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Veljko Marinković

Sveska 3 Volumen 56 Godište 2025 naučnog časopisa Marketing sadrži, pored Uvodnika, pet originalnih naučnih radova. Radovi publikovani u ovom broju obrađuju problematiku marketing komunikacija, marketinga u turizmu i hotelijerstvu i iskustva potrošača vezanog za ekološki odgovornu trgovinu.

Autori **Milena Lazić, Ivana Domazet, Valentina Vukmirović i Vladimir Simović** su sproveli veoma interesantnu studiju u kojoj su ispitali veštine osoba sa fizičkim invaliditetom u oblasti digitalnog marketinga. Do sada je u literaturi identifikovan relativno mali broj radova u kojima su kao ciljna grupa uključene osobe sa fizičkim invaliditetom što daje posebnu vrednost studiji. Uzorak je obuhvatio ispitanike iz Crne Gore, Hrvatske i Srbije, a autori su sproveli i analize na nivou segmenata. Izuzev regiona, kao kriterijumi segmentacije korišćeni su pol, stepen obrazovanja, sredina, radni status i prethodno iskustvo u korišćenju digitalnog marketinga. Rezultati sprovedene studije pružaju korisne socijalne implikacije.

U studiji koju su sproveli autori **Drago Cvijanović, Aleksandra Vujko i Dejan Sekulić** obrađena je problematika brendiranja turističke destinacije. Pri tome, autori su sproveli komparativnu analizu dva turistička mesta. U pitanju su Rada u Kijantiju, regija Toskana i Banoštor na Fruškoj gori. Autori ukazuju na sličnosti dve posmatrane destinacije i upravo na osnovu identifikovanih ključnih faktora brendiranja italijanskog mesta u studiji se ističu važne implikacije razvoja mesta Banoštor. Primenom faktorske analize i modeliranja strukturalnih jednačina, u radu se ističu ključne determinante stavova posetilaca o gastronomiji pomenutih destinacija. S druge strane, onlajn aspekti upravljanja odnosima sa potrošačima u hotelijerstvu su u fokusu istraživanja koje su sproveli autori **Katarina Borisavljević, Gordana Radosavljević, Ivana Marković i Biljana Rabasović**. U radu se posebno analiziraju onlajn recenzije i njihov uticaj na donoše-

nje odluka potrošača o rezervisanju hotelske ponude putem onlajn platformi. Dodatno, autori su analizirali i uticaje web sajta, društvenih mreža i mobilnih aplikacija na lojalnost potrošača u hotelijerstvu.

Autori **Jacob Olubukola Oladipo, Oluranti Olukemi Sangodoyin i Esther Tolulope Akande** u svom radu istražuju uticaj izloženosti televizijskim reklamama na donošenje odluka potrošača. Fokus rada je na analizi reklamnih kampanja kompanije Nivea. Anketnim istraživanjem je obuhvaćen uzorak od 900 ispitanika. Ipak, rezultati su ukazali na nesignifikantan uticaj reklamnih kampanja na izbor brenda. Time se jasno potencira neophodnost kreiranja složenijih modela koji će uključiti veći broj potencijalnih pokretača kupovnog ponašanja kao što je reputacija brenda. Kao preporuku za buduća istraživanja autori ističu i važnost istraživanja ponašanja potrošača različitih demografskih karakteristika.

Zbog sve veće zagađenosti životne sredine, neophodno je da kompanije u okviru svojih poslovnih strategija uključe elemente društveno odgovornog ponašanja i da posebnu pažnju posvete navedenom problemu. Upravo autori **Saša Raletić Jotanović, Dragoljub Jovičić i Jelena Damjanović** u svom radu analiziraju iskustvo potrošača kao osnov ekološki odgovorne trgovine. Autori su sproveli veoma interesantnu studiju u šest zemalja, bivših republika SFRJ. Dobijeni istraživački nalazi svedoče da postoje razlike između stanovnika posmatranih država kada je u pitanju iskustvo potrošača kao osnov ekološki odgovorne trgovine.

Na kraju Uvodnika, želim da se zahvalim autorima na kvalitetu dostavljenih rukopisa, kao i recenzentima na kritičkim opservacijama i uloženom akademskom trudu u cilju poboljšanja inicijalno primljenih verzija rukopisa.

Glavni i odgovorni urednik
Veljko Marinković

Digital marketing and online freelancing: Assessing the competence and inclusion potential for persons with physical disabilities in Serbia, Croatia, and Montenegro

Milena Lazić, Ivana Domazet,
Valentina Vukmirović, Vladimir Simović

Abstract: Digital marketing and online freelancing offer important opportunities for expanding labor market inclusion of persons with disabilities (PWDs), particularly through flexible, remote work arrangements. However, the existing literature lacks research on the experiences of PWDs in digital marketing and their self-perceived competencies, particularly in the context of the platform economy in developing and post-transition countries. To address this gap, this study investigates the level of digital marketing experience and self-assessed competencies of persons with physical disabilities (PwPDs) in Serbia, Croatia, and Montenegro. The data was collected from 398 PwPDs using a validated questionnaire based on the Digital Marketing Competence (DMC) framework. The results show that most respondents have only basic or no experience in digital marketing and consider their competencies across all DMC areas insufficient for independent work. A positive relationship was found between previous experience and self-perceived competence. These results point to the pressing need for inclusive, multi-level digital marketing training programs tailored to the needs of PwPDs. Such programs should also address gender and geographic inequalities in digital access. Limitations include a focus on self-assessment and only PwPDs. Future research should expand the sample and incorporate performance-based assessments to more comprehensively examine digital marketing competence.

Keywords: *digital skills, digital marketing, persons with disabilities, inclusive labor market, digital marketing competence framework*

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1. INTRODUCTION

Persons with disabilities (PWDs) represent the world's largest minority group, with an estimated 1.3 billion individuals living with some form of disability (World Health Organization, 2023). This number is expected to increase due to adverse demographic trends, the increasing prevalence of chronic diseases, and an aging global population (Official Gazette, 2025). Despite its size, this significant yet underrepresented social group faces a complex web of poverty-related factors that increase its vulnerability and contribute to its systematic exclusion from key socio-economic spheres. An important reason for this exclusion is PWDs' persistent underrepresentation in the traditional labor market, which significantly increases the risk of poverty, social exclusion, and material deprivation (Lazić, Vukmirović & Domazet, 2023a).

In this context, digital transformation - and in particular the emergence of platform work - offers promising new avenues for improving labor market inclusion. A growing body of research (e.g., Zyskowski, Morris, Bigham, Gray & Kane, 2015; Harpur & Blanck, 2020; International Labour Organization & Fundación ONCE, 2021; Lazić, Domazet, Vukmirović & Banović, 2022a; Sannon & Cosley, 2022; Simović, Paunović, Lazić, Domazet & Bošković, 2024) highlights the potential of platform-based employment to facilitate the participation of PWDs in the world of work, thereby reducing their vulnerability to poverty and material deprivation. Digitalization has significantly changed the nature of employment (Antonijević, Domazet, Kojić & Simović, 2024; Domazet & Marjanović, 2024) by challenging traditional work structures and enabling more flexible, remote, and task-based forms of work (Mäntymäki, Baiyere & Islam, 2019; Charles, Xia & Coutts, 2022; Dunn, Munoz & Jarrahi, 2023). In today's economy, physical presence is no longer a prerequisite for quality work (Radonić, Vukmirović & Milosavljević, 2021). Instead, cost efficiencies and the global accessibility of talent have driven organizations to outsource certain tasks across borders (Vagadia, 2012). As a result,

the platform economy has become a cornerstone of the modern information services sector (Talin, 2023), with employers increasingly embracing cross-border, technology-mediated work arrangements driven by both economic imperatives and strategic choices that redefine how, where and by whom work is performed (Vukmirović, Spasenić & Milosavljević, 2023).

This paper focuses on online freelancing - a well-established form of platform work in Southeast Europe (SEE) (Anđelković, Jakobi & Radonjić, 2024a) - as a promising way to promote more inclusive labor market participation. Online freelancing offers flexible, remote income opportunities (de la Vega, Cecchinato & Rooksby, 2022) that are particularly well suited to individuals facing structural barriers to traditional employment (Enriquez, 2020; Lazić, Vukmirović, Banović, Simović & Paunović, 2023b). Research shows that freelancers often report higher levels of job satisfaction and professional fulfillment while benefiting from additional income (van der Zwan, Hessels & Burger, 2019; Huđek, Tominc & Širec, 2021). For PWDs, these benefits are particularly impactful. The ability to work remotely can be a critical factor in accessing employment opportunities that would otherwise be out of reach due to mobility constraints or inaccessible work environments (Zyskowski et al., 2015; Sannon & Cosley, 2022; Lazić, 2024).

In parallel, this paper also explores digital marketing as a key competency within the evolving landscape of digital work. Digital transformation has not only changed the way people work but has also revolutionized the way businesses communicate, engage, and compete. Digital marketing has become a strategic imperative (Khan & Siddiqui, 2013) that is central to increasing market reach, improving communication effectiveness, and driving deeper engagement with target audiences (Chaffey & Smith, 2022). This shift is reflected in the fact that digital channels account for 72.7% of global advertising spend and that online advertising spend is expected to exceed USD 790 billion in 2024 (Kemp, 2025). These developments have led to a strong and growing demand for digital marketing professionals. According to Coursera's Job Skills Report (2024), digital marketing is among the 10 fastest-growing and in-demand skills for the year. Furthermore, the report predicts a 6% employment growth in digital marketing occupations by 2032, well above the average across all sectors.

In light of the accelerating trends driven by digital transformation - and the increasing recognition of platform work as a means of promoting labor market inclusion for PWDs - a critical question arises: Can digital marketing and platform-based employment

serve as effective tools for building more inclusive labor markets? A positive answer to this question underpins the regional initiative Digital Marketing Capacity Building - Empowering Persons with Physical Disabilities for Remote Work (DI-MARC), which is funded by the European Union. The DI-MARC project aims to empower persons with physical disabilities (PwPDs) in Serbia, Croatia, and Montenegro through structured training in digital marketing. The ultimate goal of the project is to strengthen PwPDs' ability to engage in remote and freelance work platforms and thus improve their socio-economic prospects. This paper was developed as part of the DI-MARC project and explores the potential of digital marketing and online freelancing as viable pathways for improving the labor market inclusion of PwPDs in Serbia (N=187), Croatia (N=106), and Montenegro (N=105). In particular, the study attempts to answer the following research questions:

RQ1: What is the current level of digital marketing experience among PwPDs in Serbia, Croatia, and Montenegro?

RQ2: How do PwPDs in Serbia, Croatia, and Montenegro rate their digital marketing competencies?

While the potential of online freelancing and platform work to increase the labor market participation of PWDs has been recognized in the literature, no previous studies have specifically examined the level of digital marketing experience or self-assessed digital marketing competencies among PWDs concerning their engagement in the platform economy. Moreover, previous research has largely focused on high-income countries and Western countries (e.g., Zyskowski et al., 2015; Akhmetshin, Kovalenko, Mueller, Khakimov, Yumashev & Khairullina, 2018), leaving the experiences of PWDs in developing and post-transition contexts significantly under-researched. This study directly addresses these gaps by examining the digital marketing experience and self-perceived competencies of PwPDs in Serbia, Croatia, and Montenegro in the context of their participation in remote work and online freelancing. In this way, it provides new empirical evidence to support the design of targeted skills development programs and data-driven, inclusive policymaking at the intersection of digital labor markets and the inclusion of PWDs.

2. THEORETICAL BACKGROUND

Digital transformation has fundamentally reshaped the marketing landscape, positioning digital market-

ing as a core component of contemporary business strategy (Khan & Siddiqui, 2013; Lazić, Vukmirović & Domazet, 2022b). At its foundation, digital marketing refers to the strategic use of digital technologies to enhance marketing activities, improve customer insight, and better align products and services with consumer needs (Chaffey, 2022). Far from being a peripheral function, digital marketing plays a central role in expanding market reach, increasing communication efficiency, and promoting sustained engagement with target audiences (Indriani, Haris & Nurdin, 2023; Pride & Ferrell, 2024; Chaffey & Smith, 2022; Hodijah, Hendrayani, Tarigan, Suprianto & Suryathi, 2024). Furthermore, the field is rapidly evolving, driv-

en by the continuous pace of technological innovation and its accelerated integration into marketing practices (Pride & Ferrell, 2024).

The digital transformation of the marketing landscape has led to a marked increase in demand for professionals equipped with digital marketing skills. In the current labor market, the possession of both general digital literacy (Antonijević, Bradić-Martinović, Banović & Ivanović, 2023; Bradić-Martinović, Lazić & Banović, 2024) and field-specific competencies is widely recognized as a critical determinant of employability and competitiveness, not only for recent graduates but also for professionals across all career stages (Finch, Hamilton, Baldwin & Zehner, 2013;

Table 1: Descriptions of digital marketing competence areas

Digital marketing competence area	Description
Strategy	<ul style="list-style-type: none"> • Create appropriate messages based on age and gender on digital channels • Create appropriate messages based on education level, culture, or lifestyle on digital channels • Setup of the virtual environment based on the education level, culture, or lifestyle • Measure the participation of customers in influencing other customers • Monitor the frequency of posts and their effect on customer engagement • Evaluate comments on posts and their effect on customer engagement
SEO	<ul style="list-style-type: none"> • Carry out common Search Queries • Create a basic Search Engine-Friendly URL • Conduct Keyword Research • Measure Search Engine Optimization (SEO) performance • Install and configure common SEO extensions • Demonstrate the use of SEO strategies
Content Marketing	<ul style="list-style-type: none"> • Create interactive digital communications • Demonstrate how personalization is facilitated in digital communication • Evaluate the cost-effectiveness of digital communication • Align DM content with the customer journey • Create unique propositions of slogans and taglines • Develop a publication schedule • Use content promotion strategies
Social Media Marketing	<ul style="list-style-type: none"> • Monitor the number of leads/traffic in evaluating marketing content • Analyze and manage Digital Marketing Communities • Create a Business Blog • Create a Business YouTube channel • Create a Business Facebook page • Create a Business Instagram account • Create a Business Twitter account • Create a Business LinkedIn page
Email Marketing	<ul style="list-style-type: none"> • Compose an effective email for marketing purposes • Compose Catchy Subject lines in emails • Design customizable email templates • Build a customer contact database • Apply GDPR • Make use of subscribe/unsubscribe in DM emails • Recognize spam traps • Carry out an Email Marketing Campaign

Source: Papageorgiou & Marneros (2023)

Vrana, 2016). Importantly, the lack of digital competence has been identified as a contributing factor to the persistently low employability rates among PWDs (Lazić, Simović & Domazet, 2024). Consequently, the existing literature emphasized a range of barriers to employment for PWDs (Babucea, 2023). While some of these are structural or attitudinal, such as physical inaccessibility, discriminatory hiring practices, limited work experience, and lower levels of formal education, others are closely linked to the evolving nature of work. In particular, the absence of in-demand digital and field-specific skills represents a critical challenge in the context of the digital labor market.

Despite its increasing importance in both educational settings and workforce development initiatives, digital marketing is still under-researched in academic literature (Kovacs & Zarandne, 2022). Research on digital marketing competencies remains limited, largely due to the absence of a standardized or universally recognized skill set in the field. To gain a comprehensive understanding of the PWDs' self-assessed digital marketing competence levels, this study identified the competence areas with the greatest potential for development in the context of remote work, drawing on both the existing literature and established digital marketing competence frameworks. Two important sources in academic discourse – Papa-georgiou, Mihai, Ioannou, Marouchou and Marneros (2020) and Papa-georgiou and Marneros (2023) - were used as reference frameworks. In these studies, the Digital Marketing Competence (DMC) Framework was developed and validated, outlining five different competence areas. A detailed list and description of the DMC competence areas can be found in Table 1.

A recent study by Lazić et al. (2023a) suggests that digital marketing holds significant potential for advancing labor market inclusion by enabling PWDs to engage in remote work and access a broader spectrum of employment opportunities. Digital marketing is particularly relevant for PWDs, as job performance in this domain is fully embedded in digital environments, typically requiring remote access and virtual collaboration. Furthermore, it is a field in which companies are making substantial and sustained investments, thereby increasing the demand for qualified professionals and creating growing opportunities for PWDs' employment.

The high demand for marketing and sales professionals has been observed both in the SEE region (Anđelković et al., 2024a; Anđelković, Jakobi, Ivanović, Kalinić & Radonjić, 2024b) and globally (Lewin & Sigelman, 2022). This trend has been particularly pro-

nounced in digital marketing, where the growing need for specialized skills has coincided with the expansion of online labor platforms. These platforms not only cater to the increasing demand for digital marketing services but also facilitate flexible work arrangements by allowing individuals to work remotely, set their schedules, and select tasks that match their expertise (Vukmirović et al., 2023). For PwPDs, such platforms offer accessible opportunities to overcome not only mobility-related barriers but also bias, discrimination, prejudice, and the fear of being unfairly judged based on their physical condition or perceived limitations (Zyskowski et al., 2015). In addition to fostering labor market inclusion, online work can support the development of transferable skills such as digital literacy, communication and collaboration, and digital content creation among PWDs (Lazić et al., 2023b).

While several targeted initiatives in Serbia (e.g., Simović et al., 2024; Lazić et al., 2024; Lazić et al., 2023b) have addressed the second-level digital divide as a critical barrier to the inclusion of PWDs in remote work and online freelancing, research specifically focused on digital marketing competencies in a broader regional context remains limited. This paper addresses this gap by providing empirical evidence on the current digital marketing experience and self-assessed digital marketing competencies of PwPDs in Serbia, Croatia, and Montenegro, using the DMC Framework as the conceptual foundation.

3. METHODOLOGY

3.1. Research design and method of data collection

This study employs a quantitative research design with a cross-country comparative approach, focusing on PwPDs in Serbia, Croatia, and Montenegro. The data was collected using a validated version of the Digital Marketing Competence Assessment (DMCA) Tool, which was developed as part of the DI-MARC project and is based on the DMC Framework. As outlined in the theoretical background, each competence area within the DMC framework comprises different specializations in digital marketing. To translate these competence areas into specific and measurable learning outcomes, the study relied on the taxonomy of specializations in digital marketing provided by the MarketerHire (n.d.). This mapping enabled a structured alignment between the DMC competence categories and the market-relevant skills and formed the conceptual basis for the DMCA Tool.

The structured questionnaire was administered via Google Forms, following the methodological guidance provided by Kluzer and Pujol Priego (2018). It comprised three sections. The first section collected data on the socio-demographic and geographic characteristics of the respondents. The second section explored the respondents' previous experience with digital marketing. The third section focused on self-assessment, asking respondents to rate their ability to perform specific digital marketing tasks using a 4-point Likert scale. Data collection was conducted on-site, in cooperation with national associations of PwPDs in Serbia, Croatia, and Montenegro during April and May 2024.

The final sample comprised 398 respondents, representing a diverse cross-section of PwPDs from all three countries. On-site administration allowed representatives from national associations to provide technical assistance and clarification to participants as needed, thereby enhancing the reliability of responses and ensuring accessibility. Ethical approval for the study was obtained from the Ethics Committee of the Institute of Economic Sciences, the lead research institution. All research procedures were conducted fol-

lowing the principles of the Declaration of Helsinki, ensuring informed consent, confidentiality, and voluntary participation.

3.2. Sample characteristics

The sample structure of the study participants is summarized in Table 2. The distribution of respondents by country indicates that the sample was predominantly composed of individuals from Serbia, representing nearly half of the total sample (47%, N=187). Participants from Croatia constituted 27% (N=106) of the sample, while those from Montenegro comprised 26% (N=105).

The mean age of the participants was calculated to be 38.6 years. The age range observed in the dataset ranged from a minimum of 13 years to a maximum of 71 years, showcasing a broad representation of age groups within the study sample.

Overall, the sample consisted of 45% males (N=180) and 55% females (N=218). In Montenegro, the gender distribution was relatively balanced, with males comprising 49% and females 51% of the participants. In Croatia, females represented a slightly high-

Table 2: Distribution of study participants by selected socio-economic variables and country of origin

Variable	Total (N)	Total (%)	Serbia	Croatia	Montenegro
Total					
N	398		187	106	105
%		100%	47%	27%	26%
Gender					
Male	180	45	43%	45%	49%
Female	218	55	57%	55%	51%
Place of residence					
Urban	332	83	86%	75%	88%
Rural	66	17	14%	25%	12%
Education level					
Elementary school	57	14	14%	21%	9%
Secondary school	241	61	61%	55%	66%
Bachelor's degree	94	24	24%	22%	25%
Master's degree	4	1	1%	3%	1%
PhD	2	1	1%		
Type of disability					
Acquired	221	56	64%	47%	49%
Congenital	177	44	36%	53%	51%
Employment status					
Employed, full time	159	40	30%	42%	55%
Employed, part-time	15	4	3%	3%	6%
Retired	65	16	24%	19%	1%
Student	34	9	4%	6%	20%
Unemployed	112	28	37%	25%	15%
Other	13	3	2%	6%	3%

Source: Authors

er proportion of the sample at 55%, compared to 45% males. In Serbia, the disparity was more pronounced, with females accounting for 57% of the participants and males 43%.

The distribution of participants based on their residential locations was analyzed to understand the urban-rural distribution among the study participants. The majority of participants, comprising 83% of the total sample, resided in urban areas. Among the countries represented in the study, Montenegro had the highest percentage of urban dwellers at 88%, followed by Serbia at 86% and Croatia at 75%.

The majority of study participants possessed a high school diploma (47%), followed by those with a bachelor's diploma (32%). A smaller proportion of participants held a master's diploma (15%), while a minority had attained a PhD (2%). Upon examining the distribution of educational qualifications across different countries, variations were observed. Participants from Croatia and Serbia exhibited similar proportions across educational categories, with the highest percentages in the high school diploma and bachelor's diploma categories. In contrast, participants from Montenegro demonstrated a lower percentage of individuals with high school diplomas but a higher proportion with bachelor's diplomas compared to the other countries.

The data on the type of participants' disabilities reveals that the majority (56%) have acquired disabilities, while 44% have congenital disabilities. When broken down by country, Serbia has the highest proportion of participants with acquired disabilities (64%). Conversely, Montenegro and Croatia show a

higher prevalence of congenital disabilities, with 51% and 53%, respectively.

The employment status distribution among participants varied across categories and countries. Full-time employment was predominant in the overall sample (40% of study participants), followed by unemployment status (28% of study participants). Montenegro had the highest percentage of full-time employed participants (Figure 9) at 55%, followed by Croatia at 42%, and Serbia at 30%. Significant disparities were observed in retirement and unemployment rates among the respondents from the countries represented. In contrast to Montenegro's negligible percentage of retired participants (1%), Croatia (19%) and Serbia (24%) exhibited substantially higher proportions. Serbia had the highest proportion of unemployed participants at 37%, followed by Croatia at 25%, and Montenegro at 15%.

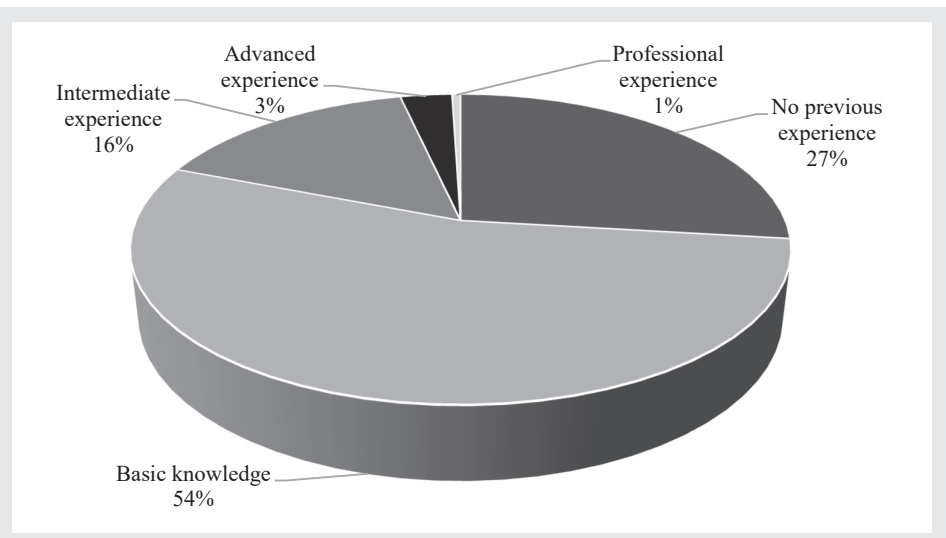
4. RESULTS

The result section is divided into two parts, according to the defined research questions.

4.1. Digital marketing experience

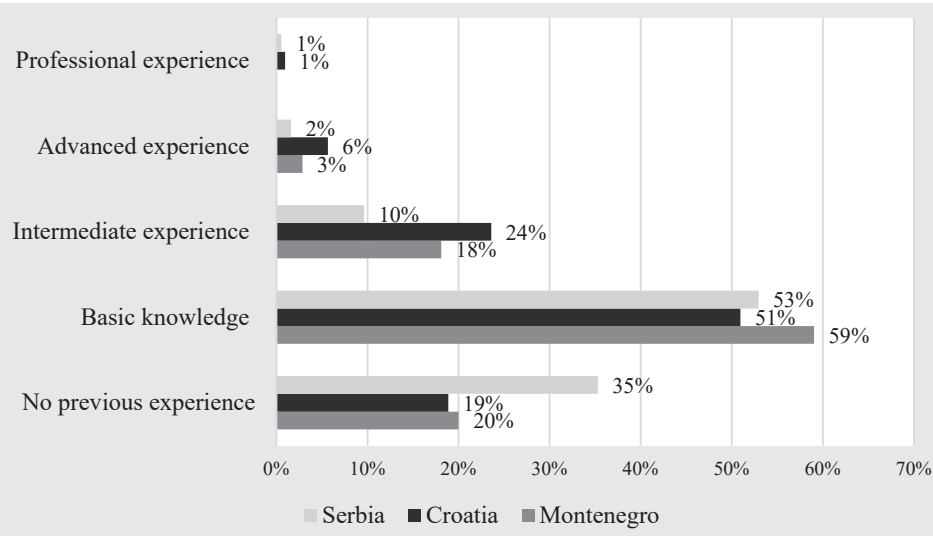
Figure 1 provides a breakdown of participants' previous experience with digital marketing, showcasing varying levels of expertise. The majority of participants (54%) report having basic knowledge, e.g., using social media for personal purposes. Meanwhile, a notable portion (27%) lacks previous experience in digital marketing, suggesting a potential need for in-

Figure 1: Distribution of participants' previous experience with digital marketing



Source: Authors

Figure 2: Distribution of participants' previous experience with digital marketing per country



Source: Authors

troductory education in this field. Intermediate experience, e.g., managing a blog, and basic use of digital marketing tools, is reported by 16% of research participants. Advanced experience, e.g., managing campaigns, SEO, and analytics, is less common, with only 3% of participants claiming this level of expertise, while professional experience, implying work in the field of digital marketing, is reported by a mere 1% of respondents.

Figure 2 shows participants' previous experience with digital marketing across countries. Serbia exhibits the highest percentage of participants with no previous experience in digital marketing (35%), compared to Montenegro (20%) and Croatia (19%). Basic knowledge is most prevalent across all three countries, with Montenegro showing a slight edge (59%), followed closely by Serbia (53%) and Croatia (51%). Intermediate experience is more pronounced in Croatia (24%) compared to Montenegro (18%) and Serbia (10%).

Table 3 showcases participants' previous experience with digital marketing categorized by their disability type. The majority of participants with acquired disabilities report basic knowledge (56%), followed by no experience (29%). Similarly, participants with con-

genital disabilities primarily report basic knowledge (52%) and no experience (25%), with a higher proportion of them indicating intermediate experience (20%) compared to participants with acquired disability (12%).

4.2. Perceived digital marketing competencies of PwPDs

This section provides insights into participants' self-perceived competencies across different competence areas of the DMC: Strategy, Content Marketing, Social Media Marketing, Email Marketing, and SEO. Participants assessed their competencies on a scale from 1-4, where a rating of 1 indicates "no skills at all", 2 represents "very poor skills", 3 signifies "some skills, but not sufficient to operate independently", and 4 denotes "sufficient skills to operate independently".

Table 4 reveals that participants rated their social media marketing competencies the highest, with a mean score of 2.29. However, this score indicates that participants generally perceive their competencies to be very poor within the observed DMC area. Overall, mean values for all competence areas indicate that participants feel their competencies are insufficient to

Table 3: Participants' previous experience with digital marketing by disability type

Disability type	Your previous experience with Digital Marketing				
	No previous experience	Basic knowledge	Intermediate experience	Advanced experience	Professional experience
Acquired	29%	56%	12%	3%	0%
Congenital	25%	52%	20%	3%	1%

Source: Authors

Table 4: Self-assessed proficiency levels in the observed DMC areas

Self-Assessment	Minimum	Maximum	Mean	Standard Deviation	Normalized
Strategy	1.00	4.00	2.07	0.84	52%
Content Marketing	1.00	4.00	1.76	0.85	44%
Social Media Marketing	1.00	4.00	2.29	0.93	57%
Email marketing	1.00	4.00	2.16	0.97	54%
SEO	1.00	4.00	1.79	0.85	45%
Total	1.00	4.00	2.02	0.80	50%

Source: Authors

independently complete activities within the observed DMC areas. The total self-assessment mean value of 2.02 reveals that, across all competence areas, participants perceive that their competencies are very low. Overall, the standard deviation of 0.80 reveals that there is some diversity in how participants view their competencies, but most perceive their competencies to be at a similar level, which is far below the threshold for independent operation.

Analyzing the data on self-assessed proficiency levels in the observed DMC areas by country, as presented in Table 5, it's evident that in Montenegro and Serbia, Social Media Marketing competencies are rated the highest. However, the ratings still suggest that perceived competencies in this area remain quite low in both countries. Across all countries, perceived proficiency levels for all the observed DMC areas, as well as the total self-assessment, indicate that participants feel their competencies are insufficient to independently complete activities.

The self-assessed competence levels in both overall and specific DMC areas suggest that research participants of both genders lack the competencies to operate independently across all DMC competence areas (Table 6). Male participants generally perceive themselves as more competent than female participants across all areas. On average, male participants

have a higher self-assessment score of 2.11 compared to females at 1.93. Social Media Marketing emerges as the highest-rated competence for both genders, with males at 2.35 and females at 2.24, while Content Marketing is rated lowest, with males at 1.91 and females at 1.63.

The data in Table 7 illustrate the self-assessed proficiency levels in all DMC competence areas categorized by participants' educational levels. The total self-assessment scores across all educational levels indicate that participants rate their proficiency levels as insufficient to operate independently. Notably, those with a PhD show the highest self-assessed proficiency scores across all competence areas and in total. Social Media Marketing has the highest ratings across all educational levels, except for the PhD level, while Content Marketing and SEO are consistently present as areas with the lowest ratings.

The data presented in Table 8 illustrate self-assessed competence levels in all DMC competence areas across different employment statuses. Across the board, Social Media Marketing earns the highest ratings within most employment statuses, except for "other" and "retired", while Content Marketing consistently registers the lowest scores. Overall, the levels of perceived competencies in the individual DMC areas and overall show that participants across all em-

Table 5: Self-assessed proficiency levels in the observed DMC areas by country

Country	Strategy	Content Marketing	Social Media Marketing	Email marketing	SEO	Total
Montenegro	2.08	1.78	2.47	2.21	1.82	2.07
Croatia	2.03	1.74	2.00	2.01	1.71	1.90
Serbia	2.10	1.76	2.35	2.22	1.82	2.05

Source: Authors

Table 6: Self-assessed proficiency levels in the observed DMC areas by gender

Gender	Strategy	Content Marketing	Social Media Marketing	Email marketing	SEO	Total
Male	2.18	1.91	2.35	2.20	1.93	2.11
Female	1.99	1.63	2.24	2.14	1.68	1.93

Source: Authors

Table 7: Self-assessed proficiency levels in the observed DMC areas by educational level

Education	Strategy	Content Marketing	Social Media Marketing	Email marketing	SEO	Total
Elementary school diploma	1.82	1.71	2.07	1.94	1.68	1.85
High school diploma	2.10	1.78	2.26	2.16	1.82	2.03
Bachelor diploma	2.00	1.72	2.35	2.19	1.72	2.00
Master diploma	2.15	1.76	2.23	2.11	1.81	2.01
PhD	2.83	2.18	2.98	3.21	2.46	2.73

Source: Authors

Table 8: Self-assessed proficiency levels in the observed DMC areas by employment status

Employment status	Strategy	Content Marketing	Social Media Marketing	Email marketing	SEO	Total
Employed, full time	2.10	1.77	2.35	2.27	1.80	2.06
Employed, part-time	2.06	1.81	2.30	1.82	1.93	1.98
Other	2.02	1.72	1.89	1.83	1.80	1.85
Retired	2.01	1.70	2.13	2.15	1.72	1.94
Student	2.09	1.78	2.50	2.14	1.79	2.06
Unemployed	2.08	1.77	2.27	2.11	1.81	2.01

Source: Authors

ployment statuses perceive that their competencies are not sufficient to independently complete activities.

The data in Table 9 illustrate the distribution of self-assessed competence levels in DMC areas among participants, based on their place of living. Urban residents tend to rate themselves slightly higher across all identified areas and overall compared to those residing in rural areas. Social Media Marketing received the highest ratings within both categories. Conversely, Content Marketing received the lowest ratings by both urban and rural residents. However, both individual and total self-assessment scores indicate that partici-

pants do not perceive their competencies as sufficient for independent completion of activities.

The data in Table 10 presents self-assessed competence levels across the identified DMC areas based on participants' previous experience with Digital Marketing. A notable trend emerges: as experience levels increase, so do self-assessment scores across all areas, except for Email Marketing. Participants with no previous experience tend to rate themselves lowest, while those with professional experience rate themselves notably higher, indicating a positive relationship between experience and perceived competencies. Social

Table 9: Self-assessed proficiency levels in the observed DMC areas by place of living

Place of living	Strategy	Content Marketing	Social Media Marketing	Email marketing	SEO	Total
Urban	2.09	1.77	2.30	2.17	1.80	2.02
Rural	2.01	1.72	2.25	2.12	1.77	1.98

Source: Authors

Table 10: Self-assessed proficiency levels in the observed DMC areas by previous experience with Digital Marketing

Previous experience with Digital Marketing	Strategy	Content Marketing	Social Media Marketing	Email marketing	SEO	Total Self-Assessment
No previous experience	1.83	1.57	2.12	2.04	1.63	1.84
Basic knowledge	2.00	1.65	2.18	2.06	1.69	1.92
Intermediate experience	2.58	2.28	2.80	2.65	2.28	2.52
Advanced experience	2.76	2.52	2.87	2.46	2.34	2.59
Professional experience	2.85	2.75	3.36	3.25	2.88	3.02

Source: Authors

Media Marketing consistently receives the highest ratings across all experience levels. Overall, the data emphasize that both individual and total self-assessment scores indicate that participants do not perceive their competencies as sufficient for independent completion of activities.

5. DISCUSSION

The results of this study underscore a significant gap in prior digital marketing experience among PwPDs in Serbia, Croatia, and Montenegro. The higher level of digital marketing experience observed in Montenegro may be linked to the country's stronger position on the Gigmetar (Anđelković et al., 2024b), where it ranks second in the SEE region by the number of gig workers per 100,000 inhabitants, and first in the creative industries sector. However, in all three countries, basic digital marketing skills - such as using social media for personal purposes - emerge as the most commonly reported level of experience, cited by more than half of the participants. The low presence of participants with intermediate experience and the relatively high proportion of participants with no experience, especially in Serbia, shows that a critical need for introductory and basic training in the field of digital marketing has not yet been met.

Furthermore, the results show nuanced differences between people with congenital and acquired disabilities. Although both groups predominantly report basic experience in digital marketing, individuals with congenital disabilities show a slightly higher tendency towards intermediate skills, indicating potentially greater familiarity with digital technologies from an earlier age.

In the self-assessment of digital marketing competencies, a consistent trend emerges in all three countries: participants predominantly rate their skills as insufficient to perform tasks in all five areas of the DMC framework independently. Although Social Media Marketing was rated as the most familiar competence area with a mean score of 2.29, this score is well below the threshold indicating professional readiness. These results suggest that even in the most commonly used competence area, PwPDs lack the confidence and/or competence required for independent engagement in digital marketing roles. Country-specific analyses further confirm the consistency of this trend: none of the observed DMC areas in Serbia, Croatia, or Montenegro reached an average score indicating adequate readiness for independent task completion. Importantly, these patterns persist across key socio-

demographic variables, including gender, education, employment status, and urban-rural residence.

As there are no comparable studies that deal specifically with the self-assessed digital marketing skills of PwPDs, the results cannot yet be directly compared. However, they can be usefully placed in the context of broader research on digital access, digital skills gaps, and the second-level digital divide (e.g., Dobransky & Hargittai, 2021; Nam & Park, 2017; Tsatsou, 2020; Cabero-Almenara, Gutiérrez-Castillo, Palacios-Rodríguez & Guillén-Gámez, 2023), which points to lower levels of digital literacy among PwPDs.

The gender analysis reveals a notable divide, as women with physical disabilities consistently rate their competencies lower than their male counterparts in all five DMC areas. This mirrors established findings in the literature on the gender digital divide (e.g., West, Kraut & Chew, 2019; Balagopal, 2020; Peláez-Sánchez & Glasserman-Morales, 2023; Lazić, Simović, Domazet & Abdallah, 2025), which highlight gender inequalities in access to digital tools, training opportunities, and professional engagement in the digital economy.

Similarly, participants with higher educational attainment rated their digital marketing competencies relatively higher, although still below the level required for professional independence. The positive relationship between educational attainment and digital competence levels has been observed in the research published by Eurostat (2024a). However, even among participants with university and postgraduate degrees, no group achieved full competency in all DMC areas, highlighting the need for structured, competency-based training even among highly educated PwPDs.

A modest but persistent urban-rural divide was also observed, with urban residents reporting slightly higher self-perceived digital marketing competencies than those in rural areas. This aligns with broader findings published by Eurostat (2024b), which highlight geographic disparities in digital access and infrastructure, factors that can directly affect opportunities for upskilling and participation in digital labor markets.

Finally, a positive relationship between prior digital marketing experience and self-assessed competence was observed across the entire sample. Participants with previous professional or practical experience consistently reported higher levels of perceived competence in all DMC areas. This finding highlights the critical role of practical exposure, experiential learning, and structured training in building both competence and confidence among PwPDs seeking to engage with remote and platform-based work opportunities.

6. CONCLUSION AND POLICY RECOMMENDATIONS

This study presents empirical evidence on the digital marketing experience and self-assessed digital marketing competencies of PwPDs in selected SEE countries, specifically within the context of their engagement in remote work and online freelancing. The findings show that PwPDs in Serbia, Croatia, and Montenegro have limited prior experience and low self-perceived competence across all areas of the DMC Framework. In response, the study provides actionable, evidence-based policy recommendations for the design and implementation of inclusive digital marketing training programs. These efforts should not only improve the inclusion of PwPDs in the labor market but also contribute to a broader goal: to ensure that digital transformation processes are inclusive and benefit all members of society.

In light of this evidence, policymakers should prioritize the development and implementation of tailored digital marketing training programs that start with basic modules and progress to task-specific professional competencies. These programs must be accessible, inclusive, and responsive to the specific needs of PwPDs. Such programs should also be aligned with current labor market demands, particularly in the domains of digital marketing and remote work, to ensure relevance and long-term employability (Lazić et al., 2025).

Building on this, training programs should include confidence-building elements and experiential learning opportunities such as project-based learning and internships. This recommendation is based on the positive relationship found between previous experi-

ence in digital marketing and perceived competence. In addition, these programs should take into account structural inequalities in digital access and engagement, with a focus on bridging gender and urban-rural gaps. In this context, women with disabilities and people with disabilities in rural areas, who are often underrepresented in digital skills initiatives, should be particularly targeted.

Finally, governments should invest in promoting inclusive public-private partnerships to support the sustainable inclusion of PwPDs in remote work and online freelancing. These should actively involve training providers, disability organizations, and digital work platforms, creating integrated pathways from skills development to employment. Such partnerships are essential to ensure that efforts to build digital skills lead to genuine, equal access to the platform economy.

Although this study offers valuable insights into a previously under-researched area, it is not without limitations. Specifically, the study relies solely on self-assessment of digital marketing competence and focuses exclusively on PwPDs, thereby excluding individuals with other types of disabilities. To gain a more comprehensive understanding of digital marketing competencies among diverse disability groups, future research should expand the sample population and incorporate performance-based assessments in addition to self-reported data.

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Apstrakt

Digitalni marketing i onlajn frilensing: procena kompetencija i potencijala za inkluziju osoba sa fizičkim invaliditetom u Srbiji, Hrvatskoj i Crnoj Gori

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Digitalni marketing i onlajn frilensing predstavljaju značajne mogućnosti za proširenje inkluzije osoba sa invaliditetom (OSI) na tržištu rada, posebno kroz fleksibilne oblike rada na daljinu. Ipak, u postojećoj literaturi nedostaju istraživanja o iskustvima OSI u oblasti digitalnog marketinga i njihovim samoprocenjenim kompetencijama, naročito u kontekstu platformске ekonomije u zemljama u razvoju i post-tranzicionim društvima. U cilju prevazilaženja ovog istraživačkog jaza, studija ispituje nivo iskustva i samoprocenjenih kompetencija osoba sa fizičkim invaliditetom (OSFI) iz domena digitalnog marketinga u Srbiji, Hrvatskoj i Crnoj Gori. Podaci su prikupljeni od 398 OSFI putem validiranog upitnika zasnovanog na okviru digitalnih marketinških kompetencija (Digital Marketing Competence – DMC). Rezultati pokazuju da većina ispitanika ima samo osnovno ili nikakvo iskustvo u digitalnom marketin-

gu i da svoje kompetencije u svim oblastima DMC okvira ocenjuju kao nedovoljne za samostalan rad. Identifikovan je pozitivan odnos prethodnog iskustva i samoprocenjene kompetentnosti. Ovi nalazi ukazuju na hitnu potrebu za inkluzivnim, višeslojnim programima obuke iz digitalnog marketinga, prilagođenim potrebama OSFI. Takvi programi treba da obuhvate i rodne i geografske nejednakosti u digitalnom pristupu. Ograničenja istraživanja uključuju fokus na samoprocenu i isključivo OSFI kao ciljnu grupu. Buduća istraživanja treba da prošire uzorak i uključe procene zasnovane na stvarnim performansama, kako bi se digitalne kompetencije sagledale sveobuhvatnije.

Ključne reči: *digitalne veštine, digitalni marketing, osobe sa invaliditetom, inkluzivno tržište rada, digitalni marketinški okvir za kompetencije*

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Gastronomy as a catalyst for destination branding and sustainable tourism: Insights from rural Serbia and Italy

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Abstract: Gastronomy plays a crucial role in shaping cultural identity and enhancing tourism, as travelers increasingly seek authentic culinary experiences that connect them to their destinations. The study conducted among 407 tourists in Radda in Chianti, Tuscany, Italy investigates how tourists' perceptions of a rural destination's food and wine culture influence their travel choices, satisfaction, and loyalty, emphasizing the importance of gastronomy in destination branding and sustainable tourism. Using Banoštor in Fruška Gora, Serbia, as a case study, the authors highlight that, despite its rich gastronomy, the destination struggles with international recognition compared to more established areas, such as Radda in Chianti. Through factor analysis and Structural Equation Modeling (SEM), the study identified key factors, including Local Influence, Gastronomic Identity, and Gastronomic Promotion, which significantly impact tourists' perceptions of the rural destination's gastronomy. These factors emphasize the importance of authentic, locally owned dining experiences and the strategic marketing of a destination's culinary heritage to enhance tourist satisfaction, support local economies, and drive regional growth. Overall, the findings affirm that a robust gastronomic identity is essential for successful promotion and economic benefits in food tourism, positioning gastronomy as a key driver of sustainable tourism.

Keywords: *gastronomy, destination branding, sustainable tourism, Serbia, Italy*

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1. INTRODUCTION

Gastronomy, often regarded as the art of cooking and eating, transcends mere sustenance to become a vital component of cultural identity and tourism (Ozkan, Kocyigit & Kab0acik, 2025). As travelers seek authentic experiences that connect them to the places they visit, local cuisine plays a pivotal role in shaping a destination's identity and appeal (Quispe & Hernández-Rojas, 2025). The interplay between gastronomy and destination identity is pivotal in shaping visitor experiences (Alcívar-Vera, Hernández-Rojas & Huete-Alcocer, 2025), as food not only serves as a representation of a destination's identity and local culture but also functions as a compelling symbol that can draw in tourists (Balderas-Cejudo et al., 2025). This relationship is evident in how iconic dishes become synonymous with specific locations, such as pizza in Naples (Varela, 2025) or paella in Valencia (Vidal-González, Medrano-Ábalos & Sáez-Álvarez, 2022), enhancing the unique appeal of these destinations and influencing visitors' travel intentions (Vujić, Cvijanović & Vujić, 2024). The influence of local gastronomy on destination identity is profound, as traditional dishes often serve as a mirror reflecting the cultural heritage of a community (Recuero-Virto & Arróspide, 2024). According to Suttisansanee et al. (2023), the distinct flavors of Thai cuisine, characterized by their balance of sweet, sour, salty, and bitter, encapsulate the country's agricultural practices and historical trade routes. Local ingredients, such as lemongrass, galangal, and chili peppers, not only define the culinary landscape but also reveal regional variations and agricultural practices that have evolved over centuries (Baldwin, 2017).

This connection between food and identity fosters a sense of community pride, as locals often take great pride in their culinary traditions, which are passed down through generations (Simon-Roberts, 2025). According to Sgroi (2023), the unique gastronomy of a region can significantly enhance its tourism appeal; tourists are increasingly drawn to destinations that offer authentic food experiences, leading to a greater

appreciation of local culture and an influx of visitors eager to explore (do Nascimento Costa, da Rocha Viana, de Melo Junior, de Souza & de Sousa, 2025). According to Varela (2025), cities like Bologna in Italy have marketed themselves as gastronomic capitals, attracting food enthusiasts from around the world who seek to indulge in traditional dishes like tortellini and ragu. Such culinary icons contribute significantly to the destination's branding, akin to cultural and landscape offerings, thereby strengthening the destination's identity and attractiveness (Jerez, 2023; Bešić, Bogetić, Bakator & Petrevska, 2024). Gastronomic experiences, by their very nature, immerse tourists into the local community ecosystem, allowing them to participate in the production or consumption of local dishes, which fosters an authentic connection to the locale (Recuero-Virto & Arróspide, 2024). This not only enriches the visitor's overall satisfaction but also reinforces the perception of the destination's authenticity and identity, making gastronomy a crucial element in tourism development (Kim, Lee, Chua & Han, 2022). Consequently, understanding and leveraging the gastronomic identity of a region can lead to more effective tourism strategies, ultimately enhancing the destination's appeal and economic prosperity (Quispe & Hernández-Rojas, 2025).

Gastronomy serves as a powerful tool for enhancing visitor experience, with food festivals and culinary events playing a crucial role in attracting tourists (Pérez-Priego, García-Moreno García, Jara-Alba & Caro-Barrera, 2023). The integration of food and wine tourism into destination marketing is a complex process that focuses on creating immersive experiences rooted in local gastronomy and wine culture (Ratten & Strickland, 2024). Collaboration among local wineries, hospitality, and transportation sectors can lead to attractive tourist packages, while industry standards ensure consistent quality, fostering local economic development and cultural preservation (Vuković, Maiti, Vujko & Shams, 2020). Continued investment in infrastructure and marketing is essential for enhancing visitor experiences and ensuring the long-term sustainability and competitiveness of food and wine tourism destinations (Mora, Moral-Cuadra, López-Guzmán & Aguilar-Rivero, 2025).

According to Cheng, Wu, Chen and Zhou (2024), gastronomy tours have gained popularity as a way to provide immersive cultural experiences. These tours often include visits to local markets, cooking classes, and tastings at family-owned restaurants, offering travelers a holistic view of the local culinary scene. Local dining establishments further contribute to the

overall appeal of a destination, as they often embody the essence of local culture and hospitality. According to Brainville, Aubron and Philippon (2025), the rise of farm-to-table restaurants in regions like France has not only elevated the dining experience but also reinforced the narrative of sustainability and community support, enticing visitors who value authentic and responsible culinary experiences.

Culinary tourism significantly contributes to sustainable rural development by integrating economic, social, and environmental dimensions, thereby enhancing the overall viability and impact of rural tourism (Turčinović, Vujko & Stanišić, 2025). This integration is evident as local dishes not only attract tourists but also serve as a gateway to cultural revitalization and economic growth within these regions. According to Turčinović et al. (2025), culinary tourism offers new opportunities for rural communities, enabling them to capitalize on their unique gastronomic heritage while promoting environmental sustainability. To maximize these benefits, stakeholders must implement practices that reduce environmental impact and ensure the socio-economic development of these regions remains sustainable (Vujko, Bojović, Nedeljković, Jović & Todorović, 2024). Such efforts will require collaboration among local producers, policymakers, and tourism organizers to overcome existing barriers and create a thriving, sustainable culinary tourism sector (Arsić, Vujko & Nedeljković, 2025).

This paper aims to explore how tourists' perceptions of a rural destination's food and wine culture influence their travel decisions, satisfaction, and loyalty, highlighting gastronomy as a key driver of destination branding and sustainable tourism development. As a case study, the authors singled out village Banoštor, Fruška Gora (Serbia) as a destination of recognizable gastronomy shaped by traditional food and wine, and which has the potential to attract tourists and achieve competitiveness in the gastronomic tourism market. However, compared to certain destinations such as village Radda in Chianti, Tuscany (Italy), Banoštor, although similar in terms of tourist-geographic characteristics, lags far behind when it comes to attracting tourists. Although the primary research was conducted in Italy, specifically in the South Tyrol region, the paper also includes the village of Banoštor, located on Fruška Gora in Serbia, in order to provide a basis for comparative analysis and to identify the potential for applying best practices in the context of the Western Balkans. Banoštor was selected because it shares several key characteristics with the Italian case study: a strong winemaking tradition, notable landscape po-

tential, a rural setting, and a growing potential for wine tourism development. Using a benchmarking approach, the findings and practices from the Italian example are analyzed to extract actionable recommendations for Banoštor's sustainable development, particularly regarding the enhancement of rural hospitality and the strengthening of destination identity through food and wine. This approach ensures not only academic comparability but also practical relevance for local stakeholders in Serbia. It was concluded that Banoštor, located in Serbia's Fruška Gora region, has a rich viticultural history dating back to the Roman Empire (Turčinović et al., 2025), yet it remains largely a local wine producer with limited international recognition. The village is known for its high-quality wines made from both indigenous and international grape varieties, and while it hosts events like the Banoštor Wine Festival to promote its wines, most are consumed domestically (Vuković et al., 2020). In contrast, Radda in Chianti has a long-established reputation in global wine tourism, benefiting from historical significance, strong branding, and a well-developed tourism infrastructure that attracts international visitors and generates significant economic benefits for the region (Abraben, Grogan & Gao, 2017). The example of Radda in Chianti ought to serve as a benchmark for stakeholders in Serbian wine tourism, illustrating how to effectively utilize local wine heritage to establish a tourism destination that competes on a global scale.

Assuming that a tourist destination must have certain attractive factors that affect the size of the contractile zone, the authors set the goal of answering the question: What other factors, in addition to gastronomy, influence the decision-making process of travelers? This goal is founded on the premise that high-quality gastronomy, encompassing food and wine, is not an adequate determinant in the decision-making process of travelers. Additional factors significantly influence the reputation of a destination, enhance its sustainability, and promote economic development in rural regions. The research was conducted among 407 tourists of Radda in Chianti, Tuscany, Italy, and the results the authors reached show: A strong gastronomic identity is the foundation for successful promotion; Destinations must first cultivate authentic food experiences before launching large-scale marketing campaigns; Digital influence and local dining experiences play a crucial role in shaping tourists' perceptions; Destinations should leverage social media, influencer marketing, and online reviews to strengthen their appeal; Food festivals and culinary heritage are key to

differentiating a destination's food culture; Investing in cultural events can significantly boost a destination's reputation; Quality and visibility are essential for economic impact; Ensuring that tourists have a high-quality culinary experience, combined with effective promotion, leads to sustainable tourism growth. This analysis confirms that gastronomic tourism is a key driver of sustainable rural and urban destination development, with identity, influence, and promotion as its three main pillars.

2. THEORETICAL BACKGROUND

The impact of food tourism on local economies is profound and multifaceted, contributing significantly to increased revenue generation for local businesses (Bojović, Vujko, Knežević & Bojović, 2024). By attracting food enthusiasts, local restaurants, markets, and farms experience heightened patronage, which, in turn, can lead to increased sales and profitability. According to Guerrero (2018), towns like Ashland, Oregon, have successfully leveraged their culinary scenes, with the annual Oregon Shakespeare Festival contributing not only to the arts but also to local gastronomy, resulting in a thriving restaurant industry. Furthermore, food tourism creates job opportunities within the hospitality and service sectors, as restaurants, hotels, and tour guides expand to meet the demands of food-focused travelers (Yıkımiş et al., 2024). According to Vujko et al. (2024), food tourism can create jobs across various levels—from chefs and waitstaff to farmers and food artisans—thus improving the overall employment landscape in the region. Additionally, the development of local food markets and artisanal products is fostered through food tourism, as consumers seek authentic and local offerings. Initiatives like farmers' markets and food festivals not only promote local produce but also create a sense of community and pride among residents, contributing to a sustainable economic ecosystem that benefits everyone involved.

The integration of food and wine tourism into the marketability and competitiveness of destinations is a multifaceted endeavor that goes beyond the mere production of quality products (Vuković et al., 2020). A crucial aspect is the emphasis on creating and promoting immersive experiences that leverage the authenticity of local gastronomy and wine culture, thus enhancing the destination's appeal and brand image. According to Mekbel et al. (2025), destinations like Provence can capitalize on their unique wine culture

and picturesque landscapes to position themselves as attractive wine tourism hubs, offering a competitive advantage in the global tourism market. The collaboration between local wineries, hospitality sectors, and transportation services can further enhance marketability by creating comprehensive and enticing packages for tourists, thereby boosting the overall appeal of the region (Turčinović et al., 2025). To maximize the benefits of food and wine tourism, continued investment in infrastructure, marketing, and training is essential, ensuring that both the quality of offerings and the visitor experience are continuously enhanced (Rachão, de Jesus Breda, de Oliveira Fernandes & Joukes, 2021). These strategic actions collectively contribute to the long-term sustainability and competitiveness of food and wine tourism destinations, making them more attractive to both domestic and international tourists.

The role of wine tourism in enhancing regional identity cannot be overstated, as it serves as a powerful vehicle for promoting unique cultural heritage through wine production (Ratten & Strickland, 2024). Wine regions, such as Tuscany in Italy and Bordeaux in France (Vecchio, Annunziata & Bouzdine-Chameeva, 2024), showcase their distinct terroirs and winemaking traditions, which are often deeply intertwined with local history and culture. Wineries are increasingly being established as tourist attractions, where visitors can partake in tastings, vineyard tours, and educational workshops (Turčinović et al., 2025). This not only elevates the profile of the wine but also establishes a narrative that connects visitors to the land and its people. Moreover, effective branding and marketing strategies that leverage local wine characteristics are crucial in differentiating a region from its competitors (Gaetjens, Corsi & Plewa, 2023). According to Gali, Camprubí and Donaire (2017), the “I Love New York” campaign successfully promoted New York’s wine regions by emphasizing the diversity and quality of its wines, which has contributed to an increase in wine tourism and, subsequently, regional economic growth. By fostering a sense of pride in local wine production, regions can create a compelling identity that resonates with both domestic and international tourists, enhancing their competitiveness in the global tourism market (Turčinović et al., 2025).

The interplay between food and wine tourism significantly enhances the attractiveness of destinations, as evidenced by the synergistic effects of culinary events and wine festivals (Mason & Paggiaro, 2012).

These events often serve as platforms for showcasing local produce and wines, attracting visitors eager to indulge in authentic and memorable experiences. According to Jovanović, Almeida-García, Cortés-Macías and Parzych (2025), the development of travel itineraries that combine food and wine experiences allows tourists to immerse themselves in the culinary landscape of a region. Itineraries that include vineyard tours followed by cooking classes or food tastings create a holistic experience that highlights the relationship between food and wine. According to Fusté-Forné and Filimon (2025), the influence of social media and digital marketing in promoting food and wine tourism experiences cannot be overlooked. Platforms like Instagram and Facebook enable local businesses to showcase their offerings to a broader audience, leveraging visually appealing content that captures the essence of a destination’s culinary scene. This digital presence not only attracts visitors but also encourages them to share their experiences, further amplifying the reach and impact of food and wine tourism (Ingrassia, Bellia, Giurdanella, Columba & Chironi, 2022).

The relationship between gastronomy and sustainable tourism is increasingly recognized as essential for promoting local economies and environmental conservation (Chan, 2025). Farm-to-table practices, which emphasize the use of locally sourced ingredients, support local farmers and reduce the carbon footprint associated with food transportation. According to Domi and Belletti (2022), in regions like Tuscany, the promotion of local wines and olive oils has not only bolstered the economy but has also encouraged visitors to engage with agricultural practices that sustain the landscape. According to Vujko et al. (2024), gastronomy has the potential to foster environmental awareness and conservation efforts. Sustainable culinary practices, such as foraging and the use of seasonal ingredients, help preserve biodiversity and traditional knowledge, ensuring that culinary traditions are maintained within the context of contemporary tourism. Additionally, by spotlighting local food systems, gastronomy can inspire visitors to become advocates for sustainable practices, creating a ripple effect that extends beyond their visit. In this manner, gastronomy not only serves as a reflection of cultural identity but also as a catalyst for sustainable tourism that benefits both local communities and the environment.

3. METHODOLOGY

3.1. Data collection and analysis

The study was carried out among tourists in Radda in Chianti, Italy, involving a total of 407 participants. As noted by Ahmed (2024), an ideal sample size for a population of approximately 1,000,000 tourists, with a confidence level of 95% and a margin of error of 5%, would necessitate 387 respondents. Therefore, the sample from Radda in Chianti that took part in the research is both valid and authoritative. The sample comprises 407 respondents, of which 58.2% are male, whereas females represent 41.8%. This indicates a minor gender disparity among the participants. Regarding the distribution of ages among respondents, there is a notable diversity, with the largest segment being individuals aged 25-34 years (22.1%), followed closely by those in the 55-64 years (18.9%) and 45-54 years (18.7%) categories. Conversely, the age groups that are least represented include individuals aged 18-24 years (12.0%) and those over 65 years (11.5%). This suggests that the destination may appeal more to middle-aged and older visitors than to younger demographics. Concerning the educational qualifications of the respondents, nearly half (46.2%) have attained higher education levels, specifically college or university degrees. In contrast, 26.5% possess a secondary school education, while 22.1% have completed only primary schooling. A minor percentage (5.2%) holds advanced degrees, such as a master's or doctoral degree. This indicates that the sample encompasses individuals from a diverse array of educational backgrounds, with a significant representation of those who have pursued higher education. A notable 61.7% of participants reported having previously visited the destination, whereas 38.3% are newcomers. This implies a considerable proportion of returning visitors, potentially reflecting a degree of satisfaction and loyalty among tourists. In summary, the data reveals a visitor demographic predominantly comprising middle-aged individuals, an audience with a considerable level of education, and a significant proportion of repeat visitors, all of which may influence destination management and marketing approaches.

In our research paper, we adopted a positivism epistemological approach. Given the nature of this study, which explores the relationship between gastronomy and destination recognition through a structured survey questionnaire, the most appropriate epistemological approach would be positivism. Positivism is based on the belief that knowledge is best obtained through objective observation, measurement, and statistical

analysis. This study follows a quantitative research design, gathering structured responses from 407 tourists in Radda in Chianti. The use of survey data, Likert-scale questions, and statistical validation of the sample size aligns with positivist principles, ensuring that findings are empirical, generalizable, and replicable. The survey focuses on identifying patterns, trends, and correlations related to how gastronomy influences destination recognition and sustainable rural development. By using quantifiable data (e.g., the frequency of visits, importance ratings, and agreement with statements), the study adheres to a structured and objective methodology characteristic of positivist research. The reliance on statistical tools to analyze responses further reinforces this epistemological stance. Additionally, the questionnaire includes items that measure causal relationships, such as whether gastronomy influences tourists' decisions or contributes to economic growth and employment. This approach is consistent with positivist research, which seeks to uncover universal laws and objective truths through measurable evidence.

This paper aims to examine how tourists' perceptions of a rural destination's food and wine culture influence their travel decisions, satisfaction, and loyalty, positioning gastronomy as a central element in destination branding and a catalyst for sustainable tourism development. However, bearing in mind that certain destinations have similar attractive features when it comes to food and wine, but different contractive zones and different number of visits by tourists, it was necessary to ask the question: What other factors, in addition to gastronomy, influence the decision-making process of travelers? To answer this question, three hypotheses of the work were set:

H1: Tourists who prefer locally owned restaurants and wineries are more likely to be influenced by social media and online reviews in shaping their perception of the destination's food and wine culture.

H2: Tourists who recognize the role of local gastronomy in preserving culinary heritage and enhancing the destination's image are more likely to recommend the destination based on its gastronomy.

H3: Tourists who perceive the quality of food and wine as meeting their expectations are more likely to acknowledge the role of gastronomy promotion in economic growth and recognize promotional materials highlighting the destination's gastronomy.

The subsequent task to be undertaken involved factor analysis, which identified three distinct factors. Specifically, during the summer of 2024, tourists visiting Radda in Chianti (Italy) were presented with a set

of 20 questions that required responses on a five-point Likert scale. From April to August 2024, the authors of this paper visited the village in Italy multiple times, thereby collecting the necessary data. After analyzing the data, the grouped responses singled out the following three factors as very characteristic: Local Influence, Gastronomic Identity, and Gastronomic Promotion. Factor analysis was utilized to decrease the number of observed variables and to discern latent factors that affect community participation. This approach is crucial in tourism research, as it aids in revealing the fundamental dimensions that shape perceptions of local empowerment, sustainability, and competitiveness.

$$x_i = \lambda_1 F_1 + \lambda_2 F_2 + \lambda_3 F_3 + \varepsilon_i$$

where x_i represents observed variables, λ are factor loadings, F are the extracted factors, and ε is the error term.

Following the extraction of factors, the study advanced to Structural Equation Modeling (SEM). This methodology serves as a multivariate technique designed to illustrate causal relationships among variables in alignment with a structural model. By utilizing path coefficients that reflect the strength of these relationships, this approach elucidates the links between variables. SEM stands out as a robust method capable of addressing multicollinearity, which occurs when two or more variables exhibit a high degree of correlation. One significant benefit of SEM compared to multiple regression and factor analysis is that every element of SEM modeling is required to be informed by theoretical frameworks. Theoretical considerations play a crucial role in the development and refinement of models. A substantial misapplication of Structural Equation Modeling (SEM) can arise when data is merely adjusted to fit an appropriate SEM, potentially resulting in the expansion of theory based solely on the findings of the analysis. In the field of tourism research, SEM is extensively employed to evaluate theoretical models by assessing both direct and indirect effects among variables. This methodology is especially pertinent for comprehending intricate socio-economic interactions within the context of rural tourism frameworks.

3.2. Case studies of Banoštor (Serbia) and Radda in Chianti (Italy)

Banoštor, situated in the Fruška Gora region of Serbia, boasts a rich viticultural history that traces back to the

era of the Roman Empire. The name of the village is derived from the Latin phrase *Bonis-Torre*, which denotes a Roman settlement that previously existed in the area. Despite this historical background, the wine production in Banoštor has largely remained local until recent times, receiving minimal international acknowledgment (Turčinović et al., 2025). In this paper, Banoštor is included as a case for benchmarking, to learn from best practices, particularly from successful examples in Italy. Conversely, Radda in Chianti has served as a viticultural hub for centuries and ranks among the principal sites within the Chianti Classico wine region. The earliest recorded reference to Chianti wine can be traced to the 13th century, with Radda significantly influencing the 1716 decree issued by the Grand Duke of Tuscany, which formally established the Chianti wine zone (Nesto & Di Savino, 2016). This enduring historical presence has bolstered Radda's robust wine identity and its attractiveness as a tourist destination.

Banoštor is recognized for its production of high-quality wines derived from both indigenous and international grape varieties, including Grašac (Welshriesling) and Cabernet Sauvignon. Nevertheless, wines from Fruška Gora, including those originating from Banoštor, are in the process of establishing a robust brand identity in the global market. Although regional wine festivals, such as the Banoštor Wine Festival, serve to promote the area, the majority of these wines are consumed within the domestic market or in neighboring nations (Turčinović et al., 2025). Conversely, Radda in Chianti enjoys the global recognition associated with Chianti Classico wines. The Chianti Classico designation, identifiable by the unique Gallo Nero (Black Rooster) emblem, is acknowledged and safeguarded by stringent production standards. Wines originating from Radda are often distributed internationally, enhancing the region's reputation as a leading destination for wine tourism (Nesto & Di Savino, 2016).

The tourism infrastructure in Banoštor is in a state of development, featuring small, family-operated wineries that provide tastings and rural lodging options. The village mainly draws visitors from within Serbia, as well as from Hungary and Croatia. Initiatives aimed at enhancing wine tourism involve partnerships between wineries and rural guesthouses; however, substantial investments on a larger scale continue to be scarce (Torović, Lakatoš, Majkić & Beara, 2020). In contrast, Chianti's Radda boasts a well-established tourism infrastructure. This village features luxury agriturismo, boutique hotels, and up-

scale restaurants designed to serve international visitors. Common activities include guided wine tours, vineyard experiences, and truffle-hunting excursions, all supported by considerable investments in hospitality and tourism promotion (Festa, Shams, Metallo & Cuomo, 2020). Additionally, the presence of esteemed wineries like Castello di Radda and Volpaia enhances its attractiveness to discerning wine aficionados.

In Banoštor, the burgeoning sector of wine tourism offers economic prospects for local winemakers and small enterprises, although its influence continues to develop. The small influx of tourists results in economic advantages being predominantly held by a select group of stakeholders. Nevertheless, the local wine festivals and the rise in wine exports are contributing to a broader economic impact of Banoštor's wine industry (Bojović et al., 2024). In Radda in Chianti, the economic landscape is significantly influenced by wine tourism. The tourism associated with Chianti Classico yields millions of euros each year, benefiting not only wineries but also restaurants, lodging establishments, and local craftsmen. This region draws visitors from North America, Asia, and Europe, contributing to a more diversified and robust economy.

Banoštor upholds a robust link to the rural traditions of Serbia, emphasizing tourism that is driven by the community. The yearly Banoštor Wine Festival highlights local winemaking practices, features traditional Serbian music, and presents culinary specialties like kulen and artisanal cheeses (Turčinović et al., 2025). Radda in Chianti has successfully embraced international tourism trends while maintaining its medieval architecture and long-standing wine-making traditions. The Chianti Classico Expo, for instance, integrates authenticity with commercial attractiveness, ensuring that the cultural heritage remains at the

forefront of the visitor experience while appealing to a worldwide audience (Randelli & Martellozzo, 2019).

The comparison between Banoštor and Radda in Chianti highlights key differences in wine tourism development. Banoštor represents an emerging wine destination focused on regional tourism, with a strong emphasis on community and traditional Serbian wine-making. In contrast, Radda in Chianti has a well-established reputation in global wine tourism, benefiting from historical prestige, strong branding, and high-end tourism infrastructure. These differences influence the economic impact of wine tourism, the scale of tourism infrastructure, and the overall positioning of each destination in the wine tourism market.

4. RESULTS AND DISCUSSION

The factor analysis (see Table 1) yielded a model that categorizes the variables into three factors, collectively accounting for 81,626% of the variance. Looking at Table 1, it can be seen that the Eigenvalue > 1 for three factors, which is proof that the extracted factors are adequate.

Table 2 shows the extracted factors. The singled-out factors are: **Local Influence**, **Gastronomic Identity**, and **Gastronomic Promotion**. Together, these three factors underscore the pivotal role that gastronomy plays in destination branding and sustainable tourism: **Local Influence** creates an authentic experience that draws tourists interested in supporting local businesses and experiencing the true essence of the destination; **Gastronomic Identity** shapes a destination's brand by tying it to its culinary heritage, attracting those who seek cultural authenticity and tradition; **Gastronomic Promotion** enhances the destination's

Table 1: Total Variance Explained

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,107	38,833	38,833	1,744	21,804	21,804	2,620	32,751	32,751
2	2,207	27,594	66,427	2,440	30,503	52,307	2,241	28,013	60,764
3	1,720	21,495	87,922	2,346	29,319	81,626	1,669	20,862	81,626
4	,401	5,013	92,935						
5	,194	2,422	95,357						
6	,159	1,984	97,342						
7	,124	1,549	98,891						
8	,089	1,109	100,000						

Source: Authors

Table 2: Factor Matrix

	Factor		
	Local Influence	Gastronomic Identity	Gastronomic Promotion
Quality Fulfillment	,170	,322	,873
Gastronomic Recommendation	,100	,738	-,202
Culinary Economy	,147	,295	,902
Local Dining	,812	-,036	-,010
Culinary Heritage	-,003	,819	-,084
Culinary Visibility	,156	,251	,842
Digital Influence	,999	-,002	-,004
Festival Impact	,018	,985	-,115

Source: Authors

visibility and economic growth, ensuring that local food and wine become key attractions for sustainable tourism. In rural areas of Radda in Chianti, these factors help position gastronomy as a central element of destination branding. They not only attract tourists but also support sustainable development by preserving local culture, fostering community development, and promoting responsible tourism. This integration of gastronomy into the tourism strategy ensures long-term benefits for both the destination and its local population.

Factor 1. Local Influence: This factor highlights the importance of locally owned restaurants and wineries and the influence of social media and online reviews on tourists’ perceptions. Tourists are increasingly interested in authentic, locally sourced food and wine experiences. The preference for eating at local establishments supports the development of local economies and promotes cultural preservation. When tourists engage with local gastronomy, they create a connection with the destination, contributing to the branding of the area as an authentic and sustainable travel choice. In today’s digital age, platforms like Instagram, TripAdvisor, and food blogs play a significant role in shaping a destination’s image. Positive reviews and posts about local food and wine help enhance the reputation of a destination, boosting its appeal to potential tourists. Local influence helps position gastronomy as a key feature of the destination’s brand. It promotes authenticity and sustainability by encouraging visitors to support local businesses, while the power of social media amplifies the destination’s visibility, fostering wider recognition and attracting more sustainable tourists. This confirms Hypothesis H1 - *Tourists who prefer locally owned restaurants and wineries are more likely to be influenced by social media and online reviews in shaping their perception of the destination’s food and wine culture.*

Factor 2. Gastronomic Identity: This factor emphasizes the role of gastronomy in shaping the identity of a destination and its potential to preserve traditional culinary heritage. It also highlights the role of food and wine festivals in strengthening the destination’s image. Gastronomy is often integral to a destination’s identity. A strong food culture can make a place stand out and attract visitors seeking unique culinary experiences. By supporting local gastronomy, rural destinations contribute to the preservation of traditional culinary practices. This aligns with the goals of sustainable tourism, which advocates for maintaining local culture and traditions while promoting economic development. Food and wine festivals help reinforce a destination’s gastronomic identity, acting as significant draws for tourists and media attention. Festivals centered around food and wine allow visitors to experience local traditions, further promoting the destination’s culinary reputation. A destination’s gastronomic identity can distinguish it from others while also promoting sustainability by supporting heritage preservation and local communities. As part of destination branding, gastronomy becomes a symbol of authenticity, helping to attract tourists who value culture, tradition, and sustainable practices. This confirms Hypothesis H2 - *Tourists who recognize the role of local gastronomy in preserving culinary heritage and enhancing the destination’s image are more likely to recommend the destination based on its gastronomy.*

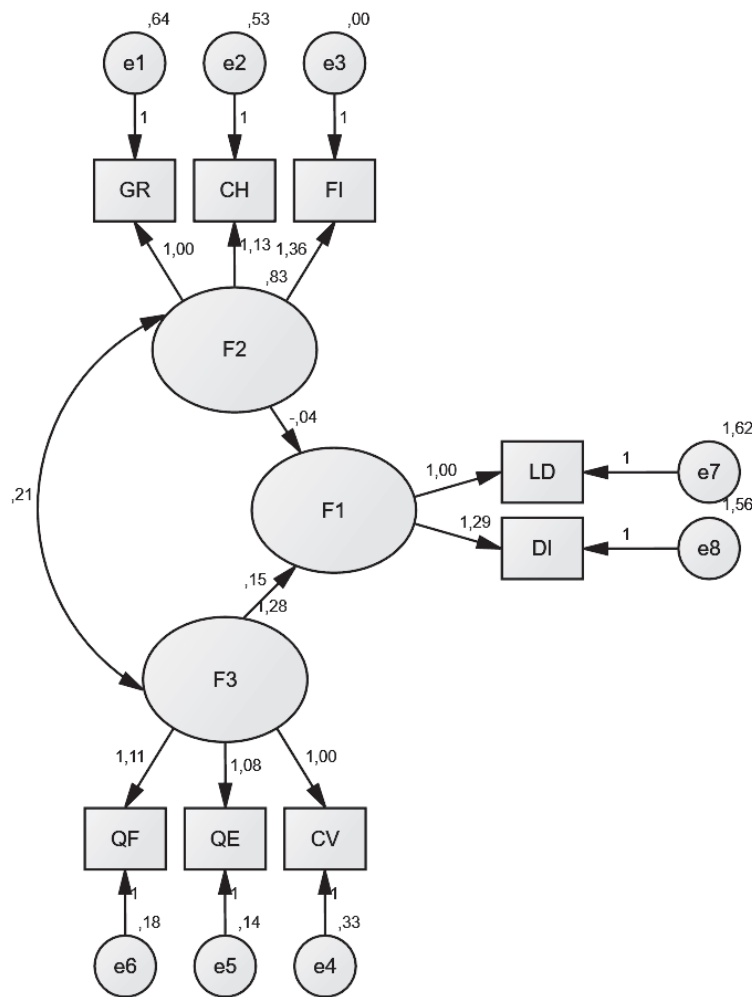
Factor 3. Gastronomic Promotion: This factor relates to the visibility of the destination’s food and wine offerings and their promotion through various channels, as well as the perceived economic benefits of promoting local gastronomy. Tourists’ satisfaction with the quality of food and wine directly influences their overall perception of the destination. Meeting or exceeding expectations contributes to positive word-of-mouth and repeat visits, which are crucial for sus-

tainable tourism growth. Destinations that actively promote their local food and wine not only attract tourists but also stimulate the local economy by supporting small-scale producers and businesses. This contributes to the overall sustainability of the region by generating income and ensuring the survival of traditional food production methods. Brochures, websites, and other marketing tools can highlight the gastronomy of a destination, helping to raise awareness and attract visitors. Effective promotion strengthens the destination's brand and ensures that its food culture is recognized and celebrated worldwide. Gastronomic promotion drives economic growth by attracting tourists who value culinary experiences. Through effective promotion, rural destinations can market themselves as sustainable and authentic food tourism hubs, which benefits both the local community and the environment by encouraging responsible travel

and consumption. This confirms Hypothesis H3 - *Tourists who perceive the quality of food and wine as meeting their expectations are more likely to acknowledge the role of gastronomy promotion in economic growth and recognize promotional materials highlighting the destination's gastronomy.*

Figure 1 represents a Structural Equation Model (SEM) that illustrates the relationships among the latent factors. The SEM model provides valuable insights into how different aspects of gastronomic tourism interact to shape tourists' perceptions, influence their choices, and drive economic benefits. The relationships between the three main factors—Local Influence (F1), Gastronomic Identity (F2), and Gastronomic Promotion (F3)—highlight the critical pathways through which food tourism contributes to destination branding and sustainability.

Figure 1: Structural Equation Model



Source: Authors

The structural equation model (SEM) was constructed to explore the interrelationships among three latent dimensions: Local Influence (F1), Gastronomic Identity (F2), and Gastronomic Promotion (F3). While Gastronomic Promotion (F3) exhibits a modest positive effect on Local Influence (F1) ($\beta = 0.15$), suggesting that well-designed promotional activities may enhance the visibility and perceived value of local food experiences, the relationship between Gastronomic Identity (F2) and F1 appears weak and likely non-significant ($\beta = -0.04$). This may indicate that identity, though theoretically central, does not directly shape perceptions of locality unless strategically communicated through promotional channels. In this context, the SEM serves to highlight emerging priorities: that promotional strategies (F3) potentially exert more tangible influence on local gastronomic perception (F1) than identity constructs in isolation. This underscores the importance of not only cultivating authentic food identities but actively translating them into compelling narratives within the tourism promotion ecosystem.

5. CONCLUSION AND IMPLICATIONS

This study confirms that gastronomic tourism plays a crucial role in the sustainable development of rural destinations. By focusing on three key pillars—identity, influence, and promotion—destinations can enhance their attractiveness, strengthen their cultural heritage, and generate economic benefits. A well-defined gastronomic identity rooted in local traditions, authentic culinary experiences, and food heritage serves as the foundation for a strong food tourism strategy. Local dining experiences, digital influence, and culinary events significantly shape tourists' perceptions, reinforcing the importance of influence in guiding visitor choices and behaviors. Furthermore, effective promotional efforts—including food festivals, digital marketing, and quality assurance—are essential for maximizing the economic impact of gastronomic tourism. To achieve long-term sustainability, destinations must adopt integrated strategies that balance cultural preservation, economic growth, and environmental responsibility. Encouraging community participation, supporting local producers, and leveraging digital platforms can further enhance the competitiveness of food tourism destinations. Ultimately, this analysis highlights that gastronomic tourism is not only a tool for tourism development but also a means of strengthening local identity, fostering sustainable economic

opportunities, and enhancing the overall destination experience. By strategically investing in gastronomy, destinations can create lasting value for both visitors and local communities. It can be concluded that gastronomic tourism transcends being merely a niche sector; rather, it functions as a significant catalyst for the competitiveness and sustainability of destinations. By harnessing local culinary traditions, enhancing digital interaction, and committing to promotional efforts, destinations can cultivate enriching experiences for visitors while promoting both economic and cultural sustainability. Further strengthening the role of gastronomic tourism in the long-term development of destinations can be achieved through encouraging participation from local communities, supporting small-scale producers, and implementing sustainable food policies. Ultimately, gastronomic tourism acts as a conduit between tradition and innovation, bolstering local identity, promoting responsible tourism practices, and ensuring that destinations remain appealing and sustainable within an increasingly competitive global tourism environment.

Future research on gastronomic tourism should prioritize several key areas to deepen comprehension and enhance strategies for sustainable development. First, evaluating the long-term impacts of gastronomic tourism on local communities could provide important insights into its effects on employment generation, entrepreneurship, and the revitalization of rural areas. Furthermore, investigating how culinary tourism supports local food supply chains and benefits small-scale producers would contribute to greater economic and social sustainability. A vital domain for forthcoming research is the impact of digital platforms on consumer behavior. With social media, online reviews, and influencer marketing increasingly influencing tourism trends, studies could examine how various demographic segments interact with digital content pertaining to gastronomy. Furthermore, exploring the contributions of artificial intelligence and big data in the development of tailored gastronomic experiences may present novel strategies for destination marketing. The discourse surrounding food tourism continues to prioritize sustainability and ethical considerations. Future research endeavors ought to evaluate the environmental repercussions of gastronomic tourism, encompassing aspects such as its carbon footprint, management of food waste, and consumption of resources. Investigating the influence of slow food movements and farm-to-table initiatives on mitigating environmental harm may further underscore sustainable practices. Additionally, ethical

issues, including the commercialization of indigenous food traditions and the phenomenon of overtourism in culinary destinations, merit more thorough examination. The significance of gastronomic festivals in the context of destination branding offers a further area for exploration. Gaining insights into how these events influence visitor loyalty, regional tourism dynamics, and economic growth could guide approaches to the sustainable management of festivals. Additionally, examining methods to enhance inclusivity and promote environmental responsibility within these events would be beneficial. Addressing these gaps in research would improve the comprehensive understanding of the economic, social, and environmental dimensions of gastronomic tourism. These insights would be vital in developing sustainable policies and strategies designed to promote food tourism as an essential element in boosting destination competitiveness and safeguarding cultural heritage.

The implications of the Italian case study provide a valuable blueprint for Banoštor's gastronomic development. As demonstrated in the Italian context, where the interplay between a strong culinary identity, strategic promotion, and community-driven engagement has fostered resilient and sustainable gastronomic tourism, Banoštor can adopt a similar trajectory. The SEM analysis from the Italian model suggests that gastronomic promotion (F3) exerts a more direct influence on the perception of local food culture (F1) than identity alone, highlighting the importance of translating cultural assets into visible and engaging promotional formats. Banoštor, with its deeply rooted wine heritage and traditional cuisine, is well-positioned to capitalize on this finding. By prioritizing structured promotional efforts—digital storytelling, strategic collaborations, and festival-driven visibility—while simultaneously nurturing its gastronomic identity through authentic experiences and producer-community synergy, Banoštor can align with the dynamics observed in the Italian model. In doing so, it not

only strengthens its positioning as a distinctive rural food destination but also enhances the economic, cultural, and environmental sustainability of its tourism offer. Banoštor has significant potential to establish itself as a leading gastronomic destination by leveraging its rich wine heritage and culinary traditions. To strengthen its identity, the region should actively promote local food and wine culture through storytelling, collaborations between producers and restaurants, and the introduction of a certification label for authentic local products. Digital marketing plays a crucial role in attracting visitors, making it essential for Banoštor to enhance its online presence. Engaging food bloggers, encouraging user-generated content, and developing interactive digital guides can amplify promotion efforts. Furthermore, creating unique gastronomic experiences, such as wine and food pairing tours, cooking workshops, and seasonal festivals, can enhance visitor engagement and satisfaction. Economic and community-driven initiatives are also vital for sustainable tourism development. Supporting small businesses, promoting agritourism, and offering training programs in hospitality and gastronomy can create new economic opportunities for locals. Sustainability should remain a priority, with initiatives such as farm-to-table dining, food waste reduction, and eco-friendly packaging ensuring environmentally responsible tourism growth. By adopting these strategies, Banoštor can attract a diverse audience, enhance its economic resilience, and position itself as a model for sustainable gastronomic tourism.

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Apstrakt

Gastronomija kao pokretač brendiranja destinacije i održivog turizma: uvidi iz ruralne Srbije i Italije

Drago Cvijanović, Aleksandra Vujko, Dejan Sekulić

Gastronomija igra ključnu ulogu u oblikovanju kulturnog identiteta i unapređenju turizma jer putnici sve više traže autentična kulinarska iskustva koja ih povezuju sa destinacijama. Studija sprovedena među 407 turista u Radi u Kijantiju, Toskana, Italija, istražuje kako percepcije turista o kulturi hrane i vina ruralne destinacije utiču na njihov izbor putovanja, zadovoljstvo i lojalnost, naglašavajući važnost gastronomije u brendiranju destinacije i održivom turizmu. Koristeći Banoštor na Fruškoj gori u Srbiji, kao studiju slučaja, autori ističu da uprkos bogatoj gastronomiji, destinacija se bori sa međunarodnim priznanjem u poređenju sa razvijenim destinacijama kao što je Rada u Kijantiju. Kroz faktorsku analizu i modeliranje strukturnih jednačina (SEM), studija je identifikovala ključne faktore kao što su

lokalni uticaj, gastronomski identitet i gastronomska promocija, koji značajno utiču na percepciju turista o gastronomiji ruralne destinacije. Ovi faktori naglašavaju važnost autentičnih iskustava u restoranima u lokalnom vlasništvu i strateškog marketinga kulinarskog nasleđa destinacije kako bi se povećalo zadovoljstvo turista, podržala lokalna ekonomija i podstakao regionalni razvoj. Rezultati potvrđuju da je snažan gastronomski identitet neophodan za uspešnu promociju i ekonomsku korist u gastronomskom turizmu, pozicionirajući gastronomiju kao ključni pokretač održivog turizma.

Ključne reči: *gastronomija, brendiranje destinacije, održivi turizam, Srbija, Italija*

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Analiza pretpostavki onlajn lojalnosti u hotelijerstvu

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Apstrakt: Upravljanje odnosima sa kupcima (CRM) je i dalje jedan od najznačajnijih procesa u savremenom turističkom poslovanju. Primenom CRM-a u onlajn poslovanju putem raznih digitalnih medija pruža se dodata vrednost, povećava nivo zadovoljstva, što posredno dovodi i do povećanja e-lojalnosti korisnika usluga. Predmet rada je analiza ključnih pretpostavki onlajn lojalnosti u hotelskom poslovanju. Poseban fokus je na analizi značaja onlajn recenzija pri donošenju odluka o rezervisanju hotelske ponude putem onlajn platformi. Takođe, predmet ispitivanja je uloga digitalnih instrumenata poput web sajta, aplikacija i društvenih mreža u povećanju e-lojalnosti. Cilj istraživanja je identifikovanje faktora koji imaju direktan i moderatorski uticaj (poverenja u brend hotela, onlajn satisfakcije korisnika i dr.) na stepen onlajn lojalnosti u hotelijerstvu. Značaj rada je u davanju smernica marketing menadžerima hotela za primenu efikasnih strategija privlačenja i zadržavanja što većeg broja onlajn kupaca u konkurentnom i dinamičnom onlajn poslovnom okruženju.

Ključne reči: *hotelijerstvo, recenzije, digitalni mediji, onlajn lojalnost*

JEL klasifikacija: M31, Z33

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1. UVOD

Iako jedan od najstarijih marketing koncepata, CRM se primenjuje i u savremenom turističkom poslovanju obezbeđujući pružanje visokog kvaliteta usluga i razvoj dugoročnih odnosa sa korisnicima turističkih usluga. Faze procesa izgradnje odnosa sa kupcima obuhvataju identifikovanje i upoznavanje kupaca, razvoj i održavanje kontakta sa njima, težnju da se zadovolje potrebe kupaca i osiguraju obećanja koja su im data, odnosno, to podrazumeva adresiranje, selektovanje i zadržavanje najboljih kupaca od kojih preduzeća u turizmu mogu da profitiraju i generišu velike sume novca (George, 2021). Ukoliko ih izgube, preduzeća gube i potencijalni prihod od ponovne kupovine i od preporuka drugim kupcima (WOM). Izgradnjom odnosa sa postojećim kupcima minimiziraju se troškovi privlačenja novih. Redovni i lojalni kupci troše više novca od drugih i ovde važi pravilo da se 80% prihoda generiše od strane 20% redovnih tj. lojalnih kupaca, što je jedan od najvećih benefita CRM-a.

Lojalnost korisnika turističkih usluga predstavlja kontinuiranu preferenciju i odanost prema određenom brendu ili usluzi, rezultira ponovljenim kupovinama i pozitivnim preporukama drugim potencijalnim kupcima. Lojalnost korisnika usluga ne obuhvata samo fizičku vezanost za određeni brend već uključuje i snažne emocionalne, psihološke i bihevijoralne aspekte (Nurhilalia & Saleh, 2024). Afektivna lojalnost se odnosi na emocionalnu privrženost korisnika prema određenoj usluzi ili brendu, dok bihevijoralna lojalnost označava stvarne kupovne navike, odnosno spremnost korisnika da redovno koriste istu uslugu. S tim u vezi, postoji i razlika između onih lojalnih kupaca koji više troše i onih koji su više spremni da preporuče usluge drugim korisnicima.

Sa razvojem onlajn poslovanja dolazi do povećanja konkurencije u hotelskom poslovanju i težnje da se privuče i zadrži što veći broj onlajn korisnika usluga. Onlajn koncept CRM-a obuhvata višekanalni pristup putem neta, aplikacija, društvenih medija i dr., koji pruža detaljnu analizu onlajn kupaca, privlači i zadržava veći broj korisnika putem ovih me-

dija, razvija interaktivni odnos i pruža usluge u realnom vremenu (Borisavljević, 2021). Stoga se posebna pažnja posvećuje identifikovanju determinanti povećanja onlajn lojalnosti, što je ujedno i predmet rada. Poseban fokus je na sadržaju i pouzdanosti onlajn recenzija pri donošenju odluka o rezervisanju smještaja putem različitih onlajn platformi. Zatim, analiziran je značaj pojedinih digitalnih instrumenata i medija poput web sajta, aplikacija, društvenih mreža i dr., u cilju povećanja lojalnosti prema hotelima. Na bazi pregleda literature, u radu je sprovedeno istraživanje sa ciljem sagledavanja uticaja navedenih determinanti e-lojalnosti u zavisnosti od faktora koji su ovde u ulozi moderatora (poput poverenja u brend hotela, stepena satisfakcije i dr.). Na bazi rezultata istraživanja date su preporuke za unapređenje onlajn poslovanja u hotelijerstvu i povećanje stepena e-lojalnosti korisnika turističkih usluga.

2. ONLAJN LOJALNOST KORISNIKA U HOTELIJERSTVU

U izgradnji lojalnosti korisnika usluga ključno je pružanje visoke percipirane vrednosti ponude koja se pre svega bazira na odnosu kvaliteta i cene hotelskih usluga. Naime, visok nivo kvaliteta usluge zadovoljava ili nadmašuje očekivanja korisnika. Veoma je bitna doslednost i kontinuitet u pružanju i održavanju kvaliteta usluga kao i u personalizaciji usluga na temelju prethodnih iskustava i preferencija korisnika, što može značajno povećati njihovu lojalnost. Takođe, transparentnost i visina cene, pružanje neophodnih i pravovremenih informacija, može poboljšati iskustvo i stvoriti dodatnu vrednost za korisnike. Obezbeđenje visoke vrednosti usluga dovodi do većeg nivoa zadovoljstva gostiju, što posredno dovodi i do jačanja odnosa između gostiju i hotela i povećanja lojalnosti (Ali et al., 2021).

Sa prelaskom kupaca na onlajn bukiranje smještaja putem različitih platformi i digitalnih medija (npr. putem web sajta, OTA-booking.com, aplikacija itd.) javlja se sklonost gostiju da ponovo rezervišu hotel istim putem, kao i da pozitivno ocenjuju, preporučuju i dele svoja iskustva sa drugim potencijalnim korisnicima onlajn usluga, što je i predmet istraživanja velikog broja radova iz oblasti turizma i hotelijerstva (Pesonen, Komppula & Murphy, 2019; Lee, Kim, Hwang & Cui, 2021; Guillet & Mohammed, 2024). U osnovne determinante onlajn lojalnosti spadaju: percipiran nivo kvaliteta usluge, onlajn recenzije (e-WOM), zadovoljstvo onlajn korisnika i poverenje u brend hotela.

Na bazi pregleda literature (Zhang, Xu, Gou & Chen, 2021; Ye, Li, Wang & Law, 2014), u elemente kvaliteta onlajn usluga spadaju: navigacija i funkcionalnost web sajta/aplikacije, brzina učitavanja stranice, jednostavnost procesa rezervacije, transparentnost cena i uslova, sigurnost onlajn plaćanja, personalizovane ponude, korisni sadržaj, društvene mreže (odgovaranje na komentare i deljenje korisničkog sadržaja), programi lojalnosti i nagrade, efikasna korisnička podrška putem chatova, e-maila ili društvenih mreža i rešavanje problema. Kvalitet onlajn ponude utiče na e-zadovoljstvo gostiju, što dovodi posredno i do povećanja njihove e-lojalnosti.

E-zadovoljstvo kupaca ukazuje na stepen ispunjenosti njihovih očekivanja koja se baziraju na elementima kvaliteta onlajn usluga kao i prethodnom iskustvu, mišljenjima drugih, interakcijama i marketing kampanjama putem raznih digitalnih medija (Guo, Barnes & Jia, 2017; Qin, Luo & Ngai, 2025; González-Mansilla, Berenguer-Contrí & Serra-Cantalops, 2019). Odnos e-satisfakcije i e-lojalnosti može značajno uticati na razvoj strategija za poboljšanje korisničkog iskustva, kreiranje vrednosti i zadržavanje kupaca u hotelijerstvu. Hotelska preduzeća treba da teže da smanje broj nezadovoljnih i neprofitabilnih kupaca. Međutim, zadovoljni kupci ne moraju biti i lojalni, s obzirom da postoji nelinearan odnos između satisfakcije i lojalnosti kupaca (povećanje nivoa satisfakcije kupaca ne dovodi srazmerno i do povećanja nivoa njihove lojalnosti). Obrnuto, nezadovoljni kupci mogu ostati lojalni preduzeću kada nemaju bolju alternativu prilikom kupovine smještajne ponude (tzv. osećaj „zadržanog” gosta).

Jedna studija (Yousaf & Kim, 2023) je analizirala uticaj elemenata kvaliteta usluge na zadovoljstvo korisnika u hotelima. Analizirani su tekstualni sadržaji onlajn recenzija objavljenih za hotele u Njujorku na Booking.com-u u periodu 2019-2022. godine, tj. pre, u toku i nakon kovid pandemije, i rezultati su pokazali da je došlo do promena u važnosti pojedinih elemenata kvaliteta hotelskih usluga. Naime, u periodu tokom i nakon pandemije, najveći stepen važnosti se pridaje elementima higijene i bezbednosti i onlajn recenzijama, i samim tim dolazi do povećanja onlajn rezervacija. Onlajn recenzije postaju veoma značajne u hotelijerstvu jer dovode do emocionalne povezanosti sa korisnicima usluga. Putem onlajn bukiranja hotela korisnici imaju odličnu priliku za interaktivno angažovanje putem platformi, blogova, mikroblogova, foruma za diskusiju, sajtova društvenih mreža i onlajn zajednica. Naime, deljenje iskustva sa drugima i ostavljanje komentara ima za cilj da podstakne po-

tencijalne korisnike na onlajn kupovinu usluga (Rita, Ramos, Borges-Tiago & Rodrigues, 2022).

2.1. Onlajn recenzije u hotelijerstvu

E-WOM predstavlja onlajn preporuke i recenzije koje korisnici dele putem društvenih mreža, blogova, forumskih postova ili web sajtova. Korisnici se često oslanjaju na mišljenja drugih pre nego što donesu odluke o kupovini, pa su tako onlajn recenzije predmet mnogih istraživanja iz oblasti turizma (Boo & Busser, 2018; Tan, Liu & Litvin, 2025; Li, Meng & Hudosh, 2023).

Onlajn recenzije imaju snažan kognitivni, afektivni i bihevijoralni uticaj na formiranje lojalnosti gostiju. E-lojalnost nije direktni rezultat recenzija, već se izgrađuje na bazi percipiranog nivoa onlajn kvaliteta usluga, zadovoljstva i poverenja, odnosno, onlajn recenzije deluju kao zamena za lično iskustvo pre samog boravka tako da često sadržaj recenzija utiče na percepciju kvaliteta usluge, što dalje utiče zadovoljstvo i lojalnost gostiju.

Visoke ocene i pozitivne recenzije mogu povećati poverenje u određeni hotel. Stavovi onlajn korisnika prema hotelima oblikuju se na osnovu sadržaja recenzija. Namera da se ostane lojalan nekom brendu može biti ojačana ili oslabljena pod uticajem e-WOM informacija. Poverenje u sam brend hotela ključni je faktor koji posreduje između onlajn recenzija i lojalnosti (Barreda, Bilgihan, Nusair & Okumus, 2016). Naime, brendovi sa konzistentno pozitivnim recenzijama uživaju veću verovatnoću zadržavanja gostiju. Recenzije od stvarnih korisnika povećavaju verodostojnost i transparentnost i pružaju korisnicima priliku da iznose svoje mišljenje i iskustva. Pozitivan uticaj onlajn recenzija može biti i na cene hotela. Na primer, hotel sa mnogo pozitivnih recenzija o ljubaznom osoblju i izvrsnim sadržajima privlači više gostiju i može ostvarivati višu cenu za noćenje.

Onlajn recenzije su važan faktor u oblikovanju očekivanja korisnika i njihove konačne satisfakcije sa turističkim iskustvima, što vodi ka afektivnoj lojalnosti (emocionalnoj privrženosti brendu) (Camilleri & Filieri, 2023). Hoteli takođe treba da reaguju na onlajn recenzije kako bi osigurali visok nivo zadovoljstva korisnika i time efikasnije upravljali svojom onlajn reputacijom koja ima jak uticaj na kognitivnu lojalnost (lojalnost zasnovanu na racionalnoj proceni koristi i kvaliteta).

Prve studije koje su istraživale uticaj onlajn recenzija na odluke o putovanjima pojavile su se 2000-ih godina, paralelno sa brzim razvojem popularnih plat-

formi kao što su TripAdvisor i Booking.com (Litvin, Goldsmith & Pan, 2008). Kasnije empirijske studije su pokazale da korisnici TripAdvisor-a često čitaju onlajn recenzije prilikom izbora hotela i ističu da su recenzije jedan od ključnih faktora u donošenju odluka o smeštaju.

Dodatni dokazi o značaju ocena i recenzija dobijeni su u istraživanju koje je obuhvatilo korisnike Booking.com-a (Gavilan, Avello & Martinez-Navarro, 2018). Međutim, empirijska istraživanja su se fokusirala i na specifične karakteristike recenzija. Studija je koristila izmišljeni web sajt za recenzije putovanja kako bi pokazala da su novije recenzije uticajnije od starijih i da pozitivne recenzije koje su nedavno objavljene mogu ublažiti efekat starijih negativnih recenzija. Sličan eksperiment sa „veštačkim“ web sajtom hotela (Gellerstedt & Arvemo, 2019) pokazao je da preporuke prijatelja imaju veći uticaj na odluku o izboru hotela nego recenzije stranaca.

Autori Aicher, Asiimwe, Batchuluun, Hauschild, Zohrer i Egger (2016) su u svom radu uporedili simboličke elemente poput ocena, zvezdica i fotografija hotela, sa tekstom recenzije prilikom izbora hotela. Rezultati su pokazali da su ispitanici posmatrali naslove recenzija gotovo podjednako kao i simboličke elemente, dok su znatno manje pažnje posvetili tekstu recenzija. Polovina ispitanika u anketi nakon eksperimenta izjavila je da su recenzije uticale na njihovu odluku o rezervaciji hotela:

Danas sve više kupaca piše onlajn recenzije kako bi podelili svoja iskustva u vezi smeštaja. Prikupljanjem velike količine tekstualnih Airbnb recenzija, naučnici (Guo et al., 2017) su analizirali i istražili najčešće spominjane teme i sadržaje recenzenata kako bi poboljšali razumevanje preferencija i percipiranje onlajn usluga Airbnb korisnika. Naime, izvršena je analiza 16.727 Airbnb recenzija i 16.760 TripAdvisor recenzija hotela. S obzirom na to da kupci pišu više o aspektima do kojih im je uglavnom stalo, izvršeno je generisanje Airbnb i recenzija hotela na osnovu određenih pretpostavki. Prvo, klijenti Airbnb-a i TripAdvisor-a mogu doživeti različita iskustva sa smeštajem i stoga imaju tendenciju da ističu različite aspekte u svojim recenzijama. Drugo, klijenti sa različitim stepenom osećanja (zadovoljstva) u vezi smeštaja mogu imati tendenciju da otkriju različite sadržaje smeštaja. Dakle, na tekstualni sadržaj recenzija može da utiče tip platforme (Airbnb ili TripAdvisor), raspoloženje recenzenata, potojeće ocene i cena smeštaja (Chuah, Sujanto, Sulistiawan & Aw, 2022). Može se zaključiti da veći broj faktora utiče na kvalitet i sadržaj recenzije, odnosno verodostojnost i pouzdanost, s obzirom

da je prisutan i subjektivni doživljaj recenzenata o ponudi hotela.

Generisani sadržaj korisnika (engl. *User-Generated Content – UGC*) u turizmu odnosi se na sadržaje koje su kreirali putnici ili korisnici, a koji se koriste u marketinške svrhe za promociju turističkih usluga. Ovi sadržaji mogu uključivati slike, video snimke, recenzije, blog postove i objave na društvenim medijima. Autori Lu i Stepchenkova (2012) su sproveli analizu iskustava turista u eko destinaciji Kostarika putem UGC metode na 373 onlajn recenzije sa sajta TripAdvisor. Putem analize sadržaja onlajn recenzija identifikovano je 26 atributa smeštaja koji utiču na zadovoljstvo ekoturista grupisanih u sedam kategorija: ambijent, soba, priroda, usluga, hrana, lokacija i vrednost za novac. Rezultati ove studije su poslužili menadžerima eko smeštaja da razviju strategije za maksimiziranje zadovoljstva ekoturista kroz bolju iskorišćenost ograničenih resursa.

U okviru još jedne studije, autori Bi, Kong i Gao (2024) su koristili prikupljene kvantitativne podatke sa najvećeg web-sajta za putovanja u Kini i kreirali model za procenu uticaja onlajn recenzija na broj rezervacija hotelskih soba. Rezultati su potvrdili značajnu vezu između onlajn recenzija turista i poslovnih performansi hotela. Generalno, smatra se da su kreatori sadržaja objektivni i iskreni, imaju nameru da pomognu drugima, daju istinite izjave i nepristrasne preporuke usluga. Pored toga, otkriveno je da negativne kritike koje hoteli dobijaju pretežno proizilaze iz nezadovoljstva elementima ponude. Štaviše, negativne kritike su ubedljivije od pozitivnih ili neutralnih kritika, jer je utvrđeno da su ispitanici znatno više vremena proveli u čitanju negativnih komentara i kritika, što može dovesti do negativnog e-WOM i smanjenja lojalnosti onlajn korisnika. Istraživanja su takođe pokazala da će korisnici koji napuste hotel zbog loše usluge pre preneti svoja negativna iskustva drugima, nego oni koji su odustali zbog bolje ponude drugih hotela (Borisavljević, 2021). Stoga je neophodno sprovesti strategije za ublažavanje negativnih onlajn recenzija u hotelijerstvu.

2.2. Digitalni mediji u hotelijerstvu

Korisnici usluga imaju pristup informacijama i recenzijama i putem različitih digitalnih medija (poput web sajta, blogova, vodiča, aplikacija, video materijala i društvenih medija) koji mogu da utiču na njihove namere o onlajn kupovini (Pappas, 2017). Kvalitetan sadržaj web sajta može povećati interesovanje i poverenje u određen hotel (Hashim & Murphy, 2007). Kreiranje kvalitetnog i sadržajnog web sajta hotela može

značajno poboljšati vidljivost i privući više gostiju. Proces kreiranja obuhvata definisanje ciljne publike i analizu konkurencije, zatim kreiranje dizajna i sadržaja weba (u pogledu informacija, slika, videa blogova i dr.), primenu SEO i pretraživanja putem ključnih reči, ostavljanje kontakt informacija i praćenje performansi putem Google Analytics-a. Dizajn web sajtova igra ključnu ulogu u privlačenju gostiju i mora biti atraktivan da bi zadržao i povratio lojalne kupce u kasnijoj fazi (tzv. pojam stickiness tj. podsticanje kupaca da se zadrže na sajtu).

Viralni marketing reprezentuje digitalnu verziju WOM marketinga koji uključuje kreiranje videa, reklama, slika i drugih marketing sadržaja na sajtu koji će „inficirati” ili uticati na kupce da ih pogledaju ili preporučite drugima. Video materijali koji prikazuju hotele (ili međunarodne lance), smeštaj i aktivnosti mogu pružiti vizuelni uvid i stvarati emocionalnu povezanost sa potencijalnim putnicima. Time se može povećati angažman kupaca i ubrzati odluka o kupovini pružanjem jasne slike o onome što oni mogu očekivati. Autori Espigares-Jurado, Muñoz-Leiva, Correia, Sousa, Ramos i Faísca (2020) su u svom istraživanju koristili praćenje pogleda kako bi istražili uticaj slika na web stranicima na izbor hotela. Prisutnost slika na web stranici hotela smanjuje kognitivno opterećenje korisnika jer im olakšava i ubrzava procenu, što omogućava da razmotre više opcija i detaljnije istraže svaku od njih. Uloga fotografija u procesu izbora hotela potvrđena je i u drugoj studiji koja je pokazala da je gornji deo stranice najefikasnija „lokacija” za postavljanje fotografija. Web sajt je ključan u privlačenju i motivisanju namere korisnika o kupovini i može pozitivno da utiče na ponovnu kupovinu, posebno na osnovu pozitivne percepcije karakteristika web sajta, kao što su jednostavnost korišćenja, kvalitetan sadržaj i dizajn web sajta, sigurnost, personalizacija, responzivnost, web šabloni, hiperlinkovi, ikone i prikazi.

Korišćenje mobilnih aplikacija u hotelskoj industriji ima sve veći uticaj na lojalnost gostiju jer omogućava direktnu i efikasnu komunikaciju između hotela i mobilnih korisnika (Nyns & Schmitz, 2022; Hoc, Fong, Lam & Law, 2017). Aplikacije omogućavaju jednostavno i intuitivno korisničko iskustvo – od pretrage soba, rezervacije, prijave (check-in), do dodatnih usluga tokom boravka (Lei, Wang & Law, 2019). Na primer, većina hotelskih lanaca, poput InterContinental Hotels Group, omogućava klijentima da se prijave, odjave i upute zahteve za uslugu putem IHG mobilne aplikacije.

Aplikacije omogućavaju prikupljanje podataka o prethodnim boravcima, preferencijama, specifičnim

zahtevima i ponašanju korisnika. Na osnovu toga, hotel može da ponudi personalizovane usluge, kao što su: omiljena soba ili sprat, podsetnici na rođendane ili godišnjice, posebni popusti za ponovni dolazak, restoranske preporuke prema navikama gosta i dr. Personalizacija povećava emocionalnu povezanost i osećaj da je gost „važan“, što direktno podstiče lojalnost. Pružanje personalizovanih poruka i rešavanje pojedinačnih žalbi kupaca putem digitalnih medija pozitivno utiče na e-poverenje i e-privržanost kupaca, i samim tim na e-lojalnost kupaca. Suština primene mobilnog marketinga je konekcija sa kupcima u realnom vremenu i razvoj dugoročnih odnosa sa njima.

U hotelijerstvu se društvene mreže primenjuju kao platforma za e-WOM gde gosti objavljuju fotografije, pišu recenzije i označavaju hotel, ili direktno utiču na odluke drugih korisnika (Liu, Meng, Luo & Jiang, 2024; Hardt & Glückstad, 2024, Wang, Cheng, Li & Jiang, 2023). Mreže omogućavaju hotelima da direktno komuniciraju sa korisnicima, odgovaraju na pitanja i pružaju personalizovane ponude. Kroz objave, komentare, poruke i interaktivne sadržaje (ankete, nagradne igre, story-je), hoteli mogu izgraditi emocionalnu povezanost sa gostima. Takođe, pozitivne preporuke povećavaju kredibilitet hotela i verovatnoću da će prethodni gosti ponovo rezervisati. Kvalitetan i dosledan sadržaj na društvenim mrežama utiče na brend hotela odnosno na to kako gosti doživljavaju hotel pre nego što ga i posete. Kada gosti imaju pozitivnu sliku o brendu, veća je verovatnoća da će mu ostati lojalni. Onlajn lojalnost korisnika manifestuje se kroz poverenje koje ukazuju određenom brendu tokom i nakon kupovine, kao i kroz onlajn preporuke tog brenda drugim korisnicima mreža (Kuppelwieser, Klaus, Manthiou & Hollebeek, 2022). Na primer, Choice hotelski lanac, koji poseduje ukupno 22 brenda (uključujući Radisson, Cambria Hotels, Comfort Hotels i dr.), spovodi proces podizanja svesti o brendu time što ga više plasira generaciji Z i milenijalcima putem TikTok društvene mreže.

Digitalni mediji ne samo da omogućavaju dvosmernu komunikaciju između hotela i gostiju, već i aktivno doprinose građenju dugoročnih odnosa zasnovanih na poverenju, emocijama i percepciji vrednosti. Putem ovih medija lojalni kupci su spremni da zastupaju i brane hotel i često su u ulozi ambasadora ili partnera, a ne korisnika pokušavajući da reše problem u poslovanju, sa velikim uticajem na ostale korisnike ovih medija (Kotler, Bowen & Baloglu, 2022). Međutim, pored navedenih prednosti digitalnih medija, usled neograničenog pristupa onlajn okruženju može se ugroziti njihova sigurnost i bezbednost, pa je

zaštita privatnosti korisnika imperativ u cilju povećanja njihove onlajn lojalnosti.

3. METODOLOGIJA I REZULTATI ISTRAŽIVANJA

Predmet istraživanja u radu je analiza ključnih pretpostavki povećanja onlajn lojalnosti korisnika usluga u hotelijerstvu. U radu se polazi od analize uticaja korisnosti i funkcionalnosti web stranica i aplikacija, usluge podrške putem chatova, e-maila ili telefona, sadržaja onlajn recenzije i angažovanja korisnika putem društvenih mreža na unapređenje kvaliteta odnosa između hotela i kupaca. Posebno se analiziraju faktori koji imaju moderatorski efekat u povećanju onlajn lojalnosti, kao i uticaj sociodemografskih i bihevioralnih karakteristika onlajn korisnika. Ciljevi istraživanja su:

- identifikovanje faktora koji imaju direktan i moderatorski efekat u povećanju stepena e-lojalnosti u hotelijerstvu;
- ispitivanje percepcije korisnika o nivou lojalnosti kao i postojećeg stanja u onlajn poslovanju hotela;
- davanje preporuka menadžerima i zaposlenima hotela za poboljšanje marketing performansi (pre svega u cilju povećanja nivoa e-lojalnosti kupaca turističkih usluga).

U istraživanju uticaja faktora na e-lojalnost kupaca turističkih usluga polazi se od sledećih istraživačkih pitanja:

IP1: Koje su najznačajnije determinate onlajn lojalnosti korisnika u hotelijerstvu?

IP2: Koji faktori imaju moderatorsku ulogu u povećanju onlajn lojalnosti korisnika u hotelijerstvu?

Istraživanje je sprovedeno putem onlajn anketnog upitnika koji je kreiran je na bazi postojećih upitnika koji su korišćeni u prethodnim istraživanja onlajn lojalnosti u različitim uslužnim delatnostima (Camilleri & Filieri, 2023; Omar, Mohsen, Tsimonis, Oozerally & Hsu, 2021; Vinerean & Opreana, 2021). Pitanja tj. konstatacije o onlajn recenzijama, web sajtovima, aplikacijama, društvenim mrežama i dr. uneta su u tzv. *Google forms*, a link za popunjavanje upitnika je prosleđen većem broju grupa na društvenim mrežama. Istraživanje je realizovano u maju 2025. godine, ukupno je anketirano 200 ispitanika, i na osnovu ukupnog broja validnih odgovora izvršena je dalja obrada i analiza podataka u programskom paketu SPSS (*Sta-*

Tabela 1: Rezultati binarne logističke regresije

	B	Standardna Greška	Wald	Statist. značajnost testa	Exp(B)
Agenti podrške	-.143	.422	.114	.736	.867
Dizajn i sadržaj web sajta	.572	.301	3.620	.057	1.772
Onlajn recenzije	1.050	.406	6.677	.010	2.856
Zadovoljstvo onlajn ponudom	.774	.383	4.093	.043	2.169
Poverenje u brend hotela	1.140	.372	9.414	.002	3.126
Mobilne aplikacije	.724	.368	3.862	.049	2.063
Društvene mreže	.261	.306	.727	.394	1.298
Konstanta	-12.461	3.515	12.568	.000	.000

Zavisna varijabla: Onlajn lojalnost korisnika usluga

Izvor: Proračun autora

tistical Package for the Social Sciences) i prezentirani su dobijeni rezultati.

U okviru deskriptivne statistike, na osnovu analize strukture ispitanika prema godinama starosti, može se zaključiti da najveći procenat ispitanika ima između 19 i 30 godina (39%) i između 30 i 50 godina (34%), dok je skoro podjednaka zastupljenost oba pola. U pogledu nivoa obrazovanja, najveći procenat ispitanika je sa višom i visokom stručnom spremom (49%). Struktura ispitanika prema podacima u vezi njihovog broja ili učestalosti putovanja u toku godine pokazuje da je najveći procenat njih (49.5%) odgovorilo da putuje 1-3 puta godišnje, a najmanji procenat je onih koji putuju više od pet puta godišnje (9%). Na pitanje da li češće putuju i borave u hotelima u Srbiji ili inostranstvu, veći procenat njih (57%) je odgovorio da češće bukira smeštaj u Srbiji, a 23% njih da boravi podjednako u hotelima i u Srbiji i u inostranstvu.

U cilju identifikovanja ključnih faktora onlajn lojalnosti (koja se posmatra na osnovu bihevijoralne lojalnosti tj. ponovnog i redovnog onlajn bukiranja hotela) u radu je sprovedena binarna logistička regresija (tabela 1).

Na osnovu sprovedene logističke regresije u okviru koje zavisna promenljiva onlajn lojalnost korisnika uzima vrednosti 0 ili 1, rezultati su pokazali da je značajan uticaj onlajn recenzija, poverenja u brend hotela, mobilnih aplikacija i web sajta, kao i zadovoljstva onlajn ponudom na e-lojalnost. Značajan uticaj validnosti i pouzdanosti onlajn recenzija na odluku korisnika o ponovnom onlajn bukiranju hotela pokazuje da sa povećanjem nivoa zadovoljstva onlajn recenzijama za jednu jedinicu, verovatnoća da će korisnik ponovo bukirati hotel se povećava za skoro 190% u slučaju kada su svi ostali faktori jednaki (OR = 2.856; 95% p=0.010), dok će se verovatnoća da ponovo bukiraju isti hotel povećati za 100% u slučaju kada se

zadovoljstvo sadržajem mobilnih aplikacija poveća za jednu jedinicu (OR = 2.063; 95% p=0.049). Ipak, najveći uticaj na e-lojalnost ostvaruje poverenje u brend hotela, jer rezultati pokazuju da će se sa povećanjem poverenja za jednu jedinicu povećati verovatnoća za ponovnim bukiranjem hotela onlajn putem za skoro 220%. Ovo ukazuje na veliki značaj poverenja u brend prilikom uticaja onlajn recenzija i ostalih elemenata ponude na lojalnost korisnika usluga.

Takođe, u radu se analizira stepen e-lojalnosti kupaca u hotelijerstvu u zavisnosti od njihovih sociodemografskih i bihevijoralnih karakteristika. Rezultati su pokazali značajan uticaj obrazovanja i učestalosti putovanja na stepen e-lojalnosti korisnika turističkih usluga prema određenom hotelu. Naime, što više puta godišnje putuju, time je veća i verovatnoća da će biti lojalni određenom hotelu. Takođe, sa povećanjem stepena obrazovanja, povećava se i e-lojalnost korisnika. Ostale sociodemografske karakteristike nisu statistički značajne u datom modelu.

Na osnovu teorijske analize u prvom delu rada, pokazalo se da e-lojalnost nije direktni rezultat recenzija, već se izgrađuje na bazi percipiranog nivoa onlajn kvaliteta usluga, zadovoljstva i poverenja. Kvalitetan sadržaj recenzija može pojačati i stepen zadovoljstva korisnika onlajn ponudom, što posredno povećava verovatnoću ponovne posete hotela tj. onlajn lojalnosti korisnika.

S tim u vezi, putem dvofaktorske analize varijansi, ispituje se uticaj sadržaja informacija koje nude onlajn recenzije klijenata na stepen njihove e-lojalnosti, ali u zavisnosti od stepena njihove satisfakcije onlajn ponudom.

Rezultati su pokazali da je uticaj interakcije ili veze između kvaliteta sadržaja onlajn recenzija kupaca i satisfakcije na e-lojalnost statistički značajan (tabela 2). Prilikom analize veličine uticaja može se zaklju-

Tabela 2: Uticaj onlajn recenzija i stepena satisfakcije onlajn ponudom na stepen onlajn lojalnosti korisnika usluga

Izvor	Zbir Kvadrata	df	Sredina Kvadrata	F-statistika	Statist. značajnost testa	Parcijalni eta kvadrat
Korigovan model	54.062	16	3.379	4.565	.000	.285
Konstanta	848.587	1	848.587	1146.415	.000	.862
Onlajn recenzije	6.139	4	1.535	2.073	.086	.043
Satisfakcija	17.372	3	5.791	7.823	.000	.114
Onlajn recenzije * Satisfakcija	31.023	9	3.447	4.657	.000	.186
Greška	135.458	183	.740			
Ukupno	3108.000	200				
Korigovani ukupan izvor	189.520	199				

Zavisna varijabla: Onlajn lojalnost korisnika; $R^2 = .285$

Izvor: Proračun autora

čiti da je uticaj interakcije veliki (parcijalni eta kvadrat=0.186), odnosno, zajednički uticaj oba faktora je veći od njihovih pojedinačnih uticaja na stepen lojalnosti kupaca usluga. Takođe, poseban uticaj onlajn recenzija i satisfakcije klijenata na nivo e-lojalnosti je statistički značajan. Na ovaj način je potvrđena moderatorska uloga e-satisfakcije koja povećava efekat koji onlajn recenzije imaju u povećanju onlajn lojalnosti.

Takođe, u prethodnom istraživanju potvrđeno je da je poverenje u sam brend hotela ključan moderator koji posreduje između onlajn recenzija i lojalnosti (Barreda et al., 2016). Naime, brendovi sa konzistentno pozitivnim recenzijama uživaju veću verovatnoću zadržavanja gostiju. Recenzije visoke verodostojnosti mogu ojačati poverenje, što posredno povećava verovatnoću ponovne posete i pozitivnog ponašanja prema brendu. U tabeli 3 je dat prikaz analize zajedničkog uticaja poverenja u brend i onlajn recenzija na lojalnost onlajn korisnika.

Na osnovu rezultata dvofaktorske analize varijansi može se zaključiti da uticaj kvaliteta onlajn recenzija klijenata na stepen njihove e-lojalnosti zavisi od poverenja u brend, jer je statistička značajnost testa manja od granične vrednosti, odnosno, uticaj interakcije ili veze između onlajn recenzija kupaca usluga i brenda hotela na e-lojalnost klijenata je statistički značajan. Prilikom analize veličine uticaja može se zaključiti da je uticaj interakcije veliki (parcijalni eta kvadrat=0.195). Takođe, poseban uticaj onlajn recenzija i poverenja u brend na nivo e-lojalnosti klijenata je statistički značajan. To znači da postoji razlika u stepenu e-lojalnosti između kupaca koji na različit način percipiraju sadržaj i pouzdanost onlajn recenzija. Pored toga, postoje razlike u nivou lojalnosti gostiju prema hotelima u zavisnosti od toga da li imaju izgrađen brend.

Informisanost i doslednost sadržaja o hotelskoj ponudi na društvenim mrežama može značajno da utiče na način percipiranja brenda ili imidža hotela

Tabela 3: Uticaj onlajn recenzija i poverenja u brend hotela na stepen onlajn lojalnosti korisnika usluga

Izvor	Zbir Kvadrata	df	Sredina Kvadrata	F-statistika	Statist. značajnost testa	Parcijalni eta kvadrat
Korigovan model	59.065	17	3.474	4.847	.000	.312
Konstanta	672.176	1	672.176	937.761	.000	.837
Onlajn recenzije	14.610	4	3.653	5.096	.001	.101
Poverenje u brend hotela	20.167	4	5.042	7.034	.000	.134
Onlajn recenzije * Poverenje u brend hotela	31.671	9	3.519	4.909	.000	.195
Greška	130.455	182	.717			
Ukupno	3108.000	200				
Korigovani ukupan izvor	189.520	199				

Zavisna varijabla: Onlajn lojalnost korisnika; $R^2 = .312$

Izvor: Proračun autora

Tabela 4: Uticaj sadržaja društvenih mreža i poverenja u brend hotela na stepen onlajn lojalnosti korisnika usluga

Izvor	Zbir Kvadrata	df	Sredina kvadrata	F-statistika	Statist. značajnost testa	Parcijalni eta kvadrat
Korigovan model	56.401	17	3.318	4.536	.000	.298
Konstanta	672.359	1	672.359	919.248	.000	.835
Društvene mreže	3.016	4	.754	1.031	.393	.022
Poverenje u brend hotela	17.121	4	4.280	5.852	.000	.114
Društvene mreže *	27.146	9	3.016	4.124	.000	.169
Poverenje u brend hotela						
Greška	133.119	182	.731			
Ukupno	3108.000	200				
Korigovani ukupan izvor	189.520	199				

Zavisna varijabla: Onlajn lojalnost korisnika; $R^2 = .232$

Izvor: Proračun autora

(Kuppelwieser et al., 2022). Kada gosti imaju pozitivnu sliku o brendu, veća je verovatnoća da će mu ostati lojalni. Lojalnost gostiju manifestuje se kroz poverenje koje ukazuju određenom brendu tokom i nakon kupovine, ali i kroz preporuke tog brenda na društvenim mrežama. U radu se polazi od testiranja ove pretpostavke tj. da li je značajan zajednički uticaj društvenih mreža i brenda na povećanje onlajn lojalnosti.

Dvofaktorskom analizom varijanse različitih grupa, rezultati istraživanja (tabela 4) su potvrdili da uticaj društvenih mreža na stepen e-lojalnosti korisnika zavisi od nivoa poverenja koji korisnici imaju u brend hotela, jer je statistička značajnost testa manja od granične vrednosti ($p=0.000$). Postoji zajednički uticaj društvenih mreža i poverenja u brend na stepen njihove onlajn lojalnosti. Uticaj interakcije je pozitivan i jak (parcijalni eta kvadrat = 0.169). S obzirom da su rezultati logističke regresije u radu pokazali da sadržaji na mrežama nemaju značajnu ulogu u povećanju e-lojalnosti gostiju hotela, ovim se zapravo još jednom potvrđuje moderatorska uloga brenda hotela u povećanju uticaja društvenih mreža na onlajn lojalnost.

4. ZAKLJUČNA RAZMATRANJA

U odnosu na prethodna istraživanja, u radu je sprovedena kompleksnija analiza ključnih determinanti onlajn lojalnosti, u zavisnosti od moderatorske uloge faktora povećanja onlajn lojalnosti u hotelijerstvu. Na osnovu analize stavova korisnika o elementima onlajn ponude hotela, u radu je odgovoreno na polazna istraživačka pitanja. Naime, pouzdanost i sadržaj onlajn recenzija, funkcionalnost i jednostavnost korišćenja web sajta i mobilnih aplikacija pri bukiranju hotela značajno utiču na povećanje e-lojalnosti korisnika. Poseban fokus je na analizi faktora (onlajn poverenja

i satisfakcije) koji su u ulozi moderatora i u interakciji sa onlajn recenzijama i digitalnim medijima ostvaruju znatno veći uticaj na e-lojalnost gostiju. Sa aspekta analize profila onlajn korisnika, rezultati istraživanja su potvrdili uticaje njihovih sociodemografskih i bihevijoralnih karakteristika (u ovom slučaju stepena obrazovanja i učestalosti putovanja u toku godine) na odluku da ponovo bukiraju isti hotel.

Međutim, analiza razmatra ograničeni broj pretpostavki, ne uzimajući u obzir i ostale faktore onlajn okruženja, kao ni kulturološke i psihološke karakteristike kupaca (poput životnog stila, navika, preferencija, prethodnog iskustva ili dužine boravka u određenom hotelu), a koji mogu takođe da utiču na stepen njihove e-lojalnosti. Dodatna analiza može obuhvatiti primenu modela onlajn lojalnosti u drugim oblastima turizma (restoraterstvu, avio prevozu i td). Može se ukazati i na razliku između kupaca koji vrše samo onlajn pretraživanje, informisanje, razmenu iskustva i mišljenja i onih koji obavljaju onlajn kupovinu, tj. razliku između bihevijoralne i afektivne lojalne grupe kupaca.

Na bazi rezultata istraživanja mogu se predložiti efikasne strategije u onlajn hotelskom poslovanja, u domenu pružanja personalizovane ponude, preporuka na temelju interesa, korisnih sadržaja na digitalnim platformama, odgovaranja na komentare, deljenje korisničkog sadržaja na mrežama, unapređenje programa lojalnosti i nagrada, efikasnije korisničke podrške putem chatova, e-maila, davanje feedback-a, kao i rešavanje problema onlajn korisnika u realnom vremenu, ali pre svega pružanja sigurnosti obavljanja transakcija i izgradnji visokog nivoa onlajn poverenja. Značaj rada je u davanju određenih smernica menadžerima i zaposlenima hotela u poboljšanju marketing performansi i samim tim unapređenju konkurentnosti hotelskih preduzeća na turističkom tržištu.

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Abstract

Analysis of online loyalty assumptions in the hotel industry

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Customer relationship management (CRM) is still one of the most important processes in modern tourism business. By applying CRM in online business through various digital media, added value is provided, satisfaction levels increase, which indirectly leads to an increase in e-loyalty of service users. The subject of the paper is the analysis of the key assumptions of online loyalty in the hotel business. Special focus is on analyzing the importance of online reviews when making decisions about booking hotel offers through online platforms. Also, the subject of investigation is the role of digital instruments such as websites, applications, and social networks in increasing e-loyalty. The

goal of the research is to identify factors that have a direct and moderating influence (trust in the hotel brand, online satisfaction of users, etc.) on the degree of e-loyalty in the hotel industry. The importance of the paper is in providing guidelines to hotel marketing managers for the implementation of effective strategies to attract and retain as many online customers as possible in a competitive and dynamic online business environment.

Keywords: *hotel industry, reviews, digital media, online loyalty*

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The impact of television advertisement exposure on consumer purchasing behavior: A case study of NIVEA's campaign

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Abstract: This study examines the impact of television advertisement exposure on consumer purchasing behavior, focusing on NIVEA's campaigns as a case study. Television advertising has a significant impact on consumer perceptions, fosters brand loyalty, and influences purchasing decisions. However, its effectiveness hinges on message clarity, emotional appeal, and consumer trust. A quantitative research design was employed, utilizing structured questionnaires to collect data from 900 respondents regarding their exposure to advertisements, decision-making processes, and purchasing behavior. Multiple regression analysis was used to evaluate the relationships among these variables. The findings reveal weak relationships, indicating that television advertisements have a limited effect on purchasing behavior and decision-making. While ads minimally influence purchasing, they negatively impact rational evaluation, potentially hindering complex decision-making processes. The regression model demonstrates poor predictive power, with predictors showing no significant contributions. These results align with previous studies, highlighting the greater influence of personal preferences and external factors on consumer behavior. The study underscores the importance of integrating additional variables, such as consumer attitudes, brand loyalty, and demographic characteristics, to enhance understanding and optimize NIVEA's television advertising strategy. Improved targeting and personalized messaging could foster stronger consumer engagement and drive purchasing behavior more effectively.

Keywords: *television advertisement, consumer, purchasing behavior, NIVEA's campaign*

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1. INTRODUCTION

Advertising is a cornerstone of marketing communication, designed to inform, persuade, and influence consumer behavior. While it frequently achieves these goals ethically, it sometimes employs manipulative strategies to achieve desired outcomes. Among advertising channels, television remains one of the most influential media due to its powerful combination of visual and auditory stimuli. This medium excels in creating brand awareness, shaping consumer preferences, and driving purchasing decisions (Kotler & Keller, 2016). However, the effectiveness of television advertising depends heavily on the audience's ability to interpret and connect with the conveyed messages (Belch & Belch, 2017).

NIVEA's television advertising campaigns are designed to strengthen brand equity, build consumer trust, and boost product sales. Despite their widespread visibility, the extent to which these campaigns meet their intended objectives remains ambiguous. Key elements, such as emotional appeal, message clarity, and relevance, play a critical role in shaping consumer perceptions of these advertisements (Batra, Myers & Aaker, 1996). A disconnect between campaign objectives and consumer interpretations can significantly reduce the advertisements' impact on purchasing behavior (Percy & Elliott, 2016).

Consumer attitudes toward advertisements are influenced by personal experiences, cultural contexts, and the strategic execution of the advertising approach itself (Schiffman & Wisenblit, 2019). NIVEA targets a diverse audience with consistent branding and compelling messages, but gaps persist in identifying which specific advertisement elements resonate most effectively.

Trust is a pivotal factor in advertising success. It affects brand loyalty and purchasing decisions (Mackenzie & Lutz, 1989). Although NIVEA enjoys strong market credibility, limited research exists on the extent to which consumers trust the claims made in its television advertisements. Trust depends on the perceived authenticity, transparency, and align-

ment of advertisements with consumer values and experiences (Erdem & Swait, 2004). A lack of trust could undermine the effectiveness of these campaigns in driving positive consumer actions and fostering brand loyalty.

While advertising campaigns are often associated with influencing purchasing behavior, the specific impact of NIVEA's television advertisements on decision-making and purchasing behavior remains unclear. Previous research has shown that repeated ad exposure can enhance brand familiarity and purchase intentions. However, factors such as message relevance, emotional appeal, and source credibility significantly shape the success of advertisements (Belch & Belch, 2017; Vrtana & Krizanova, 2023). Insufficient clarity on the interplay of these variables limits NIVEA's ability to optimize its advertising strategies.

Moreover, television advertising operates within a dynamic consumer environment shaped by personal preferences, cognitive processes, and external influences such as competing brand messages and socio-cultural contexts (Soti, 2022). This complexity complicates efforts to isolate the direct effects of ad exposure on purchasing behavior. Empirical studies suggest weak relationships between variables, emphasizing the need for a deeper exploration of the mechanisms through which advertising influences consumer decisions (Gani, 2024; Bamfo, Kraa, Asabere & Atarah, 2019).

This study addresses these gaps by examining the impact of exposure to NIVEA's television advertisements on consumer purchasing behavior and decision-making. It focuses on key factors such as trust, emotional appeal, and message relevance to evaluate consumer responses and uncover actionable insights into NIVEA's advertising effectiveness. The findings will contribute to a nuanced understanding of how television advertising drives consumer behavior, offering evidence-based recommendations for improving campaign outcomes.

2. CONCEPTUAL FRAMEWORK

The conceptual framework for this study is rooted in understanding how television advertisement exposure influences consumer purchasing behavior, with specific emphasis on the NIVEA campaign. It synthesizes key components such as the advertisement's content, medium, consumer characteristics, and cognitive-emotional responses.

2.1. Consent to the advertisement

The content plays a pivotal role in shaping consumer attitudes and purchasing decisions. Effective advertisements use persuasive techniques, such as emotional appeals, humor, and relatable visuals, to engage the audience. NIVEA's advertisements often leverage emotional connections to promote trust and brand loyalty, making their campaigns memorable. Television remains a dominant medium due to its wide reach and high credibility. NIVEA's choice to utilize television ensures visibility across diverse demographics, combining visual and auditory stimuli to strengthen message retention. However, the effectiveness also depends on factors such as airtime, program alignment, and frequency.

Individual consumer traits, including age, gender, income, and cultural values, significantly influence how advertisements are perceived. For instance, younger audiences might value modern aesthetics, while older demographics may resonate with traditional messaging. NIVEA tailors its campaigns to align with its diverse target market.

Advertisements evoke cognitive (logical) and emotional (affective) reactions. Cognitive responses, such as evaluating product credibility and relevance, influence rational purchasing decisions. Emotional responses, such as joy or trust, evoked by NIVEA's campaigns, foster brand connection and spur impulsive purchases.

The framework connects advertisement exposure to purchasing behavior. Positive perceptions of the ad content, medium, and emotional resonance can enhance brand recall, influence attitudes, and lead to increased product trials or loyalty. By integrating these elements, the framework provides a structured lens to assess how NIVEA's television advertisements shape consumer purchasing behaviors, offering insights into optimizing future campaigns for maximum impact.

2.2. Theoretical review: The impact of television advertisement exposure on consumer purchasing behavior - A case study of NIVEA's campaign

2.2.1. Source Credibility Theory

The Source Credibility Theory, introduced by Carl Hovland, Irving Janis, and Harold Kelley in the 1950s, explores how the credibility of a message source affects the effectiveness of communication. This foundational theory emerged from extensive research on persuasion and communication at Yale University

(Hovland, Janis & Kelley, 1953). Recent studies have expanded its relevance, particularly in modern advertising and digital marketing contexts (Chen & Yang, 2019).

The theory posits that the persuasiveness of a message relies on the source's perceived credibility, determined by two key dimensions: expertise and trustworthiness. Expertise refers to the perceived knowledge or skill of the source in a specific domain (Ohanian, 1990). A source with high expertise is seen as providing reliable and accurate information. In NIVEA's television advertisements, featuring dermatologists or skin care professionals discussing the benefits of products enhances the ad's perceived expertise. Such endorsements leverage authoritative voices in the skincare field, fostering trust and credibility among viewers (Singh, Bhardwaj & Kumar, 2021). Trustworthiness pertains to the honesty, integrity, and reliability of the message source (McCroskey, 1966; Lee & Kim, 2020). For a message to be persuasive, the audience must view the source as unbiased and genuine. In NIVEA's campaigns, using authentic testimonials or relatable spokespersons can strengthen trust. Ensuring that product claims are realistic and not exaggerated further boosts the credibility and effectiveness of the message.

Hovland's research confirmed that audiences are more likely to be persuaded by communicators perceived as both experts and trustworthy. His studies during World War II demonstrated that soldiers more readily accepted messages from authoritative sources, even when the message content was identical. This highlights the pivotal role of credibility in shaping attitudes and influencing behavior (Hovland et al., 1953). Recent research supports this, showing that credible sources increase message acceptance, particularly in advertising and digital communication (Singh et al., 2021).

In the context of advertising, the Source Credibility Theory is particularly relevant, as the effectiveness of brand communication often depends on the perceived credibility of endorsers. For NIVEA's television campaigns, several strategies can enhance credibility:

- **Expert Endorsements:** Featuring dermatologists or skincare experts bolsters credibility through their perceived expertise, reinforcing trust in the product's effectiveness;
- **Celebrity Endorsements:** Trustworthy and relatable celebrities can enhance the ad's trustworthiness. However, their impact may diminish if their motivation appears purely financial (Lee & Kim, 2020);

- **Testimonials:** Genuine customer testimonials reflecting real experiences add both expertise and trustworthiness, fostering consumer trust and engagement.

By ensuring that credible sources deliver their messages, NIVEA can effectively influence consumer purchasing behavior, aligning with the objectives of Source Credibility Theory.

2.2.2. Hierarchy of Effects Model

The Hierarchy of Effects Model, introduced by Robert J. Lavidge and Gary A. Steiner (Lavidge & Steiner, 1961), outlines the sequential stages consumers move through, from initial awareness of a product to the final purchase decision. The model remains highly relevant in contemporary marketing and provides a structured approach to designing effective advertising strategies (Chakravarty & Sarma, 2021; Chen & Yang, 2019). The six stages of the model, as applied to NIVEA's television campaigns, are as follows:

- **Awareness:** Consumers first learn about the product through advertising. For example, a NIVEA TV commercial introduces potential buyers to the brand, creating initial awareness;
- **Knowledge:** Once aware, consumers seek more information. NIVEA could provide detailed explanations of product features and benefits through advertisements or supplementary online content;
- **Liking:** Positive attitudes toward the product are formed. NIVEA's ads could use emotional appeals, relatable scenarios, or endorsements to foster favorable perceptions of the brand (Singh et al., 2021);
- **Preference:** At this stage, consumers start to favor NIVEA over competitors. Highlighting unique selling points, such as advanced skincare technology or dermatologically tested formulations, can create a competitive advantage;
- **Conviction:** Consumers develop a strong belief in the product's value and intend to purchase it. Reinforcing this conviction through testimonials, satisfaction guarantees, or promotional offers is key;
- **Purchase:** The final stage involves the consumer taking action to buy the product. Calls to action, such as "Buy now" or "Visit your nearest store", can prompt this behavior effectively.

Applying the Hierarchy of Effects Model allows advertisers to design campaigns that guide consumers systematically from awareness to purchase. This model is instrumental in evaluating and optimizing

NIVEA's television advertising strategy to maximize consumer engagement and conversions.

2.2.3. Application of TPB to NIVEA's TV advertisement campaign and its impact on consumer purchasing behavior

The Theory of Planned Behavior (TPB) (Ajzen, 1991) provides a useful framework for understanding how exposure to NIVEA's television advertisements influences consumer purchasing behavior. Since the TPB predicts behavior based on behavioral intentions, it helps explain why and how consumers decide to purchase NIVEA products after watching an advertisement.

Behavioral intention and TV advertisement influence: TPB affirmed that an individual's intention to purchase NIVEA products is a key predictor of actual buying behavior. Television advertisements act as external stimuli that shape consumers' intentions by influencing their perceptions of the brand's benefits, quality, and emotional appeal. Studies suggest that advertisements with persuasive content significantly shape purchase intentions (Lee, Park & Han, 2008).

If NIVEA's ad campaign effectively communicates product benefits (moisturizing properties, dermatological approval, etc.), it can enhance consumer intention to buy. A strong brand image and recall from repeated exposure can reinforce the decision-making process. However, purchase intention does not always result in actual behavior due to other external factors like price sensitivity or product availability.

Attitude toward behavior and TV advertisement influence: A consumer's attitude toward purchasing NIVEA products is influenced by how the ad shapes their beliefs about the product's effectiveness and value. Positive attitudes increase the likelihood of purchasing (Spears & Singh, 2004).

If NIVEA's campaign highlights scientific research, customer testimonials, and dermatological endorsements, it can create a positive attitude toward the product. Emotional appeals, such as promoting self-confidence and beauty, can further strengthen attitudes (Kemp, Bui & Chapa, 2012). However, some consumers might develop negative attitudes due to skepticism about advertising claims or preference for competitor brands like Dove or Vaseline.

Subjective norms and social influence in advertisement: Subjective norms refer to how social expectations influence behavior. If people believe that significant others (friends, family, influencers) approve of using NIVEA products, they are more likely to buy them.

TV advertisements featuring celebrities, social media influencers, or user testimonials can enhance subjective norms by making the product seem socially desirable. Word-of-mouth recommendations and positive reviews can further reinforce social pressure to buy NIVEA. However, if the brand lacks strong social endorsement, the effect may be weaker compared to brands with a larger influencer presence.

Perceived behavioral control and consumer decision-making: Perceived behavioral control relates to how easy or difficult consumers perceive the purchasing process to be. If people feel confident that they can easily access and afford NIVEA products, they are more likely to purchase them.

If the advertisement communicates that NIVEA products are widely available and affordable, it increases the likelihood of purchase. Promotions, discounts, and convenient retail availability (supermarkets, online stores, drugstores) improve perceived control (Grewal, Ailawadi, Gauri, Hall, Kopalle & Robertson, 2011). Barriers such as high prices, lack of accessibility, or negative past experiences with NIVEA could lower perceived control and reduce purchase behavior.

The Theory of Planned Behavior provides a strong foundation for analyzing how NIVEA's television advertisement influences consumer purchasing behavior. It explains how attitudes, subjective norms, and perceived behavioral control shape intentions and, consequently, behavior. However, TPB has limitations in explaining impulse buying, habitual purchases, and subconscious influences. Future research should integrate TPB with behavioral economics and neuro-marketing to develop a more comprehensive understanding of consumer purchasing behavior in response to advertising.

2.3. Empirical review of the impact of television advertisement exposure on consumer purchasing behavior: A case study of NIVEA's campaign

Several studies beam light on the impact of television advertisements and consumer purchases. Bamfo et al. (2019) examined the effect of television advertising on children's purchasing behavior in Ghana. The study targeted children aged 13 to 18 who watched TV ads, using a sample of 230 respondents, with 202 usable responses (87.83%). Data were collected through questionnaires, employing convenience and purposive sampling techniques. Analysis using IBM SPSS with multiple linear regressions revealed that quality

information, inclusiveness, and likable ads positively influenced children's purchasing behavior. These factors enhanced engagement and buying decisions.

Sri (2022) investigated the impact of television advertisements on the buying behavior of FMCG customers. Data were collected from the general public through 120 questionnaires. The results showed that advertisements for food and home care products significantly influenced purchasing decisions. Respondents found advertisements entertaining and memorable. The study concluded that FMCG ads effectively shaped buying behavior, especially for food, health, and home care products. However, customers expected more detailed product information from short advertisements, suggesting that ads need to be more informative.

Dhanya and Gokul Nath (2023) studied the impact of television advertising on female consumers' buying behavior in India. The study aimed to explore factors influencing buying decisions, satisfaction with FMCG advertising strategies, and monthly expenditures. Primary data were collected from 30 female respondents in Chandrapur city through structured questionnaires containing 10 questions. Secondary data were sourced from books, websites, articles, and television. The study concluded that television advertising plays a crucial role in shaping female consumers' purchasing behavior despite the availability of various media channels.

Soti (2022) examined the relationship between advertising and consumer behavior, focusing on dimensions of consumer behavior influenced by advertising strategies. The study adopted a mixed-methods research design, addressing the growing relevance of digital and social media advertising. Findings indicated a significant impact of advertising on consumer behavior, revealing a positive correlation between advertising exposure, consumer attitudes, and purchase intentions. The study emphasized advertising's persuasive power in shaping consumer perceptions and influencing decision-making. These insights contribute to understanding the evolving role of advertising in consumer behavior.

Gani (2024) explored how advertising impacts the consumer behavior of university students. The study focused on the influence of advertising on purchasing attitudes among college students aged 20 to 30. Eight FMCG brands, including Lux, Pears, Dettol, Dove, Head & Shoulders, L'Oreal Paris, Dove, and Tresemme, were analyzed. Data were collected through questionnaires assessing brand-advertisement correlations, with results presented using statistical tools

such as mean, standard deviation, frequency, and percentages. Findings showed that advertisements significantly influence consumer preferences, with Dove emerging as the most preferred brand, followed by Pears. Despite competitive pricing, Head & Shoulders maintained a strong customer base. Interestingly, advertisement repetition and product cost did not substantially alter buying behavior. The study further demonstrated that university students consider advertisements credible sources of information, often outweighing recommendations from friends and reference groups.

In line with this, NIVEA's television advertisement campaign can be evaluated through similar perspectives. If NIVEA's ads provide engaging, informative, and memorable content, they will likely influence consumer purchasing behavior. The emphasis on entertainment value, product clarity, and memorable messaging could enhance consumer recall and drive purchases. Therefore, the study hypothesized:

H1: Exposure to NIVEA's television advertisement campaign has no significant impact on consumer purchasing behavior, and there is no association between exposure to the campaign and consumer decision-making processes or choices regarding NIVEA products.

3. METHODOLOGY

The data for this study were collected to gather quantitative insights on respondents' advertisement exposure, decision-making processes, and purchasing behavior. The online questionnaire consisted of closed-ended questions (using a Likert scale and multiple-choice options) for consistency and ease of analysis (Joshi, Kale, Chandel & Pal, 2015).

A convenience sampling method was employed, with the form link distributed via email invitations and social media platforms (e.g., Facebook, LinkedIn, WhatsApp). Participants were informed about the study's purpose, the voluntary nature of participation, and the confidentiality of their responses. A consent statement was included at the start of the questionnaire. Out of the distributed questionnaires, 900 respondents completed and returned their forms, ensuring a robust sample size for analysis.

To ensure validity, a pilot study was conducted with 30 respondents, and their feedback was used to refine the questions for clarity and alignment (Collins, 2003). The survey remained open for 30 days, with periodic reminder emails sent to encourage participation. Responses were securely recorded and exported

to CSV format for further cleaning and statistical analysis using tools like SPSS or Python.

The model for the study is represented by the following multiple regression equation:

$$\text{Purchasing_Behavior} = \beta_0 + \beta_1(\text{Exposure_to_Ad}) + \beta_2(\text{Decision_Making_Process}) + \epsilon$$

where:

- PB = Purchasing Behavior (dependent variable)
- EA = Exposure to Advertisements (independent variable 1)
- DMP = Decision-Making Process (independent variable 2)
- β_0 = Intercept
- β_1, β_2 = Coefficients of the independent variables
- ϵ = Error Term.

4. RESULTS OF THE STUDY

4.1. Descriptive statistics for respondent data

The dataset consists of 900 respondents, with key variables measured, including demographic information (age, gender, income level, and education level) and attitudinal factors (trust in ad, appeal of ad, and likelihood to purchase). Below is a detailed discussion of each variable based on the summary statistics.

4.2. Results of regression analysis

The regression model examines the relationship between purchasing behavior (dependent variable) and

the independent variables (exposure to advertisements and the decision-making process).

The regression results indicate that the model has very low explanatory power, with an R-squared of 3.5%, meaning that only a small portion of the variation in purchasing behavior is explained by the independent variables (exposure to ad and decision-making process). The adjusted R-squared (2.9%) confirms this weak predictive ability. The F-statistic (1.137) with a p-value of 0.321 suggests that the overall model is not statistically significant, as we fail to reject the null hypothesis that all regression coefficients are zero. The intercept (2.8824, $p < 0.001$) is significant, representing the baseline purchasing behavior when both predictors are zero. However, exposure to ad (0.0377, $p = 0.278$) and decision-making process (-0.0343, $p = 0.321$) have p-values above 0.05, indicating that neither has a statistically significant effect on purchasing behavior. These findings suggest that advertisement exposure and decision-making complexity do not meaningfully predict purchasing behavior in this model.

The study reveals that neither exposure to ads nor the decision-making process shows a statistically significant impact on purchasing behavior. The low R-squared value further underscores the weak predictive power of the model.

Therefore, television advertisement exposure has a minimal and statistically insignificant impact on consumer purchasing behavior. The decision-making process also lacks significant predictive power, potentially indicating that other unmeasured factors (e.g., brand loyalty and social influences) may be stronger drivers of purchasing behavior. This refills the need

Table 1: Summary of variables age, gender, income level, and education level

Age	18 - 27 years (20%)	28 - 40 years (30%)	41 - 53 years (25%)	54 - 64 years (25%)
Gender	Male (48%)	Female (52%)		
Income level	Low income (18%)	Lower-middle (28%)	Upper-middle (32%)	High income (22%)
Education level	Low education (12%)	Moderate (38%)	College-level (28%)	Higher education (22%)

Source: Authors

Table 2: Summary of variables of trust in advertisement, appeal of advertisement, and likelihood of purchase

Category	Low	Moderate	High	Very high
Trust in advertisement	25% have low trust	30% have neutral trust	30% have moderate trust	15% have high trust
Appeal of advertisement	25% find ads unappealing	35% have neutral appeal	28% find ads moderately appealing	12% find ads very appealing
Likelihood to purchase	26% have low intent	32% have neutral intent	28% show moderate interest	14% show high likelihood

Source: Authors

Table 3: Regression model summary of television advertisement exposure on consumer purchasing behavior: A case study of NIVEA's campaign

	Value
Dependent variable	Purchasing behavior
R-squared	0.035
Adjusted R-squared	0.029
F-statistic	1.137
Prob (F-statistic)	0.321
Log-Likelihood	-1615.2
AIC (Akaike Information Criterion)	3236.0
BIC (Bayesian Information Criterion)	3251.0
No. Observations	900
Df Residuals	897
Df Model	2
Covariance type	Nonrobust

Source: Authors

for improved targeting and a deeper understanding of consumer behavior to enhance the effectiveness of NIVEA's campaigns.

5. DISCUSSION

The analysis reveals weak relationships between the variables under study, emphasizing the limited influence of television advertisements on purchasing behavior and consumer decision-making processes. The regression model confirms these observations, with an R-squared value of 0.035 and an adjusted R-squared of 0.029. These values indicate that only 3.5% of the variance in purchasing behavior is explained by the predictors, highlighting the presence of unmeasured factors significantly impacting consumer behavior. The F-statistic (1.137, $p = 0.321$) demonstrates that the overall model lacks statistical significance, with

the predictors failing to show meaningful explanatory power. While the intercept (2.8824, $p = 0.000$) is statistically significant, suggesting baseline purchasing behavior independent of ad exposure or decision-making, the individual coefficients for ad exposure (0.0377, $p = 0.278$) and decision-making (-0.0343, $p = 0.321$) are insignificant. The result supports the hypothesis.

These findings align with both theoretical and empirical literature. For instance, Bamfo et al. (2019) found that advertisements have minimal effects on purchasing behavior, particularly when consumer decisions are influenced by factors such as product quality or brand reputation. Similarly, studies by Soti (2022) and Gani (2024) highlight the importance of additional variables, including consumer attitudes, brand loyalty, and external influences (e.g., social and cultural factors). Cognitive complexity and the interaction between personal preferences and external stimuli also play a significant role, which may explain the limited effectiveness of linear models in capturing these multidimensional relationships.

Study by Lee et al. (2008) supports the notion that while advertising can influence consumer intent, external factors often mediate actual purchasing behavior. The findings also align with Spears and Singh (2004) and Kemp et al. (2013), who emphasize the role of positive attitudes in shaping purchase decisions. However, skepticism and a preference for competing brands, as noted in the literature, limit the effectiveness of advertisements, reinforcing the weak observed relationship between ad exposure and decision-making.

Furthermore, Ali, Gjylbegaj and Balfagieh (2017) emphasize the significance of social endorsement in consumer behavior, which aligns with the finding that social influence plays a role in ad-driven purchase decisions. However, the weak overall effect of advertis-

Table 4: Regression coefficients of television advertisement exposure on consumer purchasing behavior: A case study of NIVEA's campaign

Variable	Coefficient	Std. error	t-value	p-value	95% Confidence interval (lower)	95% Confidence interval (upper)
Intercept	2.8824	0.156	18.448	0.000	2.576	3.189
Exposure_to_ad	0.0377	0.035	1.086	0.278	-0.030	0.106
Decision_making_process	-0.0343	0.034	-0.994	0.321	-0.102	0.033
R-squared	0.03					
Adjusted R-squared	0.02					
F-statistic	1.137					
Prob (F-statistic)	0.321					

Source: Authors

ing suggests that subjective norms alone may not be a strong predictor in the absence of additional reinforcing factors.

This study's findings challenge traditional advertising theories, such as the AIDA (Attention, Interest, Desire, Action) model, which posits that exposure leads to a direct and sequential progression toward purchase. The weak correlations observed suggest that the advertising model's linear assumptions may not adequately capture the nuances of modern consumer behavior. Moreover, the insignificant impact of ad exposure on decision-making underscores the complexity of cognitive processes, supporting theories like the Elaboration Likelihood Model (ELM), which differentiates between central (rational) and peripheral (emotional) routes of persuasion. The negative link between decision-making and purchase likelihood could indicate that television ads predominantly leverage the peripheral route, which, while effective for short-term engagement, may not lead to thoughtful purchasing. However, TPB has limitations in explaining impulse buying, habitual purchases, and subconscious influences. Future research should integrate TPB with behavioral economics and neuro-marketing to develop a more comprehensive understanding of consumer purchasing behavior in response to advertising.

6. CONCLUSION AND IMPLICATIONS

The findings of this study indicate that television advertisements have a limited impact on consumer purchasing behavior and decision-making. The regression model's low explanatory power further underscores the inadequacy of the examined variables in predicting purchasing behavior. The statistical insignificance of the predictors (exposure to ads and the decision-making process) suggests that other unexamined factors, such as personal preferences, brand loyalty, and external influences, play a more significant role in shaping consumer decisions. These results are consistent with prior studies, such as Bamfo et al. (2019), which identified minimal effects of advertisements on purchasing behavior in specific contexts. They also reinforce the complexity of consumer behavior, where cognitive factors and external influences outweigh the impact of media exposure alone.

6.1. Practical implications

This study reveals several actionable insights to improve NIVEA's television advertisement campaigns. The weak correlation between ad exposure and pur-

chasing behavior reaffirms that television ads have a limited impact. NIVEA should diversify its marketing efforts with digital channels, social media, and influencer partnerships to enhance consumer engagement. A negative correlation with decision-making indicates that television ads might oversimplify consumer evaluations. Future campaigns should focus on informative and emotionally resonant content to encourage thoughtful decisions. A Low R-squared value reflects those other factors, like brand loyalty, product quality, and pricing, play a more significant role in purchasing behavior. Incorporating these into marketing strategies is essential.

Segmentation by demographics or purchase history could improve ad effectiveness. Tailored campaigns addressing specific consumer needs may yield better outcomes. Alternative metrics like brand recall, customer retention, and long-term sales impact should be explored to measure advertisement success. The weak predictive power of the regression model highlights the need for more robust research methodologies, including non-linear relationships and additional variables (e.g., consumer attitudes). By implementing these strategies, NIVEA can refine campaigns, optimize resources, and achieve greater influence on consumer behavior.

Based on the findings, the following recommendations are proposed to improve the effectiveness of NIVEA's television advertisement campaigns: NIVEA should expand beyond television by incorporating digital marketing, social media platforms, and influencer collaborations to reach a broader and more engaged audience. NIVEA should consider developing advertisements with more detailed, emotionally resonant, and informative content to support thoughtful consumer decision-making rather than oversimplifying the process. NIVEA could develop segmentation strategies based on demographics, psychographics, and purchase history to tailor advertisements to specific consumer groups, improving relevance and impact.

NIVEA should consider incorporating factors such as brand loyalty, product quality, pricing, and social influences in future studies and campaigns to better understand and address consumer behavior drivers. NIVEA could evaluate the success of advertising campaigns using metrics like brand recall, customer retention, and long-term sales impact instead of solely focusing on immediate purchasing behavior. NIVEA could employ more comprehensive research methodologies, such as including non-linear relationships, interaction effects, and additional predictors like con-

sumer attitudes and media preferences, to capture the complexities of consumer behavior.

NIVEA should consider integrating television ads with other marketing channels to create cohesive campaigns that reinforce messaging across platforms, increasing overall effectiveness. NIVEA could continuously analyze campaign performance and consumer responses to refine strategies, optimize resource allocation, and improve marketing ROI. By implementing these recommendations, NIVEA can enhance its advertising effectiveness and better influence consumer purchasing behavior.

6.2. Suggestions for future research

The area for further research should include factors such as brand loyalty, product quality, pricing strat-

egies, and social influences to better understand the drivers of purchasing behavior.

Future research should examine the long-term effects of digital marketing, social media platforms, and influencer campaigns in comparison to traditional television advertisements.

Future research should study how tailored advertising strategies impact different consumer segments (e.g., age, gender, income, and lifestyle).

Analyze the long-term effects of advertisements on brand recall, customer retention, and loyalty to capture their broader influence.

Future research should investigate how integrating television with other marketing channels (e.g., digital, print, and outdoor) enhances the overall effectiveness of campaigns.

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Apstrakt

Uticaj izloženosti televizijskim reklamama na ponašanje potrošača prilikom kupovine: studija slučaja NIVEA kampanje

Jacob Olubukola Oladipo, Oluranti Olukemi Sangodoyin, Esther Tolulope Akande

Ova studija istražuje uticaj izloženosti televizijskim reklamama na ponašanje potrošača prilikom kupovine, sa posebnim fokusom na kampanje brenda NIVEA. Televizijsko oglašavanje ima značajan uticaj na percepciju potrošača, podstiče lojalnost brendu i utiče na odluke o kupovini. Međutim, njegova efikasnost zavisi od jasnoće poruke, emocionalne privlačnosti i poverenja potrošača. Korišćen je kvantitativni istraživački dizajn, a podaci su prikupljeni pomoću strukturiranih upitnika od 900 ispitanika u vezi sa njihovom izloženošću reklamama, procesom donošenja odluka i ponašanjem prilikom kupovine. Za analizu odnosa između ovih varijabli korišćena je višestruka regresiona analiza. Rezultati ukazuju na slabe veze, što sugerise da televizijske reklame imaju ograničen uticaj na ponašanje i donošenje odluka potrošača. Iako reklame minimalno utiču na odluke o kupovini, negativno utiču na racionalnu

evaluaciju, potencijalno otežavajući složenije procese odlučivanja. Regresioni model pokazuje slabu prediktivnu moć, pri čemu prediktori ne daju značajan doprinos. Ovi rezultati se poklapaju sa prethodnim istraživanjima koja ukazuju na veći uticaj ličnih preferencija i spoljašnjih faktora na ponašanje potrošača. Studija naglašava značaj uključivanja dodatnih varijabli, kao što su stavovi potrošača, lojalnost brendu i demografske karakteristike, kako bi se poboljšalo razumevanje i optimizovala strategija televizijskog oglašavanja brenda NIVEA. Bolje ciljanje i personalizovane poruke mogle bi efikasnije da podstaknu angažovanje potrošača i povećaju kupovinu.

Ključne reči: *televizijsko oglašavanje, potrošač, ponašanje prilikom kupovine, NIVEA kampanja*

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Consumers' experience as the basis for ecologically responsible trade in the region of former Yugoslavia

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Abstract: Devastating information about the pollution of the environment sounds the alarm, telling us that nowadays all market subjects are obliged to act in a socially responsible way more than ever. As consumers' experience is often a decisive factor of consumers' behaviour, and socially responsible behaviour as well, in this paper we analyse consumers' experience as a basis of ecologically responsible trade, keeping in mind that it is also a kind of ecological responsibility. The region of former Yugoslavia is analysed in this paper because we believe that there have been no cross-cultural studies in this region into consumers' experience as a basis for ecologically responsible trade. This cross-cultural research was conducted on a sample of 900 respondents through a questionnaire. The statistical data that were used were: descriptive statistics, ANOVA and Tukey HSD tests. The results of the research show that there are differences between countries from the region of former Yugoslavia when it comes to consumers' experience as a basis for ecologically responsible trade. The obtained results have a practical application, which is seen in the possibility that the market respondents who are engaged in ecologically responsible trade in the region of former Yugoslavia adequately define and position the consumers' experience in their strategies as a tool that can manage ecologically responsible trade. Theoretical application is seen in the possibility of using the results as a basis for future research.

Keywords: *experience, consumers, trade, former Yugoslavia*

JEL Classification: F18, Q56, O18

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1. INTRODUCTION

8.1 million early deaths a year are attributed to air pollution, according to Health Effects Institute's new State of Global Air 2024 Report (HEI, 2024, p.3). Around 99% of the world population lives in places where the level of air pollution surpasses the limits set by the World Health Organisation (WHO, 2025). According to WWF's data from 2024, there has been a fall in the average number of global populations of wild animals by 73% in the short period of 50 years (Fallah, 2024).

Data from the international agency Global Footprint Network indicates biocapacity per person (biocapacity per person - ecological footprint per person = biocapacity debtors) for all countries in the world. If biocapacity per person is observed for the countries of the former Yugoslavia for 2022, it is concluded that: Slovenia has the worst biocapacity per person (-2.4), then Bosnia and Herzegovina (-2.1), then Serbia (-1.7), then Macedonia (-1.2), then Croatia (-1.1) while the best biocapacity is Montenegro (-0.9) (Global Footprint Network, 2022). However, it indicates that all of the listed countries have a bad biocapacity per person, i.e., biocapacity debtors.

These are just some of the devastating data that indicate the levels of environmental pollution both globally and in the former Yugoslav countries, as well as the obligation to change the behaviour of all market entities and direct them towards environmental responsibility, which also implies environmentally responsible trade.

Ecologically responsible trade refers to environmentally friendly trade practices, i.e., it doesn't cause ecological harm. It includes trade in clean energy, green raw materials, green products and services, promotion aimed at education and increasing awareness of the importance of consuming green products, recycling, eco-labelling, etc. Ecologically responsible trade is an increasingly popular approach to investing that emphasises environmental sustainability and social responsibility. It is a form of trading that takes into account the environmental impact of the

companies and industries being invested in, with a focus on promoting green technologies and sustainable practices (Bucur, 2024; Hsieh, 2024; Grigoras, 2024). The concept of ecologically responsible trade emerged in the late 20th century as environmental awareness began to influence economic and financial decisions.

According to the authors, environmentally responsible trade is not sufficiently represented in the countries of the former Yugoslavia, which is why more attention should be paid to factors that would contribute to its increase. From the perspective of consumer behaviour, four basic factors influence consumer behaviour: a) social factors, b) cultural factors, c) psychological factors and d) personal factors. However, in addition to the above factors, consumer behaviour is also influenced by factors that do not directly fall into the above-mentioned factors, such as consumer experience. Consumer experience has been recognised as a factor that has a strong influence on future consumer behaviour in general, as well as for environmentally responsible commerce (Forlizzi & Battarbee, 2004; Hassenzahl & Tractinsky, 2006; Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros & Schlesinger, 2009; Beyond Philosophy, 2025; Schwager & Meyer, 2007).

Because of the aforementioned facts, the subject of the paper is consumers' experience as a basis for ecologically responsible trade. Positive experience figures as one of the basic driving forces of ecologically responsible trade as a form of ecological responsibility.

This paper aims to examine consumers' experience as a basis of ecologically responsible trade in the countries of the region of former Yugoslavia, as the authors believe there has not been such a study. The countries of former Yugoslavia are: The Republic of Serbia (Serbia), The Republic of Croatia (Croatia), The Republic of Slovenia (Slovenia), The Federation of Bosnia and Herzegovina (Bosnia and Herzegovina), The Montenegro and The Republic of North Macedonia (Macedonia).

The paper consists of five parts. The first part defines the consumer experience in general and in the domain of environmentally responsible trade. The second part presents various cross-cultural research results and the reasons why the research focuses on the region of the former Yugoslavia. The third part describes the research methodology: sample, instrument, research flow and statistical methods used in it. The results constitute the fourth part of the paper, while the discussion of the results constitutes the fifth part of the paper. The last part of the paper is the conclusion, with a summary of the results and guidelines on how these results can be used practically and theoretically and what future research could be conducted.

2. CONSUMERS' EXPERIENCE AS A BASIS FOR ECOLOGICALLY RESPONSIBLE TRADE

Consumer's experience is considered to be a subjective category and is described as a „construct, holistic in nature, and comprised of cognitive, affective, emotional, social and psychological responses” (Verhoef et. al., 2009, p. 31). Also, consumers' experience is defined as „a combination of rational effect, sense stimulation and emotions measured intuitively in relation to the expectations of consumers at all times of contacts with the product and the company” (Beyond Philosophy, 2025). Moreover, consumers' experience is seen as an „inner, subjective response to direct or indirect contact with a company and a product. Direct contact is usually established during the purchase, the use of products, and, in most cases, is initiated by the customer. Indirect contact in most cases means an unplanned encounter with those who represent the campaign and the product, or with somebody who has already had some experience with the product” (Schwager & Meyer, 2007).

Consumers' experience may also be viewed as total, cumulative experience, which is the sum of minor experiences, that is, the net result of good experiences minus the bad ones (Schwager & Meyer, 2007). From a temporal perspective, minor experiences may be viewed as experiences gained before the purchase or consumption, at the time of purchase or consumption and after the purchase or consumption. As time passes, most frequently insignificant experiences are forgotten, while major experiences, exceptionally emotional experiences and experiences related to other ones are remembered (Forlizzi & Battarbee, 2004).

The perspective of consumers' experience has undergone certain changes over time. The focus of consumers' experience used to be on the functionality of the product; it was about whether the product was instrumentally (practically) of good quality. However, nowadays the focus of consumers' experience is on emotional experience (Hassenzahl & Tractinsky, 2006). Emotions are examined within the frame of consumers' experience from two aspects (Hassenzahl & Tractinsky, 2006). The first is the importance of emotions caused by the use of a product, while the second aspect concentrates on the significance of emotions as a prerequisite for the use of the product and making conclusions as a result of the experience (Hassenzahl & Tractinsky, 2006). According to Forlizzi and Battarbee (2004), emotions arising in the frame of the consumers' experience have a third

aspect, the aspect of the present, which is about the influence of emotions on the current interaction with the product and the company.

Many factors influence consumers' experience generally and about ecologically responsible trade, most of which can be divided into three categories (Hassenzahl & Tractinsky, 2006; Popa & Barna, 2013) (Figure 1):

- Factors related to the system. A system contains some created and controlled points of contact between subjects who engage in ecologically responsible trade and the target group. Points of contact are all sources of contact between subjects who are engaged in ecologically responsible trade and the target group: the image of the market subject, product, marketing messages, expenses which are brought about by the consumption of products, etc. (Hassenzahl & Tractinsky, 2006; Schwager & Meyer, 2007). Realisers of ecologically responsible trade must design the points of contact (those which can be planned) carefully and in detail, so that they are positive, because this is how they influence the success of ecologically responsible trade directly. Points of contact are fundamental sources of consumers' experience. Positive points of contact will make the consumers' experience positive.
- Factors related to consumers. Factors related to consumers are consumers' characteristics: biological, psychological, behavioural, social, demographic, economic, as well as their attitudes, habits, beliefs, motivation, temper, and previous consumer experience. Factors related to consumers are the most difficult to control, even when well planned. Individual perceptions, emotions and unexpected behaviour of consumers are factors which are almost impossible to control (Hassenzahl & Tractinsky, 2006). A significant characteristic of consumers' experience, as a factor related to consumers, is

trust, as an individual category which is a result of experience and existing knowledge. Ecologically responsible trade will be successful only if consumers trust the subjects who manage ecologically responsible trade.

- The context of the consumption of a product (situation). This factor is about the frame of the interaction with a product, which in turn serves as a basis for the formation of experience (Hassenzahl & Tractinsky, 2006). Some situational characteristics are: the social environment in which a product is used, the legal framework, the meaningfulness of activities, etc. Situational characteristics cannot be controlled completely, either.

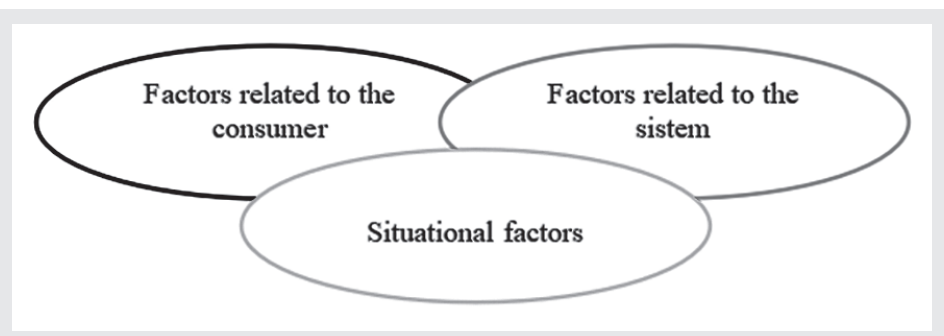
A combination of the stated kinds of factors, which include numerous subfactors, enables the influence of different experiences (Figure 1). All the information the consumers hear, see or feel, they perceive as „a single thing” which is reflected in the whole experience. Consumers' experience is an added value which came into existence as a sum of different factors at play. This means that we can conclude that the creation of consumers' experience is based on a holistic approach.

Consumer's experience is dynamic, also in the case of ecologically responsible trade, because it is modified continually due to the changing circumstances, which in the first place belong to the three kinds of influential factors that have been mentioned.

The basis for experience is interaction. In the context of consumers' experience within ecologically responsible trade, interaction has more than one dimension (Hassenzahl & Tractinsky, 2006):

- Interaction between conscious and unconscious experience. It is believed that more than 50% of the total consumers' experience is experienced subconsciously, that is, the experience which influences how a consumer feels (Beyond Philosophy, 2025). This experience is also called unconscious

Figure 1: Consumers' experience as an interaction of factors



Source: Hassenzahl & Tractinsky (2006)

experience. While the other, smaller part of cumulative experience is conscious experience, which is experience based on rationality.

- „Real” interaction. „Real” interaction is interaction between subjects who engage in ecologically responsible trade and consumers in all points of contact. The greatest part of experience is formed under the influence of the effect of all points with which a target group has contact.
- Interaction between „real interaction” and factors outside of real interaction. This interaction is a cumulative consumer experience, which is formed under the influence of the total effect, which is made through the points of contact and the effect which is made under the influence of factors outside of the actual interaction, some of which are factors related to consumers and also situational factors.
- Interaction between single experiences and total experience. Single experiences influence consumers’ total experience. However, total consumers’ experience is not always the sum of single minor experiences because some experiences are more dominant and vivid than others.
- Feedback. Consumers’ experience determines whether and to what extent they will decide on ecologically responsible trade in the future. If consumers’ previous experience was positive, it is more probable that a consumer will act in an ecologically responsible way in the future and engage in ecologically responsible trade. However, if a consumer’s experience is negative or a consumer has no experience, ecologically responsible trade will come into question.

Consumers’ satisfaction is seen as an accumulation of a series of experiences, or rather, the net result of good versus bad experiences. Also, consumers’ satisfaction is the result of the comparison of the perceived performance of what is offered in relation to the expectations. Expectations are seen as the probability of events, which stems from previous experience, while perception is the appraisal of everything on offer. The consumers’ satisfaction is a personal feeling of dissatisfaction, indifference, satisfaction or delight. If the perception is lower in relation to the expectations, the consumer is dissatisfied, and his/her experience can be perceived as negative. If the perception equals the expectations, the consumer is indifferent, and his/her experience can be seen as inconclusive. If the perception equals the expectations, the consumer is satisfied

and his/her experience is positive. Or, if the perception surpasses the expectations, the consumer is very satisfied or delighted, and the experience is characterised as extremely positive. It should be pointed out that building a satisfying and very satisfying consumer experience is a very complex endeavour.

The central question related to consumers’ experience is how to create an extremely positive experience, which does not only mean preventing problems, but much more. The main aim of consumer experience in the future is to improve the quality of life, which is also achieved through ecologically responsible trade, by increasing satisfaction, and not by the absence of problems, that is, by a state of indifference (Hassenzahl & Tractinsky, 2006). To fulfil this aim, it is necessary to answer the question: Which factors and in what way do they influence the creation of an outstanding experience for each consumer from the domain of ecologically responsible trade?

Taking into account all this, consumers’ experience must be positive because it is the basis of the future behaviour of consumers, and ecologically responsible trade as well. This means that, if the consumers are satisfied or delighted (which means having a positive or extremely positive experience), they will repeat engagement in ecologically responsible trade again and again.

3. THE COUNTRIES OF THE REGION OF FORMER YUGOSLAVIA AND EXPERIENCE IN THE DOMAIN OF ECOLOGICALLY RESPONSIBLE TRADE

Through the analysis of international and national studies available to the authors, through scientific databases “Kobson” and “SCIndeks”, the authors have learned that cross-cultural research into ecologically responsible behaviour (and ecologically responsible trade is part of this) is not a frequent research subject. Cross-cultural studies which related to factors that influence environmentally responsible consumer behaviour and environmentally responsible trade are the following: United States of America – France (Arbuthnot & Lingg, 1975), United States of America – Germany (Sriram & Forman, 1993), Sweden – The Baltic states (Gooch, 1995), Canada – France (Laroche, Toffoli, Chankon & Mutter, 1996), Belgium – Poland (Roozen & De Pelsmacker, 2000),

the countries from the territory of former Yugoslavia (Raletić Jotanović, Sudarević, Katić, Kalinić & Kalinić, 2016; Raletić Jotanović, Sudarević, Grubor, Katić & Vuksanović, 2019; Raletić, Jotanović, Koveljenić, Okanović, Vladislavljević & Živkucin, 2023).

According to a study (Arbuthnot & Lingg, 1975), minimal differences in environmental behaviour were observed between consumers from America and France, but Americans' attitudes toward the environment were more pro-environmental than the French ones. The results of the study (Sriram & Forman, 1993) suggest that there are significant differences between American and Dutch consumers when it comes to environmental attributes of products (product composition, packaging, price, etc.). In a study (Gooch, 1995), it was found that environmental behaviour is related to knowledge, environmental characteristics of products and concern for the environment, but only when it comes to Swedish respondents and not when it comes to Baltic respondents. The results of a study (Laroche et al., 1996) indicate that French consumers are less environmentally literate and less concerned about local environmental problems than Canadian consumers. The study also indicates that no significant differences were found between these two groups of consumers in terms of pro-environmental attitudes and purchases of environmentally unfriendly products. A study by Roozen and De Pelsmacker (2000) indicates that Belgians purchased environmentally friendly products, used environmentally friendly products, and disposed of waste more than Poles. The study, which relates to cross-cultural research of Yugoslav countries (Raletić Jotanović et al., 2016), results show that there are differences in environmentally responsible purchasing between: Montenegro and Macedonia, Montenegro and Croatia and Montenegro and Slovenia, and in such a way that consumers from Montenegro buy less than the mentioned countries. The results of the study (Raletić Jotanović et al., 2019), which relates to cross-cultural research of Yugoslav countries, show that there are differences in environmental waste management between consumers from Macedonia and all other ex-EU republics, Montenegro compared to Serbia, Croatia and Slovenia. Respondents from Macedonia, Montenegro and Croatia dispose of waste less environmentally responsibly than countries with which differences have been identified. The results of the study (Raletić, Jotanović et al., 2023), which relates to cross-cultural research of Yugoslav countries, indicate that there are no differences between Yugoslav countries except Macedonia when it comes to

the form of the most stimulating partnership for environmentally responsible trade. Based on the above, it can be concluded that there are differences between consumers from different countries when it comes to environmentally responsible behaviour, i.e., environmentally responsible trade, as well as factors that influence environmentally responsible behaviour. Also, based on the above, it can be concluded that there is no cross-cultural research that deals with consumer experience as a factor in environmentally responsible behaviour, or environmentally responsible trade, not even in former Yugoslavia.

Cross-cultural research was carried out in the region of former Yugoslavia because the countries in the region of former Yugoslavia are now independent countries with different microeconomic, macroeconomic, demographic, socio-economic, etc. characteristics, according to available statistical data from these countries. But most of the countries of the former Yugoslavia have close cooperation in numerous fields, and the key ones are: a) energy – the countries of the region are members of the Energy Community for South-East Europe, which allows for the harmonization of energy policies in the development of a common energy market; b) the regional initiative “Open Balkans” – which aims to improve economic cooperation and the free movement of people, goods and services in the region; c) diplomatic relations – even if there are challenges in this area, the countries of the former Yugoslavia are working to stabilize and improve international relations. The above-mentioned has the effect that the Yugoslav countries operate in similar economic frameworks, which also affects consumer behaviour. It is also particularly noteworthy that the countries of the former Yugoslavia had 73 years of common history, forming one country, which also certainly influenced consumer behaviour.

Based on the concept of consumer experience and the impact of consumer experience on environmentally responsible trade, as well as the fact that there is no cross-cultural research conducted to the impact of consumer experience on ecologically responsible trade in the area of the former Yugoslavia, while other cross-cultural research has largely resulted in differences in environmentally responsible behaviour and differences in factors influencing environmentally responsible behaviour, the study is based on a hypothesis: *there are differences between the countries in the region of former Yugoslavia in terms of consumer's experience as a basis for ecologically responsible trade.*

4. METHODOLOGY OF THE RESEARCH

The methodology of the research calls for a detailed description: the sample of the research, the instruments of the research, the course and procedure of the research and the statistical methods used in it.

4.1. The sample of the research

In this cross-cultural research, whose aim is to determine the differences between countries in the region of former Yugoslavia about consumers' experience as a basis for ecologically responsible trade, 900 respondents took part (100% sample), with 150 respondents from each country, which means 16.67% of the whole sample from each country. Respondents are residents of the former Yugoslav countries.

The sample size is fairly small, comprising only 0.005% of the base group. Research was carried out on 900 respondents taken from the basic sample of 18 million people, which is the total population of the six countries from the territory of former Yugoslavia, according to the census of 2023. (Croatian Bureau of Statistics, 2024; Statistical Office of the Republic of Serbia, 2024; Statistical Office of Montenegro, 2024; Statistical Office of Slovenia, 2025; State Statistical Office of The Republic of North Macedonia, 2022; Agency for Statistics of Bosnia and Herzegovina, 2013). The sample size is small but acceptable, considering the nature of the research, the variability of the characteristics of the population, the number of variables that are examined and the variability of the subject of the research.

The analysed demographic characteristics of the sample, in addition to the country, are gender, age, education and monthly household income. Table 1 presents the key demographic characteristics of the respondents. If the sample structure is analysed by gender, it is concluded that the majority of the sample is made up of women, with 62.90%, while men make up 37.10%. When looking at the age structure of the sample, respondents aged 18 to 30 make up the majority of the sample at 50.76%. The second largest category is made up of respondents aged 31 to 40, with 25.23%. Respondents aged 41 to 50 make up 12.52%, respondents aged 51 to 60 make up 7.68%, while respondents between 61 and 70 make up 2.65% of the sample. Less than 1% of respondents are 71-80 years old. When looking at the sample structure by educational level, the number of respondents who have completed high school or college/university is 39.81%, the number of respondents who have completed MSc/PhD is 19.61% while the number with primary school education is

less than 1%. Finally, through the analysis of Table 1, it can be concluded that the majority of the sample is made up of respondents who live in households with average monthly incomes, 48.90%. Respondents who live in households with below-average monthly incomes make up 33.68% of the sample. The fewest respondents, 17.30%, live in households with monthly incomes above average.

Three disparities appear in the sample. Disparity represents the deviation of the structure of the sample from the structure of the basic set. The first disparity is the sample size because the sample is not proportional to the population of the countries. This means that respondents from one country comprise 16.67% of the whole sample, while the countries do not have the same population size. The second disparity relates to the age of the respondents, given that the sample structure is such that the sample is mostly composed of respondents under 40 years of age, while the core group is mostly composed of people over 40 years of age, according to the census of 2023. Years of all the Yugoslavian countries. The third disparity relates to the educational level of the respondents, i.e., respondents with and without primary school education. Around 20% of the population of the former Yugoslavia is without school or with only primary school education, according to the 2023 census of the Yugoslav countries, while in the sample, there are fewer than 1% of respondents with primary school education. The disparities can be considered limitations of the research. However, the disparities that arise can be explained. The disparities appear because younger

Table 1: Demographic characteristics of the sample

Demographic characteristics		Total % - 100 %
Gender	man	37,01
	woman	62,90
Years	18-30	50,76
	31-40	25,23
	41-50	12,52
	51-60	7,68
	61-70	2,65
	71-80	< 1
Education level	primary school	< 1
	high school	39,81
	college, university	39,81
	MSc/PhD	19,61
Monthly income by household	below average	33,68
	average	48,90
	above average	17,30

Source: Authors

respondents, as well as respondents with higher levels of education, are more interested in participating in research compared to older and less educated respondents (Chan, 2001), especially when the subject of research is related to ecology. van Raaij (1978) and Olatundun (2009) consider it difficult to create equal categories of demographic characteristics of the respondents in a sample that refers to several different countries. Considering the above, it can be concluded that the sample is representative.

4.2. The instrument

The questionnaire was designed to establish the differences between countries in the region of former Yugoslavia concerning consumers' experience as a basis for ecologically responsible trade. The questionnaire was created on paper and online.

The questionnaire was created using the previously conducted cross-cultural studies on the territory of former Yugoslavia, whose aim was to establish the differences in ecologically responsible behaviours and factors which contribute to ecologically responsible behaviours (Raletić Jotanović et al., 2016; Raletić Jotanović et al., 2019; Raletić Jotanović et al., 2023). When creating the questionnaire, national characteristics of the countries were taken into account too, primarily the language and data relating to monthly household income, as the questionnaire was translated from Serbian into Croatian, Slovenian and Macedonian, to be distributed in Croatia, Slovenia and Macedonia, respectively. Respondents from Serbia, Bosnia and Herzegovina and Montenegro filled in the questionnaire in Serbian.

The questionnaire consists of three parts: 1) consent to fill out the questionnaire, 2) demographic characteristics of respondents, and 3) questions related to the connection between experience and en-

vironmentally responsible trade. The analysed demographic characteristics of the respondents are: country, gender, age, education and monthly household income. The questions related to country, gender, education and monthly household income are closed, while the question about the age of the respondent is open. In order to adapt the questionnaire to cross-cultural research as much as possible, it was necessary to standardise the data related to monthly household income, given that these data are presented differently in the statistical data of the former Yugoslav countries. The question related to monthly household income was asked in the currency of the country in which the questionnaire was distributed, for easier understanding and answering the questions. The third part of the questionnaire consists of five questions related to the connection between experience and environmentally responsible trade. These questions were asked using a five-point Likert scale, according to which: 1- I completely disagree; 2- I completely disagree; 3- I am undecided; 4- I agree to a large extent; 5- I completely agree.

Table 2 shows the descriptive statistics of the questionnaire, and according to it, the questionnaire scale has AM=3.39.

Table 3 shows the descriptive indicators of the questionnaire scale. The distribution of the scale for individual countries and the total distribution for all countries of the sample do not deviate significantly from normality (the skewness and kurtosis values are within the permissible limits), despite the significant values of the K-S statistics. However, the values of the individual country reliability coefficients as well as the overall reliability coefficients are lower than .70, unsatisfactory, potentially due to the small number of items covering this scale and similarities of items to each other.

Table 2: Descriptive statistics of the scale experience according to environmentally responsible trade

Items	AM	SD
My previous positive experience with environmentally responsible trade encourages me to continue with this type of trade.	3.78	1.07
My negative experience with environmentally responsible trade will not prevent me from continuing with this type of trade in the future.	3.53	1.16
Until now, I had no experience with ecologically responsible trade.	2.27	1.32
My friends' previous positive experience with environmentally responsible trade encourages me to participate in environmentally responsible trade.	3.18	3.18
My friends' negative experience with environmentally responsible trade discourages me from participating in environmentally responsible trade.	4.18	4.18

Note: AM – arithmetic mean; SD – standard deviation

Source: Authors

Table 3: Descriptive statistics and reliability coefficients of the scale experience according to environmentally responsible trade

Countries	Skewness	Kurtosis	K-S	α
Serbia	-.169	.189	.130	.625
Croatia	-.384	1.036	.143	.647
Bosnia and Herzegovina	.170	.144	.132*	.415
Montenegro	-.127	.666	.132*	.566
Macedonia	.368	.759	.126*	.509
Slovenia	.489	.794	.156*	.211
Total	.080	.394	.117*	.508

Note: * p < .01; AM – arithmetic mean; SD – standard deviation; K-S – Kolmogorov-Smirnov statistic; α – coefficient of internal reliability

Source: Authors

4.3. The course and the procedure of the research

The authors distributed questionnaires directly to members of their families, friends, neighbours, and colleagues, while they also distributed them via emails to numerous addresses and through social networks, using the profiles of associations for the conservation of the environment, because the research was about ecologically responsible behaviour, more precisely, ecologically responsible trade. Social networks of associations for the conservation of the environment were particularly beneficial to the authors when researching Slovenia, North Macedonia and Croatia.

4.4. The methods of data analysis

Descriptive statistics was used to establish the frequency of experience as a basis for ecologically responsible trade by countries in the region of former Yugoslavia.

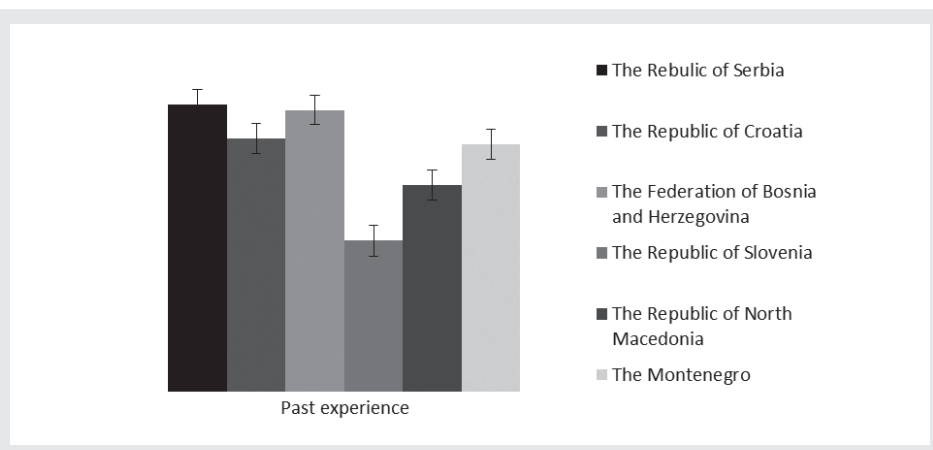
Single-factor analysis of variances was carried out (ANOVA) in order to find the differences between the

countries of the region of former Yugoslavia in relation to experience as a basis for ecologically responsible trade. The independent variable is a country (6 levels), while the dependent variable is experience. Tukey HSD tests were done with the purpose of determining precise differences between the dependent and the independent variable.

5. THE RESULTS

Before analysing the results, it is pointed out that the items in the questionnaire were formed in such a way that they constitute one factor, namely the experience factor as the basis of environmentally responsible trade. That is, the results of each individual item in the questionnaire were not analysed, but rather the results were analysed in such a way that the items in the questionnaire were viewed collectively, given that they constitute the experience factor as the basis of environmentally responsible trade.

Figure 2: Descriptive statistics of experience as the basis for ecologically responsible trade by country



Source: Authors

5.1. Descriptive statistics

In Figure 2, it can be seen that out of the total sample from all six former Yugoslavia countries, the largest number of respondents from Serbia opted for experience as a basis for ecologically responsible trade. Then, concerning the total sample, experience as a basis for ecologically responsible trade was chosen by respondents from Bosnia and Herzegovina, then respondents from Croatia, then respondents from Montenegro and after respondents from Macedonia (Figure 2). From the total sample from all six former Yugoslavia countries, the smallest number of respondents from Slovenia chose experience as a basis for ecologically responsible trade (Figure 2).

5.2. ANOVA – Differences in previous experiences concerning the countries of former Yugoslavia

The results of a single-factor analysis of the variance, with the factor being the country (6 levels) and the dependent variable being experience, as a basis for ecologically responsible trade, show that between subjects from different countries in the region of former Yugoslavia there is a statistically significant difference in terms of experience as a basis for ecologically responsible trade, $F(5, 1544) = 11.89, p < .05, \eta^2 p = .04$ (Table 4). Post Hoc tests (Tukey HSD) show that subjects from Slovenia, to the least extent, change their behaviour towards greater ecologically responsible trade thanks to experience in relation to subjects from the majority countries' sample, except concerning subjects from Macedonia. It has also been evident that subjects from Macedonia change their behaviour towards greater ecologically responsible trade because of the experience, to a lesser extent, concerning subjects from Serbia.

6. DISCUSSION

The obtained results indicate that there are differences in previous experience as a stimulus for environ-

mentally responsible trade among consumers from former Yugoslavia. Observed differences are between consumers from Slovenia who, to the smallest extent, change their behaviour in the direction of greater environmentally responsible trade, thanks to previous experience, compared to consumers from most countries of the sample, except for consumers from Macedonia. Also, consumers from Macedonia change their behaviour in the direction of greater environmentally responsible trade to a lesser extent due to previous experience compared to consumers from Serbia.

First of all, it is pointed out that the results confirm the results obtained through other cross-cultural studies (Arbutnot & Lingg, 1975; Sriram & Forman, 1993; Gooch, 1995; Laroche et al., 1996; Roozen & De Pelsmacker, 2000; Raletić Jotanović et al., 2016; Raletić Jotanović et al., 2019; Raletić Jotanović et al., 2023). That is, in this as well as in other cross-cultural studies, cross-cultural differences were found about environmentally responsible behaviour, which includes environmentally responsible trade, and concerning factors that influence environmentally responsible trade.

The results obtained that experience has a lesser impact on environmentally responsible shopping among consumers from Slovenia compared to all other countries from the former Yugoslavia, except Macedonia, are explained by the fact that Slovenia is the most developed of all the countries from the former Yugoslavia, which is why environmentally responsible shopping is widely spread and experience concerning it is not a factor that will change such an established behaviour.

The results obtained that experience has the least impact on environmentally responsible shopping among consumers from Macedonia can be explained by the fact that Macedonia, along with Bosnia and Herzegovina, is the country from the former Yugoslavia that is the least developed according to macro-economic parameters, which is why the choice in shopping is probably influenced by factors such as price and quality, and not factors related to long-term sustainability, i.e., green products.

Table 4: ANOVA test – differences of experience as the basis for ecologically responsible trade in Yugoslavia country

Source of variation	SS	df	MS	F	p
Between groups	151.44	5	30.29	11.89	< .05
Error	2277.02	894	2.55		
Total	2428.46	899			

Note: SS – sum of squares; df – degrees of freedom; MS – mean square; F – F-test value; p – statistical significance

Source: Authors

Table 5: Post Hoc tests – Tukey HSD

(I) Countries	(J) Countries	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Serbia	Slovenia	-1,20*	,099	,000	-1,48	-,92
	Croatia	-2,39*	,099	,000	-2,68	-2,11
	Bosnia and Herzegovina	-,79*	,099	,000	-1,07	-,50
	Montenegro	-2,56*	,099	,000	-2,84	-2,28
	Macedonia	-1,47*	,099	,010	-1,76	-1,19
Slovenia	Serbia	1,20*	,099	,000	,92	1,48
	Croatia	-1,19*	,099	,000	-1,48	-,91
	Bosnia and Herzegovina	,41*	,099	,000	,13	,70
	Montenegro	-1,36*	,099	,000	-1,64	-1,08
Croatia	Macedonia	-,27	,099	,065	-,56	,01
	Serbia	2,39*	,099	,000	2,11	2,68
	Slovenia	1,19*	,099	,000	,91	1,48
	Bosnia and Herzegovina	1,61*	,099	,000	1,32	1,89
	Montenegro	-,17	,099	,000	-,45	,12
Bosnia and Herzegovina	Macedonia	,92*	,099	,000	,64	1,20
	Serbia	,79*	,099	,000	,50	1,07
	Slovenia	-,41*	,099	,000	-,70	-,13
	Croatia	-1,61*	,099	,000	-1,89	-1,32
Montenegro	Montenegro	-1,77*	,099	,000	-2,06	-1,49
	Macedonia	-,69*	,099	,000	-,97	-,40
	Serbia	2,56*	,099	,000	2,28	2,84
	Slovenia	1,36*	,099	,000	1,08	1,64
	Croatia	,17	,000	,000	-,12	,45
Macedonia	Bosnia and Herzegovina	1,77*	,099	,000	1,49	2,06
	Macedonia	1,09*	,099	,000	,80	1,37
	Serbia	1,47*	,099	,010	1,19	1,76
	Slovenia	,27	,099	,065	-,01	,56
	Croatia	-,92*	,099	,000	-1,20	-,64
	Bosnia and Herzegovina	,69*	,099	,000	,40	,97
	Mntenegro	-1,09*	,099	,000	-1,37	-,80

Note: The error term is Mean Square(Error) = ,736; The mean difference is significant at the ,05 level

Source: Authors

7. CONCLUSION

This is the first research into experience as a basis of ecologically responsible trade in the region of former Yugoslavia, and as such, it offers significant results. The first result indicates that out of the total sample which consisting of respondents from all six Yugoslav countries, the most respondents from Serbia and the least respondents from Slovenia recognized the experience of environmentally responsible trade. The second result indicates that there are differences between respondents from countries from the territory of former Yugoslavia when it comes to experience as a basis of ecologically responsible trade. Certain differences were noted between respondents from Slovenia, who change their behaviour towards greater ecologically responsible trade thanks to experience to the least ex-

tent, and respondents from most Yugoslavian countries, except in comparison with respondents from Macedonia. Respondents from Macedonia change their behaviour towards a greater ecologically responsible trade thanks to experience to a lesser extent in comparison with respondents from Serbia. Based on all of these, we can conclude that H0 has been confirmed: *There are differences in experience as a basis for ecologically responsible trade between countries from the territory of former Yugoslavia.*

Results of the research can be applied in more than one way, both in practice and in theory. Practical application of the results is seen in the idea that market subjects who are engaged in ecologically responsible trade in the region of former Yugoslavia should implement consumers' experience into their strategies as

an important tool for the increase of ecologically responsible trade, especially when we take into account that this tool can be managed through a number of complex factors. This means that, if market subjects who engage in ecologically responsible trade are at work in the region of former Yugoslavia, consumers' experience as a tool should not be applied in the same way and with the same intensity and importance to all consumers from the countries of former Yugoslavia, but they should design their strategies in such a way that for certain countries. For example, given that in Macedonia consumer experience has been found to be the factor that has the least influence on environmentally responsible trade compared to other countries of the former Yugoslavia, market entities which wishing to engage in environmentally responsible trade in Macedonia could give away environmentally friendly products to consumers so that consumers have a positive experience with them and continued to buy them. It is also recommended to reduce taxes on green products or subsidize green products in Macedonia and influence the price of green products so that consumers consume them, gain a positive experience and create a habit of environmentally responsible trade. It is also recommended to conduct educational promotion in Macedonia that would highlight the importance of environmentally responsible trade and motivate consumers to participate in it, thereby gaining positive experiences and continuing to purchase environmentally responsible products. The results concluded that experience is a significant factor in environmentally responsible trade, however, in the domestic and international scientific literature, experience is not suf-

ficiently recognized as a factor in consumer behaviour and environmentally responsible trade. Due to the above, the theoretical application of the results is reflected in the fact that experience as a factor in environmentally responsible trade should be more theoretically represented and analysed in the domestic and international scientific literature related to consumer behaviour and environmentally responsible trade. It is also indicated that it is possible to theoretically analyse experience as a factor in environmentally responsible trade from several aspects, namely as a social and individual factor in consumer behaviour in relation to environmentally responsible trade. Also, the theoretical application of the results is reflected in the fact that the results can serve as secondary data in other studies, including longitudinal and comparative research related to factors in consumer behaviour and environmentally responsible trade.

Suggestions for the future research in the domain of ecologically responsible trade in the region of former Yugoslavia are: a) to increase the number of respondents in the survey and to ensure that the sample structure in terms of size reflects the sizes of the former Yugoslav countries, b) to conduct research whose sample structure will more closely reflect the basic set, when it comes to the age structure and education of the respondents, c) to improve the questionnaire in the direction of having more items and making the items more different from each other, and d) application of qualitative methods as well, which provide the results that quantitative methods are not able to provide, which are the most frequent reasons for such behaviour.

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Apstrakt

Iskustvo potrošača kao osnov ekološki odgovorne trgovine u regionu bivše Jugoslavije

Saša Raletić Jotanović, Dragoljub Jovičić,
Jelena Damnjanović

Poražavajući podaci o zagađenosti životne sredine predstavljaju alarm koji ukazuje da je danas obaveza svih tržišnih subjekata da se mnogo više ponašaju društveno odgovorno. Kako iskustvo potrošača često predstavlja opredeljujući faktor ponašanja potrošača, pa i društveno odgovornog ponašanja, u ovom radu se analizira iskustvo potrošača kao osnov ekološki odgovorne trgovine, sve uzimajući u obzir da ista predstavlja vid ekološke odgovornosti. Region bivše Jugoslavije je analiziran u radu s obzirom da prema saznanju autora ne postoji kros-kulturalno istraživanje u pomenutom regionu na temu iskustva potrošača kao osnova ekološki odgovorne trgovine. Kros-kulturalno istraživanje je sprovedeno na uzorku od 900 ispitanika putem upitnika. Od statističkih podataka korišćena je deskriptivna statis-

tika, ANOVA i Tukey HSD test. Istraživanjem su dobijeni rezultati da postoje razlike između država iz regiona bivše Jugoslavije kada je u pitanju iskustvo potrošača kao osnov ekološki odgovorne trgovine. Dobijeni rezultati imaju praktičnu primenu koja se ogleda u mogućnošću da tržišni subjekti koji se bave ekološki odgovornom trgovinom u regionu bivše Jugoslavije na adekvatan način u svojim strategijama definišu i pozicioniraju iskustvo potrošača kao alat kojim se može upravljati ekološki odgovornom trgovinom. Teorijska primena ogleda se u mogućnosti da se dobijeni rezultati iskoriste kao osnov za buduća istraživanja.

Ključne reči: *iskustvo, potrošač, trgovina, bivša Jugoslavija*

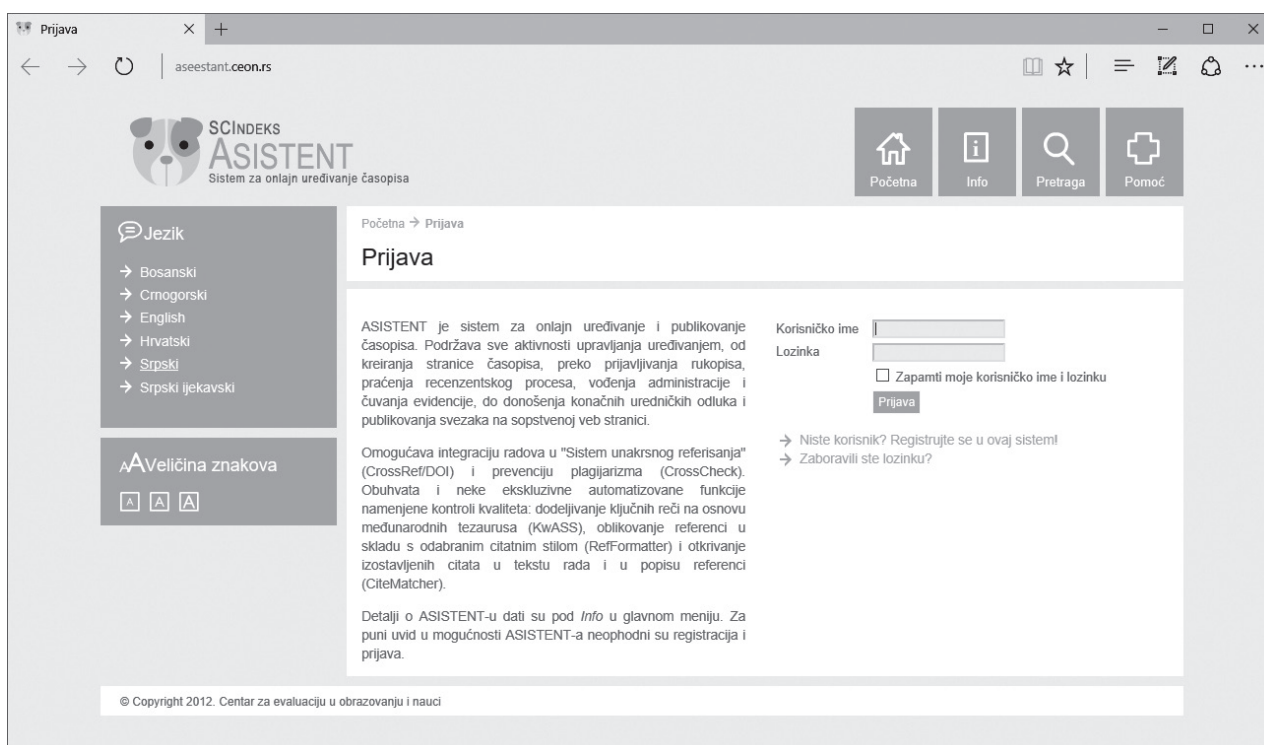
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Tehničko uputstvo za korišćenje sistema e-Ur: Elektronsko uređivanje časopisa



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. Step en 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://asestant.ceon.rs/index.php/mkng> izaberite opciju

Početna > Prijava

Prijava

Korisničko ime

Lozinka

Zapamti moje korisničko ime i lozinku

» Niste korisnik? Registrujte se u ovaj sistem!
» Zaboravili ste lozinku?

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:

Profil

Jezik obrasca Srpski
Ukoliko želite da unesete

Korisničko ime*

Profil

Jezik obrasca English
Ukoliko želite da unesete

Korisničko ime*

- 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.

Registruj se kao

Čitalac: Dobijate obaveštenja e-poštom o novoobjavljenim brojevima časopisa.
 Autor: Možete prijavljivati priloge za ovaj časopis.
 Recenzent: Voljni ste da izradujete stručne recenzije priloga prijavljenih u ovom časopisu.

- 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**

Prijava

Korisničko ime

Lozinka

Zapamti moje korisničko ime i lozinku

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.

Korisnik

Prijavljeni ste kao...

Moji časopisi

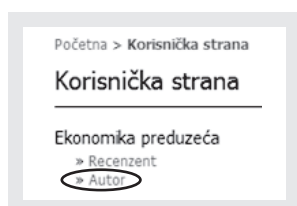
Moj profil

Odjava

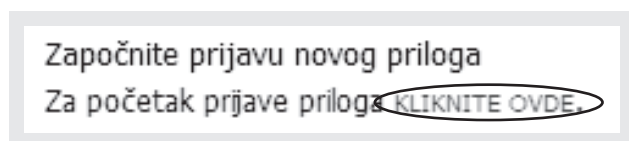
- c) Nakon unetih izmena pritiskom na dugme **Sačuvaj** izvršićete izmene u Vašem profilu.
- d) Po završetku rada odjavite se pritiskom na opciju **Odjava**, u meniju sa leve strane.

3. PRIJAVA NOVOG PRILOGA – predavanje prve verzije rada Uredništva

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

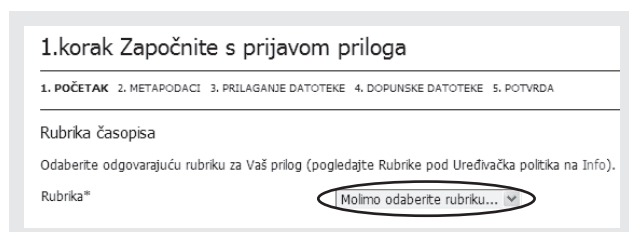


- Za početak prijave priloga izaberite opciju **Kliknite ovde**



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:

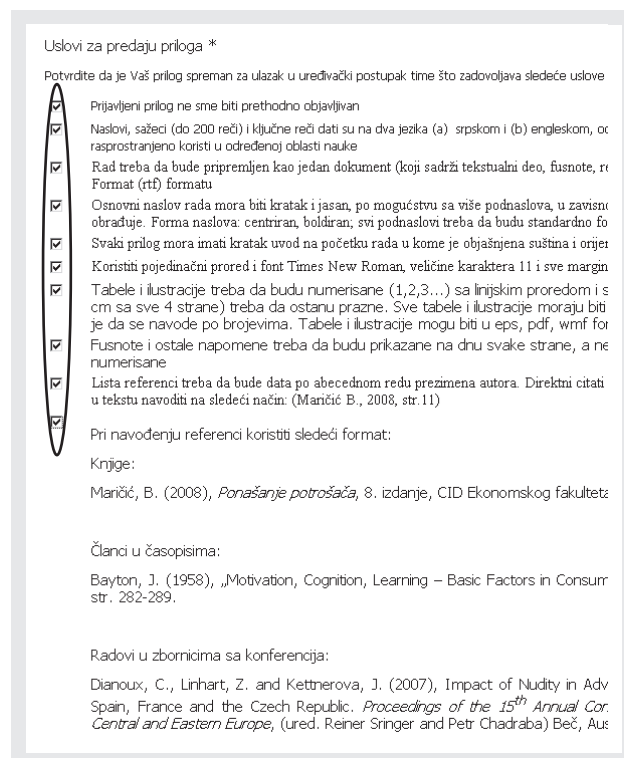
- pregledni članak,
- originalni naučni članak,

- 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 auticitata;
- **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 objavljen
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., Brennan, 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/0354-3471/2012/0354-347112021130.pdf#search=%](http://scindeks-clanci.ceon.rs/data/pdf/0354-3471/2012/0354-347112021130.pdf#search=%22ognjanov%22)

22ognjanov%22 (datum preuzimanja/pristupa, format: dd.mm.gggg.)

NAPOMENA: U slučaju da je naučni članak rezultat istraživanja više autora, pravila 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. Chadraha (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 pravila 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 pravila 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 pravila 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

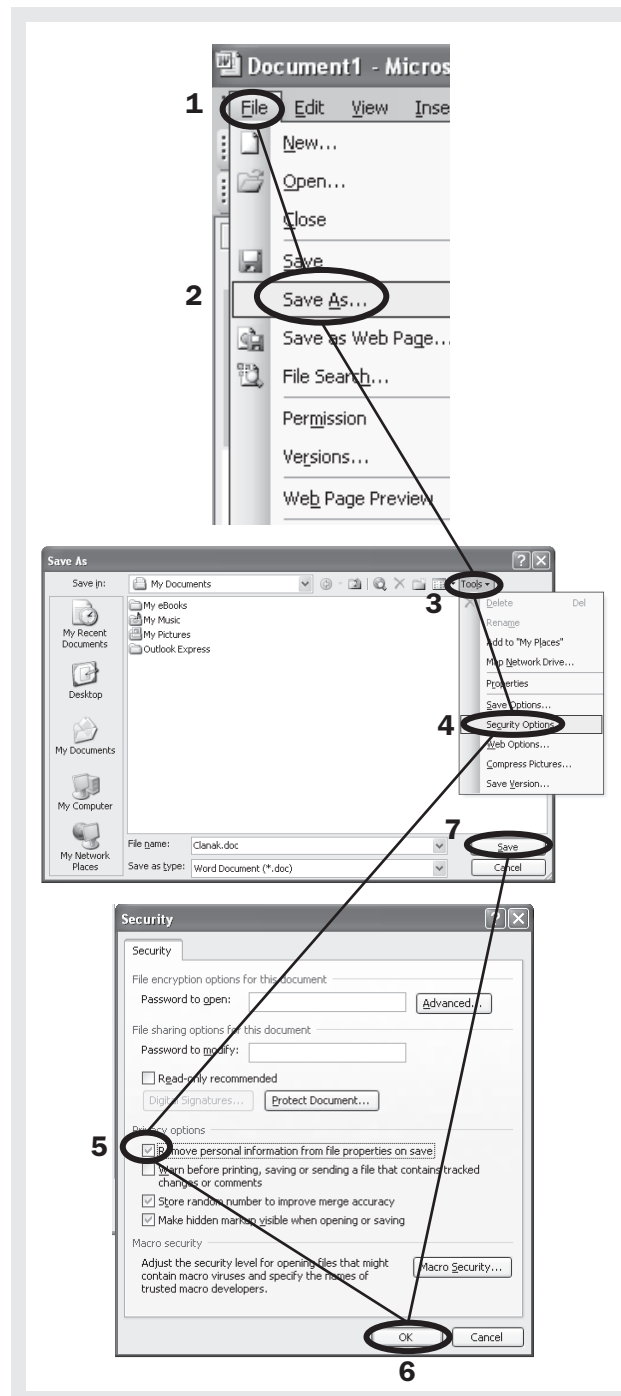
- Na ovom koraku u sistem podnosite samu **datoteku (fajl) u WORD formatu (.doc ili .docx)**
- Vodite računa da se Vaš **rad podnosi u verziji koja tek treba da ide na recenziju**. Ne treba podnositi rad koji je prošao postupak recenzije izvan sistema. Smisao sistema **e-Ur** jeste upravo u vršenju uređivačkog, time i postupka recenzije kroz sistem, na osnovu čega se vrši evaluacija kvaliteta uređivanja časopisa, pa i samog rada.
- 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.
- 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..*).

- Neophodno je da **autor u datoteci (fajlu) Microsoft Word iz Properties ukloni ličnu identifikaciju** na sledeći način:

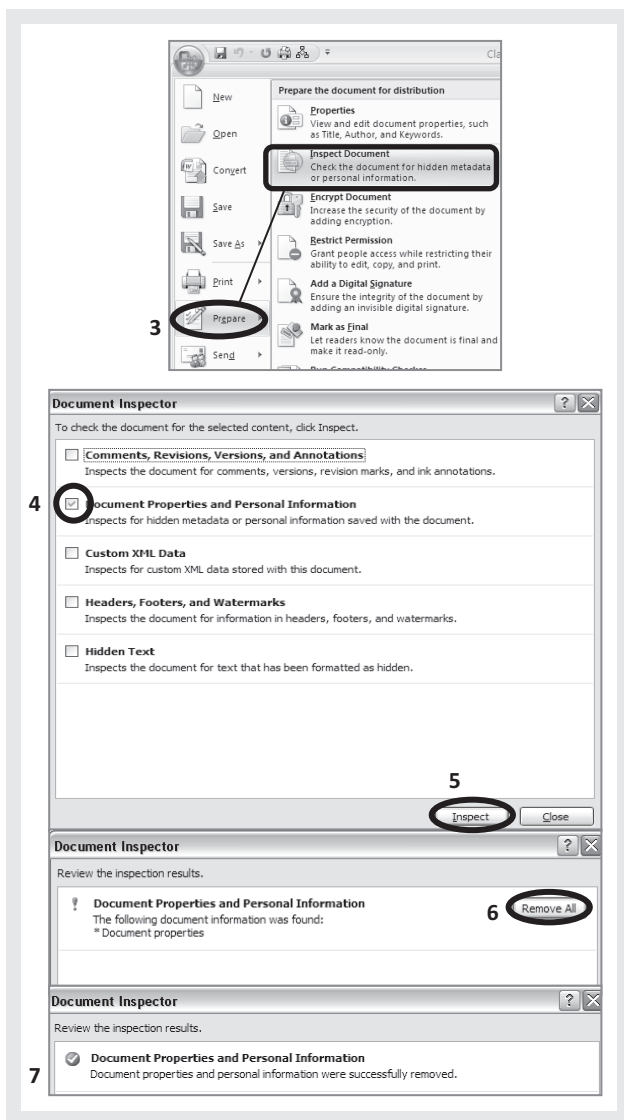
► Za verzije Word zaključno sa 2003:

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**

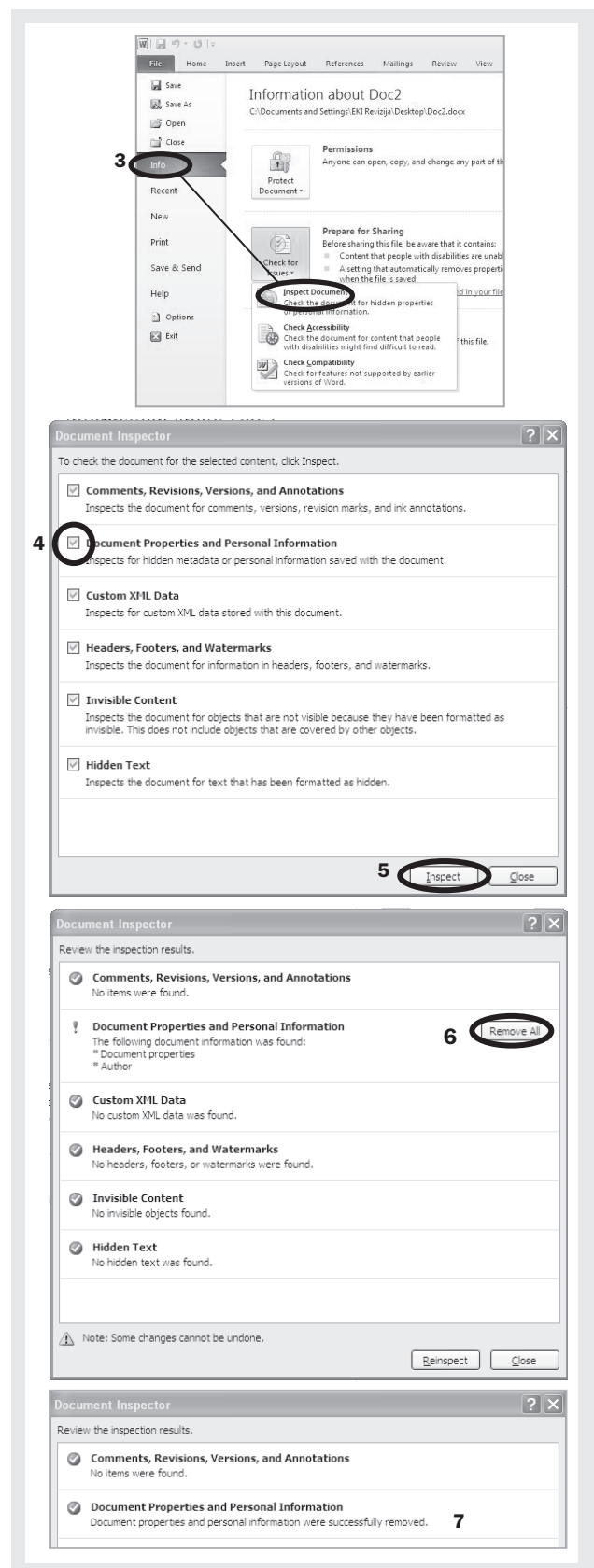


► **Za verziju Word 2010:**

- (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:

3.korak Prilaganje datoteke

1. POČETAK 2. METAPODACI 3. **PRILAGANJE DATOTEKE** 4. DODATNE DATOTEKE 5. POTVRDA

Da biste priložili rukopis, unesite naziv odgovarajuće datoteke na lokanom disku Vašeg računara, uključujući i putanju do datoteke. To možete učiniti tako da:

1. Kliknite (dole) na *Browse* (ili *Choose file*), čime otvarate prozor za navigaciju u Vašem računaru.
2. Locirajte datoteku i označite je.
3. Kliknite na *Open* u prozoru *Choose File*, čime upisujete naziv datoteke u odgovarajući prostor sistema e-Ur.
4. Kliknite na *Pošalji datoteku*, čime se datoteka s računara prenosi na e-Ur stranicu časopisa.
5. Kada se naziv i podaci o datoteci ispišu na ekranu, kliknite na *Sačuvaj i nastavi*.

Sadržaj priložene datoteke možete da proverite ukoliko kliknete na njen naziv. Pritom možete da je zamenite novom ili revidiranom datotekom.

Datoteka s prilogom

Datoteka još nije priložena.

Postavi datoteku priloga

Browse...

Pošalji datoteku

Sačuvaj i nastavi

Poništi

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

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

Dopunska datoteka

Nema postavljene datoteke.

Postavi datoteku

Browse...

Odaberite "Sačuvaj" da biste postavili datoteku (nakon toga možete priložiti još dopunskih datoteka).

Želim ovu datoteku (bez metapodataka) da učinim dostupnom recenzentima, budući da neće ugroziti anonimnost recenzije.

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.

Kratak pregled datoteke

ID IZVORNO IME DATOTEKE

86

CLANAK.DOCX

Dovrši prijavu priloga

Poništi

- 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.

5. korak Potvrdite prijavljivanje priloga

1. POČETAK 2. METAPODACI 3. PRILAGANJE DATOTEKE 4. DODATNE DATOTEKE 5. POTVRDA

- 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 obavestavani 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 obavestavati 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 priloz** 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**.

Početna > Korišnik > Autor > Aktivni priloz

Aktivni priloz

ID	IMENI PRILOZI	RUBRIKA	AUTOR(I)	NASLOV	STATUS
61	10-11	ČLA	Petrović	CLANAK	U RECENZIJU

1 - 1 od 1 stavke!

Započnite prijavu novog priloga
Za početak prijave priloga **KLIKNI**TE OVDE.

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 prihvatite 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.

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- 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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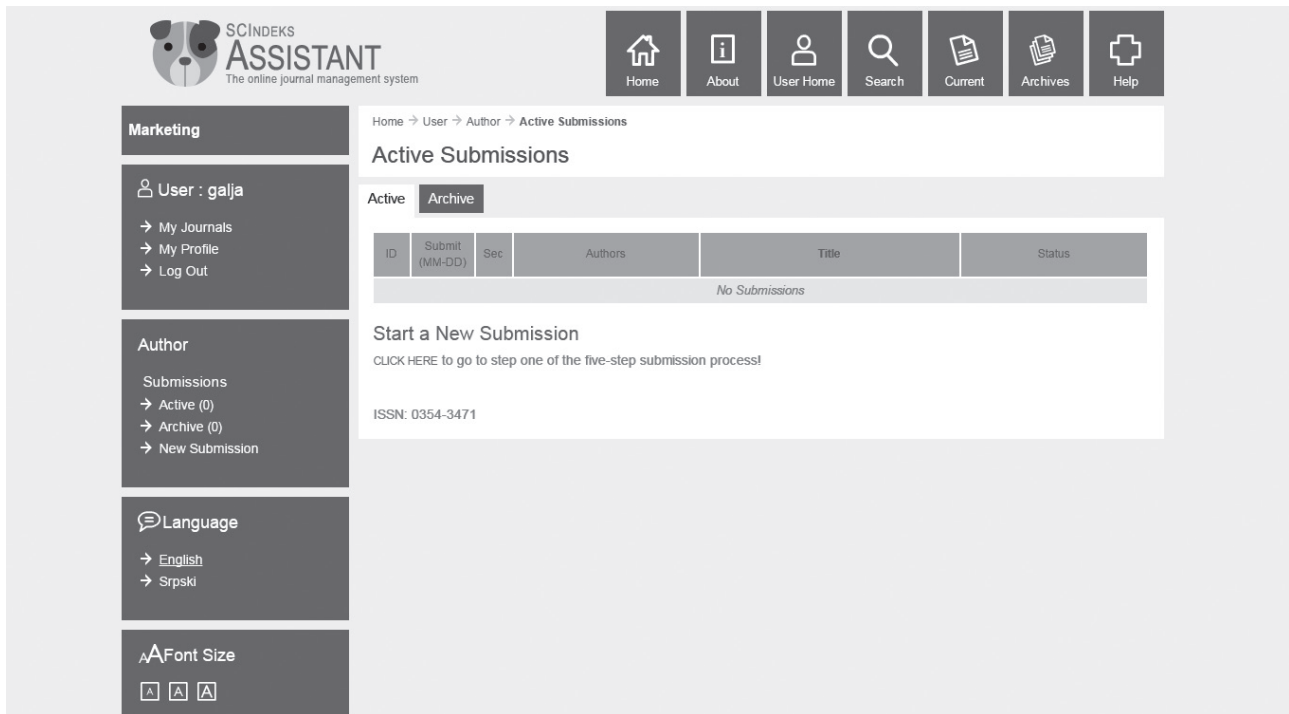
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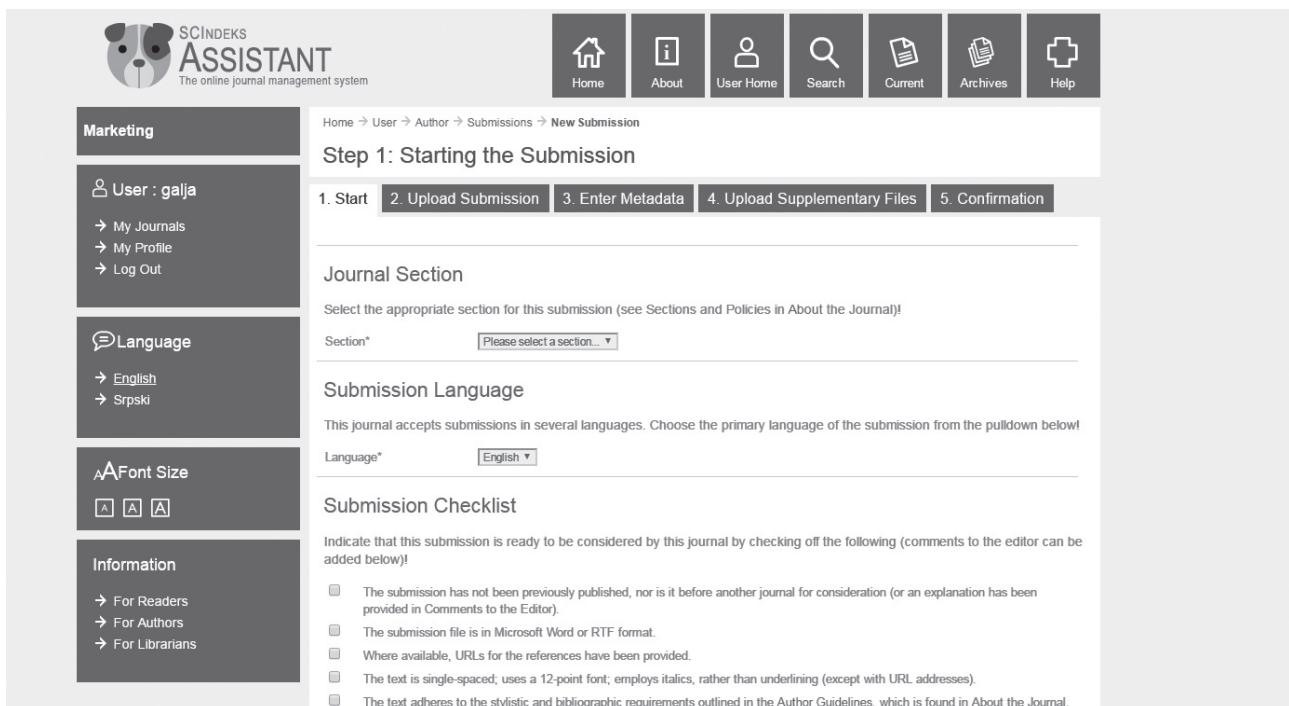
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