still „active“ (i.e., continues to engage in transactions with the brand, as indicated by the recency of their last purchase) and to assess their transaction frequency (Stormi et al., 2020).

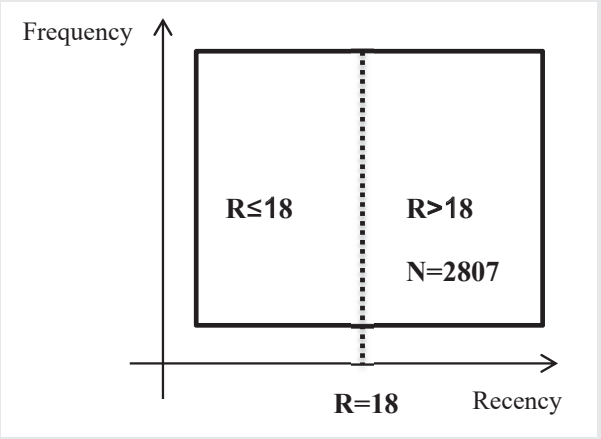
The customers are segmented into new, active, potential, and lost characteristics with frequency (number of purchases) and the median of recency (recent shopping time) in RFM analysis. Specifically, a new customer is one whose most recent purchase occurred very recently, indicating continued engagement, while their cumulative purchase frequency remains low. An active customer is characterized by a very recent last

Figure 1: The segment of characteristics in step 1



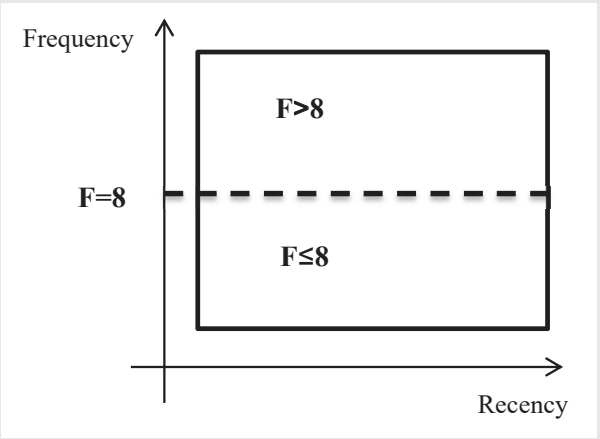
Source: Author

Figure 2: The segment of characteristics in step 2



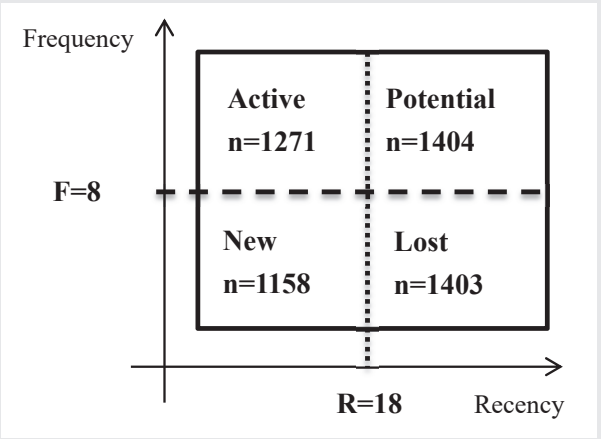
Source: Author

Figure 3: The segment of characteristics in step 3



Source: Author

Figure 4: The segment of characteristics in step 4



Source: Author

purchase and a high purchase frequency. A potential customer is one whose most recent purchase was made some time ago, but who has a high past purchase frequency. This segment presents an opportunity for marketing interventions to re-engage them and stimulate transactions, preventing them from transitioning into the lost customer group. It is important to note that the definition of a potential customer in this study differs from the traditional marketing concept of those who belong to the target group but have not yet made any purchases. Finally, a lost customer is identified as one who has not made a purchase for a long time and has a low overall purchase frequency.

There are four steps to make segmentation of the total sample size by the number of purchases and the recent shopping time.

(1) The first step is to decide the threshold level of recency and frequency. We base on the RFM analysis to set the median value of R and F as R = 18 and F =8 (please see Figure 1).
(2) In step 2, to divide customers into two groups by the recent shopping days, R=18 (please see Figure 2).
(3) For step 3, to make customer segmentation into two groups by the number of purchase frequency, F=8 (please see Figure 3).
(4) In the last step, to make segmentation both by the recent shopping days R=18 and the number of purchase frequency F=8 (please see Figure 4).

Customers are first divided into two groups based on their purchase frequency: those who have made fewer than 8 purchases and those who have made 8 or more. Among those with fewer than 8 purchases, in-

dividuals who have purchased within the past 18 days are categorized as new (N) customers, totaling 1158. Conversely, those who have not purchased in the past 18 days fall into the lost (L) segment, comprising 1403 customers. The customers are divided into those who have not consumed more than 8 times, and those who are above.

Those who have spent more than 8 times in the past 180 days are further segmented according to the most recent consumption time. Those who have purchased in the past 18 days are in segment A (Active) with 1271 people. Those whose last consumption was over 18 days would be in segment P (Potential) with 1404 people.

According to the above two analyses, the four groups of RFM, respectively G1, G3, G5, and G8, can be mapped to the four segments on the four characteristics chart. It is found that the N (NEW) segment on the chart matches the target group G3, which is the most valuable 1158 customers that we have.

3. THE STOCHASTIC MODEL CONSTRUCTION

To enhance the applicability of this study's RFM-based customer segmentation concerning customer loyalty and customer equity characteristics, the four customer groups—new, active, potential, and lost—will be redefined based on these two dimensions. Finally, a stochastic model that transforms recency and frequency data into two dimensions, customer equity and loyalty, will be derived to serve as a practical marketing tool, enabling broad application across different industries and brands:

(1) Customer Loyalty Dimension. Recency values are converted into loyalty indices, where shorter recency durations indicate higher loyalty levels. It is considered recency as a random variable following an exponential distribution, allowing us to derive a cumulative distribution function (c.d.f.) and probability density function (p.d.f.) for loyalty scores.

(2) Customer Equity Dimension. Customer equity is modeled as a normal distribution, considering variations in transaction frequency and monetary value. The threshold values for loyalty (z') and equity (y') are used to define four customer segments:

Active Customers: High loyalty, high equity;
Potential Customers: Low loyalty, high equity;
New Customers: High loyalty, low equity;
Lost Customers: Low loyalty, low equity.

Based on the aforementioned definitions and the assumptions of the probability density functions, the following section will calculate the probability models for the four customer segments classified by „customer loyalty" and „customer equity," respectively.

3.1. The customer loyalty dimension

To transform the recency value to loyalty index, we denote the duration of recency as the random variable t following an exponential distribution f(t) with the parameter λ. The shorter the recency time, the more likely this customer is still active and has not switched to another brand. The customer who has a shorter recency time is more loyal than others who have a longer recency time. Thus, it denotes that the loyalty value is $1/t$ which translates from the recency.

It denotes that loyalty is a random variable Z, and it can calculate the cumulative distribution function (c.d.f.) of loyalty value $1/t$ as $G(z)$ in which we consider the random variable z:

$$P\left(\frac{1}{t}<z\right)=P\left(t>\frac{1}{z}\right)=1-P\left\{t<\frac{1}{z}\right\}$$

$$G(z)=1-F\left(\frac{1}{z}\right)=1-e^{-\lambda\frac{1}{z}}$$

Then, we can calculate the probability density function (p.d.f.) of loyalty value as $g(z)$ to differential $G(z)$:

$$\frac{d}{dz}G(z)=g(z)=-F'\left(\frac{1}{z}\right)(-z)^{-2}=f\left(\frac{1}{z}\right)\left(\frac{1}{z^2}\right)=\frac{\lambda}{z^2}e^{-\lambda\frac{1}{z}} \quad (1)$$

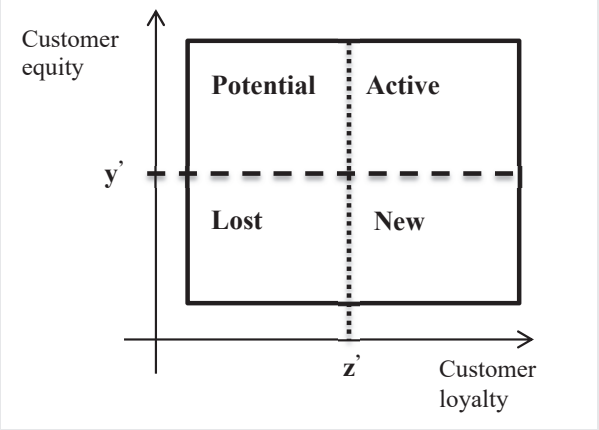
3.2. The customer equity dimension

It denotes that customer equity is a random variable Y. We consider that Y follows a normal distribution with parameters μ and σ^2. And its p.d.f. is:

$$l(y)=\frac{1}{\sqrt{2\pi\sigma^2}}exp\left\{\frac{(y-\mu)^2}{2\sigma^2}\right\} \quad (2)$$

We denote the threshold value z^* for the loyalty variable Z and y^* for the threshold value of the customer equity (customer contribution) variable Y. Then, it can divide customers into four segments with their loyalty and customer equity index (Figure 5).

Figure 5: The segment of characteristics with customer equity and loyalty



Source: Author

To determine the likelihood of each segment, we apply the stochastic model equations. The probability mode of each segment is as follows:

(1)new customer segment

$$P\left(Z > z' \cap Y < y' | R = r, M = m\right)$$

$$= \left\{1 - \int_0^{z'} g\left(z | R = r\right) dz\right\} \cdot \int_0^{y'} l\left(y | M = m\right) dy$$

$$= \left\{1 - G\left(z'\right)\right\} \cdot \Phi\left(\frac{y - y' - \mu}{\sigma}\right) = e^{-\lambda \frac{1}{z'}} \cdot \Phi\left(\frac{y - y' - \mu}{\sigma}\right)$$

(2)active customer

$$P\left(Z > z' \cap Y > y' | R = r, M = m\right)$$

$$= 1 - \int_0^{z'} g\left(z | R = r\right) dz \cdot \int_0^{y'} l\left(y | M = m\right) dy$$

$$= \Phi\left(\frac{y - y' - \mu}{\sigma}\right)$$

(3)potential customer

$$P\left(Z < z' \cap Y > y' | R = r, M = m\right)$$

$$= G\left(z'\right) \cdot \left\{1 - \int_0^{y'} l\left(y | M = m\right) dy\right\}$$

$$= \left(1 - e^{-\lambda \frac{1}{z'}}\right) \cdot \left\{1 - \Phi\left(\frac{y - y' - \mu}{\sigma}\right)\right\}$$

(4)lost customer

$$P\left(Z < z' \cap Y < y' | R = r, M = m\right)$$

$$= \int_0^{z'} g\left(z | R = r\right) dz \cdot \int_0^{y'} l\left(y | M = m\right) dy$$

$$= G\left(z'\right) \cdot \Phi\left(\frac{y - y' - \mu}{\sigma}\right)$$

$$= \left(1 - e^{-\lambda \frac{1}{z'}}\right) \cdot \Phi\left(\frac{y - y' - \mu}{\sigma}\right)$$

These stochastic model equations are according to the defined equations (1), (2), and the difference segment, which is demonstrated in Figure 5.

4. CONCLUSION

This study demonstrates the effectiveness of using the RFM (recency, frequency, monetary amount) model for customer segmentation, providing a practical approach for businesses to identify and categorize their customers based on transaction data. The proposed stochastic model enhances the traditional RFM framework by incorporating customer equity and loyalty dimensions, offering a more comprehensive understanding of customer behavior and value. The RFM analysis divides customers into eight distinct groups based on their recency, frequency, and monetary amount, allowing businesses to identify key customer characteristics such as active, new, potential, and lost customers. The empirical data from the credit card customer database in Taiwan shows that these segments can be effectively used to tailor marketing strategies and improve customer relationship management. Integrating customer equity and loyalty into the RFM model provides a deeper insight into customer value, with customer equity representing the financial value derived from the entire customer base and loyalty reflecting the likelihood of repeat purchases and brand advocacy. The stochastic model uses exponential and normal distributions to calculate the probability of a customer belonging to each segment, allowing businesses to predict customer behavior more accurately.

The study highlights the importance of targeted marketing strategies for different customer segments, suggesting that active customers should be prioritized for exclusive offers and loyalty programs, potential customers require incentives to increase their spending frequency, new customers need personalized engagement to convert them into loyal customers, and lost customers may not warrant significant marketing investment but can be re-engaged through specific campaigns.

The segmentation characteristics of new, active, potential, and lost customers provide a structured approach for businesses across different industries. In the retail sector, companies can use these classifications to refine loyalty programs and promotional campaigns, ensuring that marketing efforts are directed toward retaining high-value customers and reactivating lost ones. In the banking and financial services industry, institutions can leverage the RFM model to assess customer creditworthiness and risk management, using stochastic modeling to predict long-term engagement and profitability. Likewise, in subscription-based businesses, firms can proactively identify potential churn risks and deploy retention strategies such as personalized discounts and exclusive content offerings.

Moreover, the stochastic model construction allows businesses to develop probabilistic forecasts of customer behavior, enhancing predictive analytics in marketing decision-making. By incorporating these models into customer relationship management (CRM) systems, companies can transition from reactive to proactive strategies, ensuring real-time responsiveness to shifts in consumer engagement patterns. The ability to anticipate changes in customer activity enhances strategic planning and fosters a data-driven approach to long-term business sustainability.

The proposed model can be applied across various industries, including retail, banking, and e-commerce, optimizing marketing efforts, allocating resources more effectively, and enhancing customer retention. Future research should focus on validating the proposed model with empirical data from different industries to ensure its reliability and generalizability, integrating additional customer value metrics such as customer lifetime value and customer satisfaction scores to enhance the predictive power of the RFM model, and using advanced clustering techniques like machine learning algorithms to improve the precision of customer segmentation. Incorporating demographic variables into the RFM analysis can provide a more holistic view of customer behavior, offering valuable insights for personalized marketing strategies.

Businesses should allocate resources strategically based on customer segmentation, develop personalized engagement strategies for different customer segments, continuously monitor customer behavior and transaction patterns, and apply the proposed model across various industries to drive long-term business success. This study provides a comprehensive framework for customer segmentation using the RFM model, enhanced by customer equity and loyalty dimensions, offering a practical approach for businesses to predict customer behavior, optimize marketing efforts, and enhance customer relationship management. Future research should focus on validating and refining the model, exploring its integration with additional metrics, and investigating its application across different industries to achieve a deeper understanding of customers and drive long-term growth and competitive advantage.

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Apstrakt

Model segmentacije potrošača zasnovan na datumu poslednje kupovine, učestalosti i novčanom iznosu kupovine

Hui-Hsin Huang

Ovaj rad koristi podatke o transakcijama potrošača u cilju njihove segmentacije na osnovu datuma poslednje kupovine, učestalosti kupovine i novčanog iznosa. Korišćenjem empirijskog pristupa, predlaže se stohastički model za predviđanje segmentacije potrošača u kategorije kao što su novi, aktivni, potencijalni i izgubljeni potrošači. Model takođe konstruiše indekse vrednosti i lojalnosti potrošača. Ovaj pristup omogućava kompanijama da praktično analiziraju i kategorišu svoje potrošače, uz izračunavanje verovatnoće karakteristika segmenata. Studija ističe značaj segmentacije potrošača u strateškom planiranju, naglašavajući ulogu RFM (eng. *recency, frequency, monetary amount*) analize u identifikaciji potrošača visoke vrednosti i optimizaciji marketing strategija. Predloženi model integriše metrike vrednosti i lojalnosti potrošača, pružajući sveobuhvatan okvir za unapređenje upravljanja odnosima sa potrošačima i ciljanih marketing aktivnosti. Empirijski podaci iz baze korisnika kreditnih kartica na Tajvanu pokazuju efikasnost modela u segmentaciji potrošača i predviđanju njihovog ponašanja, nudeći značajne uvide za strateško raspoređivanje resursa i maksimizaciju potencijalnog prihoda. Ovo istraživanje doprinosi prethodnoj literaturi predstavljanjem robusne metode za dinamičku segmentaciju potrošača, koja se može primeniti u različitim delatnostima.

Ključne reči: *učestalost kupovine, datum poslednje kupovine, novčani iznos, RFM, lojalnost potrošača*

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marketing

Potrošačke navike generacije Z na tržištu organskih prehrambenih proizvoda

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Apstrakt: Analiza ponašanja potrošača posebno je značajna u aktuelno posmatranoj svakodnevnici, koju odlikuju neprestane tržišne promene. Od marketing istraživača očekuje se konstantno anticipiranje budućih trendova na tržištu, dok će neki od njih postaviti upravo i generacija Z. Pregledom relevantne domaće i inostrane literature uočen je istraživački jaz na navedenu temu. Samim tim, predmet rada predstavlja ponašanje potrošača generacije Z, s posebnim osvrtom na tržište organskih prehrambenih proizvoda. Cilj istraživanja jeste utvrditi korelaciju potrošačkih navika pripadnika generacije Z sa namerom kupovine organske hrane. Empirijsko istraživanje sprovedeno je na teritoriji Republike Srbije, prilikom čega je uzorak predstavljalo 810 ispitanika. Postavljene istraživačke hipoteze testirane su putem statističko-softverske platforme IBM SPSS Statistics upotrebom Pirsonovog testa korelacije. Rezultati istraživanja ukazuju da postoji pozitivna i statistički značajna korelacija između potrošačkih navika pripadnika generacije Z (planiranje obroka, sastavljanje liste namirnica, racionalno odlučivanje i prethodno informisanje) i njihove namere kupovine organske hrane.

Ključne reči: *ponašanje potrošača, zeleni konzumerizam, generacija Z, organska hrana*

JEL klasifikacija: M31, Q13

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1. UVOD

Poslednjih nekoliko decenija primetni su sve brojniji problemi s kojima se svet suočava, uključujući problem globalnog zagrevanja i prirodnih katastrofa (Rengalakshmi, Viji & Ravindran, 2024). Shodno tome, koncept održivog marketinga postao je jedan od krucijalnih pristupa u održivosti životne sredine. Autori Noor, Jumain, Yusof, Ahmat i Kamaruzaman (2017) objašnjavaju zeleni konzumerizam kao odgovorno ponašanje potrošača prilikom kog potrošači biraju proizvode koji su proizvedeni na etički i ekološki prihvatljiv način. Na takav način proizvode se i organski prehrambeni proizvodi čija kupovina može biti snažno oružje u borbi protiv klimatskih promena, očuvanju prirodnih resursa i smanjenju zagađenja.

Kako izbori potrošača na tržištu hrane mogu značajno uticati na održivi razvoj, neophodno je istražiti dostupnost zelenih proizvoda, kao i spremnost potrošača da ih kupe (Noor et al., 2017). Autori Kutnohorská i Tomšík (2013) objašnjavaju kako je poznavanje ponašanja potrošača osnova prilikom kreiranja optimalne kombinacije instrumenata marketing miksa. Ovom prilikom, od posebne je važnosti uzeti u obzir generaciju Z koja će u bliskoj budućnosti postati nosilac domaćinstava. Pregledom relevantne domaće i inostrane literature uočen je istraživački jaz na navedenu temu. Samim tim, predmet rada predstavlja ponašanje potrošača generacije Z, s posebnim osvrtom na tržište organskih prehrambenih proizvoda. Cilj istraživanja jeste utvrditi korelaciju potrošačkih navika pripadnika generacije Z sa namerom kupovine organske hrane.

U skladu s tim, doprinos rada ogleda se u boljem razumevanju kupovnog ponašanja ove grupe potrošača kao i minimiziranju spomenutog istraživačkog jaza u marketing literaturi. Osim toga, praktični doprinos rada ogleda se u preporukama za kreiranje daljih marketing strategija. Autori Biswas i Roy (2015) navode da ovakva istraživanja mogu biti od značaja i za kreatore politika, čiji je cilj podsticanje tražnje za održivim proizvodima, kakva je i organska hrana.

Nakon prikazanog predmeta (problema), cilja i doprinosa rada u uvodnom poglavlju, sledi sistematski pregled domaće i inostrane literature kako bi se prikazao teorijski okvir koji prethodi empirijskom istraživanju autora. U prvom delu pregleda fokus je na konceptu održivog marketinga i organskim prehrambenim proizvodima, dok je u drugom delu pregleda fokus na karakteristikama pripadnika generacije Z. Sprovedeno empirijsko istraživanje autora prikazano je kroz segment metodologije istraživanja, dobijenih rezultata i njihove diskusije. U okviru zaključnih razmatranja opisani su nedostaci studije, kao i preporuke za dalja istraživanja.

2. PREGLED LITERATURE

Potrošači se na dnevnom nivou susreću s odlukama o izboru prehrambenih proizvoda čija potrošnja predstavlja neizostavan deo njihove svakodnevnice. Osim toga, kupovne odluke na tržištu hrane izuzetno su važne zbog uske povezanosti s održivošću životne sredine (Su, Tsai, Chen & Lv, 2019). Autori Tobler, Visschers i Siegrist (2011) navode da procesi proizvodnje i transporta hrane mogu uvećati već postojeće ekološke probleme, kao što su erozija poljoprivrednog zemljišta, emisija štetnih gasova i slični. Stoga se podsticanje zelenog konzumerizma na tržištu hrane smatra jednim od sredstava za kretanje ka održivom razvoju (Su et al., 2019).

Prema autorima Kamenidou, Stavrianea i Bara (2020), zeleni konzumerizam na tržištu hrane predstavlja podskup održivog ponašanja potrošača kojim se zadovoljavaju njihove potrebe uz istovremenu brigu o životnoj sredini. Kako bi se podsticalo opisano ponašanje potrošača, neophodno je razumeti percepciju istih o održivim prehrambenim proizvodima (Jakubowska, Dabrowska, Pachołek & Sady, 2024). Međutim, autori Khalil, Ismail i Ghalwash (2021) tvrde da se zeleni konzumerizam kao istraživačka oblast još uvek razvija. Tržište hrane svedoči o sve snažnijem zelenom trendu koji predstavlja potrošnju organskih prehrambenih proizvoda (Vo & Laukkanen, 2021).

Kupovina organskih prehrambenih proizvoda širom sveta je sve zastupljenija tokom poslednje dve decenije (Massey, O'Cass & Otahal, 2018), dok većina tržišne tražnje datira iz Severne Amerike i Evrope (Nagy, Lakner & Temesi, 2022). Odabir ovakvih proizvoda oslikava ekološko ponašanje potrošača na tržištu hrane, s obzirom da su isti proizvedeni na etički i ekološki prihvatljiv način (Su et al., 2019). U skladu s tim, organska proizvodnja pomaže u održavanju biodiverziteta (Pawar, Choudhari, Choudhari, Wagh, More & Ramanathan, 2022), poboljšavajući kvalitet vazduha, vode, zemljišta i dobrobiti životinja (Chauke & Duh, 2019). Organski prehrambeni proizvodi ne podržavaju pesticide, herbicide, hormone rasta, sintetička đubriva, zračenja i ostale vidove genetske modifikacije (Pereira, Silva, Sobreira & Oliveira, 2022). Prema autorima Vo i Laukkanen (2021), potrošnja ovakvih proizvoda predstavlja način života potrošača, dok autori Ali, Alam i Ali (2021) navode da savremene potrošače sve više privlači i briga za zdravljem kao i ukus hrane koja je proizvedena prirodnim procesima.

Uprkos primetnom porastu tržišne tražnje, organski prehrambeni proizvodi nisu u potpunosti prihvaćeni od strane potrošača s obzirom na nedovoljnu informisanost o prednostima i razlikama u odnosu na konvencionalne (Massey et al., 2018). Znanje potrošača predstavlja osnovu prilikom donošenja racionalnih odluka na tržištu (Jakubowska et al., 2024), dok je stav potrošača najvažniji prediktor kupovne namere organskih prehrambenih proizvoda (Rana & Paul, 2017). Autori Noor et al. (2017) potvrđuju da ove dimenzije igraju važnu ulogu prvenstveno u konceptu zelenog marketinga. Takođe, autori Palić, Cogoljević, Nikitović i Vujičić (2019) primećuju da velikom broju trenutnih potrošača u Republici Srbiji nedostaju potrebne informacije pomoću kojih mogu doneti kvalitetnije kupovne odluke na tržištu hrane. U skladu s tim bi i procenat potrošača koji kupuje organsku hranu mogao biti viši u budućnosti (Aertsens, Verbeke, Mondelaers & Van Huylenbroeck, 2009), uzimajući u obzir da će u bliskoj budućnosti nosilac domaćinstava postati generacija Z koja je jedna od najviše informisanih generacija ikada.

Pripadnici generacije Z rođeni su između 1997. i 2012. godine (Nguien & Vo, 2023), te ih mnogi autori nazivaju i post-milenijalcima. Takođe, u marketing literaturi generaciju Z moguće je prepoznati i pod nazivima kao što su "internet generacija", "Google generacija" i "nova tiha generacija" (Ozkan & Solmaz, 2017), koji opisuju karakteristiku informisanosti ove generacije. Autori Sudarević, Kostić i Jevtić (2024) navode da su informacije od ovakvih potrošača udaljene svega jedan klik na internet globalnoj mreži. Post-milenijalci su odrasli u svetu koji je povezan u svakom trenutku, što nije bilo dostupno nijednoj drugoj generaciji potrošača (Turner, 2015). Kako će upravo post-milenijalci biti najdinamičniji akteri na svetskom tržištu kroz nekoliko godina, neophodno je izanalizirati njihove trenutne stavove (Ozkan & Solmaz, 2017) i preferencije po pitanju prehrambenih proizvoda, uzimajući u obzir da su godine starosti jedan od glavnih

faktora koji mogu uticati na izbor hrane (Aydemir, Okan & Takim, 2023).

Nova generacija potrošača menja do sada poznate obrasce potrošnje (Grigoreva, Garifova & Polovkina, 2021), dok se većina istraživanja fokusira i dalje na generaciju Y ostavljajući istraživački jaz u dostupnoj literaturi (Džever, Tatić, Matkovski & Đokić, 2024). Budući tržišni lideri se delom iseljavaju iz roditeljskih domova, što razvija šansu kreiranja novih potrošačkih navika (Kymälainen, Seisto & Malila, 2021). Mlađi potrošači već sada iskazuju želju za održivim razvojem (Khalil et al., 2021), kao i društveno odgovornim ponašanjem (Vehapi & Mitić, 2021). Autori Nguien i Vo (2023) objašnjavaju da je generaciji Z blizak održivi način života s obzirom da aktivno usvajaju organske prehrambene proizvode. Međutim, autori takođe navode da su faktori koji utiču na njihovu kupovnu nameru još uvek nepoznati, zbog čega je neophodno posvetiti se dodatnim istraživanjima na ovu temu kako bi se tržišna tražnja dodatno podsticala.

Prilikom podsticanja tražnje za održivim proizvodima neophodno je izvršiti proces segmentacije pripadnika generacije Z (Rengalakshmi et al., 2024), na osnovu uočenih razlika u ekološkoj osveščnosti, stavovima o višoj ceni održivih proizvoda, mogućim koristima i slično (Su et al., 2019). Uz to, autori Ţigan et al. (2021) i Kranjac, Vapa-Tankosić i Knežević (2017) predlažu konstantnu analizu uticaja socio-demografskih karakteristika potrošača na njihovu kupovnu nameru organskih prehrambenih proizvoda, kao i uticaj lokalnih kulturnih vrednosti. Prema autorima Kamenidou, Mamalis, Pavlidis i Bara (2019), obrazovani potrošači iskazuju viši nivo sklonosti ka održivim izborima hrane.

3. METODOLOGIJA ISTRAŽIVANJA

Empirijsko istraživanje sprovedeno je na prigodnom uzorku sa teritorije Republike Srbije tokom oktobra meseca 2024. godine. S obzirom na predmet rada, onlajn upitnik popunilo je ukupno 810 pripadnika generacije Z sa teritorije grada Subotice, Novog Sada, Kragujevca i Vranja. Kreirani upitnik sastojao se iz dva dela, od kojih je prvi deo obuhvatao pitanja vezana za socio-demografske karakteristike ispitanika i njihove kupovne navike na tržištu organskih prehrambenih proizvoda, prikazane u tabeli 1.

Tabela 1: Socio-demografske karakteristike ispitanika i njihove kupovne navike na tržištu organskih prehrambenih proizvoda

Varijabla	Kategorija	N		Procenat
Pol:	Ženski	810	633	78.1%
	Muški		177	21.9%
Mesto stanovanja:	Grad	810	555	68.5%
	Selo		162	20%
	Prigradsko naselje		93	11.5%
Životni aranžman:	Živim u studentskom domu	810	139	17.2%
	Živim samostalno u iznajmljenom/ sopstvenom prostoru		171	21.1%
	Živim s cimerom u iznajmljenom/ sopstvenom prostoru		133	16.4%
	Živim s roditeljima		345	42.6%
	Drugo		22	2.7%
Kupovina organskih prehrambenih proizvoda:	Nikada	810	53	6.6%
	Retko		219	27.1%
	Ponekad		350	43.3%
	Često		159	19.7%
	Redovno		28	3.5%
Organski prehrambeni proizvodi koji se najčešće kupuju:	Sveže povrće	757	161	21.27%
	Sveže voće		270	35.67%
	Mleko i mlečni proizvodi		136	17.97%
	Žitarice		39	5.15%
	Meso		122	16.12%
	Drugo		29	3.83%

Izvor: Istraživanje autora

Tabela 2: Konstrukti značajni za istraživanje

Potrošačke navike (Purchase Behavior)	
SHOP1	Planiram svoje obroke i kupovinu hrane unapred.
SHOP2	Pravim listu namirnica koje želim da kupim pre samog odlaska u kupovinu.
SHOP3	Retko kad kupujem impulsivno.
SHOP4	Uglavnom prikupljam informacije o prehrambenim proizvodima pre njihove kupovine.
Namera kupovine (Intention to Purchase)	
INT1	Zainteresovan/a sam za kupovinu organskih prehrambenih proizvoda.
INT2	Nameravam da kupim organske prehrambene proizvode u narednih mesec dana.
INT3	Bio/la bih spreman/na da posetim nekoliko različitih prodavnica u potrazi za organskom hranom.
INT4	Osećam da je organska hrana vredna dodatnog truda.
INT7	Želeo/la bih da redovno kupujem organsku hranu u narednom periodu.

Izvor: Istraživanje autora

Dominantan profil osnovnog uzorka predstavljaju ispitanici ženskog pola, čije se prebivalište nalazi u gradskom naselju i to kod roditelja. Modus iz skupa podataka o godinama starosti pripadnika generacije Z je 20 i predstavlja najčešće pojavljivanu vrednost, s obzirom da su ispitanici većinski odabrani kao univerzitetski studenti.

Drugi deo kreiranog upitnika obuhvatao je 16 konstrukata u okviru kojih su ispitanici izrazili stepen slaganja putem Likertove skale sa 98 datih tvrdnji (od ocene 1, koja je predstavljala apsolutno neslaganje, do ocene 5, koja je predstavljala apsolutno slaganje). Na osnovu pregleda relevantne domaće i inostrane literature, 2 konstrukta su odabrana i prikazana u tabeli 2 kao značajni za istraživanje (potrošačke navike i namera kupovine).

U skladu s tim, kreiran je istraživački model kako bi se utvrdila korelacija potrošačkih navika pripadnika generacije Z sa namerom kupovine organske hrane.

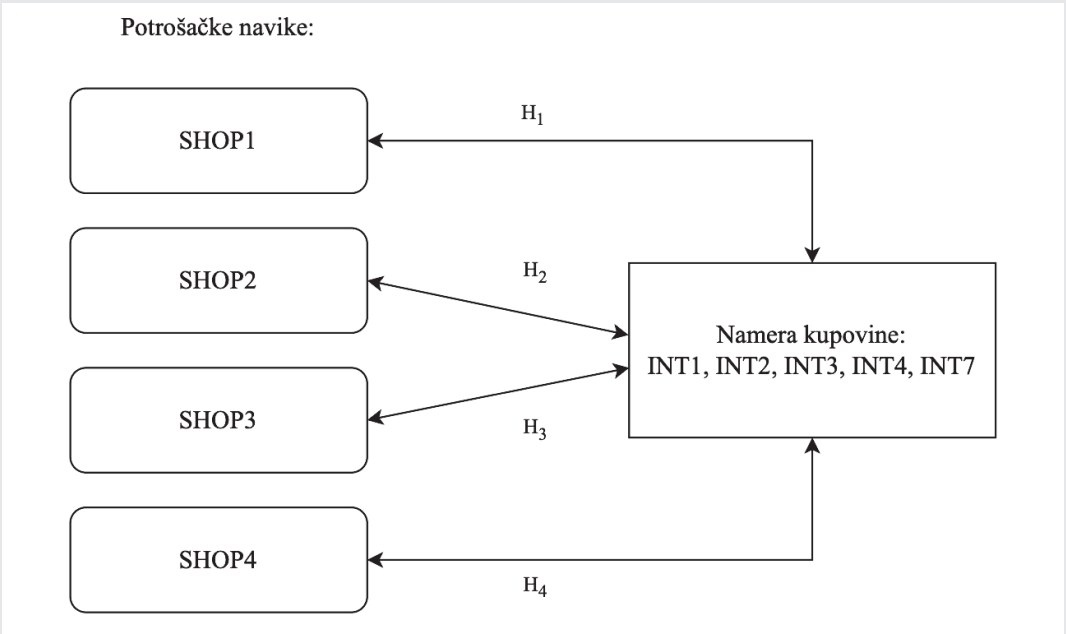
Na osnovu kreiranog istraživačkog modela, postavljene su sledeće hipoteze:

H_1 – Planiranje obroka i namirnica generacije Z (SHOP1) u pozitivnoj je i statistički značajnoj korelaciji s namerom kupovine organskih prehrambenih proizvoda (INT).

H_2 – Sastavljanje liste namirnica generacije Z (SHOP2) u pozitivnoj je i statistički značajnoj korelaciji s namerom kupovine organskih prehrambenih proizvoda (INT).

H_3 – Donošenje racionalnih odluka na tržištu generacije Z (SHOP3) u pozitivnoj je i statistički značajnoj

Slika 1: Istraživački model



Izvor: Istraživanje autora

korelaciji s namerom kupovine organskih prehrambenih proizvoda (INT).

H_4 – Prikupljanje informacija o prehrambenim proizvodima pre njihove kupovine generacije Z (SHOP4) u pozitivnoj je i statistički značajnoj korelaciji s namerom kupovine organskih prehrambenih proizvoda (INT).

Postavljene hipoteze testirane su putem statističko-softverske platforme IBM SPSS Statistics, dok su rezultati istraživanja kao i diskusija prikazani u narednom delu rada.

4. REZULTATI ISTRAŽIVANJA I DISKUSIJA

Prema vrsti varijabli koje su obuhvaćene, hipoteze H_1, H_2, H_3 i H_4 testirane su Pirsonovim testom korelacije.

Tabela 3: Rezultati Pirsonovog testa korelacije

Hipoteza		Test	R	p	N	Korelacija	
H_1	SHOP1 INT1	Pirsonov test korelacije	.271**	.000	810	Pozitivna Statistički značajna veza	Hipoteza H_1 se prihvata
	SHOP1 INT2		.265**				
	SHOP1 INT3		.206**				
	SHOP1 INT4		.200**				
	SHOP1 INT7		.245**				
H_2	SHOP2 INT1	Pirsonov test korelacije	.231**	.000	810	Pozitivna Statistički značajna veza	Hipoteza H_2 se prihvata
	SHOP2 INT2		.237**				
	SHOP2 INT3		.160**				
	SHOP2 INT4		.177**				
	SHOP2 INT7		.211**				
H_3	SHOP3 INT1	Pirsonov test korelacije	.179**	.000	810	Pozitivna Statistički značajna veza	Hipoteza H_3 se prihvata
	SHOP3 INT2		.184**				
	SHOP3 INT3		.123**				
	SHOP3 INT4		.166**				
	SHOP3 INT7		.205**				
H_4	SHOP4 INT1	Pirsonov test korelacije	.322**	.000	810	Pozitivna Statistički značajna veza	Hipoteza H_4 se prihvata
	SHOP4 INT2		.314**				
	SHOP4 INT3		.303**				
	SHOP4 INT4						
	SHOP4 INT7		.300**				

** Korelacija je značajna na nivou 0.01 (2-tailed).

Izvor: Istraživanje autora

Cilj navedenog testiranja predstavljala je analiza pravca i snage veze između dve varijable unutar hipoteza, prikazanih u tabeli 3.

Na osnovu dobijenih rezultata Pirsonovog testa korelacije prihvaćene su prethodno postavljene hipoteze H_1, H_2, H_3 i H_4 s obzirom da postoji statistički značajna korelacija (koeficijent *p* iznosi 0.000, što oslikava vrednost nižu od granice značajnosti koja iznosi $p < 0.05$). Samim tim, planiranje obroka i namirnica generacije Z, sastavljanje liste namirnica, donošenje racionalnih odluka na tržištu i prikupljanje informacija o prehrambenim proizvodima pre njihove kupovine pozitivno i direktno je povezano s namerom kupovine organskih prehrambenih proizvoda. Pozitivni predznak koeficijenta *r* ukazuje da će povećanje jedne od varijabli uticati na povećanje druge.

Slične rezultate prikazali su i autori Kranjac et al. (2017) prema čijoj su studiji potrošači najviše naklonjeni kupovini organskog voća i povrća, kao što je prikazano i u ovom radu. Takođe, prema studiji autora Stearns i Rabinowitz (2021), studenti su bili naklonjeni kupovini prehrambenih proizvoda koji su im bili od pomoći u tranziciji ka zdravijem načinu života. Dakle, marketing istraživačima je od velikog značaja informacija ko kupuje organsku hranu, ali i zašto je ona njihov izbor (Monier-Dilhan & Bergès, 2016). Autori Aertsens et al. (2009) tvrde da sociodemografske karakteristike potrošača imaju ograničen uticaj na donošenje odluka, dok su pozitivna ili negativna uverenja potrošača o organskoj hrani dosta jači prediktor. Osim toga, autori Chauke i Duh (2019) tvrde da je potrebno analizirati ponašanje potrošača i nakon čina kupovine, te utvrditi njihovu spremnost da preporuče organske prehrambene proizvode svom okruženju.

Iako pripadnici generacije Z važe za jedne od najviše informisanih, u studiji autora Vehapi i Mitić (2023) značajan deo ispitanika pogrešno je definisao hranu koja je proizvedena organskim putem.

Bez obzira što mladi potrošači pokazuju sve veće interesovanje u pogledu kupovine održivih proizvoda (Khalil et al., 2021), nešto viša cena proizvoda se ipak navodi kao moguća barijera (Vega-Muñoz, Gil-Marín, Contreras-Barraza, Salazar-Sepúlveda i Losada, 2022). Studija autora Palić et al. (2019) zaključuje na osnovu studentskog uzorka da je cena organske hrane izuzetno važan faktor, s obzirom na životni standard u Republici Srbiji. Studija autora Vehapi i Šabotic (2021) otkriva da svega 8% ispitanika nije spremno platiti više za organske prehrambene proizvode u istoj zemlji.

5. ZAKLJUČAK

Podsticanje potrošnje organskih prehrambenih proizvoda predstavlja sve važniji zadatak zelenog marketinga (Bryla, 2016), s obzirom na željenu tranziciju ka održivom načinu života potrošača (Scalco, Noventa, Sartori & Ceschi, 2017). Iako je još uvek tržišna niša u nastajanju (Pereira et al., 2022), tokom protekle dve decenije zabeleženo je na globalnom nivou sve veće interesovanje za kupovinu organske hrane (Kushvah, Dhir, Sagar & Gupta, 2019). Samim tim, ponašanje potrošača na tržištu organskih prehrambenih proizvoda postaje sve popularnija istraživačka oblast. Međutim, mali broj istraživačke literature je fokusiran na održivo ponašanje potrošača generacije Z (Khalil et al., 2021), koje se razlikuje u odnosu na druge generacije potrošača (Skordoulis, Panagiotakopoulou, Manolis, Papagrigoriou & Kalantonis, 2024).

Stoga je sprovedeno empirijsko istraživanje na teritoriji Republike Srbije, prilikom čega je uzorak predstavljalo 810 mladih ispitanika. Postavljene istraživačke hipoteze H_1, H_2, H_3 i H_4 testirane su putem statističko-softverske platforme IBM SPSS Statistics upotrebom Pirsonovog testa korelacije. Rezultati istraživanja ukazuju da postoji pozitivna i statistički značajna korelacija između potrošačkih navika pripadnika generacije Z (planiranje obroka, sastavljanje liste namirnica, racionalno odlučivanje i prethodno informisanje) i njihove namere kupovine organske hrane. Sprovedena studija potvrđuje da informisanost mladih potrošača i promišljeno donošenje odluka predstavljaju važnu ulogu u oblikovanju namera o kupovini na tržištu organskih prehrambenih proizvoda.

Buduća istraživanja bi trebala utvrditi da li se potrošačke navike pripadnika generacije Z menjaju tokom vremena. Takođe, buduća istraživanja bi trebala utvrditi korelaciju namere kupovine organske hrane s dodatnim varijablama, kao što su socio-demografske karakteristike potrošača, briga o zdravlju, psihološki i sociološki faktori, i druge. S obzirom da će ova generacija potrošača uticati na oblikovanje buduće potrošnje, preporuka autora jeste i analiza koliko su ovakvi potrošači spremni da plate za organske prehrambene proizvode (willingness to pay). Dakle, nedostatak ovog rada predstavlja jednostavan istraživački model koji bi u budućnosti trebalo dodatno proširiti.

Bez obzira na navedeni nedostatak, teorijski doprinos ovog rada ogleda se u minimiziranju spomenutog istraživačkog jaza u marketing literaturi. Praktični doprinos ovog rada ogleda se u značaju koji rezultati studije mogu imati za kreatore marketing strategija prilikom podsticanja angažovanosti generacije Z u

pravcu održive potrošnje. Dodatno, rezultati istraživanja mogu biti od značaja i kreatorima razvojnih politika prilikom podsticanja dostupnosti i pristupačnosti organskih prehrambenih proizvoda.

Zahvalnica

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Abstract

Generation Z consumer habits in the organic food market

Ksenija Leković, Sanja Džever, Dunja Kostić

Consumer behavior analysis is important in today's ever-changing marketplace, characterized by continuous transformations. Marketing researchers are expected to constantly anticipate future market trends, many likely to be shaped by Generation Z. A review of relevant domestic and international literature reveals a research gap on this topic. Accordingly, this paper focuses on the consumer behavior of Generation Z, with a particular emphasis on the organic food market. This paper aims to analyze the correlation between the consumer habits of Generation Z and their intention to buy organic food. The empirical study was conducted in the Republic of Serbia, involving a sample of 810 respondents. The proposed research hypotheses were tested using the IBM SPSS Statistics software platform, employing Pearson's correlation tests. The results indicate a positive and statistically significant correlation between the consumption habits of members of Generation Z (meal planning, grocery list preparation, rational decision-making, and prior information-gathering) and their intention to buy organic food.

Keywords: *consumer behavior, green consumerism, Generation Z, organic food*

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marketing

Stress in paradise: Empirical evidence on emotional exhaustion of holiday representatives

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Abstract: This study examines the relationship between role stress, emotional exhaustion, well-being, and job satisfaction among holiday representatives, a critical but under-researched segment of employees in the tourism industry. Using quantitative data collected during the peak summer season, the study examines how role stress (role ambiguity, role conflict, and role overload) affects the emotional exhaustion of holiday representatives employed by Serbian tour operators at seaside destinations and how emotional exhaustion affects their well-being and job satisfaction. Partial least squares structural equation modeling (PLS-SEM) was used to test the hypotheses. The findings show that role stress has a positive and significant impact on emotional exhaustion, which in turn has a negative and significant impact on the well-being and job satisfaction of holiday representatives. In addition, the study identifies perceived organizational support as a significant moderator that effectively buffers the positive effects of role stress on emotional exhaustion. Theoretically, this study enriches the current understanding of stressors experienced by holiday representatives and proposes and empirically tests an innovative, integrated research framework. Practical implications suggest that clearer role definitions, better workload management, and stronger organizational support are needed to improve employees' resilience, job satisfaction, and well-being. Limitations and future research directions are outlined.

Keywords: *holiday representatives, role stress, emotional exhaustion, well-being, perceived organizational support*

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1. INTRODUCTION

In the tourism industry, the initial appeal of a vacation often depends on the carefully selected photos and interesting descriptions provided by travel agencies. Potential tourists are drawn to images of idyllic landscapes, clean beaches, and luxury hotels that promise memorable experiences. However, the contrast between these idealized portrayals and the reality that tourists face when they arrive at the destination can be extreme. Tourists may find crowded beaches, poor hygiene in accommodation, bad food in restaurants, or unfriendly staff – elements that are drastically different from the expectations they built up during the sales process. Such discrepancies often lead to increased dissatisfaction, which is mainly directed against the travel agency that sold them the "ideal" vacation. The pronounced physical distance between the tourists and the travel agency leads tourists to direct their complaints to the travel agency's representative at the destination, who is now held responsible for the perceived shortcomings and on whom the overall satisfaction of the guests now depends.

Travel agency's representatives, often referred to as holiday representatives or holiday reps (Constanti & Gibbs, 2005), serve as an "extended arm" of the travel agency at the destination (Spasić & Pavlović, 2018) and act as intermediaries between tourists, the travel agency and the service providers at the destination (Busoi, Ali & Gardiner, 2022). Their tasks usually include organising airport transfers, greeting guests, conducting welcome meetings, providing information about local attractions, selling and coordinating excursions, handling logistical issues, dealing with paperwork, handling complaints and crises – including serious incidents such as deaths, medical emergencies and disruptive behaviour related to alcohol consumption or aggression – and generally ensuring that tourists have a positive experience from arrival to departure (Guerrier & Adib, 2003; Sönmez, Apostolopoulos, Theocharous & Massengale, 2013). Due to the nature of their responsibilities, holiday reps are in constant

contact with guests, which blurs the "boundaries between work and leisure" (Busoi et al., 2022, p. 2) and makes them the "most socially exposed employees" (Brzezińska-Wójcik & Widz, 2017, pp. 19–20) in the tourism industry. Both travel agencies and tourists expect holiday reps to remain empathetic and effective in all interactions – from presenting enjoyment at leisure events to providing emotional support in crises (Guerrier & Adib, 2003).

Although in the proximity to blue environment, which according to Blue Mind theory can enhance physical and mental health (Nichols, 2015) and induce a state of calm and mindfulness, constant exposure to challenging situations can counteract these effects by increasing stress hormones, a condition described as red mind (Ahmed, Poto & Heckman, 2025). The constant pressure to manage their emotions while ensuring that guests' vacation is "free of any problems that might cause dissatisfaction" (Constanti & Gibbs, 2005, p. 109) can have a negative impact on the well-being and job satisfaction of these employees, which in turn negatively affects their efficiency and service quality (Guerrier & Adib, 2003). Despite their key role in ensuring guest satisfaction, holiday representatives are often overlooked in research (Busoi et al., 2022). Apart from a few papers that qualitatively addressed the emotional labour of holiday reps (e.g., Busoi et al., 2022; Constanti & Gibbs, 2005; Guerrier & Adib, 2003), no papers were found that empirically measured the stress experienced by holiday reps during the peak summer season and its implications.

The aim of this study is to investigate how role stress affects the emotional exhaustion of holiday representatives and how emotional exhaustion further influences their well-being and job satisfaction. Furthermore, the role of organizational support in mitigating the negative effects of role stress will be analysed. By exploring these challenges, this study aims to fill the gap in the literature on understanding work stress and emotional exhaustion of holiday representatives and propose solutions to improve their well-being and job satisfaction. To achieve the research objective, this article is structured as follows. The second part provides an overview of the literature on the variables being studied, after which the hypotheses are formulated. Then, the used research methodology is explained, and the research findings are presented and analysed. Finally, implications for theory and practice are offered.

2. LITERATURE REVIEW

2.1. Role stress

Work role is the result of expectations of the behaviour that is desirable in a particular environment. These expectations, which come from the employees themselves, from people in their surroundings, inside and outside the organization, can cause good or bad feelings in employees. Role stress is usually accompanied by negative feelings, including physical, behavioural (Beehr & Glazer, 2005) and psychological effects of role aspects (O'Brien & Cooper, 2022). The three fundamental components of role stress include: role ambiguity, role conflict, and role overload (Bauer & Simmons, 2000; Örtqvist & Wincent, 2006). Role ambiguity emerges when information about expected role behaviour is insufficient and unclear (Cengiz, Yoder & Danesh, 2021; Raub, Borzillo, Perretten & Schmitt, 2021). In contrast, role conflict refers to an excess of conflicting information (Tubre & Collins, 2000), leading to the emergence of a psychological conflict in which the employee is unable to fulfill each expected role simultaneously (Schmidt, Roesler, Kusserow & Rau, 2012). Role overload occurs when the volume of tasks is overwhelming while the time available to complete them is limited (Tang & Vandenberghe, 2021). Previous research has documented a positive relationship between three core components of role stress and emotional exhaustion: role ambiguity (Mwakyusa & Mcharo, 2024), role conflict (Alexander Hamwi, Rutherford & Boles, 2011), and role overload (Ng, Sambasivan & Zubaidah, 2011), both individually and all together (Posig & Kickul, 2003). Holiday representatives are usually exposed to complex situations that involve a heavy workload, great responsibility, and often long working hours, leading to physical and, consequently, emotional exhaustion (Busoi et al., 2022). In line with the results of previous studies, we hypothesize the following:

H1: Role stress has a positive influence on the emotional exhaustion of holiday representatives.

2.2. Emotional exhaustion

The job of a holiday representative in the tourism industry requires the display of a wide range of emotions. They are expected to have a positive attitude, to be sympathetic when tourists have problems, and to be able to manage negative feelings. This involves emotional labour (Guerrier & Adib, 2003), i.e., the management of emotions to comply with organisa-

tional rules (Grandey & Sayre, 2019), which can be beneficial for employees, their employers and customers (Humphrey, Ashforth & Diefendorff, 2015). However, such extensive emotional labour may also have negative consequences for employees (Riforgiate, Howes & Simmons, 2022) and often leads to emotional exhaustion (Rafiq, Abbasi, Ali Sair, Mohiuddin & Munir, 2020). Emotional exhaustion can be described as "feelings of being emotionally overextended and exhausted by one's work. It is manifested by both physical fatigue and a sense of feeling psychologically and emotionally 'drained'" (Wright & Cropanzano, 1998, p. 486). Previous research has found that this condition negatively impacts well-being (e.g., Lin, Huang, Yang & Chiang, 2014; Wong & Wang, 2009) and job satisfaction (e.g., Lee & Ok, 2012; Park & Kim, 2021), which is especially true for employees who are in direct contact with customers (Amissah, Blankson-Stiles-Ocran & Mensah, 2022; Chu, Baker & Murrmann, 2012), such as holiday representatives (Constanti & Gibbs, 2005). With this in mind, the following hypotheses are proposed:

H2: Emotional exhaustion has a negative influence on the well-being of holiday representatives.

H3: Emotional exhaustion has a negative influence on the job satisfaction of holiday representatives.

2.3. Well-being and job satisfaction

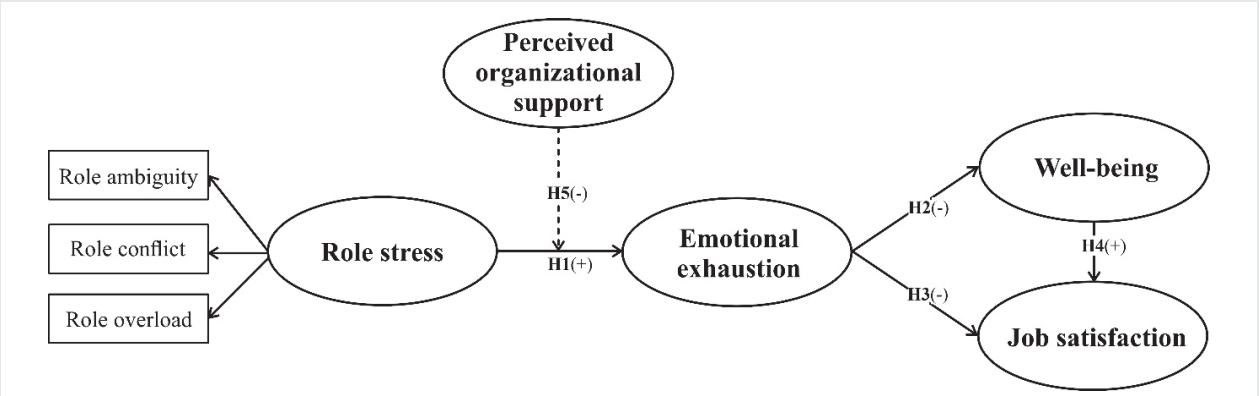
Well-being refers to "optimal psychological functioning and experience" (Ryan & Deci, 2001, p. 142). It is a sophisticated construct explained by two leading perspectives, including the hedonic approach, which focuses on the personal experience of feeling good, and the eudaimonic approach, which focuses on living well (Deci & Ryan, 2008; Ryan & Deci, 2001; Sonnentag, 2015). Therefore, well-being can be seen as a desirable outcome in itself that simultaneously influences other outcomes (Jawad & Scott-Jackson, 2016). In the context of the work environment, well-being does not refer exclusively to the relationship between employees and the organization, but rather to the quality of relationships between individuals (Biggio & Cortese, 2013), i.e., interactions with colleagues, supervisors, and customers, all of which influence an employee's well-being (Falter & Hadwich, 2019; Nielsen, Nielsen, Ogbonnaya, Känsälä, Saari & Isaksson, 2017). Previous research has recognized the essential role of employees' well-being for their job satisfaction (Biedma-Ferrer, Medina-Garrido, Bogren & Almeida, 2024). Job satisfaction, described as an indicator of employees' overall positive attitude towards their work (Kong, Jiang, Chan & Zhou, 2018), is considered essential for a labour-intensive sector such as tourism (Lillo-Bañuls, Casado-Díaz & Simón, 2018). Based on the present findings and the observation of holiday representatives as an integral part of the tourism sector, the following hypothesis is formulated:

H4: Well-being has a positive influence on the job satisfaction of holiday representatives.

2.4. Perceived organizational support

Role stress leads to emotional exhaustion and contributes to its increase, especially among frontline employees (Essawy, 2016; Hu, Hu & King, 2017). Emotionally exhausted employees become ineffective in interpersonal encounters and tend to dehumanize customers by viewing them as objects rather than people. This depersonalization leads to the development of cynicism and a negative attitude towards others and the work itself (Mann, 2004), resulting in increased levels of dissatisfaction. Furthermore, the emotional exhaustion of workers has notable negative effects on work performance (Hur, Kim & Park, 2015). Therefore, the quick recovery of emotionally exhausted employees is in the best interest of organizations. To achieve this, supervisors in particular should pay more attention to employees' development, needs, and interests (Zhang, Zhou, Zhan, Liu & Zhang, 2018). With proper support from their side, it is possible to influence the reduction of employees' emotional exhaustion (Karatepe, 2010). Based on organizational support theory, employees' perceptions of how much their organization values their work contributions and genuinely cares about their well-being represent perceived organizational support or POS (Eisenberger, Huntington, Hutchison & Sowa, 1986; Eisenberger, Rhoades Shanock & Wen, 2020). POS leads to several positive outcomes, such as improving work engagement, job satisfaction, and organizational commitment, as well as reducing employees' emotional exhaustion and work stress (Yan, Zhang & Choo, 2024). In addition, previous studies have shown that POS moderates the relationship between hindrance stressors and emotional exhaustion, namely, the negative impact of hindrance stressors on emotional exhaustion becomes less pronounced when employees perceive high organizational support (Bao & Zhong, 2019). Referring to previous findings on POS and the recognition of holiday representatives as employees who are highly exposed to stress and prone to emotional exhaustion (Busoi et al., 2022), the following hypothesis is proposed:

Figure 1: Proposed research model



Source: Authors

H5: POS negatively moderates the positive relationship between role stress and emotional exhaustion of holiday representatives.

Figure 1 illustrates the research model developed for this study.

3. METHODOLOGY

3.1. Data collection

The target population for this study consisted of holiday representatives employed by Serbian travel agencies, who were working at international summer tourism destinations. However, as there are no official registers or publicly available records of the total number of holiday representatives employed by Serbian tour operators (and considering information obtained through consultation with travel agencies indicating that representatives are often shared among multiple agencies in certain destinations), it was not possible to accurately determine the size of the total population. Therefore, a combination of convenience sampling and snowball sampling methods was used to recruit participants. Data gathering was conducted via an online self-report questionnaire. To distribute the questionnaire, a link was initially sent to travel agencies in Serbia, with a request to forward it to their holiday representatives. Additionally, the questionnaire was sent to personal contacts in the tourism sector, who were then asked to share it further within their professional networks. The survey was conducted during the peak summer season, from June to September 2024. Only holiday representatives who were actively working at the destination during this period were surveyed to accurately capture their experiences. A total of 55 valid responses were collected and included in the analysis. Due to logistical constraints related to a limited time and space access to the target population, it was not possible to obtain a larger sample. Although the small sample size may limit the statistical power and reduce the generalizability of the results, the findings provide insights that can inform future research.

3.2. Measurement of variables

The measurement instruments were developed from the existing literature. Three items for role ambiguity and three items for role conflict were developed from Bowling et al. (2017). Role overload was measured using three items adapted from Bacharach, Bamberger and Conley (1990) and three items adapted from Peterson et al. (1995). Emotional exhaustion was measured using five items from the scale developed by Maslach and Jackson (1986). Respondents' well-being was assessed using the WHO-5 Well-being index developed by Bech (2004). Job satisfaction was measured using four statements from Brown and Peterson (1994), while POS was measured using three items adapted from Eisenberger et al. (1986). All statements were measured on a seven-point Likert scale ranging from 1 for "strongly disagree" to 7 for "strongly agree". The complete list of construct measurements is presented in Appendix A.

3.3. Analytical method

The collected data were analyzed using IBM SPSS (version 25) and SmartPLS (version 4). Specifically, SPSS was used to describe the sample and to assess

the normality of the indicator distributions using the Kolmogorov-Smirnov and Shapiro-Wilk tests. Significance of these tests verified non-normality for all variables. Subsequently, partial least squares structural equation modeling (PLS-SEM) was performed using SmartPLS, which is considered suitable due to the exploratory nature of the study, the non-normality of the data distributions and small sample (Hair, Risher, Sarstedt & Ringle, 2019; Hair, Hult, Ringle & Sarstedt, 2022). Additionally, PLS-SEM enables the analysis of hierarchical latent variable models (Seočanac, 2024; Sharma, Shmueli, Sarstedt, Danks & Ray, 2021). In this study, role stress was conceptualized as a type I (Becker, Klein & Wetzels, 2012) higher-order (second-order) latent variable represented by lower-order (first-order) constructs, specifically role ambiguity, role conflict, and role overload. This type was chosen because these first-order variables "reflect the meaning and concept of the same attribute" (Rasoolimanesh & Ali, 2018, p. 239).

Using the disjoint two-stage approach, the measurement model was first assessed to ensure the validity and reliability of the indicators. In the first stage of the reflective measurement model assessment, all constructs were examined in terms of indicator reliability through outer loadings, internal consistency using Cronbach's alpha (α), composite reliability (pC), and rho A (pA), convergent validity via average variance extracted (AVE), and discriminant validity by examining heterotrait-monotrait (HTMT) ratios. In this stage, latent variable scores for lower-order variables (i.e., role ambiguity, role conflict, and role overload) were obtained and subsequently used to create and estimate the hierarchical latent variable role stress in the second stage. The reflective measurement model of the higher-order latent variable is evaluated in the second stage to determine the reliability, internal consistency, convergent validity, and discriminant validity of the indicators (Sarstedt, Hair, Cheah, Becker & Ringle, 2019). Finally, the structural model was evaluated using a bias-corrected bootstrapping method (10,000 resamples) (Sarstedt, Hair, Pick, Liengaard, Radomir & Ringle, 2022). First, it was confirmed that there were no collinearity issues between the latent variables (by observing the VIF values). The size and statistical significance of the path coefficients were then determined. In a final step, calculations of the coefficient of determination (R^2) and the effect size (f^2) were performed to determine the predictive power of the structural model (Hair, Ringle & Sarstedt, 2011).

4. RESEARCH RESULTS

4.1. Basic profile of respondents

The sample of this study consisted predominantly of female holiday representatives (69.1%), with most participants aged between 30 and 41 (36.4%). Almost half of the respondents held a bachelor's degree (47.3%), and a significant proportion had either less than one year or four to six years of experience as a holiday representative (25.5% each). Additionally, the majority of respondents (63.6%) reported working more than 40 hours per week (Table 1).

Table 1: Demographic characteristics of the sample (N = 55)

Demographics	Frequency	Percentage (%)
Gender		
Male	16	29.1
Female	38	69.1
Missing	1	1.8
Age		
18–29	12	21.8
30–41	20	36.4
42–53	19	34.5
54–65	4	7.3
Education		
High school degree	8	14.5
Associate's degree	8	14.5
Bachelor's degree	26	47.3
Master's degree	13	23.6
Work experience		
less than one year	14	25.5
one to three years	10	18.2
four to six	14	25.5
seven to ten	10	18.2
more than ten years	7	12.7
Working hours per week		
less than 30 hours	10	18.2
30 to 40 hours	10	18.2
40 to 50 hours	13	23.6
50 to 60 hours	9	16.4
more than 60 hours	13	23.6

Source: Authors

4.2. Analysis

4.2.1. Measurement model assessment

The reliability of the indicators was assessed by checking the outer loadings of the indicators. Examination of the values shown in Table 2 revealed that all indicators loaded with scores above the threshold of 0.708

Table 2: Reliability and internal consistency of indicators

Latent variable	Item	Factor loading	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (ρC)	AVE
Role ambiguity (RA)	RA1	0.888	0.821	0.858	0.892	0.733
	RA2	0.788				
	RA3	0.889				
Role conflict (RC)	RC1	0.841	0.805	0.830	0.884	0.719
	RC2	0.798				
	RC3	0.901				
Role overload (RO)	RO1	0.867	0.933	0.939	0.947	0.749
	RO2	0.857				
	RO3	0.814				
	RO4	0.912				
	RO5	0.857				
	RO6	0.884				
Emotional exhaustion (EE)	EE1	0.885	0.932	0.938	0.948	0.786
	EE2	0.886				
	EE3	0.914				
	EE4	0.822				
	EE5	0.923				
Well-being (WB)	WB1	0.889	0.922	0.922	0.941	0.761
	WB2	0.888				
	WB3	0.856				
	WB4	0.892				
	WB5	0.836				
Job satisfaction (JS)	JS1	0.908	0.893	0.935	0.925	0.758
	JS2	0.735				
	JS3	0.884				
	JS4	0.941				
Perceived organizational support (POS)	POS1	0.932	0.903	0.906	0.939	0.838
	POS2	0.921				
	POS3	0.893				

Source: Authors

(Hair et al., 2011). Internal consistency was established for all latent variables, as the values of composite reliability (ρC) and Cronbach's alpha (α) are within the required limits of 0.7 – 0.95 (Hair et al., 2019) and the value of the reliability coefficient (ρA) is higher than the lower limit of 0.707 (Benitez, Henseler, Castillo & Schubert, 2020). The AVE value for all latent variables is greater than 0.5. This result indicates that each latent variable explains more than 50% of the variance of its indicators (Hair et al., 2019), i.e., that convergent validity is established.

Table 3: Discriminant validity – HTMT ratios

	RA	RC	RO	EE	WB	JS	POS
RA							
RC	0.890						
RO	0.729	0.808					
EE	0.682	0.670	0.845				
WB	0.454	0.441	0.645	0.763			
JS	0.487	0.477	0.525	0.648	0.727		
POS	0.452	0.286	0.435	0.531	0.342	0.622	

Source: Authors

Table 4: Higher-order latent variable assessment

Latent variable	Indicators	Loadings	CR	AVE
Role stress	RA	0.880	0.923	0.801
	RC	0.902		
	RO	0.902		
HTMT				
	EE	JS	POS	
Role stress	0.822	0.568	0.444	

Source: Authors

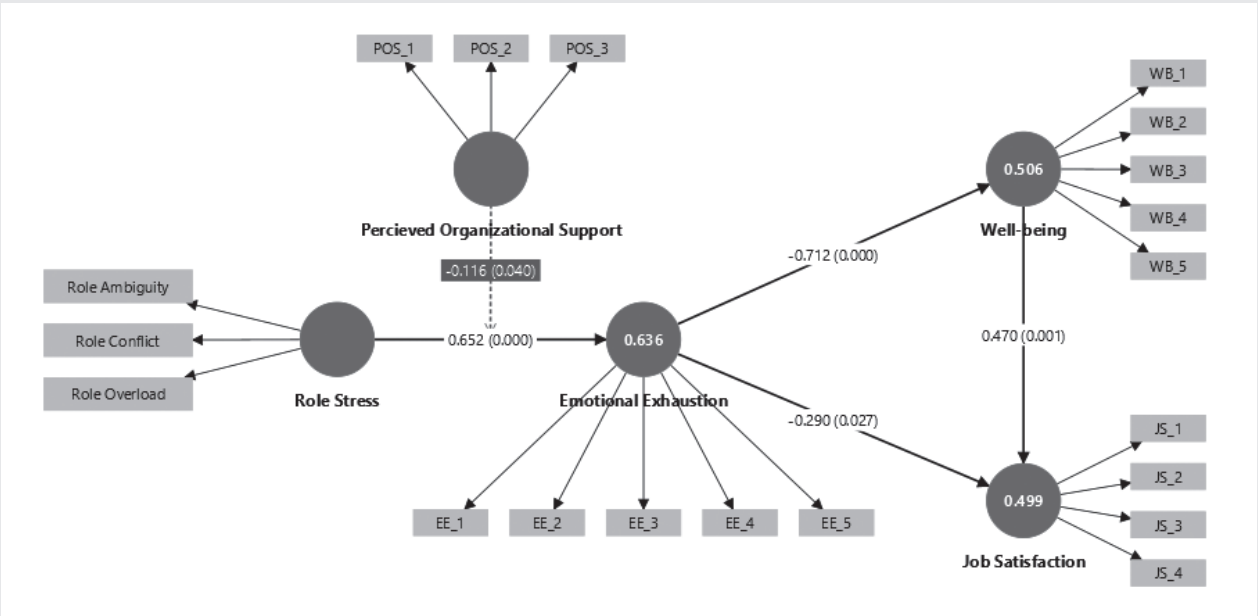
By checking the HTMT values presented in Table 3, it was found that the HTMT value for all latent variables is below the recommended upper limit of 0.85 (Henseler, Ringle & Sarstedt, 2015), except for the latent variables role ambiguity (RA) and role conflict (RC), for which the HTMT value is 0.89. Considering that these are conceptually similar variables, 0.9 is considered an acceptable upper limit (Henseler et al., 2015), which means that discriminant validity is established.

To ensure that all constructs of the reflective-reflective hierarchical latent variable meet the standard criteria for measurement models, the relationships between the higher-order latent variable (role stress) and the respective lower-order latent variables were examined (Sarstedt et al., 2019). As shown in Table 4, the measurement model of the higher-order latent variable meets the requirements for reliability as well as convergent and discriminant validity.

4.2.2. Structural model assessment

As part of the assessment of the structural model (Figure 2), an assessment of the collinearity between the latent variables of the structural model was carried out. It was found that the VIF value for all latent variables is 1, indicating that multicollinearity is unlikely to be a problem in the structural model (Hair, Hult, Ringle, Sarstedt, Danks & Ray, 2021). The size and statistical significance of the path coefficients were then determined. The results presented in Table 5 show that the exogenous latent variable, namely role stress (H1: ß = 0.652, p = 0.000), has a positive and statistically significant effect on emotional exhaustion. In addition, emotional exhaustion was found to have a negative and statistically significant effect on well-being (H2: ß = -0.712, p = 0.000) and job satisfaction (H3: ß = -0.290, p = 0.027), while well-being has a positive and statistically significant effect on job satisfaction

Figure 2: Structural model assessment



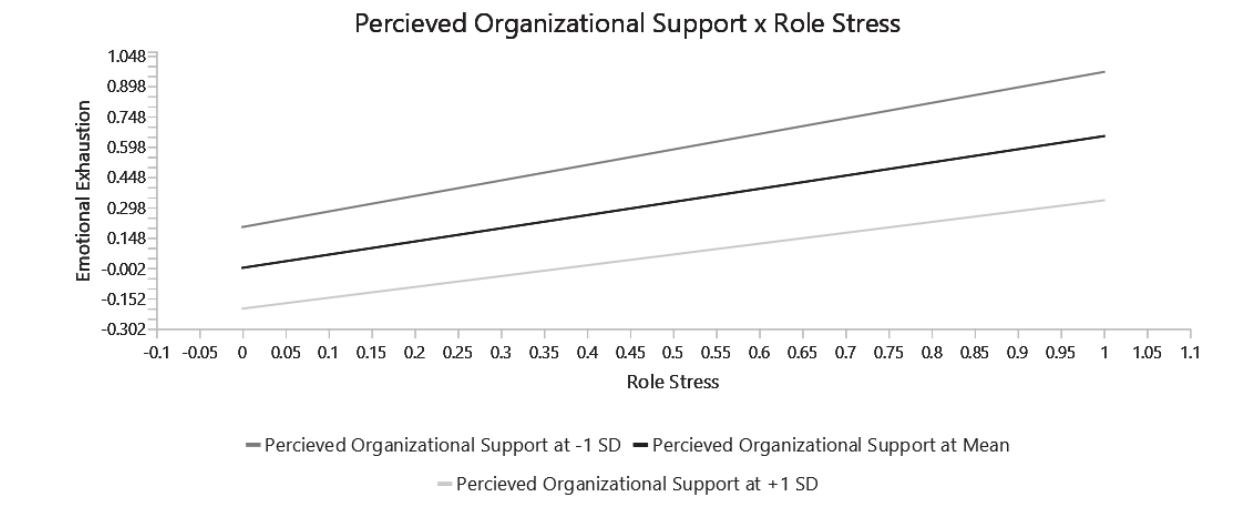
Source: Authors

Table 5: Path coefficients between latent variables of the structural model: testing the research hypotheses

Path	ß	t	p	Decision
H1: Role stress → Emotional exhaustion (+)	0.652	7.081	0.000	Supported
H2: Emotional exhaustion → Well-being (–)	-0.712	10.335	0.000	Supported
H3: Emotional exhaustion → Job satisfaction (–)	-0.290	1.925	0.027	Supported
H4: Well-being → Job satisfaction (+)	0.470	3.232	0.001	Supported
H5: Perceived organizational support x Role stress → Emotional exhaustion (–)	-0.116	1.747	0.040	Supported

Source: Authors

Figure 3: Simple slope analysis



Source: Authors

(H4: ß = 0.470, p = 0.001). Based on the standardized beta coefficient, it can be concluded that the strongest relationship exists between emotional exhaustion and well-being (ß = -0.712), as it is closest to -1. Moreover, the results showed that perceived organizational support negatively and significantly moderates the positive relationship between role stress and emotional exhaustion (H5: ß = -0.116, p = 0.040), which is also confirmed by the simple slope analysis shown in Figure 3.

To determine the predictive power of each independent latent variable in the structural model, i.e., to determine whether the independent variables are meaningful predictors of the dependent variables, the f^2 value was calculated and classified according to Cohen's (1988) guidelines. Based on Table 6, it can be seen that the greatest effect in the model has emotional exhaustion on well-being (f^2 = 1.026). The analysis of the coefficient of determination (R^2) of the endogenous latent variables shows the percentage to which the exogenous variables explain the endogenous variable. A moderate R^2 value was obtained for all three dependent latent variables (Hair et al., 2011). The highest value of the coefficient of determination was obtained for the latent variable emotional exhaustion (R^2 = 0.636), which indicates that 63.6% of the endogenous variable is explained by the exogenous variable.

Table 6: Effect size and coefficient of determination

Predictor	f^2 effect size	Latent variable	R^2 value
Role stress → Emotional exhaustion	0.965 (large)	Emotional exhaustion	0.636
Emotional exhaustion → Well-being	1.026 (large)	Well-being	0.506
Emotional exhaustion → Job satisfaction	0.083 (small)	Job satisfaction	0.499
Well-being → Job satisfaction	0.218 (medium)		

Source: Authors

5. DISCUSSION AND CONCLUSIONS

5.1. Theoretical implications

This study extends theoretical knowledge on tourism employees' job stress by empirically examining the effects of role stress (manifested in role ambiguity, role conflict, and role overload) on emotional exhaustion and further exploring how emotional exhaustion affects holiday representatives' well-being and job satisfaction. The results show that role stress contributes positively to emotional exhaustion. Specifically, holiday representatives faced with unclear or conflicting job expectations and excessive workloads reported significantly higher levels of emotional exhaustion, which negatively impacted their well-being and job satisfaction. However, the study also found a significant positive impact of well-being on job satisfaction, underlining the crucial role of employees' psychological health as a determinant of their job satisfaction. In addition, the study found that perceived organizational support is an important moderator mitigating the negative effects of role stress on emotional exhaustion.

These findings provide important empirical support for previous qualitative studies. For example, the relationship found between role stress and emotional exhaustion supports the qualitative findings of Guerrier and Adib (2003), who reported that unclear and conflicting expectations contribute significantly to employee stress. Similarly, the findings on the negative impact of role overload confirm the observations of Constanti and Gibbs (2005) that excessive workload due to managers' unrealistic expectations negatively impacts employees' health and work attitudes. Furthermore, the moderating effect of POS found in this study empirically confirms the view of Busoi et al. (2022), who identified supervisor support as essential in mitigating negative workplace outcomes among holiday representatives. This finding supports the arguments of Hur et al. (2015), who emphasize the importance of a supportive organizational environment in reducing employee stress.

While proximity to blue environments has been associated with improved psychological well-being (Nichols, 2015), this study shows that chronic role stress can lead to persistent psychological stress, or 'red mind' (Ahmed et al., 2025), even in these environments. Specifically, this study found that the emotional exhaustion resulting from high role stress negatively impacts the well-being of holiday representatives working at seaside destinations. By empirically demonstrating how emotional exhaustion significantly decreases employees' well-being and job satisfaction, this study supports previous theoretical assertions that consider psychological well-being and job satisfaction as critical outcomes affected by work stress (Lee & Ok, 2012; Lin et al., 2014; Wong & Wang, 2009). Moreover, the positive relationship found between psychological well-being and job satisfaction represents a significant theoretical extension of existing research and empirically confirms previous claims that psychological health directly increases employees' overall satisfaction with their jobs (Biedma-Ferrer et al., 2024). This finding highlights the fundamental role that well-being plays as a driver of job satisfaction and highlights its potential as an important target for management interventions aimed at improving organizational outcomes.

5.2. Practical implications

The findings of this study offer valuable insights for tour operators. The finding that role stress has a negative impact on emotional exhaustion points to the urgent need for clearly defined job descriptions and expectations for holiday representatives. Detailed orientation programs should be conducted to reduce role ambiguity, and changes or updates in job responsibilities should be communicated regularly. To address role conflict and overload, tour operators should set realistic workload expectations, ensure adequate staffing levels during peak seasons, and provide regular breaks. Developing training programs that focus on skills, such as emotion regulation, mindfulness techniques, and conflict resolution, could significantly reduce stress and increase job satisfaction among holiday representatives.

The significant moderating effect of organizational support highlights the need to foster a supportive work environment. Support from supervisors and colleagues, as well as clear channels for communication and feedback, should be provided. Moreover, as a positive relationship between well-being and job satisfaction was found, companies should regularly monitor employee well-being as a strategic priority. Practical steps include conducting regular employee well-being surveys and proactively addressing identified stressors. Finally, improving employee well-being and job satisfaction should be considered an integral part of overall business objectives, including maintaining high-quality customer service, reducing turnover rates, and improving business performance.

5.3. Limitations and suggestions for future research

While this study offers valuable insights, it also has some limitations that suggest opportunities for future research. A significant limitation is the small sample size, which may restrict statistical power and generalizability. Therefore, caution should be exercised when interpreting and generalizing these findings to broader populations of holiday representatives. Future research should aim to replicate this study with larger and more diverse samples to increase confidence in the findings, improve statistical validity, and allow for more generalizable conclusions regarding occupational stress in the tourism sector.

Future studies could further investigate possible moderating and mediating factors such as emotional intelligence, personality traits, or coping mechanisms, and mindfulness practices. Examining the interaction between individual characteristics and organizational interventions can provide practical strategies for management approaches. As role stress and emotional exhaustion negatively impact job satisfaction, future research should empirically examine broader organizational outcomes, including employee turnover, tourist satisfaction, and organizational profitability. By addressing these limitations and extending research in the suggested directions, future scholarly work can significantly enrich theoretical understanding and practical approaches to managing emotional labor in the tourism context and ultimately contribute to creating a healthier work environment.

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APPENDIX A

Role ambiguity

1. Sometimes I'm not sure exactly what my responsibilities are.
2. The specific demands of my role are not always clear.
3. It's often unclear what exactly is expected of me in my job.

Role conflict

1. I often feel different groups (tourists, managers, local service providers) are pulling me in different directions.
2. I am regularly confronted with competing demands from tourists and my organization.
3. My supervisors often instruct me to do two different things that can't both be done.

Role overload

1. I often don't have enough time to complete all my tasks.
2. I often feel rushed when completing my responsibilities.
3. I rarely have free time during my working day.
4. I feel overburdened in my work role.
5. My role involves too many responsibilities for one person to handle.
6. I am given more work than I can effectively manage.

Emotional exhaustion

1. I often feel emotionally drained by my responsibilities.
2. The constant interaction with tourists places significant stress on me.
3. I often feel frustrated in my work role.
4. I have the feeling that I work too hard at my job.
5. Sometimes I feel completely exhausted and unable to cope with my tasks.

Well-being

1. In the last two weeks I have generally felt cheerful and in a good mood.
2. I have felt calm and relaxed during my recent duties.
3. Lately I have felt energetic and active.
4. I usually wake up feeling refreshed and rested before I start my daily tasks.
5. My daily routine has been filled with activities and tasks that really interest me.

Job satisfaction

1. My job as a holiday representative is very pleasant.
2. My job as a holiday representative is very worthwhile.
3. Compared to other jobs, my job is better than most.
4. I find my role as a holiday representative fulfilling and rewarding.

Perceived organizational support

1. The tour operator I work for appreciates my contributions to its well-being.
2. The tour operator I work for values my opinion.
3. The tour operator I work for provides me with the resources and support I need to do my job effectively.

Apstrakt

Stres u raju: empirijski dokazi o emocionalnoj iscrpljenosti agencijskih predstavnika

Marijana Seočanac, Ivana Veljović

Ova studija ispituje odnos između stresa koji potiče iz radne uloge, emocionalne iscrpljenosti, blagostanja i zadovoljstva poslom među agencijskim predstavnicima, kritičnog, ali nedovoljno istraženog segmenta zaposlenih u turističkoj delatnosti. Koristeći kvantitativne podatke prikupljene tokom letnje sezone, studija ispituje kako stres koji potiče iz radne uloge (neodređenost radne uloge, konflikt uloge i preopterećenost uloge) utiče na emocionalnu iscrpljenost agencijskih predstavnika zaposlenih kod srpskih turoperatora na primorskim destinacijama i kako emocionalna iscrpljenost utiče na njihovo blagostanje i zadovoljstvo poslom. Modeliranje strukturnim jednačinama metodom parcijalnih najmanjih kvadrata (PLS-SEM) korišćeno je za testiranje hipoteza. Nalazi pokazuju da stres koji potiče iz radne uloge ima pozitivan i značajan uticaj na emocionalnu iscrpljenost, koja negativno i značajno utiče na blagostanje i zadovoljstvo poslom agencijskih predstavnika. Pored toga, studija je identifikovala percipiranu organizacionu podršku kao značajnog moderatora koji efikasno ublažava pozitivne efekte stresa koji potiče iz radne uloge na emocionalnu iscrpljenost. Teorijski, ova studija obogaćuje sadašnje razumevanje stresora koje doživljavaju agencijski predstavnici i predlaže i empirijski testira inovativni, integrisani istraživački okvir. Praktične implikacije sugerišu da je neophodno jasnije definisati radne uloge, bolje upravljati opterećenjem i obezbediti veću organizacionu podršku kako bi se poboljšala otpornost zaposlenih, zadovoljstvo poslom i blagostanje. Navedena su ograničenja i budući pravci istraživanja.

Ključne reči: *agencijski predstavnici, stres radnih uloga, emocionalna iscrpljenost, blagostanje, percipirana organizaciona podrška*

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Nacionalni identitet kao komunikacioni okvir u oglašavanju: zvuci, slike i ukusi prošlosti

Marija Ocokoljić

Apstrakt: Osnovna pitanja postavljena u istraživanju sprovedenom kao kvalitativna analiza sadržaja vezana su za komunikaciono uokviravanje nacionalnog identiteta u oglašavanju u Republici Srbiji. Vizuelni, verbalni i auditivni elementi reklama posmatrani su kao simboli, pojedinačno i u međusobnim odnosima, kao narativne celine. Cilj analize bio je razumevanje načina predstavljanja nacionalnog identiteta u oglašavanju i njegovog prilagođavanja upotrebi u komercijalne svrhe. Istraženo je kakve slike, poruke, zvukovi i koncepti su manje ili više vidljivi, na koji način su kreativno tretirani, kao i na kakvu percepciju pozivaju gledaoce. U tom smislu, izdvojilo se nekoliko specifičnih simbola. U vizuelnom smislu, pored zvaničnih simbola kao što su zastava ili grb, najvidljivija u okvirima prezentacije nacionalnog identiteta je hrana. Ona je reprezentovana pojedinačno, kao određeni autentičan prehrambeni proizvod ili konceptualno, kao obrok oko kojeg se okuplja. Među nosiocima narativa o nacionalnom identitetu izdvaja se i zvuk. U većini reklama muzičke teme i zvučni efekti imaju izrazito etno karakter. Kao verovatno najkompleksniji simbol nacionalnog identiteta identifikovana je prošlost. Ona je važna tema koja prožima skoro sve reklamne narative i unutar koje se kao posebno važni aspekti izdvajaju tretmani prošlosti u kreativnom i pripovedačkom smislu, izbor epoha i odnos prema tradiciji kao aspektu prošlosti.

Ključne reči: *nacionalni identitet, oglašavanje, komunikacioni okvir*

JEL klasifikacija: M31, M37

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1. UVOD

Povezanost sa nacijom najčešće je obeležena jednom ključnom emocijom – ponosom. Ideje o tome na šta smo zapravo ponosni grade se vremenom, kroz procese socijalizacije, sazrevanja i pod raznovrsnim istorijskim, društvenim, kulturnim i drugih uticajima. Tako će ono na šta smo kao pripadnici neke nacije ponosni varirati u okvirima kojima smo u najvećoj meri izloženi. U aktuelnom vremenu, bez sumnje, najizloženiji smo medijima, u raznovrsnim formama i tehnološkim izvedbama.

Iz konstruktivističkog ugla, ako se doživljaj nacionalnog identiteta sagleda kao celina koja se gradi pod navedenim uticajima, pitanje nije na šta smo ponosni već na šta nas konkretni mediji i brendovi pozivaju da budemo ponosni? Selektivna priroda medija je takva da određene narative stavlja u prvi plan, dok drugi ostaju manje vidljivi. Oglašavanje je još stroža praksa u tom smislu. Ništa što vidimo u reklami nije slučajno. Svaka slika ili poruka je poziv na to da se stvari, pa i nacija, gledaju na određeni način. Istražićemo šta se predstavlja kao ono sa čime bi trebalo da se povežemo i na to budemo ponosni.

Problem istraživanja vezan je za odnos nacionalnog identiteta i jedne od sfera masovnih medija, oglašavanja. Predmet istraživanja podrazumeva upotrebu nacionalnog identiteta u televizijskom oglašavanju u Republici Srbiji. U tom smislu biće posmatrani elementi koji na njega direktno ili indirektno upućuju, a sa ciljem boljeg razumevanja dominantnog komercijalnog okvira nacionalnog identiteta. Cilj je steći uvid u specifičnosti prilagođavanja elemenata nacionalnog identiteta komercijalnim svrhama u teorijskom i praktičnom smislu. Istraživačko pitanje koje u nastavku postavljamo vezano je za okvire unutar kojih se nacionalni identitet predstavlja u oglašavanju.

Teorijski uvod predstaviće ključne pojmove, nacionalni identitet, etnocentrizam, etnocentričnu potrošnju, kao i specifičan pristup oglašavanju zasnovan na odnosu prema naciji. Zatim će biti razmotreni elementi koji se najčešće koriste za reprezentaciju nacionalnog identiteta u oglašava-

nju, zvanični i nezvanični tj. indirektni simboli nacije. Nakon toga, objašnjena je metodologija istraživanja. Primenjeni istraživački metod je kvalitativna analiza sadržaja na uzorku televizijskih reklama brendova iz kategorija koje se tradicionalno najviše oglašavaju i koje su najvidljivije. Analiza će obuhvatiti identifikaciju vizuelnih, verbalnih i auditivnih elemenata koji direktno ili indirektno sugerišu nacionalni identitet i imaju moć povezivanja publike oko koncepta nacije. Razmatranje sadržaja u uzorku biće izvedeno na denotativnom, konotativnom, stilsko-semiotičkom i ideološkom nivou. Cilj je razumeti kako se nacionalni identitet konstruiše u oglašavanju, pomoću kojih elemenata, načina pripovedanja, simbola, zvukova i sl. Pored onoga što očigledno pokazuju i poručuju na denotativnom nivou, u konotativnim i dubljim slojevima svake oglasne poruke uvek su prisutne sugestije određene ideologije, u najmanju ruku potrošačke, u kontekstu ove analize i nacionalne. Zato u nastavku posmatramo elemente i simbole koji prenose značenja na više nivoa. Poslednji deo predstavlja rezultate istraživanja i diskusiju. Prema postavljenom istraživačkom okviru, analiza će obuhvatiti identifikovane vizuelne, verbalne i auditivne elemente, kao i njihove međusobne odnose. Pored zaključaka vezanih za svaki od ovih aspekata, kao dodatna zapažanja biće predstavljen i specifičan odnos prema prošlosti i tradiciji.

Iz društvenog i kulturološkog ugla, ovakva analiza u lokalnom kontekstu doprinosi produbljivanju opšteg razumevanja nacionalnog identiteta u specifičnoj ulozi. U kontekstu proučavanja oglašavanja, s obzirom na to da slični pristupi nisu pronađeni, rad daje jedinstven uvid u advertajzing praksu, njen odnos prema nacionalnom identitetu, kao i specifičnosti njene „komercijalizacije".

2. NACIONALNI IDENTITET, ETNOCENTRIZAM I POTROŠNJA

Potreba za pripadnošću jedna je od osnovnih ljudskih potreba. Od individualnog, porodičnog nivoa, preko drugih grupa, do makro nivoa i nacionalne svesti, ona se ne menja. Grupe postoje iz niza razloga. Mogu biti emotivne ili afektivne prirode, što zadovoljava potrebu za povezivanjem i pripadanjem. One su tu i da bi omogućile ostvarivanje određenih ciljeva. Grupe su i prostori u kojima se potencijalno ostvaruje potreba za moći primarno povezana sa egom (Druckman, 1994).

Povezivanje sa grupama je deo procesa socijalizacije koji počinje od najranijeg detinjstva. Kako se razvijaju, deca uče da fokus sa sebe kao jedinke prebace na širi kontekst i sebe unutar njega. Odnos prema grupi u velikoj meri određen je individualnim identitetom, i obrnuto. Jedno drugo oblikuje. Koncept socijalnog identiteta (Tajfel, 1981) u fokus stavlja važnost grupe kojoj se pripada, realnu ili percipiranu. Pozitivan pogled na grupu čiji je deo pojačava samopouzdanje ili samopoštovanje pojedinca.

Jedna od grupa sa kojom je identifikacija najčešće snažna i oblikujuća je nacija (Cleveland, Rojas-Mendez, Laroche & Papadopoulos, 2016). Nacionalni identitet vezan je za meru u kojoj se pojedinac identifikuje sa sopstvenom nacijom i za istu ima pozitivan osećaj. To je skup zajedničkih načina razmišljanja, osećanja i ponašanja, a koje potiču iz usvojenih društvenih konvencija i sistema vrednosti (Nakata & Sivakumar, 2001). On podrazumeva percepciju zajedničkog porekla, društvenih, istorijskih, kulturnih iskustava, odnosa, normi. Posebno važan u ovom kontekstu je osećaj pripadanja, ponosa i posvećenosti entitetu koji se definiše kao nacija.

U razmatranju odnosa prema naciji nailazimo na niz pojmova kao što su nacionalizam, patriotizam, etnocentrizam. Raznolika su mišljenja autora o tome šta je nacionalizam, a šta patriotizam, i gde su granice.

Bez namere da ulazimo u dubinu kompleksnosti koncepata nacionalizma i patriotizma i njihovog odnosa, dajemo osnovne uvide potrebne za dalju analizu. Patriotizam se najčešće vezuje za teritoriju rođenja i/ili života. Nije nužno vezan za državu kao entitet, već za ono što označava latinska reč patria – domovinu, otadžbinu (Bar-Tal & Staub, 1997). S druge strane, nacionalizam se u većoj meri odnosi na državu. „Nacionalizam je stanje uma u kojem se individualni osećaj superiornosti pripisuje pripadnosti određenoj državi" (Kohn, 1965, p. 9).

Patriotizam je kao koncept stariji i tretira se kao blaži (Bar-Tal & Staub, 1997). Dok se za nacionalizam vezuju tendencije ka dominaciji i isključivanju drugih, patriotizam se vidi kao uvek pozitivno obojen osećaj zajedništva i pripadnosti zajednici, fokusiran na ljude i vrednosti (Mock, 2020). U smislu narativa, nacionalizam se neretko vidi kao manje ili više napadački, dok je patriotizam u većoj meri odbramben. Nacionalizam je i demonstrativniji, očigledniji. Kao i svi drugi, i ovi koncepti su promenljivi i evoluiraju u skladu sa specifičnom okolnostima svakog vremena (Kohn, 1965).

S obzirom na to da se analiza odnosi na komercijalnu praksu, u nastavku ćemo koristiti izraz etnocentrizam kao „pogled na stvari po kojem je jedna grupa centar svega, a ostali su poređani i rangirani u odnosu na nju" (Sumner, 1906, p. 18). To je ideja o sopstvenom (lokalnom) načinu života i sistemu vrednosti kao

drugačijem, na neki način boljim, vrednijim u odnosu na druge. Stepen etnocentrizma povezuje se sa osećajem sigurnosti u grupi (Duckitt, 1989). Što je veći osećaj sigurnosti unutar grupe, manja je potreba distanciranja od drugih.

Grupe nas čuvaju, vaspitavaju, edukuju, oblikuju. One nam sugerišu normative koji se internalizuju, prihvataju kao prirodni i na osnovu kojih se sistemi vrednosti, očekivanja, uloge i obrasci ponašanja prilagođavaju (Druckman, 1994). Izražena socijalna identifikacija sa grupom podrazumeva veće šanse da će pojedinci preduzimati korake i donositi odluke koje je podržavaju ili joj na neki način donose dobrobit (Fisher & Wakefield, 1998; Madrigal, 2001). Lojalnost entitetu nacije svoj performativni karakter ispoljava u raznim sferama ponašanja. Jedna od njih je i potrošnja.

Etnocentrizam u potrošnji podrazumeva „verovanje potrošača vezano za prikladnost, moralnost kupovine stranih proizvoda" (Shimp & Sharma, 1987, p. 280). Izražena etnocentričnost utiče na veću spremnost potrošača da se opredele za domaće proizvode (Balabanis, Diamantopoulos, Mueller & Melewar, 2001; Verlegh, 2007; Zeugner-Roth, Žabkar & Diamantopoulos, 2015). Na drugoj krajnosti su oni koji strane proizvode vide kao superiornije pre svega zbog toga odakle potiču.

Kod etnocentričnih potrošača izbor lokalnog doživljava se kao patriotska dužnost ili čin kojim se doprinosi domaćoj privredi, pa i opštoj dobrobiti nacije (Klein, 2002). On je takođe i odbrana od pretnje, ne samo na državnom već i ličnom nivou (potencijalni gubitak posla pod pritiskom konkurencije, pad životnog standarda i sl.) (Veljković, 2009).

Stepen etnocentričnih stavova varira između kultura, demografskih i drugih profila. Što je jači nacionalni identitet, veće su šanse da će pojedinac kupovati vođen i etnocentrizmom (Forehand & Deshpande, 2002). U zajednicama koje pripadaju tzv. kolektivističkim kulturama (Hofstede, 1980), među kojima je i Republika Srbija (The Culture Factor Group, 2024), očekivan je veći stepen nacionalne identifikacije. Ključni pokretači etnocentričnih kupovnih izbora u ovim slučajevima su pokazivanje kolektivnog duha, podrška zajednici, pokazivanje zajedništva, lojalnosti i sl. U individualističkim kulturama, poput američke, osnova za ovakvo delovanje je stav o superiornosti ili dominaciji sopstvene zemlje (Lee, Hong & Lee, 2003).

Merenje etnocentričnih stavova, osećanja i verovanja vrši se uz pomoć CET skale (Consumer Ethnocentric Tendency Scale) koja pokazuje „tendenciju da se domaći proizvod vidi kao superioran i izbegavaju proizvodi iz drugih zemalja iz ideoloških ili identitetskih razloga" (Shimp & Sharma, 1987, p. 282). Izraženo etnocentrični potrošač najčešće je stariji, manje obrazovan, tradicionalniji, skloniji dogmatizmu, konzervativizmu (Shimp & Sharma,1987); Good & Huddleston, 1995). Veći nivo etnocentričnosti u potrošnji u Srbiji imaju stariji, konzervativniji, manje obrazovani, osobe sa nižim prihodima, koje su manje putovale van granica zemlje (Veljković, 2009).

Poređenjem studija izvršenih 2005. i 2009. godine zaključuje se izvestan pad vrednosti sa 62,6 na 57,0. Ipak, sve naredne studije potvrđuju porast sklonosti ka etnocentrizmu u potrošnji. Na teritoriji centralne Srbije, Marinković, Stanišić i Kostić (2011) dobijaju vrednost od 63,35, što je uvećanje sa 59,46 iz 2009. godine u istoj regiji (Veljković, 2009). Autori ističu da je etnocentrizam izraženiji kod seoskog stanovništva, kod muškaraca i starije populacije. Kada su u pitanju kategorije proizvoda, domaći dominiraju u kupovini hrane, bezalkoholnih pića i piva. Najmanje su atraktivni u oblasti bele tehnike, cigareta i odeće (Marinković i sar., 2011). Trend blagog povećanja beleži i Miladinović (2012) (citirano u Kragulj, Parežanin & Miladinović, 2017) pronalazeći rezultat od 60,51. Kragulj et al. (2017) potvrđuju umereni nivo etnocentrizma u Republici Srbiji. Istraživanje sprovedeno na studentskoj populaciji 2014. godine dalo je CET skor 65,22. Marinković (2017) pronalazi vezu između stepena etnocentrizma u potrošnji, patriotizma i animoziteta prema Evropskoj uniji u Srbiji, dok Pavlović (2018) potvrđuje vezu između starosti i potrošačkog etnocentrizma koji sa povećanjem broja godina raste.

Razvoj identifikacije i odnosa sa različitim vrstama grupa, uključujući i naciju, je pod nizom oblikujućih uticaja. Mediji su nezaobilazan i sve važniji faktor socijalizacije, pa i vaspitanja i obrazovanja. Oglašavanje u tom smislu, kao deo medijske sfere, nije bez uticaja. U nastavku ćemo istražiti kako se nacionalni identitet reprezentuje u komercijalnoj komunikaciji.

3. NACIONALNI IDENTITET U OGLAŠAVANJU

Socijalni identitet nije monolit. Sastoji se od više hijerarhijski organizovanih identiteta (Arnett, German & Hunt, 2003). Pod uticajem faktora iz okruženja prioriteti se menjaju, određeni aspekti se aktiviraju (Reed, Forehand, Puntoni & Warlop, 2012; Yoo & Lee, 2019) i dolaze u prvi plan. Bržem i jačem aktiviranju doprinosi proces pripreme ili prajminga (eng. *priming*). Tako je, na primer, grupa ispitanika koja je prvo vi-

dela izveštaj o nacionalnoj tragediji, a zatim oglase sa patriotskim elementima, na iste reagovala intenzivnije (Carvalho & Luna, 2014). Jedan od najjačih aktivatora nacionalnog identiteta i odluka vezanih za njega je kriza. S obzirom na to da je u srcu etnocentrizma potreba da se obezbedi dobrobit nacije, kada je ona ugrožena, ili se tako percipira, raste i potreba za „zaštitom" (Sharma, Shimp & Shin, 1995). U periodima kriza, ratova, finansijskih lomova, terorističkih pretnji, tenzija sa drugim zemljama, nacijama i sl., apeli na patriotizam tj. na njegovo dokazivanje konkretnim delima su jači.

Jedan od takvih patriotskih činova je i potrošnja. Na simbiozu uloga dobrog građanina, patriote i potrošača pozivaju nas specifično uokvireni komercijalni narativi (Yoo & Lee, 2019) koji apeluju na pojedince i grupe da se ponašaju u skladu sa promovisanim vrednostima (McMellon & Long, 2006).

Nacionalno identitetski uokvireni oglasi sadrže verbalne, vizuelne ili auditivne elemente koji predstavljaju naciju u pozitivnom svetlu. To su najčešće zastave, grbovi, nacionalne boje, grafički elementi, zatim melodije, predeli, istorijske ličnosti ili trenuci u istoriji koji su posebno važni. Ovako jaki simboli na brz i efikasan način u prvi plan dovode nacionalnu svest. Oni skoro automatski aktiviraju emocije kao najbrže i najjače katalizatore (kupovnih) odluka.

Oglas povezuje osećanja, raspoloženja sa opipljivim objektima. Williamson (2011) ukazuje na to da se ovde radi o povezivanju dostižnog i nedostižnog. Tako je sreća u konzervi gaziranog pića, lepota u kutiji kreme, uspeh u luksuznom automobilu i sl. On povezuje neopipljive, nedostižne stvari (sreća, uspeh) sa onima koje su dostižne (piće, auto) i tako nas uverava da je i ove prve ipak nekako moguće doseći (Williamson, 2011). U kontekstu nacionalnog, patriotizam je tako praktično moguć na relativno jednostavan način, kupovinom izabranih proizvoda, čime se potvrđuje njegov performativni karakter.

U zavisnosti od kulturnog konteksta u određenom društvu, nacionalni identitet kao okvir komercijalne komunikacije će imati različite efekte. U kolektivističkim sredinama, sa jačom povezanošću unutar grupa, odgovor na ovakve oglase biće jači u odnosu na društva u kojima je prioritet individualno (Triandis, Bontempo, Villareal, Asai & Lucca, 1988; Yamaguchi, 1994).

Kada se govori o prajmingu, bez obzira na to kakvog tipa je nacionalna kultura, osećaj krize ili ugroženosti, realne ili percipirane, je sigurna priprema za bolje prihvatanje nacionalno uokvirenih oglasa. Američko tržište je u ovom smislu izuzetan primer. U periodima nakon terorističkog napada u Njujorku 2001. godine i ekonomske krize koja je počela 2008. godine, nizale su se kampanje velikih brendova u kojima su poruke bile vrlo slične. Bili su to pozivi na jedinstvo, borbu, opstanak, ponos i sl. Neki od slogana bili su: Amerika je divna (*America the Beautiful*), Održimo Ameriku jakom (*Keep America Strong*), Napred SAD (*Go U.S.A.*), Idi napred Ameriko (*Go forth America*), Stojimo ujedinjeni (*United We Stand*), Svi smo mi Njujorčani (*We Are All New Yorkers*) itd. Kada nisu fokusirani na zajedništvo, vrednosti koje se najčešće ističu su slobodan duh, mogućnosti, stvaranje i sl. U jednoj od reklama u kojoj poznat brend viskija želi da potvrdi svoju američku „dušu" kaže se: „Amerikanci, mi smo kreatori stvari koje potiču iz nezavisnog duha… mi smo velike arhitekte korisnog… živimo u zemlji koja dopušta ljudima da stvaraju ono u šta veruju…" Nacionalni identitet kao okvir komercijalne komunikacije na ovom tržištu očekivano karakteriše ponos, ali i izuzetna samouverenost i izvesna grandioznost koja često prevazilazi državne granice.

Upotreba zvaničnih nacionalnih simbola najčešće podleže strogim pravilima. U jednom američkom oglasu kao muzička osnova koristi se nacionalna himna koju u specifičnom stilu izvodi poznata muzička grupa. Ovakva upotreba nacionalnih simbola u Republici Srbiji na primer nije dozvoljena prema Zakonu o izgledu i upotrebi grba, himne i zastave Republike Srbije (Paragraf, 2023). Zastava i grb ne smeju se upotrebljavati za obeležavanje roba ili usluga (Član 5), mogu se koristiti u umetničkom stvaralaštvu na prikladan način (Član 7). Himna se može izvoditi u propisanim zvaničnim prilikama, pri izvođenju se ne sme menjati na bilo koji način (Član 37).

Ilustrativan primer različitih načina tretmana nacionalnih simbola može se pronaći u oglasu brenda Krajsler, emitovanom tokom finala američkog fudbala 2012. godine. Oglas započinje temom poluvremena (u kojem se zaista i emituje). Klint Istvud, čuvani glumac i reditelj, je narator koji govori o tome kako ne samo da je poluvreme u utakmici, već i u zemlji. Oglas dolazi u godinama u kojima se efekti ekonomske krize i dalje snažno osećaju, kada se mnoge, a naročito automobilska industrija, bore za opstanak. On nam govori o teškim vremenima kroz koja su Amerikanci prolazili, kako su se okupljali, borili, opstajali, uspevali. Izdvajamo neke delove naracije: „Poluvreme je. Oba tima su u svlačionicama, pričaju o tome šta mogu da urade da pobede u drugoj polovini. Poluvreme je i u Americi. Ljudi su bez posla, teško im je. I svi se pitaju šta će uraditi da se vrate…Jer to je ono što mi radimo. Nalazimo način u teškim vremenima, a kada ne

možemo da ga nađemo, mi ga stvaramo…Ova zemlja ne može biti oborena jednim udarcem. Mi se odmah dižemo i kada to uradimo, svet će čuti buku naših motora…"

Iako u ovom oglasu nema puno zvaničnih elemenata, kao što je na primer zastava, on je zapravo prepun američkih nacionalnih simbola. Sam događaj unutar kojeg se oglas emituje i na neki način dešava je mesto na kojem se okuplja cela nacija. Izabrani sport, američki fudbal, takođe. Brend koji potpisuje oglas, Krajsler, takođe je neka vrsta američkog „blaga", naročito u kontekstu kriza koje je prolazio zajedno sa celom nacijom. Automobilska industrija je verovatno jedna od najameričkijih industrija za koju je nacija izuzetno vezana. I na kraju, verovatno najjači simbol, Klint Istvud - ličnost koja svojim opusom povezuje različite ideje o američkom, počev od Divljeg Zapada, vesterna, kauboja, Holivuda, šoubiznisa, itd.

Uokvirivanje komercijalnog narativa u prostoru nacionalnog identiteta nije svakodnevna praksa u oglašavanju, ali jeste jedan od standarda. Bilo da se radi o zvaničnim ili nezvaničnim simbolima, ovakve slike i poruke pripadnike jedne zemlje na ubedljiv i efikasan način povezuju oko zajedničkih vrednosti i pripremaju za potencijalno (komercijalno) delovanje unutar tog prostora.

U nastavku ćemo analizirati reprezentacije nacionalnog identiteta na reklamnom tržištu Republike Srbije.

4. METODOLOGIJA

U istraživanju je primenjena metoda kvalitativne analize sadržaja. Jedinica analize bila je televizijska reklama. Analitička jedinica kao aspekt sadržaja koji istražujemo je nacionalni identitet.

Proces kreiranja uzorka podrazumevao je:

1. identifikaciju industrija koje se u Republici Srbiji najviše oglašavaju;
2. selekciju brendova iz izabranih industrija u čijim oglasima se mogu identifikovati elementi nacionalnog identiteta.

Prvi korak zasnivao se na višegodišnjim trendovima u oglašavanju u Srbiji. Tokom 2023. godine na lokalnom tržištu najviše su se oglašavali trgovački lanci, zatim prehrambeni proizvodi i bezalkoholna pića (*In Store, 2024)*. Ovakva raspodela ponavlja se godinama unazad, sa vrlo malim prilagođavanjima, te se može smatrati standardnom. U tom smislu, navedene industrije izabrane su da se među njihovom oglašivačkom praksom identifikuju brendovi i sadržaji koji potencijalno imaju elemente nacionalnog identiteta.

Drugi korak podrazumevao je pregled kampanja brendova u izabranim industrijama i identifikaciju eventualnih elemenata nacionalnog identiteta. Kriterijumi za njihovo prepoznavanje isti su kao oni koji čine okvir za analizu i biće predstavljeni u nastavku. Reklame u kojima je prepoznato prisustvo ovakvih elemenata ušle su u uzorak. Fokus je bio na video sadržajima, pre svega formatima televizijskih reklama koji podrazumevaju prosečne dužine od 15 do 45 sekundi. Kraći i duži sadržaji nisu uzimani u razmatranje. Reklame su preuzimane iz:

1. reklamnih blokova emitovanih u udarnim terminima između 19 i 24h prikupljenih tokom 2023. godine na nacionalnim televizijskim kanalima RTS, Prva TV i B92;
2. zvaničnih profila tj. kanala izabranih brendova na mreži You Tube.

Finalni uzorak obuhvatio je 28 reklama za 9 brendova.

Vremenski period unutar kojeg su identifikovane reklame emitovane obuhvatio je period od 2013. do 2023. godine. Period od oko 10 godina može se smatrati dugačkim, ali s obzirom na to da ovakve kampanje nisu česte, prikladan je za potrebe prikupljanja dovoljnog broja reklama za analizu.

U uzorak nisu uključene kampanje za Srbiju kao turističku destinaciju s obzirom na to da je njihov primarni cilj promocija zemlje i da su principi destinacijskog brendinga specifični. Ovakve reklame moraju sadržati nacionalne elemente pa se u kontekstu ove analize odnosa nacionalnog i komercijalnog ne smatraju dovoljno informativnim. One nacionalno koriste u svrhe prodaje nacionalnog što odstupa u od cilja ovog istraživanja.

Okvir za selekciju reklama u uzorak kao i njihovu dalju analizu podrazumevao je identifikaciju verbalnih, vizuelnih i auditivnih simbola koji direktno ili indirektno upućuju na nacionalno. Nakon identifikacije prisustva ovih elemenata, što je bio osnovni uslov za uključivanje u uzorak, analiziran je kontekst u kojem su prezentovani – pozitivan, negativan, naglašavanje određenih vrednosti, emocija, ponašanja i sl. Svi elementi posmatrani su pojedinačno i u odnosu sa ostalima sa kojima su kombinovani u datom komercijalnom narativu.

Vizuelni simboli podrazumevali su nacionalne boje (kombinacije crvene, plave i bele), zvanične nacionalne simbole kao što je grb, zatim zastave, kao i prilagođene verzije banera i barjaka sa ispisima Srbi-

ja i elementima koji podsećaju na zvanične simbole. Takođe, kombinacije grafičkih elemenata u vidu prepoznatljive etno šare u raznim varijacijama, bilo da su direktno primenjene ili stilizovane, su uvrštene u ovu kategoriju. U njoj su razmatrani i svi elementi koji nisu zvanični, a na kojima se navedeni simboli mogu prepoznati, kao na primer majice, sportski dresovi, ambalaža itd. Pored ovih zvaničnih simbola, tražene su i slike ili vizuali koji se mogu interpretirati kao relevantni u smislu nacionalnog identiteta kao što su prepoznatljivi predeli, događaji, ličnosti, objekti i sl.

Verbalni simboli obuhvatili su delove narativa reklama u kojima se mogao prepoznati element nacionalnog identiteta u najširem smislu. Razmatrane su reči i rečenice koje govore direktno ili sugerišu ponos na istoriju, karakter nacije, njene simbole, prirodu, predele, gradove, mesta, ljude, događaje, duh, vrednosti, kao i sve aspekte tradicije.

Auditivni simboli podrazumevali su sve zvuke (osim izgovorenog teksta) koji bi mogli ukazati na nacionalno poreklo, karakter, tradiciju i sl. U ovom segmentu analizirane su sve muzičke teme, bilo tradicionalne, stilizovane, moderne, kao i potencijalni zvučni efekti koji bi reklami mogli dati etno karakter.

Analizu sadržaja izvršila su dva kodera sa zadovoljavajućom interkoderskom relijabilnošću od 88%, a prema kodnoj knjizi u kojoj su postavljeni kriterijumi za identifikovanje relevantnog sadržaja. Koderi su prepoznavali za koji je brend reklama, da li se u njoj mogu identifikovati elementi nacionalnog identiteta, a zatim i beležili koja vrsta simbola je u pitanju (vizuelni, verbalni ili auditivni), kao i koja je glavna poruka tj. slogan reklame.

U analiziranju reklama razlikovani su denotativni, stilsko-semiotički i konotativni slojevi značenja (Barthes, 1977). Denotativno podrazumeva identifikaciju i interpretaciju onoga što se vidi na prvi pogled. Rodrigez i Dimitrova (2011) uvode stilsko-semiotički nivo uokvirivanja sadržaja koji u fokus stavlja egzekutivne specifičnosti. Neke od njih su boja, svetlo, perspektiva i ugao snimanja, specifični načini obrade ili tretmana slike, aktivnosti i poze aktera, tretman zvuka itd. Sve što čini stil je informacija o potencijalnim značenjima koja oglas prenosi. Na konotativnom nivou traže se veze između elemenata oglasa i potencijalnih simbola koje predstavljaju, i kulturnih koncepata kojima pripadaju (Kress & Van Leeuwen, 2001). Na najkompleksnijem, ideološkom nivou analize, svi elementi se posmatraju u sinergiji u cilju dobijanja odgovora na pitanje koje interese (ekonomske, političke, kulturne) identifikovani simboli zadovoljavaju, kakve ideje promovišu (Williamson, 2011).

5. REZULTATI I DISKUSIJA

Kodirano je ukupno 28 reklama za 9 brendova. Kategorije u kojima je bio prisutan analizirani način komunikacije su: telekomunikacije (1 kampanja, 1 brend), pivo (3 brenda, 11 kampanja), trgovinski lanci (3 brenda, 4 kampanje), kladionice (1 brend, 2 kampanje).

5.1. Vremenski raspored i kategorije

Tokom 2013. godine identifikovana je jedna kampanja sa elementima nacionalnog identiteta. Dalja dinamika odvija na sledeći način: 2017. – 4 kampanje; 2018. – 3 kampanje; 2019. – 2 kampanje, 2020. – 1 kampanja; 2021. – 4 kampanje; 2022. – 5 kampanja; 2023. – 3 kampanje i 2024. – 3 kampanje. Ovakav raspored ukazuje na to da u periodu 2018-2019. godine postoji malo jači talas komunikacije usmerene na nacionalni okvir s obzirom na broj brendova koji se za njega opredelio (4). Sam broj kampanja manje je informativan od broja brendova koji ih emituju. Čak i kada jedan brend ima nekoliko reklama, to je samo pojedinačna inicijativa i vrlo često ista reklama u nekoliko različitih izvedbi koje se fokusiraju na različite aspekte nacionalnog identiteta. Suštinska poruka je ista. Zato se broj različitih brendova može smatrati informativnijim za sticanje prave slike.

U prvom jačem talasu komunikacije koja se koristi patriotskim apelima dominiraju piva. U ovom periodu (2018) u pripremi i realizaciji bilo je Svetsko prvenstvo u fudbalu održano u Rusiji. S obzirom na jaku vezu pivskih brendova, njihove ciljne grupe i ovog sporta, razumljiva je jaka medijska aktivacija. Ono što su ove kampanje zaokružile kao jak trend u povezivanju sa navijačima jesu pesme pisane u duhu himni o kojima će biti više reči u nastavku.

Drugi, malo jači talas koji se može identifikovati je 2022. godina u kojoj su takođe 2 pivska brenda, ali i jedna gazirana voda i kladionica. Kada se uzme u obzir da je i 2022. godina bila godina Svetskog prvenstva u fudbalu održanog u Kataru, ponavlja se obrazac jake medijske aktivacije brendova čija ciljna grupa prati ovakve događaje. Pored Jelen i Zaječarskog piva, pridružuje im se Mozzart bet. Ono što je posebno specifično za kladionice i sport jeste raznovrsnost njihovog prisustva. Iako broj standardnih reklama sa patriotskim tonovima nije veliki, one su sponzori praktično svega (reprezentacija, saveza, prenosa) što ima veze sa nacionalnim timovima, te je utisak da su zapravo neodvojivi deo „patriotskog" čina navijanja.

Kada se govori o kategorijama tj. industrijama koje koriste nacionalni identitet kao okvir komunikacije,

treba izdvojiti trgovinske lance koji su tome naročito posvećeni. Najveće kompanije u ovoj kategoriji u Srbiji, Delhaize (sa brendom Maxi, Tempo, Shop&Go), Mercator S (sa brendovima Idea i Roda) i Lidl, tokom posmatranog perioda imale su komunikacione aktivnosti koje su se snažno oslanjale na elemente lokalnog nacionalnog identiteta. Uvek su u pitanju bile posebne linije proizvoda koji su napravljeni od domaćih sirovina ili po domaćim, tradicionalnim recepturama. O samom sadržaju će više reči biti u nastavku. Ono što je važno zaključiti u ovom delu je da su najveći „korisnici" nacionalnih obeležja u Republici Srbiji trgovinski lanci i piva.

5.2. Vizuelni, verbalni i auditivni simboli nacionalnog identiteta

Kada su u pitanju vizuelni simboli u kodiranim reklamama, identifikovani su: zastave, grb, nacionalna nošnja, prepoznatljivi prirodni predeli i gradovi, orao, truba, frula, tradicionalna hrana, slavska trpeza, sveća i žito, istorijske ličnosti, stari zanati i načini života (sušenje mesa, čuvanje ovaca, poljski radovi i drugi seoski poslovi), prepoznatljivi grafički motivi tj. etno šare.

Zvanični nacionalni simboli kao što su zastava i grb pojavljuju se u originalnom izdanju ili primenjeni na različite formate. Tako se grb može videti i kao orden, na zastavi, ali i na odevnim predmetima kao što su sportski dresovi, šalovi, odeća, navijački rekviziti, konzerve (pića). U grafičkom smislu, i grb i zastava prikazani su u više verzija, od kojih je većina u skladu sa propisanom upotrebom nacionalnih simbola prema Zakonu o izgledu i upotrebi grba, zastave i himne Republike Srbije (Paragraf, 2023).

Tradicionalna narodna nošnja u reklamama se vidi u celini ili delovima (prsluk, pojas, opanci). U svakoj od verzija, celovita ili parcijalna, ostaje u izvornom obliku, bez stilizacije, prilagođavanja delova modernijem izgledu. Najčešće je reprezentovana u kontekstu narodnih igara ili oslikavanja starih načina, pre svega seoskog života, kao i u kontekstu tradicije koja je ugrožena ili ju je potrebno sačuvati u aktuelnim vremenima.

Kada su u pitanju prepoznatljivi grafički motivi, i oni se u komercijalnoj komunikaciji nalaze originalni ili stilizovani. Dok u oglasima u kategoriji piva veliki simboli poput grba i zastave dominiraju, u oblasti trgovine vidljiviji su grafički motivi koji na suptilniji način govore o nacionalnom identitetu. Linije proizvoda za koje se tvrdi da su domaćeg porekla ili recepture u skladu sa starim srpskim običajima u pripremi bez izuzetka brendirane su u ovom pravcu, od ambalaže preko umetničke direkcije samih oglasa.

Među najvidljivijim simbolima nacionalnog je hrana. Ona se neizostavno pojavljuje u reklamama za linije domaćih proizvoda trgovinskih lanaca. Među konkretnim jelima najčešće slikani su suhomesnati (pršuta i sl.) i mlečni proizvodi, pre svega sir. Ono što se posebno često može videti jesu tradicionalni načini pripreme ove hrane. Na ovakvim reprezentacijama insistiraju brendovi koji najčešće predstavljaju potpuni opozit, koji pripadaju prehrambenim konglomeratima. Za njih ovo je način da se nekako ublaži percepcija velike industrije i masovne proizvodnje i kreira slika o pažnji, posvećenosti, kvalitetu i sl. Korišćenje ovog specifičnog aspekta nacionalnog brendovima dopisuje specifičnu vrednost.

Čak i izvan prehrambene industrije, hrana je deo skoro svakog narativa o nacionalnom. U oglasima u kojima se na bilo koji način sugeriše srpska tradicija, način života, duh sklon uživanju, gostoprimstvo i sl., neizostavni deo je slika trpeze pune tradicionalnih jela. U nekoliko slučajeva deo priče je i slava, pa samim tim i slavska trpeza. Oko stola punog tradicionalne hrane uvek je veliki broj ljudi, šira porodica, prijatelji i sl. U tom smislu ona je simbol ne samo tradicije pripreme, već i povezivanja kroz hranu, što je u kulturološkom smislu lokalno izuzetno važno.

Kada posmatramo stilske aspekte u vizuelnom, u analiziranim reklamama je česta upotreba crno-belih tehnika za tretman slike u cilju komunikacije povratka u prošlost. Ovaj vizuelni alat zapravo je samo deo dosta zastupljenog načina pripovedanja koji podrazumeva interakciju sa prošlošću. Ona se dešava na nekoliko načina. Jedan od pristupa je direktan skok u vremenu na određenu epohu, događaj ili ličnost. Tako se u oglasima mogu videti scene koje bi trebalo da predstavljaju Prvi svetski rat, zatim ličnosti poput Vuka Stefanovića Karadžića i sl. Drugi način je put kroz prošlost kao neku vrstu kontinuuma ili linije. Primer za to je reklama za Knjaz Miloš u kojem nas glavni akter vodi kroz istoriju u jednom povezanom narativu, sve do današnjice. U stilskom smislu to je koristan alat za brzo predstavljanje dugačke istorije i efikasan i slikovit način dolaska do poente. A brzina je u oglašavanju izuzetno važna.

Auditivni simboli nacionalnog identiteta mogu se svrstati u dve grupe: etno teme i himne. Velika većina reklama kao muzičku podlogu koristi ili originalne ili prearanžirane ili prekomponovane, ali i dalje prepoznatljive teme koje se mogu svrstati u etno žanr. Brendovi pažljivo biraju ono što je lako za identifikaciju već u prvim taktovima. Takođe, izbori se prave

imajući u vidu bezbednost u smislu percepcije žanra. Tako većinu tema čine stare izvorne teme u odnosu na moderni folk zvuk. Pored originalnih melodija, zvuk se koristi i tako što se u nepoznatu muzičku podlogu ubacuju segmenti sa instrumentima poput frule, trube ili harmonike, koji jasno sugerišu etno karakter. Ono što se u velikoj većini reklama ne može izbeći je jedan definitivno dominantan instrument. Sudeći po reklamama koje su u uzorku, najreprezentativniji zvuk Srbije je truba.

Komunikacija brendova posvećena nacionalnim sportskim timovima i događajima donosi specifičan zvuk. Većina njih ima muzičku temu koja zvuči kao borbena pesma ili himna. U nekima se radi o adaptacijama, pa se tako u segmentima mogu prepoznati stihovi iz prepoznatljivih ratnih ili sa ratom povezanim pesama (Pukni zoro, Marširala Kralja Petra garda). U drugim slučajevima, brendovi koriste originalno napisane melodije koje imaju prizvuk ratnih pesama, a koje prate i odgovarajuće reči ili verbalni simboli.

Verbalni simboli u posmatranim reklamama rade zajedno sa vizuelnim i auditivnim i upotpunjuju okvir nacionalnog identiteta. Kada govorimo o rečima i opštem tonu u reklamama, možemo izdvojiti 2 načina komuniciranja. Oglasi za pivske brendove, posebno oni vezani za sportska takmičenja, u izboru poruka su izuzetno borbeni i intenzivni. Kao i u auditivnom smislu, gde su muzičke teme poput himni, i u verbalnom smislu poruke to pokušavaju da budu. Tako možemo čuti: Majko, Srbija zove; Sve što možeš za Srbiju; Kao da si mati, moja Srbijo; Da ti kažem da ću uvek za te srce dati; Moja Srbijo, Zemljo jedina, igraj ponosno, uz tebe sam ja; Ja sam uvek za Srbiju; Ustani sad, kao vojnik, spreman i jak, da se boriš, ponosni lav, koji nosi barjak Srbije. Ponos u ovim oglasima znači snagu, borbu, opstanak, ujedinjenost, žrtvu, bezuslovnu posvećenost i lojalnost.

Drugi pravac kada je u pitanju ton komunikacije češće primenjuju trgovinski lanci. On je mekši i topliji. Ponos koji se ovde može prepoznati nema borbeni, već emotivniji karakter. Apel nije na osvajanju, bici, snazi i sl., već na čuvanju, poštovanju, ljubavi, povezivanju, brizi i sl. Dimenzija narativa u ovim primerima je potpuno drugačija. Tako se umesto Srbije kao nekog velikog entiteta vrednog divljenja i žrtve, što je narativ u sportski orijentisanim oglasima, o njoj ovde govori kao npr. o „mom kraju" što je mnogo bliže, ličnije, pristupačnije. Poruke koje u ovom pravcu možemo da izdvojimo su: S ljubavlju, domaće; Od naše zemlje, od srca; Iz Srbije za moje najmilije; Iz srca Srbije; Podelite ljubav prema zemlji koju volimo.

5.3. Prošlost i odnos prema tradiciji

Prošlost je jedna od dominantnijih tema u posmatranim oglasima, u svakom smislu. Ona se vidi, čuje i o njoj se govori. Posebno zanimljiv u ovom kontekstu je izbor istorijskih epoha koje se u reklamama mogu prepoznati. Najčešće sugerisani istorijski događaji ili periodi su vezani za Prvi svetski rat i nešto manje epohu Nemanjića. Jedan od najznačajnijih događaja u srpskoj istoriji i mitologiji, Kosovski boj, ne pojavljuje se ni u jednoj reklami niti se na bilo koji način sugeriše. Takođe, epoha Drugog svetskog rata i borbe protiv fašizma praktično je nevidljiva.

Ako se ima u vidu da iza ovih oglasa stoje brendovi, a iza njih kompanije kao primarno komercijalni entiteti posvećeni minimiziranju rizika, ovakvi izbori su razumljivi. Epohe na koje se najčešće pozivaju su najsigurnije u smislu percepcije, sa sobom ne nose skoro nikakve rizike. Oko njih mišljenja, utisci, percepcije, ali ni emocije nisu podeljene, što se za npr. komunističku eru ne može reći. Iako je kao događaj koji obeležava naciju Kosovski boj sigurno i dalje suštinski važan, aspekti ovog pitanja u savremenom trenutku su osetljivi i kompleksni da bi se on našao u oglasima. Ne ulazeći vrednosno u ova pitanja, iz perspektive poslovnih odluka ovakvi izbori su razumljivi.

U obe epohe, bilo da se radi o nemanjićkom osvajanju ili Prvom svetskom ratu, se na neki način govori o teškoj, dugoj borbi, ali i pobedi. To su naše nasvetlije faze, ili se barem tako percipiraju. I to je narativ koji je iz ideološkog ugla jasan - slavni preci, velike bitke, osvajanja, pobede, iako uz ogromne žrtve, to je slika o nama koja nam se predstavlja.

Ono što je specifično, i na primer vrlo različito u odnosu na navedene primere sa američkog tržišta, je to da se nacionalni osećaj pobede, uspeha i sl. koreni u zaista dalekoj prošlosti. Ni u jednoj reklami pobednički narativ nije zasnovan na događajima ili ličnostima koje se mogu smatrati modernim. U odnosu na prikazivanje starih načina pripreme hrane, narodne nošnje i sl., ni u jednoj reklami se ne može videti ni sugestija na Teslu, Pupina ili neke druge ljude tj. dostignuća koja su promenila svet, a potiču sa ovih prostora. Kao gledaoci pozvani smo da budemo ponosni na ono što je za nas pažljivo selektovano, u vremenu daleko i u tretmanu veoma nostalgično.

„Oglasi nam prodaju nešto pored potrošačkih dobara obezbeđujući nam strukturu u kojoj smo mi i ta dobra međusobno zamenljivi, oni nam prodaju nas same" (Williamson, 2011, p. 3). U slučaju oglašavanja, moglo bi se zaključiti da smo mi mnogo više oni koji su osvajali u nemanjićko doba ili uz ogromnu žrtvu

pobedili početkom 20. veka, nego što smo neko ko je promenio svet dvosmernom strujom. Ako znamo da oglašavanje prati ono što je širi medijski i kulturni kontekst, a retko, skoro nikada ne predvodi društvene trendove, bilo bi korisno analizirati tretman nacionalnog i van okvira komercijalne komunikacije i saznati šta je to na šta smo pozvani da budemo (više) ponosni.

Tradicija u smislu nekih starih načina života, pripreme hrane, poslova, zanata itd. takođe je zanimljiva tema. Nosioci tih radnji u reklamama najčešće su stariji ljudi. Ovakve reprezentacije su u skladu sa realnošću velike urbanizacije zemlje, migracija ka gradovima i sve većoj zapuštenosti ruralnih krajeva.

U stilsko-semiotičkom smislu, radnje u reklamama najčešće su postavljene na jedan od dva načina. One se dešavaju u prošlosti u koju se na neki način nostalgično vraćamo (listanjem starih albuma sa fotografijama, kolorisanje slike u crno-belo i sl.) ili su njeni akteri ljudi koji na selu žive, a koje glavni junaci reklame posećuju. U oba koncepta jasna je distanca, vremenska, prostorna, ali i suštinska. Ovakav tretman ukazuje na neku vrstu diskonekcije. Ti stari ili tradicionalni načini su udaljeni, oni ostaju u prošlosti, tek ponekad im se zaista vratimo. Povezivanje sa tradicijom znači izlazak iz svakodnevnog života, do nje mora da se putuje (čak i bukvalno), što jasno ukazuje na njenu realnu poziciju. A surogat tome je vraćanje kroz kupovinu proizvoda koji su dostupni u supermarketima.

6. ZAKLJUČAK

Svaka medijska slika ili poruka je poziv na to da se stvari gledaju na određeni način. Svaki doživljaj varira, pored uticaja referentnih grupa, i u zavisnosti od oblikujućih sadržaja kojima smo najviše izloženi. U kontekstu nacije, ono što nam je u najvećoj meri dostupno i vidljivo je preporuka njene poželjne percepcije. Oglašavanje, kao mali deo sfere masovnih medija, nije bez uticaja u ovim procesima. Iako korišćenje obeležja nacionalnog nije često, ono jeste standard u smislu da uvek postoji u određenoj meri i komunicira sa publikom koja je masovna.

Osnovno pitanje sprovedenog istraživanja nije bilo šta je zaista nacionalni identitet, već kakav nacionalni identitet nam se sugeriše kroz oglašavanje. Dakle, pitanje na koje je istraživanje tražilo odgovor je na šta nas komercijalna komunikacija poziva da se sa tim povežemo i na to budemo ponosni. Koje su to slike, zvuci, poruke koje se predstavljaju kao nacionalni identitet, šta je to što se stavlja u prvi plan, a šta je manje vidljivo i zašto.

Analiza dostupnih reklama pokazala je nekoliko ključnih stvari kada je u pitanju tretman nacionalnog identiteta u komercijalne svrhe. Kada se posmatraju industrije koje ulaze u ovakvu vrstu komunikacije, najveći „korisnici" nacionalnih obeležja u Republici Srbiji su trgovinski lanci i piva, uz manji udeo telekomunikacija i kladionica. Izdvajaju se periodi jače aktivacije ovog tipa i uvek su povezani sa velikim sportskim događajima. Kada se posmatraju konkretni simboli, jasno se prepoznaje šta je to predstavljeno kao nacionalno.

Među najzastupljenijim vizuelnim simbolima nalaze se zastave, grb, nacionalna nošnja, prepoznatljivi prirodni predeli i gradovi, orao, truba, tradicionalna hrana, stari zanati i načini života (sušenje mesa, čuvanje ovaca, poljski radovi i drugi seoski poslovi), prepoznatljivi grafički motivi tj. etno šare.

Ipak, kao najvidljiviji simbol nacionalnog izdvaja se hrana. Velika većina reklama na neki način pokazuje prehrambene proizvode, njihove mahom stare načine pripreme, recepture, zatim trpeze oko kojih je okupljena porodica i sl. Hrana se koristi u skoro svim narativima o tradiciji, ali je posebno izražena kod trgovinskih lanaca. Iako u njihovim oglasima dominiraju konkretni proizvodi, postoji i opšti narativ vezan za obroke kao standard.

U vizuelnom smislu, pored određenih tipova hrane, među vidljivijim su i zvanični simboli nacionalnog – grb i zastava. Predstavljeni su u originalnim i zakonom propisanim verzijama ili na predmetima kao što su sportski dresovi, majice i sl. Koliko je hrana specifična za komunikaciju trgovinskih lanaca, toliko su ovi simboli tipični za reklame pivskih i kladioničarskih brendova i kampanje vezane za sportske timove i takmičenja. Poziv na bezuslovnu podršku i navijanje uvek dolazi u nacionalnim bojama.

Simbol nacionalnog je i zvuk. Između prepoznatljivih originalnih ili prilagođenih tema, skoro sve što se u muzičkom smislu može čuti ima etno karakter. Nacionalni instrument je truba. Jasno je uočljiva razlika u zvuku koji prati reklame trgovinskih lanaca u odnosu na brendove piva ili kladionica. Kada je u fokusu komunikacije hrana i bliski proizvodi sa specifičnim domaćim recepturama, zvuk je blag, topao, teme koje se mogu prepoznati najčešće su ljubavne. S druge strane, kada je predmet oglašavanja proizvod koji je povezan sa sportom, naročito fudbalom, i odlaskom nacionalnog tima na međunarodno takmičenje, opšti ton je potpuno drugačiji. Zvuk je obojen jakom energijom, skoro ratnim pokličima, aranžmanima koji podsećaju na himne i ratne pesme, od kojih se neke mogu i prepoznati.

Simbol nacionalnog je prošlost. Iako kao koncept široka i kompleksna, prošlost je u analiziranim reklamama opšteprisutna. Njen kreativni tretman ne varira mnogo. U smislu opšte atmosfere, prošlost se reprezentuje u prilično nostalgičnom ključu. Kolorno, ona je najčešće prikazana u crno-beloj tehnici. U ilustrovanju prošlosti nisu retke scene listanja starih porodičnih albuma koje pokreću sećanja i sl. Ovakvi pristupi, uslovno rečeno blaži i mekši, posebno su specifični za trgovinske lance i linije domaćih proizvoda sa tradicionalnim recepturama. Kada se radi o reklamama vezanim za sportske timove, dimenzija prošlosti koja je naglašena je borbena i osvajačka, što se ne samo vidi već posebno jako i čuje.

Prošlost na koju se publika poziva kao na deo nacionalnog identiteta je romantizovana, nostalgična i prilično daleka. U reklamama skoro da nema aktuelnijih događaja ili ličnosti. Istorijske epohe na koje se oglašavanje najčešće poziva su period Prvog svetskog rata i nešto manje Nemanjića. Drugi periodi su iz različitih razloga, a pre svega potencijalne rizičnosti u smislu podeljenih emocija, interpretacija i aktuelnih prilika, skoro nevidljivi, iako se u istorijskom smislu ne mogu smatrati manje važnim. Ono što je jasno prepoznatljivo je vremenska distanca izabranih reprezentacija prošlosti i današnjice. Navedene epohe se mogu smatrati prilično dalekom prošlošću. U odnosu na niz kampanja koje su navedene kao primeri, a koje adresiraju skorašnju ekonomsku krizu u SAD-u, nacija na koju se lokalni gledaoci pozivaju da budu najponosniji je manje ili više davna prošlost.

Kada se govori o prošlosti u smislu starog načina života, pripreme hrane, poslova, zanata i sl., ovakve aktivnosti nose stariji ljudi koji žive na selu. Za glavne junake u većini oglasa ovakav način života nije deo njihovih redovnih navika i svakodnevice. To je nešto što se posećuje ciljano, povremeno i privremeno. U tom smislu postoji određena distanca ovog aspekta prošlosti i aktuelnog vremena. Zato su apeli vrlo često obeleženi pozivom da se tradicija očuva, jer je ugrožena. Brendovi nude svoje proizvode predstavljajući ih kao neku vrstu surogata.

Nacionalni identitet u okvirima komercijalne komunikacije predstavljen je relativno jasnim i lako prepoznatljivim simbolima. Pored zastave, grba, hrane i specifičnih etno zvukova, kao najkompleksnija među simbolima izdvaja se prošlost, daleka, slavna i uvek obojena nostalgijom.

U teorijskom smislu, istraživanje potvrđuje da čak i kada se radi o komercijalnim okvirima, unutar nacionalnog identiteta postoje čvrste osnove oko kojih se grade svi relevantni narativi. Sa aspekta kulture u kojoj živimo, ono što se u reklamama može prepoznati je da se delovi istorije, tradicije, rituali koji nam kao građanima Srbije najviše znače, ne menjaju. U tom smislu, pogled iz komercijalnog ugla doprineo je da se veoma veliko i kompleksno pitanje nacionalnog identiteta razume dublje i na specifičan način.

U praktičnom smislu, istraživanje je pokazalo ono što se u oglašavanju često može primetiti – ponavljanje obrazaca. Kao što se u reklamama ponavljaju tipski modeli u smislu izgleda glumaca, kostima, enterijera i sl., tako se u ovom slučaju ponavlja nekoliko tipičnih predstavnika nacionalnog identiteta. Time se, s jedne strane, on izuzetno pojednostavljuje i svodi na bazično, a sa druge strane, iz ugla gledaoca, reklamni sadržaj čini manje atraktivnim. Za advertajzing praksu značajno bi bilo da simbole nacionalnog potraži u nekim novim sferama, tradicijama, ritualima, formatima. Modernom gledaocu, pa i kupcu, neki novi narativi, naročito ako izbegavaju skoro klišeizirani nostalgični ton i povratak u davnu prošlost, učinili bi oglasni sadržaj privlačnijim. U tom smislu, u vremenu kada je sfera komercijalnih komunikacija izuzetno dinamična i borba za pažnju modernih konzumenata traje bez prestanka, bolje razumevanje i odgovarajući tretman nacionalnog identiteta su izuzetno važni.

Studija je obuhvatila raspoložive reklame najvidljivijih brendova. Pored onoga što se može videti na televizijama ili mreži You Tube, postoji čitav niz medija u kojima se pitanje nacionalnog identiteta koristi u komercijalne svrhe kao što su društvene mreže, spoljno oglašavanje, mesto prodaje, događaji itd. Ovakvo ograničenje studije podrazumeva da se rezultati ne mogu generalizovati. Važno je imati u vidu da rezultati daju sliku o samo jednom segmentu advertajzinga u Republici Srbiji.

Upravo ovi aspekti javljaju se kao prvi pravci za dalje istraživanje. Društvene mreže, spoljno oglašavanje i svi drugi raspoloživi kanali pravi su teren za prikupljanje dodatnih uvida i sklapanje kompletne slike o tome kako se dati okvir komunikacije komercijalno tretira.

Još jedan od pravaca daljeg istraživanja mogao bi biti fokusiran na prikupljanje znanja o tome kako mlađe generacije doživljavaju nacionalni identitet, šta su pravi simboli istog i sl. To su budući potrošači od kojih će zavisiti sudbine brendova, te bi bilo značajano razumeti ih u kontekstu ovog pitanja. Zanimljiva istraživačka perspektiva moglo bi biti i komparativno posmatranje oglašavanja i ostalih segmenata medija i/ili popularne kulturne. Ovakav ugao mogao bi da rasvetli specifičnosti korišćenja nacionalnog identiteta u komercijalne u odnosu na nekomercijalne ciljeve i pomogne da se razume percepcija istog iz ugla gledaoca medijskog ili umetničkog sadražaja i onoga ko donosi odluku o kupovini tj. potrošača.

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Abstract

National identity as a communication framework in advertising: Sounds, images and tastes of the past

Marija Ocokoljić

The primary questions addressed in the research conducted as a qualitative content analysis were the communication framing of national identity in advertising in the Republic of Serbia. The visual, verbal, and audio elements of advertisements were observed as symbols, individually and in their interrelationships, as a cohesive narrative. The aim was to understand how national identity is adapted for commercial purposes and represented in advertising. The study explored how images, messages, sounds, and concepts are treated, and how they invite viewers to perceive national identity. Several specific symbols were highlighted. Visually, in addition to official symbols (the flag, coat of arms), food is the most prominent in presenting national identity. It is shown individually, as a particular authentic food product, or conceptually, as a meal around which people gather. Among the carriers of the narrative about national identity, sound also stands out. In most ads, music and sound effects have a distinctly ethnic character. The past has been identified as perhaps the most complex symbol of national identity. It runs through almost all narratives, within which creative treatments of the past, the selection of historical periods, and attitudes towards tradition as an aspect of the past are highlighted.

Keywords: *national identity, advertising, communication framing*

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Uputstvo za autore

Tehničko uputstvo za korišćenje sistema e-Ur: Elektronsko uređivanje časopisa

Poštovani,

Časopis Marketing počinje sa elektronskim uređivanjem kroz sistem e-Ur kojim rukovodi Centar za evaluaciju u obrazovanju i nauci (CEON).

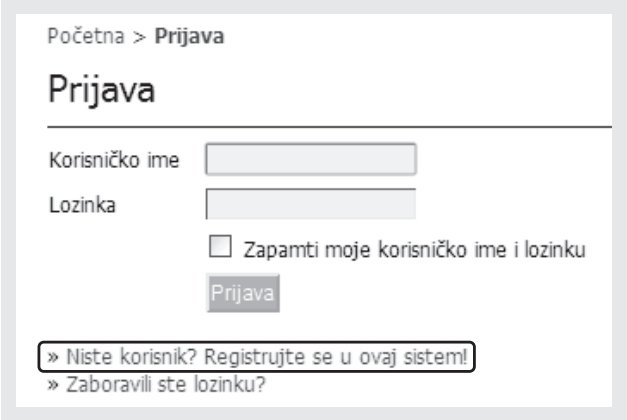
Usled toga, Marketing mora da ispuni niz zahteva koji su postavljeni kroz važeći Akt o uređivanju naučnih časopisa. Stepen usaglašenosti sa uslovima koje postavlja Akt o uređivanju naučnih časopisa ubuduće će biti osnov za kategorizaciju naučnih časopisa. Niz uslova koji se postavljaju pred naš časopis automatski će biti ispunjeni pristupanjem sistemu elektronskog uređivanja e-Ur. Pomoću sistema elektronskog uređivanja celokupan uređivački postupak biće daleko jednostavniji, brži i transparentniji, a autor će moći u svakom trenutku da ima uvid u kojoj se fazi uređivačkog postupka nalazi njegov rad. Usaglašavanje sa novim pravilima teći će postepeno i zahteve ćemo postepeno usvajati do konačnog i potpunog usaglašavanja sa uslovima koji se nalaze pred svim naučnim časopisima.

Sa zahvalnošću za razumevanje i napore koje ćemo zajedno uložiti kako bismo naš časopis osavremenili i usaglasili sa važećim uslovima, na zajedničku korist svih, u nastavku Vam dostavljamo detaljno tehničko uputstvo za korišćenje sistema e-Ur. Redakcija će ubuduće ISKLJUČIVO na ovaj način primati radove.

Uredništvo

1. PRAVLJENJE KORISNIČKOG NALOGA – Registracija korisnika u sistem

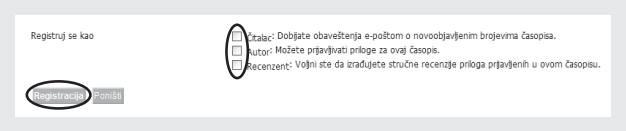
a) Kada se prvi put registrujete u sistem na web adresi **http://aseestant.ceon.rs/index.php/mkng** izaberite opciju



b) Na stranici za registraciju:

- **Koristite isključivo LATINICU** bilo da podatke unosite na srpskom ili engleskom jeziku
- **Obavezno popunite sva polja koja su označena sa zvezdicom (*)**, bez toga nećete moći da dovršite proces registracije.
- Poželjno je da popunite i ostala polja, ali to možete uraditi i naknadno preko opcije **Moj profil**, kada se prijavite na svoj nalog. Takođe sve podatke o sebi, kao o korisniku, moguće je kasnije izmeniti.
- Zapišite na sigurno mesto vaše korisničko ime i loziku, u slučaju da je zaboravite.
- Stranicu **OBAVEZNO POPUNITI DVA PUTA,** i na srpskom i na engleskom jeziku na sledeći način:

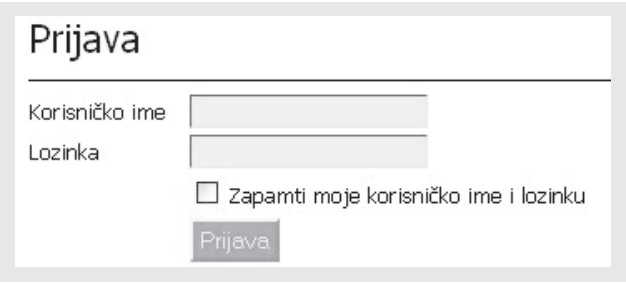
  - Proveriti da li je u prvom polju **Jezik obrasca** podešena opcija **Srpski**
  - Uneti sve podatke koji slede na srpskom jeziku **LATINICOM**
  - U prvom polju **Jezik obrasca** podesiti opciju **English**
  - Uneti sve podatke na engleskom jeziku
- Poslednje opcije se odnose na Vaš status u časopisu (Čitalac, Autor, Recenzent)
  - Profesori treba da obeleže sve tri opcije, autori se mogu istovremeno prijaviti i kao čitaoci.



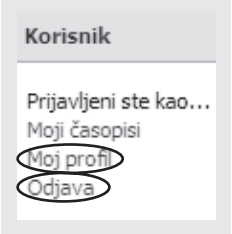
- Na kraju kliknite na plavo dugme **Registracija**, u dnu stranice.
- Završili ste postupak registracije i automatski ste prijavljeni na svoj nalog.

2. PRIJAVA PRETHODNO REGISTROVANOG KORISNIKA – uređivanje profila; odjava

a) Na web adresi http://scindeks-eur.ceon.rs/index.php/mkng/ upisati korisničko ime i lozinku i kliknuti na plavo dugme **Prijava**



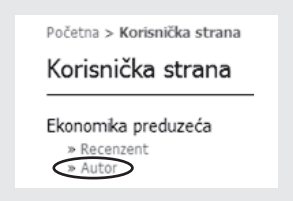
b) Podake o Vama možete u svakom trenutku menjati u opciji **Moj profil**, u meniju sa leve strane. Ulaskom u ovu opciju naći ćete se na identičnoj stranici kao prilikom registracije Vašeg naloga.



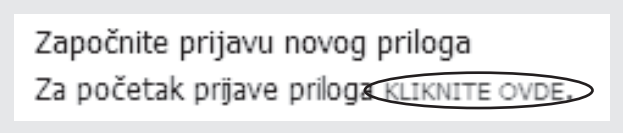
c) Nakon unetih izmena pritiskom na dugme **Sačuvaj** izvršićete izmene u Vašem profilu.
d) Po završetku rada odjavite se pritiskom na opciju **Odjava**, u meniju sa leve strane.

3. PRIJAVA NOVOG PRILOGA – predavanje prve verzije rada Uredništvu

- Po prijavi *(videti uputstvo 2.a)* odaberite opciju **Autor**.

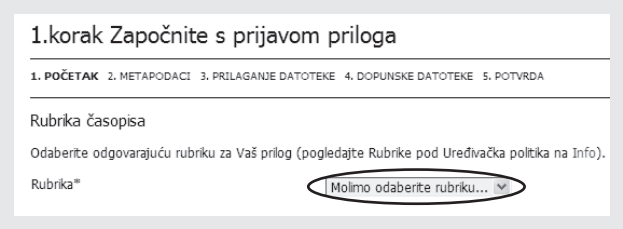


- Za početak prijave priloga izaberite opciju **Kliknite ovde**



Nalazite se na 1. koraku prijave priloga – početak

a) Obavezno popunite sva polja koja su označena sa zvezdicom (*), bez toga nećete moći da pređete na sledeći korak.
b) Prvo je neophodno da odaberete odgovarajuću **Rubriku** za Vaš prilog. Rubriku morate odabrati, a Glavni urednik ukoliko bude smatrao da Vaš prilog ne spada u odabranu rubriku, izvršiće potrebnu promenu.

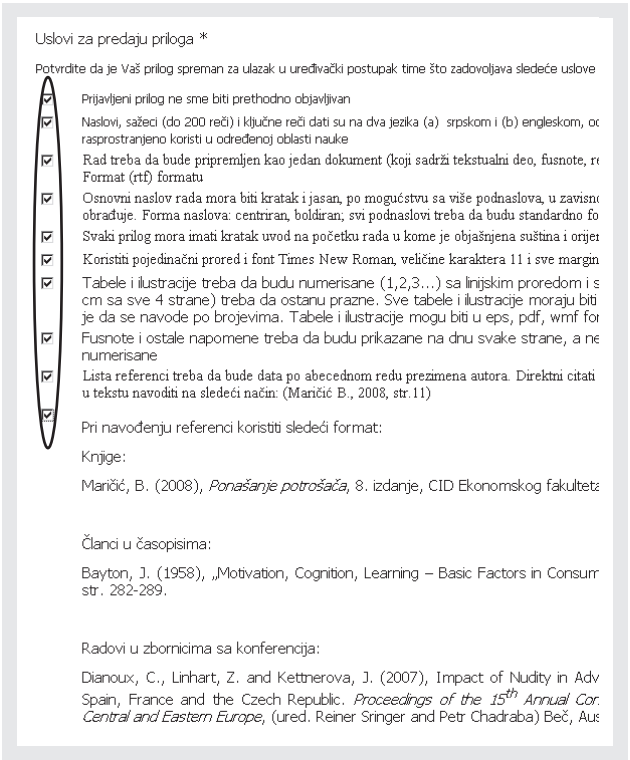


Rubrike obuhvataju naučne i stručne radove. Časopis Marketing objavljuje isključivo naučne radove, a to su:
- pregledni članak,
- originalni naučni članak,
- kratko saopštenje,
- prethodno saopštenje i
- naučna kritika.

- pregledni članak je rad koji sadrži originalan, detaljan i kritički prikaz istraživačkog problema ili područja u kojem je autor ostvario određeni doprinos, vidljiv na osnovu autocitata;
- originalan naučni članak je rad u kojem se iznose prethodno neobjavljivani rezultati sopstvenih istraživanja naučnim metodom;
- kratko saopštenje je originalni naučni rad punog formata, ali manjeg obima;
- prethodno saopštenje je originalni naučni rad preliminarnog karaktera;
- naučna kritika, odnosno polemika je rasprava na određenu naučnu temu, zasnovana isključivo na naučnoj argumentaciji.

Samo izuzetno, časopis Marketing može objaviti i stručne radove i to:
stručni članak, iskustva iz prakse, uvodnik, komentar, intervju, prikaz, bibliografiju, biografski prilog, istoriografski prilog, prevod, projekat i kratak članak.

c) Neophodno je da Vaš rad ispunjava sve postavljene tehničke zahteve, nezavisno od toga koliko ih je u datom trenutku prijave postavljeno i da li su eventualno promenjeni od poslednjeg puta kada ste prijavljivali prilog. Tehnička opremljenost rada podrazumeva:



1. Prijavljeni prilog ne sme biti prethodno objavljivan
2. Naslovi, apstrakti (do 200 reči) i ključne reči dati su na dva jezika (a) srpskom i (b) engleskom, odnosno izuzetno na nekom drugom svetskom jeziku ako se taj rasprostranjeno koristi u određenoj oblasti nauke
3. Rad treba da bude pripremljen kao jedan dokument (koji sadrži tekstualni deo, fusnote, reference, grafike i tabele) u MS Word (doc) ili Rich Text Format (rtf) formatu
4. Osnovni naslov rada mora biti kratak i jasan, po mogućstvu sa više podnaslova, u zavisnosti od dužine i profila rada, odnosno problema koji se obrađuje. Forma naslova: centriran, boldiran; svi podnaslovi treba da budu standardno formatirani i pozicionirani uz levu marginu
5. Svaki prilog mora imati kratak uvod na početku rada u kome je objašnjena suština i orijentacija priloga
6. Koristiti pojedinačni prored i font Times New Roman, veličine karaktera 11 i sve marginae od 1 inča (2,54 cm).
7. Tabele i ilustracije treba da budu numerisane (1,2,3...) sa linijskim proredom i smeštene u sam tekst. Navedene margine (2,54 cm sa sve 4 strane) treba da ostanu prazne. Sve tabele i ilustracije moraju biti pregledne. Kada se pominju u tekstu, neophodno je da se navode po brojevima. Tabele i ilustracije mogu biti u eps, pdf, wmf formatu ili jednostavno nacrtani u Wordu ili Excelu
8. Fusnote i ostale napomene treba da budu prikazane na dnu svake strane, a ne na kraju rada. Potrebno je da fusnote budu numerisane.
9. Lista referenci treba da bude data po abecednom redu prezimena autora. Direktni citati treba da budu navedeni pod znacima navoda.
10. Pri navođenju referenci u tekstu i na kraju rada koristiti APA (American Psychological Association) stil. Primeri su navedeni u nastavku teksta. *Napomena*: U slučaju direktnih citata neophodno je navesti broj stranice sa koje je tekst preuzet.

1. Knjiga/monografija: Prezime, Inicijal imena. (godina). *Naslov.* Mesto:Izdavač.

1.1. Jedan autor knjige
U tekstu: (Maričić, 2008, p. 77)
U spisku referenci na kraju rada: Maričić, B. (2008). *Ponašanje potrošača.* Beograd: Centar za izdavačku delatnost Ekonomskog fakulteta.

1.2. Više autora knjige

1.2.1. DVA autora
1.2.1.1. rad ***domaćih*** autora/domaća publikacija:
U tekstu: (Stanković i Đukić, 2014, p. 126)
U spisku referenci na kraju rada: Stanković, Lj. i Đukić S. (2013). *Marketing* (3. izdanje). Niš: Ekonomski fakultet.

1.2.1.2. rad ***inostranih*** autora/inostrana publikacija:
U tekstu: (Kotler & Keller, 2014, p. 126)
U spisku referenci na kraju rada: Kotler, P. T. and Keller K.L. (2016). *Marketing management* (15th edition). New York: Pearson.

1.2.2. TRI DO PET autora

1.2.2.1. rad ***domaćih*** autora/domaća publikacija:
U tekstu:
- **prvo navođenje:** (Maričić, Gligorijević i Milisavljević, 2012, p. 250)
- **svako naredno navođenje:** (Maričić i sar., 2012, p.250)

U spisku referenci na kraju rada: Maričić, B., Gligorijević, M. i Milisavljević, M. (2012). *Osnovi Marketinga* (5. izdanje). Beograd: Centar za izdavačku delatnost Ekonomskog fakulteta.

1.2.2.2. rad ***inostranih*** autora/inostrana publikacija:
U tekstu:
- **prvo navođenje:** (Kotler, Armstrong, Harris & Piercy, 2011, p. 56)
- **svako naredno navođenje:** (Kotler et al., 2011, p. 56)

U spisku referenci na kraju rada: Kotler, P., Armstrong, G., Harris, L. and Piercy, N. (2011). *Principles of Marketing European Edition (6th edition).* London: Pearson.

1.2.3. ŠEST i više autora
U tekstu- svako navođenje: (Lovreta i sar., 2010, p. 117)
U spisku referenci na kraju rada: Lovreta, S., Brenman, B., Petković, G., Veljković, S., Crnković, J. i Bogetić, Z. (2010). *Menadžment odnosa sa kupcima.* Beograd: Data Status i Centar za izdavačku delatnost Ekonomskog fakulteta Beograd**.**

1.3. BEZ autora:
U tekstu:
- **prvo navođenje:** (American Psychological Association [APA], 2009)
- **svako naredno navođenje:** (APA, 2009)

U spisku referenci na kraju rada: *Publication Manual of the American Psychological Association (6th Edition).* (2009). Washington, D.C.: American Psychological Association.

2. Članci u naučnim časopisima: Prezime, Inicijal imena. (godina). Naslov. *Naziv časopisa, volumen (broj),* prva strana – poslednja strana članka.

2.1. Štampano izdanje naučnog časopisa:
U tekstu: (Bayton, 1958, p. 285)
U spisku referenci na kraju rada: Bayton, J. (1958). Motivation, Cognition, Learning – Basic Factors in Consumer Behavior. *Journal of Marketing*, 22 (3), 282-289.

2.2. Onlajn izdanje naučnog časopisa:
U tekstu: (Ognjanov i Stojanović, 2012, p. 115)
U spisku referenci na kraju rada: Ognjanov, G. i Stojanović, Ž.. (2012). Stavovi potrošača na Zapadnom Balkanu prema oznakama na prehrambenim proizvodima. *Marketing, 43 (2).* Preuzeto sa: http://scindeks-clanci.ceon.rs/data/pdf/0354-3471/2012/0354-34711202113O.pdf#search=%
22ognjanov%22 (datum preuzimanja/pristupa, format: dd.mm.gggg.)

NAPOMENA: U slučaju da je naučni članak rezultat istraživanja više autora, pravlila citiranja su ista kao i za knjige.

3. Radovi u zbornicima sa konferencija (saopštenja štampana u celini): Prezime, Inicijal imena. (godina). Naslov. U: Inicijal imena, Prezime urednika/redaktora (ur.), *Naziv zbornika* (prva strana – poslednja strana članka). Mesto: Izdavač.
U tekstu:
- **prvo navođenje** (Dianoux, Linhart & Kattnerova, 2007, p. 42)
- **svako naredno navođenje** (Dianoux et al., 2007, p. 42)

U spisku referenci na kraju rada: Dianoux, C., Linhart, Z. & Kettnerova, J. (2007). Impact of Nudity in Advertisements: Comparison of the First Results from Spain, France and the Czech Republic. In R. Springer & P. Chadraba (Eds.), *Proceedings of the 15th Annual Conference on Marketing and Business Strategies for Central and Eastern Europe* (pp. str. 41-49), Vienna: WU.

NAPOMENA: ostala pravlila citiranja (broj autora, domaći/inostrani autori, onlajn izvori) su ista kao i za knjige i naučne članke.

4. Diplomski, master, magistarski i doktorski radovi: Prezime, Inicijal imena. (godina). *Naslov* (vrsta rada). Ustanova gde je objavljen rad. Mesto.
U tekstu: (Popović, 2015, p.49)
U spisku referenci na kraju rada: Popović, A. (2015). *Specifičnosti primene marketing koncepta u visokoškolskim ustanovama* (doktorska disertacija). Ekonomski fakultet. Niš.

NAPOMENA: ostala pravlila citiranja (broj autora, domaći/inostrani autori, onlajn izvori) su ista kao i za knjige i naučne članke.

5. Tekst preuzet sa Interneta : Prezime, Inicijal imena. (godina). *Naslov*. Preuzeto ... (datum) sa ... (Internet adresa).
U tekstu: (Oliveira, 2009)
U spisku referenci na kraju rada: Oliveira, A. (2009). *The Motivation Process*. Preuzeto 02.04.2014. sa: www.sam.sdu.dk/~amo/ppt/capit4.pdf.

NAPOMENA: ostala pravlila citiranja (broj autora, domaći/inostrani autori, onlajn izvori) su ista kao i za knjige i naučne članke.

DETALJNIJE INFORMACIJE O APA STILU REFERENCIRANJA SU DOSTUPNE NA: https://owl.english.purdue.edu/owl/resource/560/01/

d) Pročitajte ih pažljivo i potvrdite samo onda kada Vaš rad zaista ispunjava date uslove. Ukoliko Vaš rad to ne ispunjava, uredite ga i potom nastavite postupak prijave. Tek kada budete sigurni da Vaš rad ispunjava postavljene uslove **označite sve kockice.**
e) Na ovaj način preuzimate odgovornost da Vaš prilog zaista i ispunjava postavljene uslove, na osnovu čega će biti doneta odluka o ulasku u uređivački postupak.
f) Pređite na sledeći korak pritiskom na dugme u dnu **Sačuvaj i nastavi**

Nalazite se na 2. koraku prijave priloga – metapodaci - najznačajniji korak u prijavi novog priloga

a) **Metapodaci** su podaci o radu koji se, nezavisno od toga što se oni uključuju u sam rad, **posebno unose u sam sistem** kako bi pratili rad i omogućili dalje praćenje citiranosti rada i ostalih relevantnih parametara.
b) **Metapodaci** uključuju:
- Podatke o autoru
- Naslov i sažetak
- Ostale podatke

c) Potrebno je da metapodatke **unesete isključivo LATINICOM** bilo da podatke unosite na srpskom ili engleskom jeziku.
d) **Podatke o autoru** sam sistem preuzima sa Vašeg profila. Oni takođe **moraju biti ispisani LATNICOM**.
e) **Obavezno popunite sva polja koja su označena sa zvezdicom (*).**

f) **Stranicu OBAVEZNO POPUNITI DVA PUTA, i na srpskom i na engleskom jeziku na sledeći način**:
   - Proveriti da li je u prvom polju **Jezik obrasca** podešena opcija **Srpski**
   - Uneti sve metapodatke koji slede na srpskom jeziku **obavezno LATINICOM**

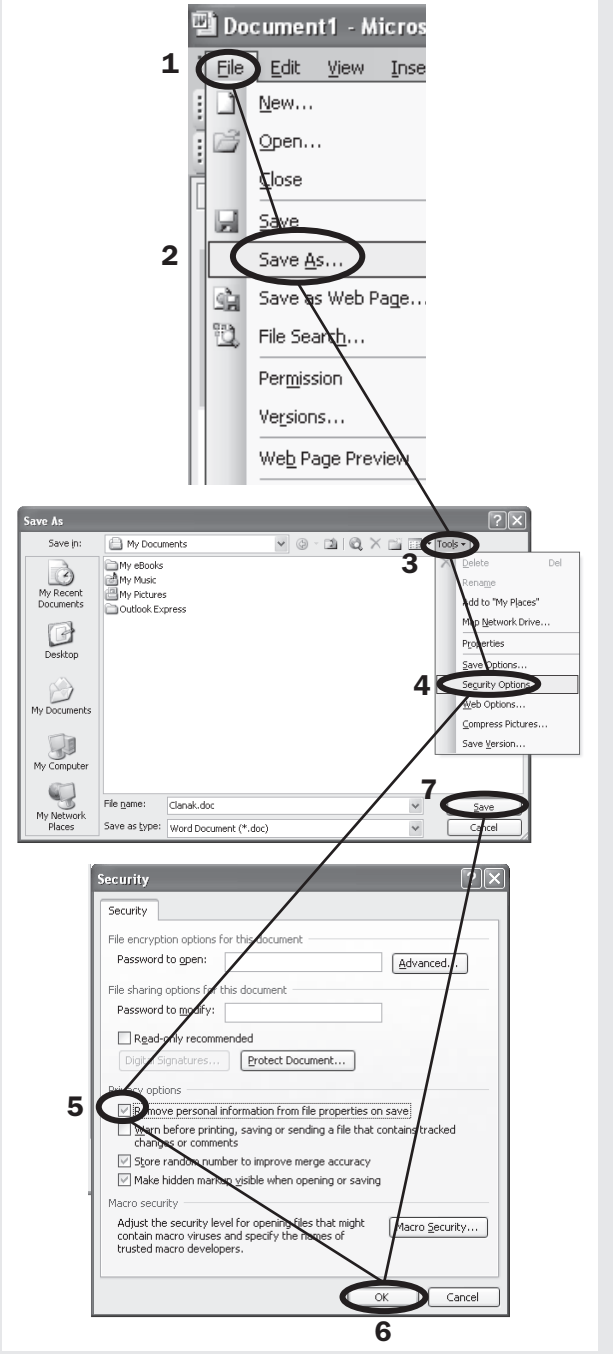
   - U prvom polju **Jezik obrasca** podesiti opciju **English**
   - Uneti sve metapodatke na engleskom jeziku

- Pređite na sledeći korak pritiskom na dugme u dnu **Sačuvaj i nastavi**

Nalazite se na 3. koraku prijave priloga – prilaganje datoteke

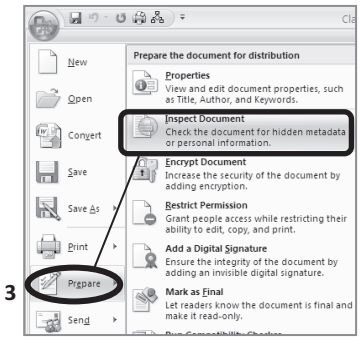
a) Na ovom koraku u sistem podnosite samu **datoteku (fajl) u WORD formatu (.doc ili .docx)**
b) Vodite računa da se Vaš **rad podnosi u verziji koja tek treba da ide na recenziju**. Ne treba podnositi rad koji je prošao postupak recenzije izvan sistema. Smisao sistema **e-Ur** jeste upravo u vršenju uređivačkog, time i postupka recenzije kroz sistem, na osnovu čega se vrši evaluacija kvaliteta uređivanja časopisa, pa i samog rada.
c) **Datoteka (fajl) u WORD formatu ne sme sadržati podatke o autoru – afilijaciju.** Sistem zahteva da postupak recenzije bude anoniman, odnosno da recenzent kada dobije rad nema u njemu i podatke o autoru. Nakon okončanja postupka recenzije Autor će podatke o sebi uneti u rad, pre predaje za objavljivanje.
d) U slučajevima kada se Autor poziva na svoju knjigu ili članak, **neophodno je izostaviti oblike sa prisvojnim pridevima „moj rad“, „naš rad“ i sl.** i pozivati se kao da je u pitanju drugi autor (npr. *Videti više o tome Petrović, P...*).
e) Neophodno je da **autor u datoteci (fajlu) Microsoft Word iz Properties ukloni ličnu identifikaciju** na sledeći način:

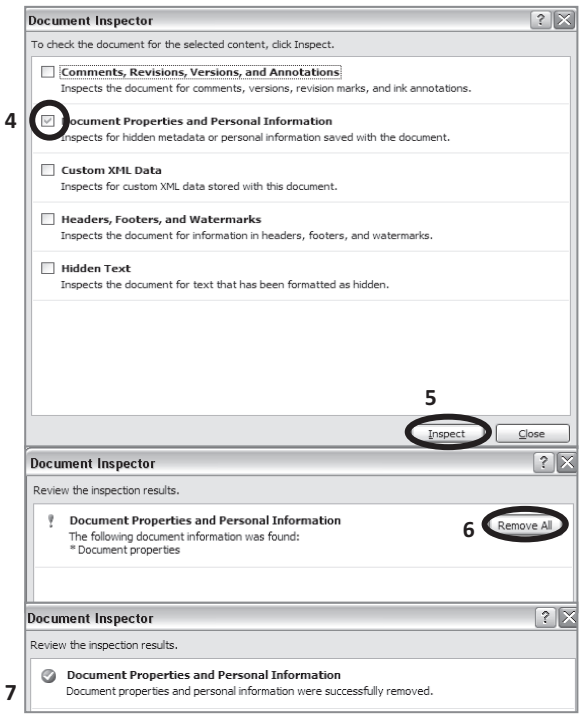
► **Za verzije Word zaključno sa 2003**:
File > Save As > Tools > Security > Remove personal information from file on save > OK > Save



► **Za verziju Word2007:**

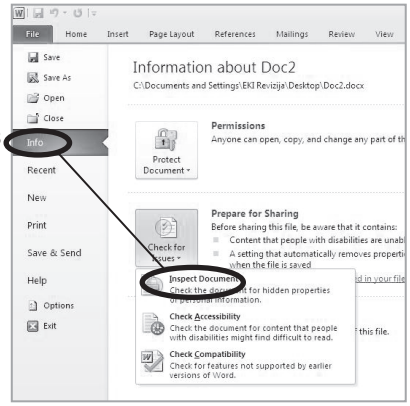
a) Kliknite na ***Office button*** u gornjem levom uglu prozora
b) Izaberite opciju ***Prepare***, a zatim opciju ***Inspect Document***
c) Označite ***Document Properties and Personal Information***
d) Kliknite na dugme ***Inspect***
e) Kliknite na dugme ***Remove All***
f) Program će potvrditi brisanje ličnih podataka
g) Kliknite na dugme ***Close***

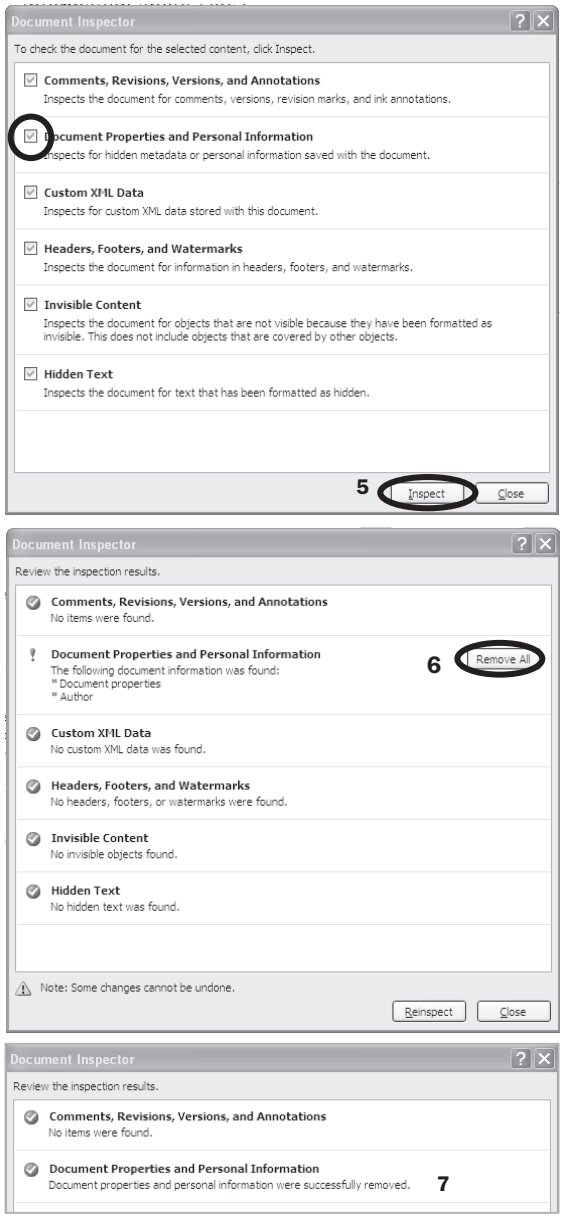




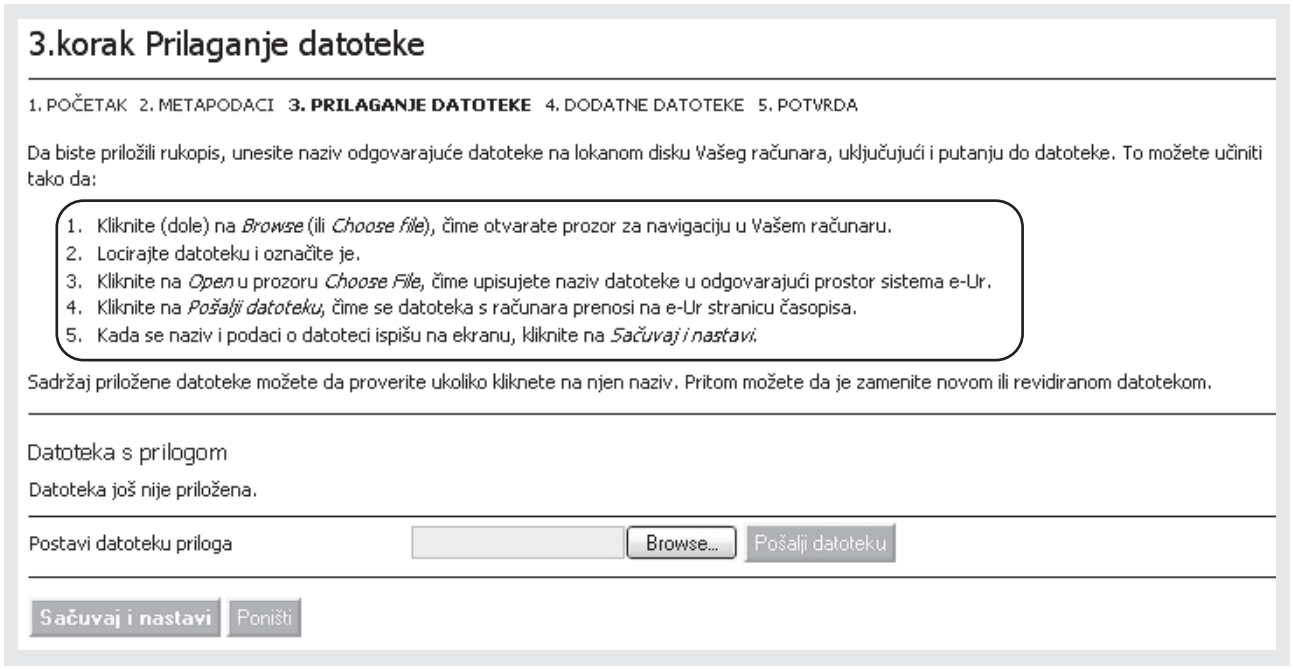
► **Za verziju Word 2010:**
(slično kao i 2007)

a) Izaberite opciju ***Info***, a zatim opciju ***Inspect Document***
b) Kliknite na dugme ***Inspect***
c) Kliknite na dugme ***Remove All***
d) Program će potvrditi brisanje ličnih podataka
e) Kliknite na dugme ***Close***



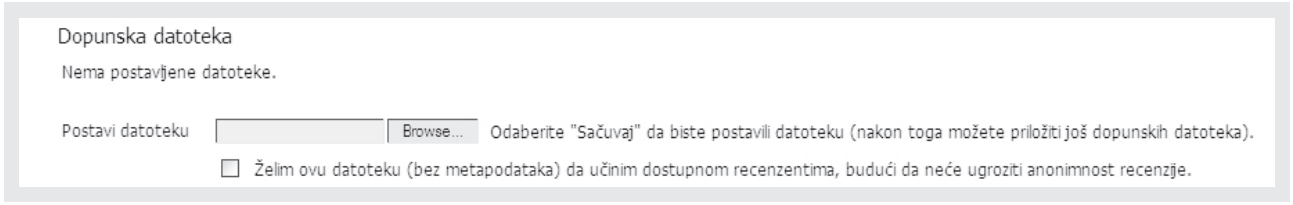


- Zahtev anonimnosti recenzije postavlja važeći Akt o uređivanju naučnih časopisa, donet od strane Ministarstva za nauku i tehnološki razvoj, koji je moguće pronaći na Internet adresi: http://ceon.rs/pdf/akt_o_uredjivanju_casopisa.pdf
- Datoteka (fajl) u WORD formatu moraju u sebi sadržati sve metapodatke (naslov i sažetak) i na srpskom i na engleskom, identične onima koje ste uneli u prethodnom koraku. U slučaju da tokom procesa recenziranja dođe do promene metapodataka, Glavni urednik će izvršiti njihovu izmenu._
- **Sledite detaljna uputstva za prilaganje datoteke koja sadrži Vaš prilog** koja su Vam data na stranici na kojoj se nalazite:



Nalazite se na 4. koraku prijave priloga – prilaganje dodatne datoteke

- Ovaj korak Vam uobičajeno neće trebati, već pređite direktno na korak br. 5.



Nalazite se na 5. koraku prijave priloga – potvrda prijave priloga

- Poslednji korak Vam omogućava da **klikom na ime datoteke** u polju *Izvorno ime datoteke* prekontrolišete poslednji put da li ste u sistem položili odgovarajući dokument.

- U slučaju da utvrdite da ste podneli pogrešan dokument, pre dovršetka prijave priloga, kliknite na opciju **3. Prilaganje datoteke** i naćićete se na 3. koraku prijave priloga. Ponovite postupak i izaberite odgovarajući dokument koji će zameniti stari.

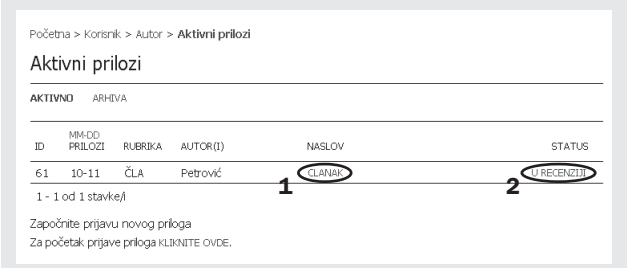
- Klikom na dugme **Dovrši prijavu priloga** završavate postupak i Vaš rad je tog momenta predat Uredništvu.

4. POSTUPAK NAKON PREDAJE PRILOGA

- Nakon obavljenog postupka predaje priloga Vaš rad se nalazi u postupku uređivanja, o čijem toku ćete od samog početka biti obaveštavani putem mejl adrese koju ste uneli u sistem prilikom registracije. Molimo Vas da elektronsku poštu na adresi koju ste uneli prilikom registracije proveravate redovno.
- Promena imejl adrese, putem koje će Vas sistem obaveštavati Vašem prilogu, moguća je pod opcijom **Moj profil**
- Osim putem obaveštenja elektronskom poštom, u svakom trenutku prijavom u sistem možete videti u kojoj se fazi nalazi Vaš rad.

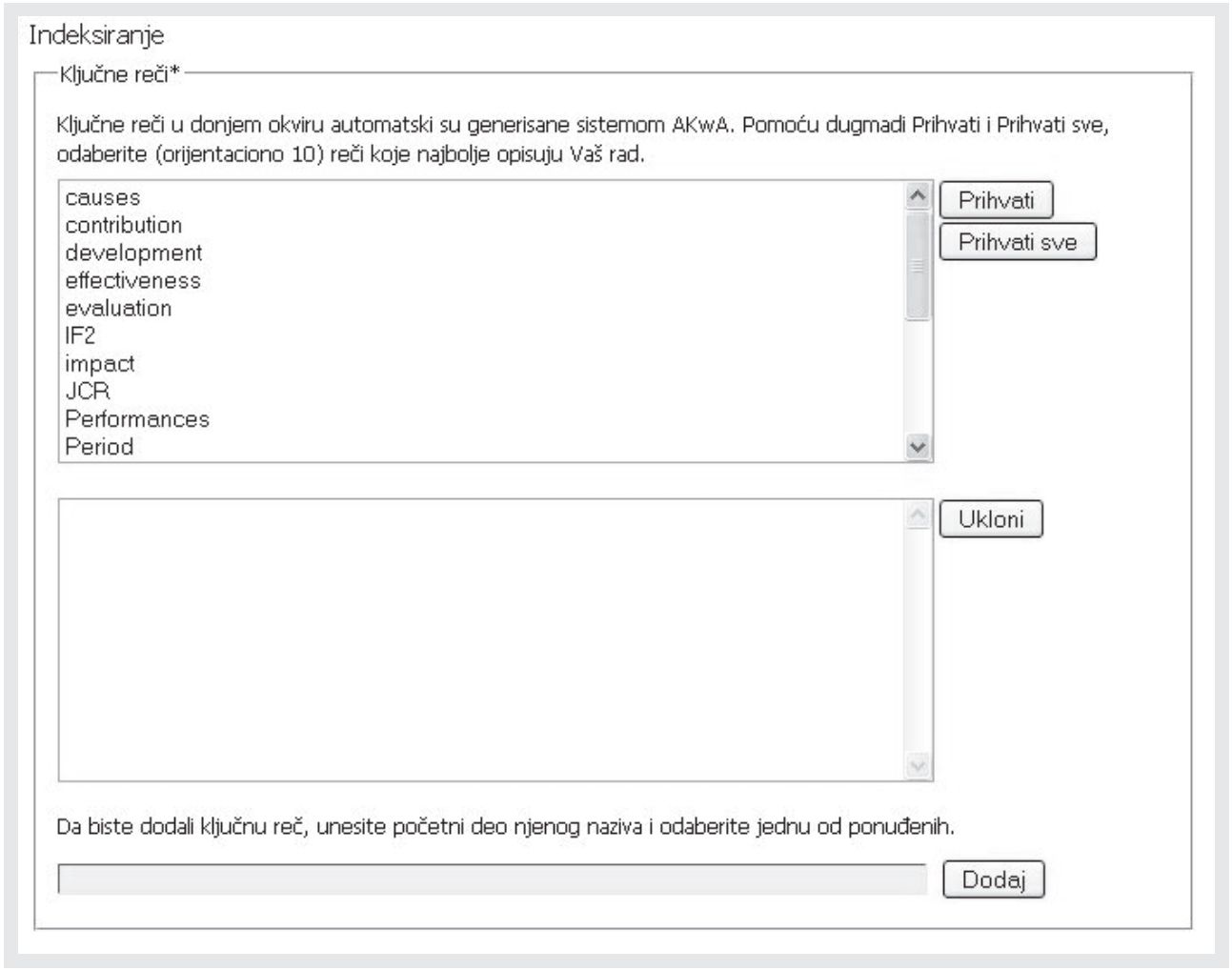
a) Po izvršenoj prijavi odaberite opciju **Autor**.
b) Pred Vama će se otvoriti prozor **Aktivni prilozi** u kome ćete moći da vidite status svih Vaših priloga koje ste podneli Uredništvu.
c) Klikom na aktivne opcije možete se informisati:

1. O samom prilogu klikom na aktivni **naslov priloga**
2. O postupku uređivanja i rokovima u kojima će određene faze uređivačkog postupka biti realizovane, klikom na aktivni **status priloga**.



5. INDEKSIRANJE (ODREĐIVANJE KLJUČNIH REČI)

- Indeksiranje rada, odnosno određivanje ključnih reči (KR) je takođe operacija od velike važnosti. Rad koji je dobro indeksiran, lakše će biti pronađen od strane onih kojima je potreban i verovatnije će biti citiran. Zato se u e-Ur indeksiranju poklanja najveća moguća pažnja. S tim ciljem razvijen je i ugrađen u e-Ur sistem za podršku dodeljivanja ključnih reči (KWASS: KeyWords Assignment Support System).
- KWASS se koristi u dva koraka:
  1. Sistem najpre automatski generiše određeni broj KR. Zaseban modul (AKwA: Automatic KeyWords Assignment) analizira naslov i apstrakt i ekstrahuje iz odgovarajućeg rečnika/tezaurusa određeni, obično veći broj KR koje najbolje opisuju sadržaj rada. AKwA KR se upisuju u gornji okvir u rubrici pod nazivom Ključne reči na stranici Uređivanje metapodataka.
  2. Po obaveštenju da Vam je rad prihvaćen ili uslovno prihvaćen (odluka: Prihvatiti, Neophodne izmene, Ponovo predati na recenziju) pristupite toj rubrici i overite AkWA KR. Pri tom koristite alatku (KeFiR: KeyWords Final Refinement) koja Vam omogućava da svaku pojedinačnu reč prihvate ili zamene drugom. Prihvaćene pomoću odgovarajućeg dugmeta prepisujete u zaseban (donji) okvir u istoj rubrici.
- Odabir KR za zamenu obavlja pretraživanjem istog rečnika/tezarusa iz koga su i ekstrahovane:
  - U donji okvir (slika u nastavku) unosi se niz od nekoliko slova da bi se izlistali svi termini u rečniku koji započinju tim nizom, a zatim
  - Klikom na onu koja Vam najviše odgovara upisujete tu reč u predviđeni okvir.
  - Ako u rečniku ne nalazite reči koje bi bile dobra zamena ili dopuna AKwA rečima, izuzetno možete upotrebiti reč po sopstvenom izboru. U Vašem interesu je da izbegavate reči koje nisu šire prihvaćene i retko se javljaju, makar precizno opisivale Vaš rad.
  - Preporučljivo je, ako je moguće, da izbor KR pored pojmova obuhvati još bar po jedan termin koji se odnosi na geografsku lokaciju, karakteristike korišćenog uzorka i opis metoda istraživanja. Ukupan broj KR trebalo bi da bude orijentaciono 10.



- AKwA dodeljuje samo KR na engleskom jeziku. KR na srpskom se dobijaju prevođenjem engleskih KR. (Ovo rešenje je privremeno, pošto je razvoj automatskog prevođenja KR sa engleskog na srpski u toku). Da bi to obavili morate da promenite jezik metapodatka pri vrhu stranice. KR na engleskom jeziku koje ste prethodno konačno odabrali sada su Vam date u levoj koloni tabele, da bi u desnoj upisali njihove prevode.

Instructions to Authors

- In *Marketing* we accept only original work, not submitted for publication elsewhere and previously not published.
- Both empirical and conceptual papers are welcome.
- All manuscripts submitted for publication in *Marketing* are subject to double blind peer review. The first round of the review process lasts one to two months approximately. Number of rounds depends upon reviewers' suggestions and final decision of the editors.
- The manuscripts should not be less than 30,000 characters including spaces (about 10 pages).
- The writing style should be academic using short and clear sentences. Prior to submitting, please make sure that the manuscript was copy edited, preferably by a native English speaker.
- The manuscripts should be submitted as a single document in Word of Rich Text Format, including title, abstract, key words, JEL classification, main body of the text, tables, graphs, charts, figures, illustrations and references. Tables, figures and other illustrations should be numbered (1,2,3…) and clearly labeled at the top with a legend at the bottom.
- Use A4 page format, Times New Roman 11, all margins 1 inch (2.54 cm), single line spacing throughout the text (including tables, figures, graphs, references etc).
- The cover page should contain following elements: **title of the paper** (center alignment, bold), author's name and affiliation (center alignment), **abstract** (left alignment), *key words* (left alignment, italic) and JEL classification (left alignment).
- Please make sure that the title of the paper is not too long and use subtitles if necessary.
- Abstract should be up to 200 words with maximum of 5 key words.
- **Headings (1,2,3…)** and only one level of *subheadings (1.1., 2.1., 3.1…)* should be numbered, left aligned, bold/italic.
- Use footnotes (not endnotes) only if necessary, numbering them properly.
- References should be placed within the text as well as at its end, using APA style. **For detailed instructions please follow the link: https://owl.english.purdue.edu/owl/resource/560/08/**

Examples of referencing using APA style:

In the text

Two Authors:
Research by Wegener and Petty (1994) supports...
(Wegener & Petty, 1994)

Three to Five Authors:
First time you cite the source
Kernis, Cornell, Sun, Berry & Harlow (1993) in their seminal work…
(Kernis, Cornell, Sun, Berry, & Harlow, 1993)

Subsequent citations:
Kernis et al (1993) showed…
(Kernis et al., 1993)

Six or More Authors:
Harris et al. (2001) argued...
(Harris et al., 2001)

At the end of the paper

Books:
Author, A. A. (Year of publication). *Title of work: Capital letter also for subtitle*. Location: Publisher.
Calfee, R. C., & Valencia, R. R. (1991). *APA guide to preparing manuscripts for journal publication*. Washington, DC: American Psychological Association.

Edited book:
Duncan, G. J., & Brooks-Gunn, J. (Eds.). (1997). *Consequences of growing up poor*. New York, NY: Russell Sage Foundation.

Articles in periodicals:
Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. *Title of Periodical, volume number* (issue number), pages.
Harlow, H. F. (1983). Fundamentals for preparing psychology journal articles. *Journal of Comparative and Physiological Psychology, 55*, 893-896.

Articles in on-line periodicals and sources
Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Online Periodical, volume number* (issue number if available). Retrieved from http://www.someaddress.com/full/url/
Bernstein, M. (2002). 10 tips on writing the living Web. *A List Apart: For People Who Make Websites, 149*. Retrieved from http://www.alistapart.com/articles/writeliving

Articles with DOI

Author, A. A., & Author, B. B. (Date of publication). Title of article. *Title of Journal, volume number,* page range. doi:0000000/000000000000 or http://dx.doi.org/10.0000/0000

Brownlie, D. (2007). Toward effective poster presentations: An annotated bibliography. *European Journal of Marketing, 41*, 1245-1283. doi:10.1108/03090560710821161

Newspapers:

Author, A. A. (Year, Month Day). Title of article. *Title of Newspaper*. Retrieved from http://www.someaddress.com/full/url/

Parker-Pope, T. (2008, May 6). Psychiatry handbook linked to drug industry. *The New York Times*. Retrieved from http://well.blogs.nytimes.com/2008/05/06/psychiatry-handbook-linked-to-drug-industry/?_r=0

Electronic books

De Huff, E. W. (n.d.). *Taytay's tales: Traditional Pueblo Indian tales*. Retrieved from http://digital.library.upenn.edu/women/dehuff/taytay/taytay.html

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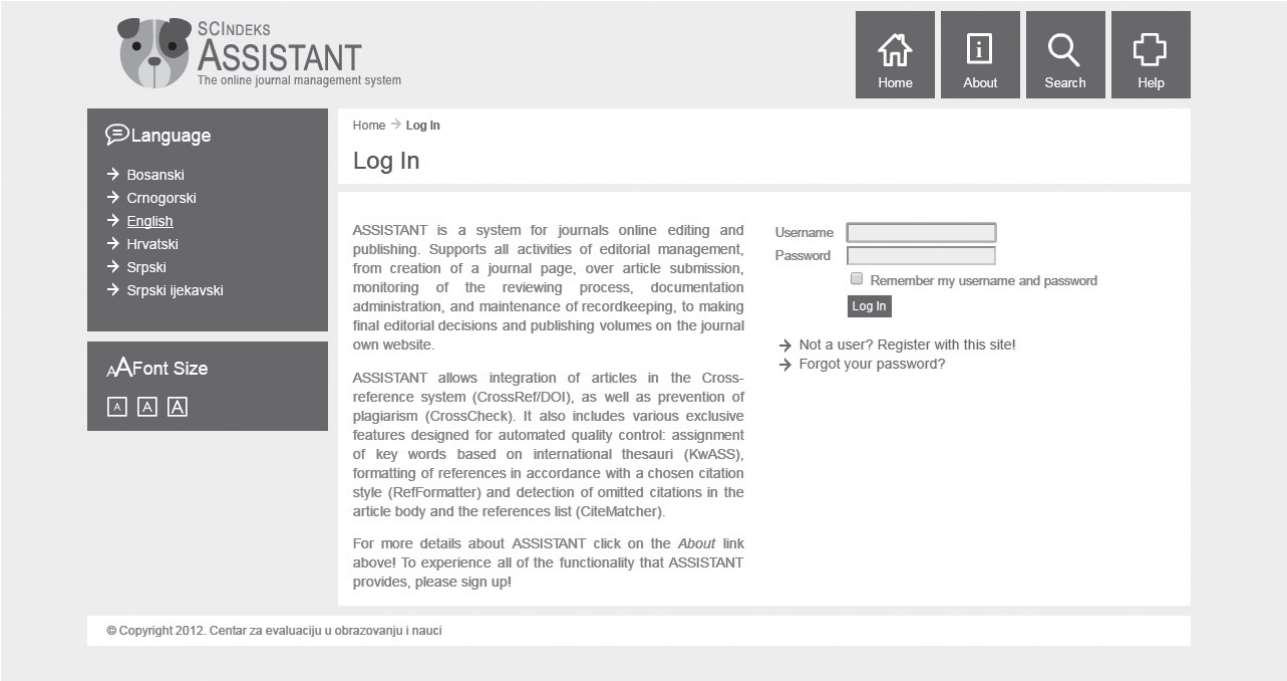

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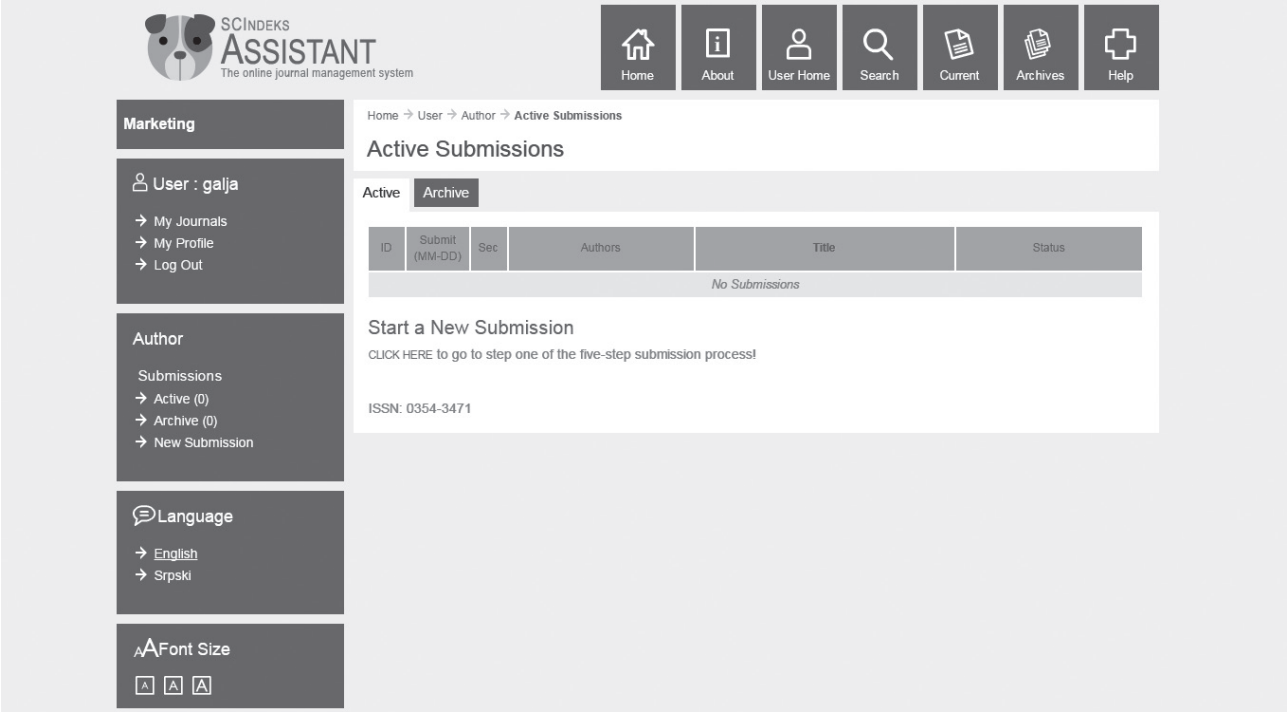

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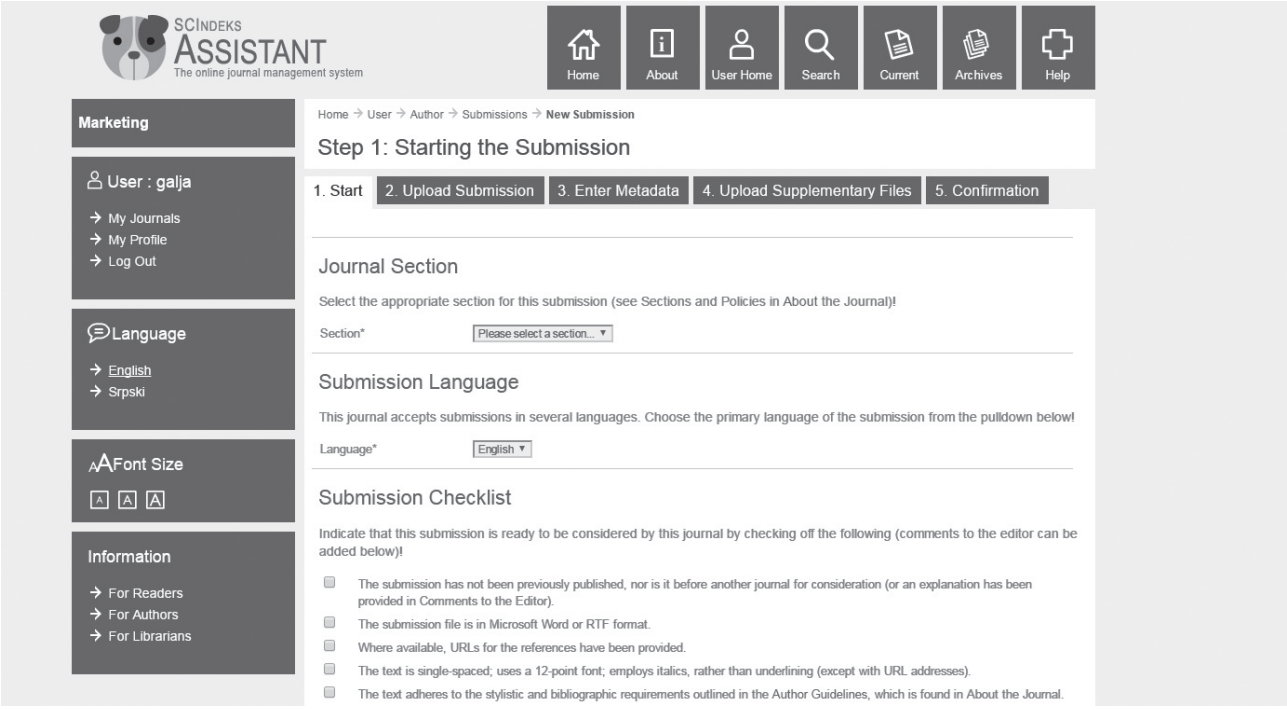

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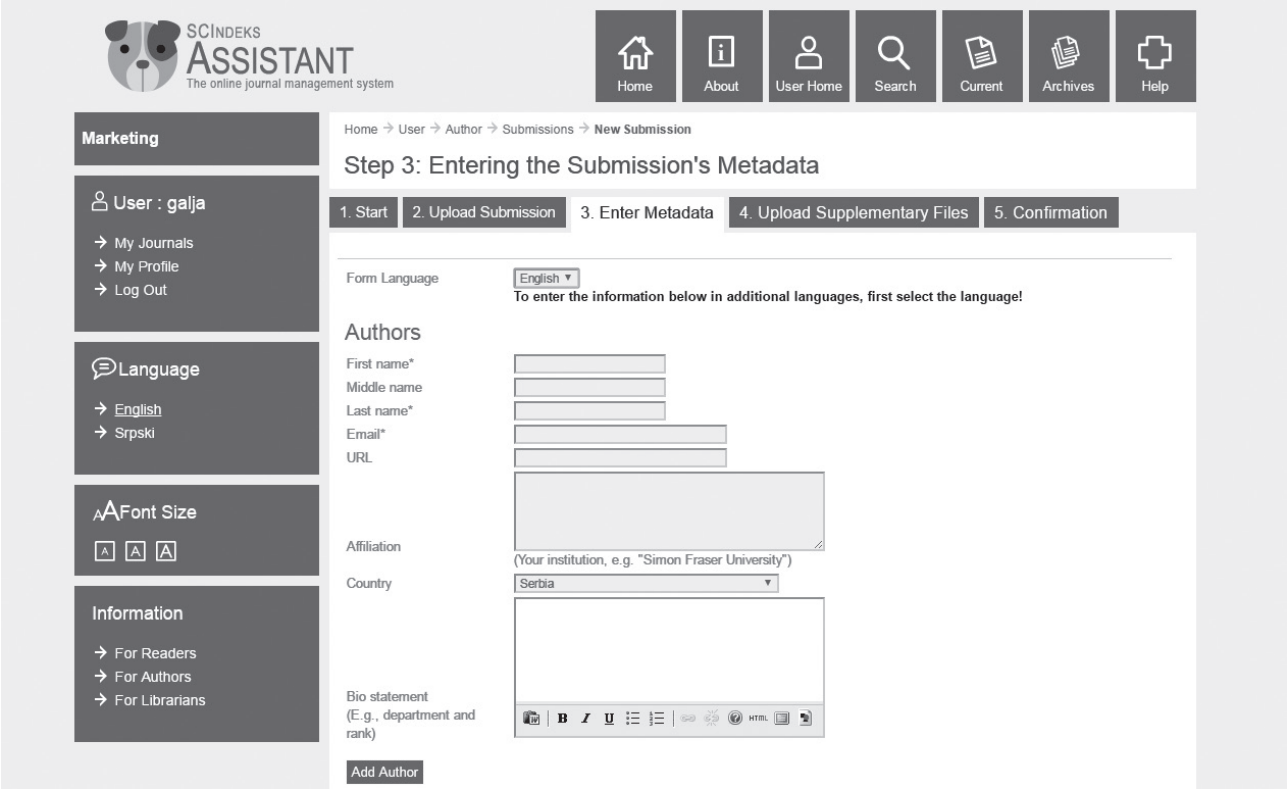

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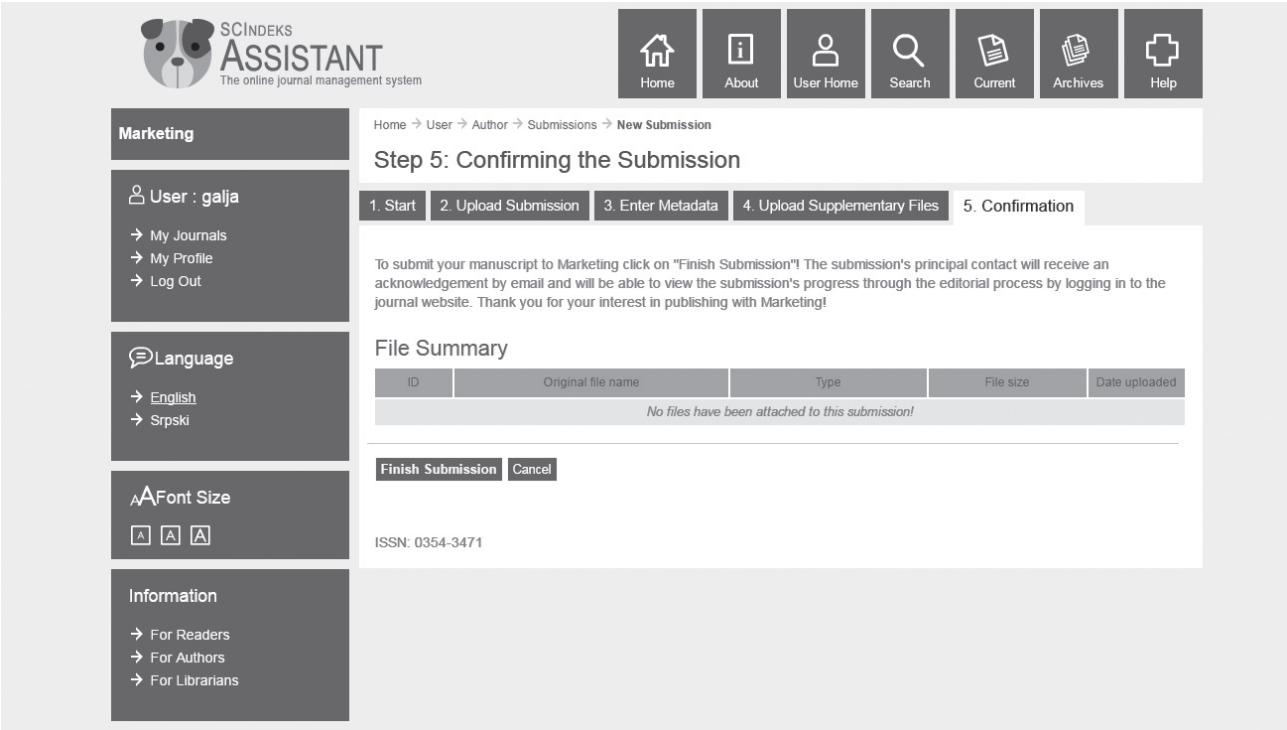

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