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From information to influence: The effectiveness of media formats in marketing communications

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Uvodnik/Editorial

Veljko Marinković

Sveska 4 Volumen 56 Godište 2025 naučnog časopisa Marketing sadrži, pored Uvodnika, pet originalnih naučnih radova i zahvalnicu recenzentima. Verujem da će raznovrsne teme naučnih radova objavljenih u ovom broju privući značajnu pažnju čitalaca. Radovi pokrivaju veoma interesantne oblasti savremenog marketinga, od marketing komunikacija i marketinga putem društvenih mreža, preko istraživanja stila života potrošača, njihove spremnosti da podele svoje nezadovoljstvo kvalitetom turističkih usluga, sve do primene novih metoda mašinskog učenja u istraživanju tržišta.

Jelena Krstić i Ivana Domazet u svojoj naučnoj studiji pružaju sistematski pregled literature koja je zasnovana na Teoriji koristi i zadovoljenja (eng. Uses and Gratifications Theory - UGT). Pri tome, svrha rada je u identifikaciji ključnih motiva korišćenja platforme TikTok. U radu je korišćen metodološki okvir PRISMA i time je inicijalno odabrani set od 50 naučnih radova izdvojenih iz baze Web of Science, sveden na 25 najrelevantnijih radova koji tangiraju problematiku primene Teorije koristi i zadovoljenja u funkciji objašnjenja ključnih motiva korišćenja platforme TikTok. Nalazi sprovedene studije ukazuju na deset dominantnih klastera korisničkih zadovoljenja kada je reč o korišćenju Platforme TikTok.

Savremena tržišna istraživanja karakteriše trend digitalizacije, koji doprinosi sve češćem korišćenju onlajn anketa i fokus grupa kada je reč o kvantitativnom i kvalitativnom istraživanju potrošača. Takođe, primetna je i upotreba skenera radi praćenja promena stanja na zalihama različitih grupa proizvoda u prodajnim objektima. Dodatno, neuromarketing i praćenje pokreta očiju spadaju u red najsavremenijih tehnika koje se koriste u istraživanju tržišta. U tom kontekstu, autori **Moohan Mohammadi i Payam Paslari** u svojoj studiji primenjuju savremene tehnike mašinskog učenja u funkciji merenja efektivnosti video oglasa. Za prikupljanje primarnih podataka korišćene su sledeće neurofiziološke metode: elektroencefalografija, praćenje pokreta očiju i NIR spektroskopija. Podaci su potom analizirani primenom algoritama mašinskog učenja. Konkretno u studiji su korišćeni algoritmi k-najbližih suseda, metod potpornih vektora, stablo odlučivanja i neuronske mreže. Na osnovu rezultata sprovedene analize, autori kompariraju efektivnost primene pomenutih tehnika kada je reč o praćenju video oglasa.

Primena psihografske analize u marketingu već duže vreme privlači pažnju autora i eksperata. Segmentacija potrošača na osnovu stila života pokazala se kao važan preduslov pozicioniranja proizvoda na ciljnim tržišnim segmentima. Povezivanje stila života i kupovnih navika i preferencija potrošača pruža preduzećima korisne smernice u njihovim nastojanjima da razviju dugoročne odnose sa potrošačima. **Tanja Vujović, Ivana Aleksić i Teodora Janjić** sprovele su interesantnu studiju u kojoj su testirale odnos različitih stilova života i različitih tipova donošenja odluka. Osim navedenog, u radu je ispitano kako različiti stilovi života i tipovi odlučivanja utiču na učestalost onlajn kupovina. Nalazi sprovedenog istraživanja pružaju korisne praktične implikacije za kreiranje marketing strategije kada je reč o proizvodima koji se plasiraju putem onlajn kanala prodaje.

Usmena komunikacija (word-of-mouth-WOM) se smatra veoma kredibilnim izvorom informisanja i potrošači obično imaju visok stepen poverenja u preporuke i negativne komentare koje o brendovima prenose potrošači. Sa razvojem interneta i digitalnih kanala komuniciranja, posebnu ulogu dobija elektronska WOM komunikacija. U istraživanju koje su sproveli **Ksenija Leković, Dunja Kostić, Tomislav Sudarević i Sanja Džever** istaknut je značaj negativne elektronske WOM komunikacije za donošenje odluka potrošača u pogledu korišćenja turističkih usluga. Au-

tori su istraživanje usmerili ka generaciji Z i konkretno su utvrdili značajnost i jačinu povezanosti prava na žalbu potrošača u slučaju nezadovoljstva turističkom uslugom i njihove spremnosti da svoje negativno iskustvo podele na forumima, kao i sa članovima porodice i svojim prijateljima. Glavni rezultat studije ukazuje da su, u slučaju nezadovoljstva turističkim uslugama, pripadnici generacije Z u većem stepenu spremni da negativne komentare podele sa porodicom i prijateljima nego na forumima i sajtovima.

Autori **Nevena Blagojević, Tamara Vlastelica i Vladimir Pavković** sproveli su veoma interesantno istraživanje o efektivnosti različitih medijskih formata u marketinškim komunikacijama. Autori izdvajaju osam medijskih formata i na osnovu rezultata anketnog istraživanja mere njihovu vidljivost, poverenje koje potrošači imaju u njih, korisnost informacija koje oni nude i njihov uticaj na donošenje odluka potrošača. Nalazi studije ukazuju da bi eksperti za marketinške komunikacije trebalo da posebnu pažnju posvete formatu influensera, koji je ocenjen kao savremen i efikasan kanal komuniciranja sa potrošačima. Značajno je istaći i da potrošači percipiraju advertorijal kao etički sporan format komunikacije

Na kraju, broj 4 časopisa Marketing sadrži i zahvalnicu recenzentima rukopisa koji su u 2025. godini bili u postupku evaluacije. Uredništvo duguje veliku zahvalnost recenzentima na uloženom akademskom naporu u cilju poboljšanja kvaliteta inicijalih verzija rukopisa koji su bili predmet recenzije. Naravno, posebnu zahvalnost zaslužuju i autori dostavljenih rukopisa, jer bez njihovih radova ne bi bilo ni časopisa Marketing. Ostaje nada da će godine koje su pred nama doneti časopisu Marketing bolji kvalitet objavljenih radova, redovnost publikovanja i solidnu internacionalizaciju.

Glavni i odgovorni urednik
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Applying Uses and Gratifications Theory to TikTok: A systematic literature review of users‘ motivations

Jelena Krstić, Ivana Domazet

Abstract: This paper provides a systematic review of the existing literature that utilizes Uses and Gratifications Theory (UGT) to explain users‘ motivations for using the TikTok platform. The aim of the paper is to identify and classify the main motives that drive user engagement on this social network, as well as to provide an insight into the research trends, geographical distribution of studies on this topic and the methodological approaches that have been applied in the relevant literature. An analysis of selected scientific papers led to the identification of ten dominant clusters of user gratifications: cognitive, affective, social/relationship, self-expression/self-identity, relaxation, recognition and fame, escapism, hedonistic, trendiness/novelty and agency and interactivity. This overview contributes to a deeper understanding of user behavior on TikTok and provides a basis for future research in this area. Finally, the paper points out the gaps in the existing literature and suggests guidelines for future theoretical and empirical research.

Keywords: *Uses and Gratifications Theory, TikTok, user motivation, social media*

JEL Classification: D83, L82

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1. INTRODUCTION

Social media are increasingly being used as dynamic channels for digital marketing, offering brands a unique platform to communicate and engage with target audiences through creative and interactive content (Lazić, Domazet & Vukmirović, 2022; Kostić-Stanković, Štavljanin & Krstić, 2024). TikTok represents a social media of growing popularity worldwide. Today, it occupies a significant market share when it comes to short video content, a form which is considered highly attractive nowadays (Shao, Zhao, Lyu & Chen, 2023). There are over 1.5 billion monthly active users of this social media worldwide, whereas its penetration among internet users aged 16–64 reached around 21% globally, with higher rates in Asia and North America (DataReportal, 2024). TikTok (known as Douyin in China) represents one of the most successful and fast growing Chinese social media platforms globally (Jung, Kim, Lee, Min & Sung, 2025). Since its launch in 2016, the app has gained massive popularity, especially among younger audiences, who use it to watch and create videos (Montag, Yang & Elhai, 2021). It is characterized by highly dynamic content based on short videos and powerful push algorithms (Zhu, Jiang, Lei, Wang & Zhang, 2024; Dong & Xie, 2024), as well as absence of timestamps and a hidden phone clock (Wang & Scherr, 2021). Due to such endless stream of offered content, it provides a sense of greater connectedness and higher user engagement rates in comparison to other types of social media (Ortiz, De Los M. Santos Corrada, Lopez, Dones & Lugo, 2023). Although originally intended for the younger population, this social media is also characterized by its speed proliferation across various demographics because it effectively meets people‘s needs for instant entertainment and momentary distractions in the rapidly moving world (Wang, Li, Liu & Habes, 2024). With its rising attractiveness for different groups of users, it has also become an emerging social media platform for corporate and brand communication (Cuesta-Valiño, Gutiérrez-Rodríguez & Durán-Álamo, 2022; Chaihanchanchai & Anantachart, 2024).

Uses and Gratifications Theory (UGT) represents a communication approach that focuses on understanding why users consume certain media and how they use it to satisfy their needs. Unlike traditional theories that view the audience as a passive recipient of media messages, UGT emphasizes the active role of users in choosing media content. Users approach media with specific expectations and goals, such as information seeking, entertainment, social interaction, identification or escape from everyday problems. In the contemporary research environment, this theory has proven also relevant in the context of digital and social media, where users have a wide range of choices and a high level of control over the content they share and consume. Thus, it has been widely applied as a framework for understanding factors which motivate users to select, use and engage with certain social media (Vukmirović, Kostić-Stanković & Domazet, 2020; Cuesta-Valiño et al., 2022; Abbasi, Ayaz, Kanwal, Albashrawi & Khair, 2023; Alhabash, Smischney, Suneja, Nimmagadda & White, 2024; Trang, Thang, Nguyen & Nguyen, 2025). However, whereas there is a significant body of UGT-based research on social media platforms like Facebook and Instagram, such research is still scarce when it comes to TikTok, since it is considered to be a relatively new communication platform (Montag et al., 2021; Shao et al., 2023; Chen, Ma & Sharma, 2024; Dong & Xie, 2024). In accordance with that, aiming to contribute the existing literature in this field, we conducted a systematic literature review to explore the current state of the research based on applied UGT to explore user motives for using TikTok. On the basis of this objective, the following research questions are addressed in this paper:

RQ1: What is the trend in terms of increasing the scope of research in this area?

RQ2: In which countries were the studies mainly conducted so far and what were the most commonly applied research methods?

RQ3: What are the most common categories of gratifications associated with TikTok use in the existing literature?

2. UGT AND SOCIAL MEDIA

Even though originally introduced in the early 1940s, as a reaction to traditional mass media communication research (Xiao, Li & Zhang, 2023), the Uses and Gratifications Theory was formally set as the specific theoretical framework by Katz, Blumler and Gurevitch (1973). During the 1970s and 1980s, UGT has gained academic attention and recognition as the major media research theory in the United States (Jin, Chen & Shi, 2024). As stated by Kyei-Gyamfi (2024), this concept "focuses on comprehending the motivations behind individuals' media usage, the underlying requirements that drive their usage, and the gratifications they derive from such usage". It highlights the role of media in fulfilling users' diverse needs and desires, which stem from their social context and act as the driving force behind media consumption (Xiao et al., 2023; Domazet & Marjanović, 2024).

The five basic assumptions that underline UGT are: (1) audience is goal-oriented in the way they choose and engage with media; (2) media use and selection arise from users' desire to satisfy their individual needs; (3) as media fulfill users' needs, they compete with other sources that offer similar gratification; (4) media users, aware of their own interests and motives, form expectations about how well different media will satisfy their needs; and (5) media users continually evaluate the quality of media content based on how effectively their needs are met, and these assessments direct future choices and usage (Katz et al., 1973). On the basis of these assumptions, UGT can be effectively used as a comprehensive research framework to investigate motivations and behavioural patterns of media users (Xiao et al., 2023).

In recent times, UGT perspective has been employed to forecast specific behaviors stemming from users' motivations for using various social media platforms (Whiting & Williams, 2013; Qin, 2020; Cleofas, Albao & Dayrit, 2022; Lazić, Vukmirović & Domazet 2023; Krstić & Zuber, 2024). Xu, Ryan, Prybutok and Wen (2012) discovered that users' utilitarian (rational and goal-oriented) gratifications, hedonic (pleasure-oriented) gratifications and the social presence were positive predictors of the usage of social networking sites. Using the UGT, Whiting and Williams (2013) examined the various ways users benefit from social media and came up to ten specific social media-related uses and gratifications: social interaction, information seeking, passing time, entertainment, relaxation, communicative utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others. Ku, Chu and Tseng (2013) compared gratifications from using different media, and found out relationship maintenance, information seeking, amusement, and style to be general gratifications related to all media, whereas sociability gratification was specific gratification related to using instant social networking sites. By starting from the point that people use specific media content hoping to

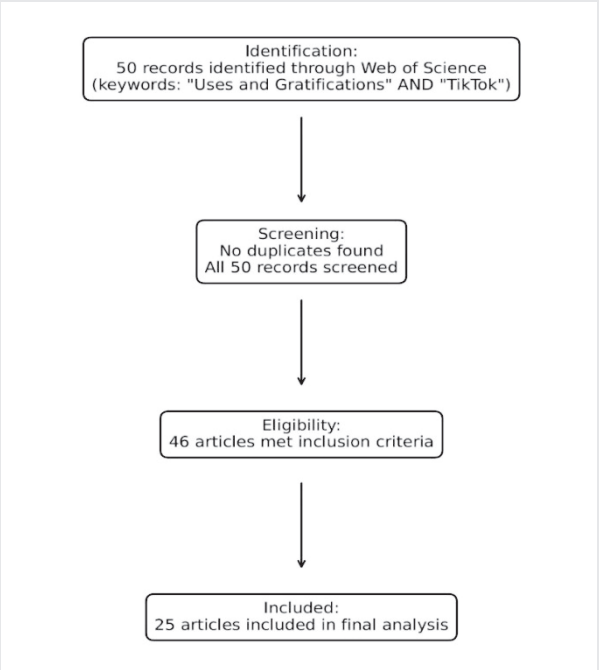
have some needs gratified, Ezumah (2013) identified main reasons for using social media network sites: keeping in touch with family and friends, sharing photos, and entertainment. A survey result obtained by Alhabash, Chiang and Huang (2014) indicated that entertainment, information sharing, self-documentation, socialization, escapism, self-expression, and medium appeal were found to be significant predictors of social media usage. Chan (2014) used three theories, among which UGT, to investigate the ability of individuals to urge social, political, and organizational change and found out that gratifications acted as a moderator between users' identification with social group and willingness to participate in collective action on social media. Aiming to investigate the specific gratifications derived from using microblogs and chatting platforms, Gan and Wang (2015) indicated that users obtained three types of gratifications from both types of platforms: content gratification, social gratification, and hedonic gratification. Content gratification pertains to meeting information expectations and includes factors such as seeking and sharing information. Social gratification involves meeting social expectations and includes factors like social interaction and networking. Hedonic gratification relates to meeting hedonic expectations and encompasses factors such as entertainment and leisure.

Malik, Dhir and Nieminen (2016) applied UGT in their study and pointed out several gratifications (affection, attention seeking, disclosure, information sharing, habit, and social influence) for sharing photos on social sites. By conducting a survey in four countries, Ifinedo (2016) found out that UGT constructs such as self-discovery, entertainment value, social enhancement, and the need to maintain interpersonal connectivity through the construct of behavioral intentions, had positive influence on widespread adoption of social networking sites by users. The study conducted by Quinn (2016) identified the following uses and gratifications, brought by experiences with social media: affect (expressing care, concern or encouragement), companionship (reducing sense of loneliness), voyeur (finding information about others), information sharing, habitual use to pass time, entertainment, communication and keeping in touch with others, professional use for career advancement, and escape from everyday concerns. Kamboj (2020) found out that information seeking, incentive and brand likeability were gratifications which strongly affected user participation, which furthermore affected their trust in brand, commitment and recommendations in social media brand communities. Qin (2020) explored the effects of specific motives for using social media on consumers' interactions with brands in digital context and demonstrated that consumer intentions towards content consumption and contribution could be encouraged by information-seeking and self-identity.

3. METHODOLOGY

The research was conducted by applying PRISMA (abbreviated from Preferred Reporting Items for Systematic Reviews and Meta-Analyses), a methodological framework intended to standardize reporting in systematic literature reviews and meta-analyses. It represents one of the widely used frameworks for conducting systematic literature reviews (Krstić, 2025). Its application ensures transparency and consistency in the presentation of the process of identification, selection, analysis and inclusion of relevant scientific sources. As proposed by PRISMA framework, this research followed particular stages of the research process, from the initial literature search, through the elimination of irrelevant papers, to the final selection of studies to be analyzed (Figure 1).

Figure 1: Methodological framework used in the analysis



Source: Authors' own research

Table 1: A final set of articles used for the analysis (in ascending chronological order)

Author(s) and year	Country	Sample	Research approach	Users' motivations/Gratifications
Bucknell Bossen & Kottasz (2020)	Denmark	n = 159 pupils	Survey	Cognitive, Affective, Relationship Maintenance/Building, Communication, Self-Expression, Fame/Recognition, Identity-Creation
Vaterlaus & Winter (2021)	USA	n = 247 users and non-users	Survey	Realism, Coolness, Agency-enhancement, Community building, Bandwagon, Interactivity, Browsing/ Variety seeking, Play/fun
Scherr & Wang (2021)	China	n = 1051 adults	Survey	Socially rewarding self-presentation, Trendiness, Escapist addiction, Novelty
Duarte & Dias (2021)	Portugal	n = 263 teenagers	Online survey	Self-promotion, Expansion/ Dynamization of online community
Dias & Duarte (2022)	Portugal	n = 347 teenagers	Online survey	Social interaction/Belonging, Hedonism, Self-expression, Escapism, Learning, Information, Entertainment, Escapism, Peeking
Falgoust, Winterlind, Moon, Parker, Zinzow & Madathil (2022)	USA	n = 32 students	Interview-based survey	Entertainment, Convenience and utility for widespread communication, Increasing social interaction, Finding social support, Seeking and sharing information, Escaping from everyday life
Xiao et al. (2023)	China	n = 1000 videos and 3 mil. reviews	Big data analysis	Performance expectancy, Entertainment, Tie strength, Sales approach
Mao (2022)	China	n = 583 users	Online survey	Informative seeking and learning (Cognitive motivation); Perceived enjoyment (Affective motivation); Recognition by peers (Personal integrative motivation); Companionship, Shared emotional connection (Social integrative); Escape, Distraction, Relaxation (Tension release)
Gu, Gao & Li (2022)	China	n = 384 young and adult users	Online survey	Socially rewarding self-presentation, Trendiness, Escapist addiction, Novelty
Deng, Vargas-Bianchi & Mensa (2023)	USA, Spain and Chile	n = 556 all countries	Online survey	Archiving, Self-expression, Escapism, Information seeking, Socializing and Entertainment
Roberts & David (2023)	USA	n = 225 adults	Survey	Focused attention, Curiosity, Enjoyment, Telepresence, Time distortion
Abbasi et al. (2023)	Middle East	n = 258	Survey	Fantasy, Escapism, Enjoyment, Role projection, Sensory, Arousal, Emotional involvement
Shao et al. (2023)	China	n = 362 adolescent users	Online and offline survey	Self-Expression, Entertainment, Information seeking, Communication, Passing time
Wang & Oh (2023)	China	n = 234 consumers	Survey	Content gratification (Information sharing), Utilitarian gratification (Cost saving and information seeking), Social gratification (Social presence), Hedonic gratification (Passing time, Enjoyment, Escapism)

Author(s) and year	Country	Sample	Research approach	Users' motivations/Gratifications
Miranda, Trigo, Rodrigues & Duarte (2023)	Portugal	n = 644 self-selected users	Online survey	Escapism, Social interaction
Chaihanchancha& Anantachart (2024)	Thailand	n = 442 adult users	Online survey	Perceived value, User engagement, Positive emotions
Garcia (2024)	Philippines	n = 597 students	Survey	Entertainment, Motivation and Inspiration, Social Interaction, Advice and guidance, Escapism
Wang et al. (2024)	China	n = 2280 rural residents n = 900 short videos	Content analysis, online survey	Enjoyment, Social needs, Affective needs, Cognitive needs
Zhu et al. (2024)	China	n = 1302 adolescents	Survey	Entertainment need gratification, Socialize need gratification, Self-presentation need gratification, Information need gratification
Shi, Ali & Chew (2024)	USA and China	n = 148 (USA) n = 150 (China)	Survey	Escapism, Relaxation, Learning, Procrastination, Status-seeking, Community belonging
Dong & Xie (2024)	China	n = 238	In-depth interviews	Seeking novelty, Habit, Relationship maintenance, Releasing pressure, Killing time, Escapism; Pursuing fame, Recording and Sharing, Satisfying curiosity
Jin et al. (2024)	China	n = 115.965 user-related data	Big data analysis	health cognition, personal identity, idolatry, entertainment
Alhabash et al. (2024)	USA	n = 685 undergraduate students	A cross-sectional online survey	Entertainment, Passing time, Coolness, Escapism, Relaxation, Trust, Privacy awareness, Self-documentation
Jung et al. (2025).	South Korea	n = 500 users	A survey-based approach	Information-seeking, Time-killing, Self-expression, Trend-seeking, Escapism, Inspiration-seeking
Xu, Luo, Hou & Liu (2025)	China	n = data from 941 live streaming rooms and 489.426 comments.	Quantitative surveys and qualitative interviews	Entertainment, Social interaction, Personalization, Trust in streamers

Source: Authors' own research

The existing literature was searched in the Web of Science database, which represents one of the key databases of reference scientific publications. In the source identification phase, the search was performed by entering the keywords „Uses and Gratifications" and „TikTok", which should be in the content of the source. It was not required that key words appear in the title or abstract, in order not to possibly overlook papers that were based on this theory, but this could only be concluded from the text and the study concept. By applying these keywords, 50 articles were obtained. In the next phase, screening was performed and there were no duplicate publications to be eliminated. In the third phase, the following eligibility criteria were applied: (1) it is a research article in a scientific journal; (2) it is written in English; (3) the content of the article can be openly accessed or though institutionally available repository; (4) the research is dedicated specifically to TikTok and not to social media in general. After applying these filters, 46 papers were obtained. In the last stage, after reviewing the content of the papers and considering their relevance, a final set of 25 papers that meet all the criteria and entered further analysis was reached. These articles are presented in Table 1.

4. RESULTS

Bucknell Bossen and Kottasz (2020) explored what gratifications and needs motivated three categories of behavior of pre-adolescent and adolescents on TikTok: passive consumption, participatory and contributory behavior. By surveying a sample of 159 pupils (aged 11-16) at randomly selected 60 schools in Denmark, they came to the conclusion that entertainment/affect was the primary driver behind all categories of behaviors, with the emphasis on passive consumption. Additionally, identity-creation, social recognition and the desire for social network expansion were found to be motivators of participatory behavior, whereas self-expression, social recognition and fame-seeking were identified as stimulating factors of contributory behavior.

Vaterlaus and Winter (2021) investigated the motives behind using and not using TikTok of young adults. Their sample included 247 young adults in USA, among which slightly more than a half reported using this social network. Those who identified as active users were mostly motivated by: realism, coolness, agency-enhancement, community building, bandwagon, interactivity, browsing/variety seeking, and play/fun gratifications. On the other hand, perception of being too juvenile/cringey and providing too much (cyberbullying) or not enough agency (privacy and censorship) were identified as failed gratifications for past-users and non-users. On the basis of niche theory and UGT, Scherr and Wang (2021) investigated the main motives behind using and actively posting content on TikTok and whether there were differences depending on gender, age and time of the day. On the basis of interviewing a sample of users (mean age of 30) in China, the authors discovered the four gratification categories: socially rewarding self-presentation, trendiness, escapist addiction, and novelty. Observed by age, novelty was found to be the most important gratification for all users. The only difference in relation to gender was in the case of escapism, which appeared to be more relevant for women. Finally, trendiness was identified as the most important driver of daytime use, novelty as the most prominent driver of nighttime use, whereas socially rewarding self-presentations were motivator for posting TikTok videos. Duarte and Dias (2021) conducted an online survey on a sample of teenagers in Portugal, with the intention of determining what motivates users who create content. They concluded that they are the most motivated by self-promotion and on the expansion and dynamization of their online community. In their subsequent publication on this topic, Dias and Duarte (2022) explored the practices of TikTok use of teenagers in Portugal by conducting an online survey. They explored the significance of following gratifications: social interaction/belonging, hedonism, self-expression, escapism, learning, information, entertainment, escapism, peeking. They concluded that entertainment and self-expression were the main motivations for using this platform.

Falgoust et al. (2022) interviewed a group of college students, aged 18-23, and qualitatively analyzed their answers. Their conclusion was that six categories of motivators, consistent with UGT, underlined individual use of TikTok: entertainment, convenience and utility for widespread communication, increasing social interaction, finding social support, seeking and sharing information, and escaping from everyday life. Other study published in 2022, conducted by Xiao et al. (2023) aimed to explore what characteristics of short-form videos on TikTok influence consumer engagement behavior. Authors based their analysis on data they collected, related to one thousand videos and three million reviews, posted by the top sellers over the period of a year and half. They found out that key features associated with consumer engagement behavior were: performance expectancy, entertainment, tie strength (interpersonal relationship between consumers and sellers), and sales approach. Mao (2022) explored the relationship between popular live stream content types on TikTok and psychological and social gratifications and support behaviors of viewers (continuous watching, "like", follow/subscribe, "comment" and "tipping/donate"). The main gratifications identified, even though varying across content types, were informative seeking and learning (cognitive motivation), perceived enjoyment (affective motivation), recognition by peers (personal integrative motivation), companionship (social integrative), shared emotional connection (social integrative), escape (tension release), distraction (tension release), relaxation (tension release). Additionally, Gu et al. (2022) investigated diverse motives of users aged 17–58, residing in China, for using TikTok. Four main motives that were explored were: socially rewarding self-presentation, trendiness, escapist addiction, and novelty. Depending on the intensity of identified motives, users were grouped into four profiles: overall low motives, overall medium motives, overall high motives, and profile of users solely motivated by escapist addiction and novelty.

There were six papers published in 2023 that were included in the analysis. Deng et al. (2023) conduct-

ed a cross-cultural study, aiming to discover the differences in TikTok use among users from the USA, Spain and Chile. The study identified six primary motivations for using TikTok: archiving, self-expression, escapism, information seeking, socializing, and entertainment. The findings pointed out that motivation was significantly associated with users' national cultural dimensions, particularly individualism versus collectivism and levels of uncertainty avoidance. For instance, users from collectivistic societies like Spain and Chile were more inclined to use this platform for socializing purposes, whereas users from USA, which is more individualistic culture, exhibited higher motivations for self-expression and archiving. Additionally, the research indicates that users from Chile, characterized by a high uncertainty avoidance level, tended to avoid self-expression and archiving on TikTok compared to users from America, who are characterized by a low uncertainty avoidance level. Roberts and David (2023) explored the association between Instagram and TikTok use and psychological well-being. They surveyed two samples of adult users, one for each social media. In case of TikTok, sample included 225 users with mean age 37. The investigation was based on five flow dimensions: focused attention, curiosity, enjoyment, telepresence, and time distortion. Findings indicated that the levels of overall flow were higher for TikTok than Instagram users, especially in the context of dimensions "enjoyment" and "time distortion". "Telepresence", which reflected users escape from real world and immersion in a world created by the social media application, was associated with higher depression and anxiety levels in case of both groups of users.

Grounding their research on UGT and technology acceptance model (TAM), Abbasi et al. (2023) explored how TikTok users' hedonic consumption experiences determined their intention to use the app in future and, consequently, their actual usage behavior. The findings indicated that escapism, role projection, arousal, sensory experience, and enjoyment were main motivators of intentions to use TikTok app and its effect on its actual usage. On the other hand, fantasy and emotional involvement did not significantly impact intention to use the TikTok app. Miranda et al. (2023) also grounded their research on two theories, UGT and the Stimulus-Organism-Response, to gain better understanding of antecedents and formation mechanisms of social media addiction. They surveyed a sample of self-selected TikTok users. In particular, they investigated mutual relations of escapism and social interaction motivations, flow experience state, and sense of belonging to explain addictive behavior on the example of TikTok. The findings indicated that users who sought escapism might develop an addiction to the social networking site either directly, through a flow state induced by the application, or via a sense of belonging to the TikTok community. Conversely, users who fulfill their social interaction needs appeared to develop addiction solely through the sense of belonging to the TikTok community.

Shao et al. (2023) investigated the main motivations of adolescents from China for continuous use of TikTok. The motivations that were identified were: self-expression, entertainment, information seeking, communication and passing time. Among these, entertainment, communication and passing time were found to positively influence user satisfaction with this social media app. Furthermore, it was identified that user satisfaction and loyalty positively impacted teenagers' intention to continue using TikTok. In other paper published the same year, also conducted in China, Wang and Oh (2023) investigated the gratifications which influence consumers' continuous purchase intentions on TikTok. Their findings showed that four types of gratification had an influence on persistent purchasing intent in livestream shopping: content gratification (information sharing), utilitarian gratification (cost-saving and information seeking), social gratification (social presence), and hedonic gratification (passing time, enjoyment and escapism). These gratifications varied across different educational levels, whereas social presence and enjoyment were more pronounced gratification in the group of high-educated users than in case of low educated users.

Among papers that were finally selected for further analysis, eight were published in 2024. Chaihanchanchai and Anantachart (2024) investigated the psychological mechanisms influencing TikTok usage intentions. They identified the following factors: perceived value (users' assessment of the benefits they receive from TikTok, such as entertainment, information, or social interaction), user engagement (the level of cognitive and emotional involvement users have with the platform, including attention, interest, and interaction) and positive emotions (enjoyment, excitement, and satisfaction experienced during TikTok usage). Authors concluded that perceived value enhances user engagement, which in turn fosters positive emotions, ultimately leading to a stronger intention to use TikTok. Similarly, Garcia (2024) explored the psychological motivations driving TikTok usage among physical education students in Philippines. The key motives that were identified were: entertainment, mo-

tivation and inspiration, social interaction, advice and guidance, escapism. It was found out that both male and female students primarily engaged with TikTok fitness content for entertainment purposes. Male students were more inclined to seek motivational content and social interaction to inspire their physical activities, while female students predominantly sought practical tips and instructional content and escapism.

The study of Zhu et al. (2024) examined the association between the usage of short-form video and depression among Chinese adolescents (senior high school students), focusing on the mediating effects of need gratification and short-form video addiction. The findings pointed out a direct link between short-form video use and adolescent depression, whereas entertainment need gratification, social-related need gratification, and short-form video addiction had a mediating effect. The focus of Dong and Xie's (2024) study was the motivation and well-being of TikTok users by conducting in-depth interviews with a sample of Chinese users. They identified six main motives for watching content on this platform: seeking novelty, habit, relationship maintenance, releasing pressure, killing time, and escapism. Additionally, they came up to three motives for shooting and submitting short-form videos on TikTok, namely: pursuing fame, recording, and sharing.

Wang et al. (2024) explored how rural users in China engaged with TikTok, transitioning from passive information recipients to active participants in knowledge services on the basis of UGT and the Media Enjoyment Theory. They used a mixed-methods approach, combining big data analysis with comprehensive survey. The study identified that rural users primarily engage with TikTok for enjoyment (entertainment), social interaction (social needs), affective needs and information seeking (cognitive needs). Also in China, Jin et al. (2024) aimed to discover the motives of users to watch short home fitness videos on TikTok. By analyzing a large number of data related to users' comments, IP addresses, comment dates etc., authors came to the conclusion that users were mainly motivated to watch home fitness videos by: health cognition, personal identity, idolatry and entertainment.

Alhabash et al. (2024) investigated different motivations for using social media platforms, among which TikTok, in USA. The results indicated that primary motivations for using TikTok were entertainment and passing time. Additionally, users rated TikTok highly for coolness, escapism, and relaxation, aligning with its reputation for engaging, short-form video content. Authors also explored predictors of TikTok problematic use, and found out that coolness motive was the strongest predictor of problematic TikTok use, suggesting that users seeking to appear trendy may be more prone to excessive use, followed by the entertainment (positive association) and relaxation (negative association), trust in the platform (positive association) and privacy awareness (negative association). Similar to problematic use, coolness and entertainment motives positively influenced users' intentions to continue using TikTok, whereas self-documentation and passing time motives were negatively associated with continued use intentions. Finally, continuous use intentions of TikTok were also influenced by privacy-related trust (positive predictor) and privacy awareness (negative predictor). Whereas majority of studies were focused solely on one country, Shi et al. (2024) conducted a comparative study of USA and China TikTok users' gratifications sought, gratifications obtained and engagement. The researchers introduced a new model to conceptualize user engagement, highlighting the gratifications such as escapism, relaxation, learning, procrastination, status-seeking, and community belonging as drivers of TikTok usage across both cultures. The study further revealed that American users placed a greater emphasis on the gratifications they seek from TikTok usage than their Chinese counterparts. TikTok users in both countries were found to engage more actively in self-promotion and content interaction compared to users of other short-video apps which suggests that it is a goal-oriented platform for users seeking personal expression and recognition.

A survey of Jung et al. (2025) was employed to identify users' motivations for engaging with TikTok and to examine differences in psychological symptoms related to usage patterns, specifically distinguishing between active and passive use. They outlined six key reasons for engaging in TikTok: information-seeking, time-killing, self-expression, trend-seeking, escapism, and inspiration-seeking. The study found that active use of TikTok was positively associated with dependency and addictive symptoms, suggesting that users who actively engaged with the platform might be more susceptible to problematic usage patterns. Finally, Xu et al. (2025) explored the motivations behind consumer behaviors (product purchase and gift-giving) in live-streaming e-commerce environments, particularly focusing on TikTok. They concluded that hedonic and social factors were related to users' gratifications of enjoyment and social needs, whereas, utilitarian gratifications, professionalism, topic orien-

tation and product diversification, referred to the ration approach of users in achieving the desired results of certain activities. They found out that main motivations for TikTok use in live streaming e-commerce were: entertainment, social interaction, personalization, and trust in streamers.

Based on a detailed analysis of all the articles included in the final set, it is possible to get answers to the set research questions. Even though the research in this particular field is still scarce, thus, it can be considered to be an under researched area, it can be said that the body of the research that addresses the motivations of TikTok users from a Uses and Gratifications Theory (UGT) perspective has been growing steadily (RQ1). Therefore, it is anticipated that this topic would gain greater interest in the future. The largest number of studies on the motivations of TikTok users has been conducted in China (RQ2), which is to be expected considering that TikTok originated from the Chinese application Douyin and has the largest user base there. After China, the United States leads the way in the number of studies, especially in the context of young users and their behavior patterns on the platform. In contrast, Europe and other parts of the world lag behind in this research domain, where the number of empirical studies is significantly lower, which indicates the need to expand the geographic focus and include more diverse cultural contexts in future analyses. Regarding the methodologies that are most applied, it can be seen that research based on the online surveying of a sample of TikTok users dominates. Therefore, most of the research is of an empirical type and is based on the collection of primary data from users. A smaller number is based on the collection of a large number of secondary data and their analysis.

Although different authors list a large number of gratifications in their publications, it is still possible to systematize them so that they are grouped into larger clusters. On the basis of grouping similar concepts, that can be logically connected, the entire list of gratifications was structured into ten larger clusters (Table 2). It can be concluded that these clusters represent the most common categories of gratifications associated with TikTok use in the existing literature (RQ3). Some of the cluster labels are kept from the available literature, as they refer to the same concepts.

Table 2: Formed clusters of gratifications from the existing body of the research

Motivation cluster	Gratifications from studies listed in Table 1
Cognitive	Information-seeking, Seeking and sharing information, Learning, Health cognition, Informative seeking and learning, Cost saving, Advice and guidance, Curiosity, Cognitive needs, Performance expectancy, Trust, Privacy awareness
Affective	Perceived enjoyment, Enjoyment, Affective needs, Positive emotions, Perceived value, Arousal and emotional involvement, Sensory stimulation, Fantasy
Social/Relational	Social Interaction, Companionship, Shared emotional connection, Socializing, Social needs, Social presence, Increasing social interaction, Community belonging, Community building, Social integration, Social interaction/Belonging, Finding social support, Relationship maintenance, Relationship building, Tie strength, Expansion/Dynamization of online community, Communication, Convenience and utility for widespread communication
Self-expression/ Self-identity	Self-expression, Personal identity, Role projection, Self-promotion, Identity-creation, Self-documentation, Archiving, Recording and sharing, Self-presentation need gratification, Socially rewarding self-presentation
Relaxation	Relaxation, Releasing pressure, Tension release, Distraction, Focused attention
Recognition and fame	Recognition by peers, Fame/recognition, Pursuing fame, Status-seeking
Escapism	Escapism, Escaping from everyday life, Escapist addiction, Tension release, Fantasy, Distraction, Killing time, Procrastination, Passing time, Telepresence and time distortion
Hedonic	Entertainment, Play/fun, Motivation and inspiration, Entertainment need gratification, Browsing/variety seeking
Trendiness/ Novelty	Trendiness, Seeking novelty, Novelty, Coolness, Bandwagon, Inspiration-seeking, Trend-seeking, Habit
Agency and interactivity	Interactivity, Agency-enhancement, Personalization and trust in streamers, Content gratification (information sharing), Utilitarian gratification, Sales approach, User engagement

Source: Authors' own research

5. CONCLUSION

The application of UGT enables a deeper understanding of the reasons why individuals choose TikTok as the dominant medium to fulfill their psychological and social needs. The studies analyzed in this paper examine different patterns of platform use, including information, entertainment, self-expression, and interaction, to understand the needs that users seek to satisfy. Based on a systematic literature review of these studies, the findings contribute to a deeper understanding of users` engagement on the short-form video platform TikTok, and highlight the different motivations use that are emphasized in the available literature. From a practical perspective, the findings offer valuable insights for content creators, marketers, and platform developers aiming to design more engaging and user-centered strategies.

By providing a detailed overview of the literature in this interesting, but still under-researched area, this paper provides a valuable theoretical basis for further research. Based on the insight gained from other authors, as well as the systematization of gratifications given by the authors, it is possible to identify where there are major research gaps and where future empirical research could make the greatest contribution. Additionally, the findings of this review encourage scholars to conduct longitudinal studies to track changes in user motivations over time and to explore cross-cultural differences in TikTok usage. Such studies would help validate and expand the applicability of UGT in rapidly evolving digital contexts.

The use of the PRISMA framework ensures that their literature review is as clear, replicable and methodologically valid as possible, which contributes to the reliability and quality of the presented findings and results. However, the paper has several limitations that are common to review papers. Firstly, focusing on only one scientific database may mean that some of the important articles in the field are not included. Therefore, the inclusion of other databases could improve the analysis. In addition, only English-language articles were considered, which may also be a limiting factor. Finally, the analysis and the classification of gratifications offered are subject to the subjective judgement of the authors, so they are not necessarily applicable in all contexts.

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Apstrakt

Primena Teorije koristi i zadovoljenja na TikTok: sistematski pregled literature o motivaciji korisnika

Jelena Krstić, Ivana Domazet

U radu je prikazan sistematski pregled postojeće literature koja se bazira na Teoriji koristi i zadovoljenja (eng. *Uses and Gratifications Theory - UGT*) kako bi se objasnili motivi korisnika za korišćenje platforme TikTok. Cilj rada je identifikovanje i klasifikovanje glavnih motiva koji podstiču angažovanje korisnika na ovoj društvenoj mreži, kao i pružanje uvida u istraživačke trendove, geografsku rasprostranjenost studija na ovu temu i metodološke pristupe koji su primenjeni u relevantnoj literaturi. Analiza odabranih naučnih radova dovela je do identifikacije deset dominantnih klastera korisničkih zadovoljenja: kognitivna zadovoljenja, afektivna zadovoljenja, socijalna/relaciona zadovoljenja, samoizražavanje/samospoznaja, relaksacija, priznanje i slava, bekstvo od stvarnosti, hedonistička zadovoljenja, praćenje trendova/novina i pokretanje akcije i interaktivnost. Ovaj pregled doprinosi dubljem razumevanju ponašanja korisnika na TikToku i pruža osnovu za buduća istraživanja u ovoj oblasti. Na kraju, u radu je ukazano na praznine u postojećoj literaturi i predložene su smernice za buduća teorijska i empirijska istraživanja.

Ključne reči: *Teorija koristi i zadovoljenja, TikTok, motivacija korisnika, društvene mreže*

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marketing

How to measure video-ads effectiveness: A multi-tools neuromarketing case study

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Abstract: Advances in state-of-the-art technologies and the rise of interdisciplinary sciences have transformed multiple aspects of human life. In recent years, among various disciplines, neuroscience and artificial intelligence (AI) have had the most profound impact on marketing, giving rise to emerging fields such as neuromarketing and intelligent marketing. Although numerous studies have been conducted in different areas of neuromarketing, two major shortcomings remain. First, due to limited interdisciplinary expertise among marketing professionals, most studies have been led by neuroscience researchers, with a predominant focus on neuroscience concepts. Second, because video analysis is inherently more complex than image analysis, relatively few studies have examined the effectiveness of video marketing within a neuromarketing framework. This exploratory-applied study, adopting a marketing-oriented perspective, proposes a practical method for assessing the effectiveness of video marketing using neuromarketing tools. While offering valuable practical insights for marketing researchers, it addresses the central question: *Can video marketing be reliably evaluated through neuromarketing techniques?* Primary data were collected using established neuroscience methods with EEG, fNIRS, and eye-tracking devices, and analyzed through artificial intelligence models in MATLAB. The findings demonstrate that neuromarketing tools can reliably measure the effectiveness of video advertisements before launching campaigns, thereby reducing unnecessary media expenditure and optimizing return on investment.

Keywords: *neuromarketing, video marketing, EEG, fNIRS, eye tracking, functional brain communications*

JEL Classification: M370

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1. INTRODUCTION

Mason Currey, in his well-known book *Daily Rituals: How Artists Work*, quotes the eminent psychologist William James (1842–1910): "The important thing is to make our nervous system our ally instead of our enemy, and the more we can let things happen automatically, the more we can use our higher powers to do real work" (Currey, 2013, p. 72). Over a century ago, James accurately recognized the unconscious mind's influence on decision-making, earning him recognition as a pioneer in cognitive and neural sciences. The functioning of the unconscious mind can be contrasted with conscious recognition (Zielonka, Szymanek, Dzik, Jakieła & Białek, 2024) and, in some contexts, regarded as complementary (Shiv & Fedorikhin, 1999). Despite the often complex classifications of mental functions, a specialized domain within neuroscience, the analysis of unconscious brain responses to stimuli, known as neuromarketing (Knutson, Rick, Wimmer, Prelec & Loewenstein, 2007), has recently gained prominence in marketing (Morin, 2011), particularly in areas such as product design (Morton, 2022), pricing strategy (Karmarkar, Shiv & Knutson, 2015), distribution channel planning (Ferraro, 2020), promotion, and advertising (De-Frutos-Arranz & Blásco-López, 2022; Kumar, 2015; Cheredniakova, Lobodenko & Lychagina, 2021). Neuromarketing, through the application of neuroscience tools and techniques (Ramsøy, 2019; Strieder, 2022), enables marketers to quantify aspects of consumer response that were previously assessed only qualitatively (Venkatraman, 2019; Venkatraman et al., 2015). Traditionally, Likert scales have been used to measure attitudes toward advertisements, offering a graded range between two thresholds (Guerrero, Colomer, Guàrdia, Xicola & Clotet, 2000). However, this method has notable limitations: it requires large samples for validation (Norman, 2010), often measures effectiveness only after campaign execution, thereby increasing the risk of ineffective video marketing (Thero, 2019), and is susceptible to respondent bias influenced by various factors (Sawatzky et al., 2024; Clemons, 2008). Neuroscience-

based marketing tools not only address these limitations (Vozzi et al., 2021; Mauri, Rodighiero, Bazzan, Benedetto, Caldato & Armeno, 2018) but, when combined with artificial intelligence, can produce more valid and innovative models for understanding consumer behavior (Kusá & Beličková, 2023). Before 2020, during the rapid expansion of practical AI applications (Ali, Murray, Momin, Dwivedi & Malik, 2024), it was scarcely conceivable to design individualized behavioral models for specific marketing contexts.

Today, with the convergence of brain measurement technologies and AI, such modeling has become feasible (Okeleke, Ajiga, Folorunsho & Ezeigweneme, 2024). Beyond the tools themselves, the marketing environment has also evolved (Subramanian, 2017). Competition increasingly occurs in virtual rather than physical spaces (Nayyar, 2025), and forecasts suggest that the share of marketing budgets allocated to social media will continue to grow (Bondarenko, Kovalchuk, Rodionov, Miroshnik, Kitchenko & Franchuk, 2021). Social media marketing relies heavily on video content (Arantes, Figueiredo & Almeida, 2018), though the extent of this reliance varies across industries.

Despite its potential, the measurement of video marketing effectiveness at the intersection of neuroscience technologies, artificial intelligence, and social media remains underexplored, largely due to its novelty and complexity. For this reason, although a limited number of studies have attempted to examine the measurement and prediction of video marketing effectiveness, the true novelty of this paper lies in its employment of a unique combination of three neuroscience methods, electroencephalography (EEG), eye-tracking, and functional near-infrared spectroscopy (fNIRS), coupled with machine learning techniques as analytical tools to achieve a deeper and more quantitative understanding of video content effectiveness. This research seeks to answer the question: Can the effectiveness of video advertisements be measured prior to launching advertising campaigns and introducing them to the public, and before incurring significant marketing costs?

2. LITERATURE REVIEW

Video marketing, delivered through video advertisements, is increasingly recognized as one of the most effective and impactful tools in the modern marketing arsenal (Boman & Raijonkari, 2017). Researchers have examined numerous factors influencing its effectiveness. Among these, advertisement duration is widely regarded as a critical determinant (Krishnan & Sitaraman, 2013) and has been extensively studied, with many findings supporting the superior impact of shorter advertisements (Meng, Kou, Duan & Bie, 2024). However, considerable debate remains over the precise threshold distinguishing short from long videos (Wang, Wu, Rau & Gao, 2020). A particularly powerful synergy has emerged between video advertising and social media, which serves as a pervasive distribution platform (Lim, Ri, Egan & Biocca, 2015). Social media not only facilitates engaging ad consumption but also introduces a valuable feature: interactivity (García-Perdomo, 2024). The ability to enable two-way communication between audiences and interactive video advertisements has been shown in numerous studies to enhance advertising effectiveness (Moran, Muzellec & Johnson, 2020). Beyond these factors, a variety of additional elements influence video marketing outcomes. These can be broadly categorized into: (1) **content-related features** - such as sound and visual effects (Yang, Wang, Wang, Jiang & Li, 2025), appropriate color schemes (Zhu, 2024), background music (Lupa-Wójcik, 2022), compelling titles (Welch, Cho & Chang, 2010), and storytelling (Zatwarnicka-Madura & Nowacki, 2018); and (2) **platform-related features** - including interactive functionalities (Sundar, Kim & Gambino, 2017), alignment of content type with the target audience (Baker, 1997), ease of platform use, and the ability to display performance metrics such as likes and other engagement indicators. While some features may overlap categories, this classification provides a useful framework. Before the advent of neuromarketing techniques, a major challenge in video marketing was the lack of precise measurement tools (Boman & Raijonkari, 2017; Sakas, Giannakopoulos, Terzi, Kamperos & Kanellos, 2024).

Historically, effectiveness was assessed using platform-provided metrics such as views, likes, shares, and comments, both positive and negative (Pavlou & Stewart, 2000; Usmani, Ali, Imtiaz & Khan, 2019). While informative, these indicators have two major limitations: (1) they depend on post-campaign execution, meaning inefficiencies are detected too late for corrective action, potentially leading to substantial budget losses; and (2) they require very large sample sizes for accuracy (Eisend, 2015), making them time-consuming and costly. The integration of neuromarketing tools, such as electroencephalography, functional magnetic resonance imaging, and near-infrared

spectroscopy, into video marketing offers a precise means of quantifying variables previously assessed only qualitatively (Harris, Ciorciari & Gountas, 2018; Alvino, Pavone, Abhishta & Robben, 2020). Although prior research has examined parameters such as visual and auditory stimuli, surprising or innovative elements (Yassin, 2023), and optimal video duration, no previous study has both predicted and measured the effectiveness of advertising videos through a comprehensive analysis of brain response differences to diverse advertisements. Addressing this gap forms the basis of the present research.

3. RESEARCH METHODOLOGY

This study aims to address the question: Can video marketing—traditionally evaluated solely through social media engagement metrics such as likes, shares, and comments—be measured and quantified through the analysis of brain activity while viewers watch video advertisements? The primary objective is to introduce novel applications of neuroscience in marketing, essentially, neuromarketing for marketers. While numerous prior studies have documented the distinct and diverse functions of various brain regions, this research moves beyond a reductionist, activity-specific perspective. Instead, it adopts the paradigm that the brain, as an integrated system, may exhibit distinct and meaningful patterns of activity when exposed to attractive versus non-attractive advertising videos. Addressing the research question involves two key challenges: (1) determining how to differentiate between attractive and non-attractive advertisements, and (2) identifying the appropriate tools for measuring viewers' brain activity. To address the first challenge, a two-phase methodology was implemented. In Phase 1, 24 marketing and advertising specialists were asked to identify at least one attractive and one non-attractive video, under the condition that they would be willing to like and share the attractive video on their preferred social media platforms, but would neither like nor share the non-attractive video. In Phase 2, these specialists categorized the collected videos into two groups: attractive and non-attractive. Based on a strong consensus, over 90% agreement, seven videos were classified as the most attractive and three as the least attractive, and these were selected for testing. The advertising videos used in this research are available at *video-marketing.blogsky.com*, and their characteristics are presented in Table 1.

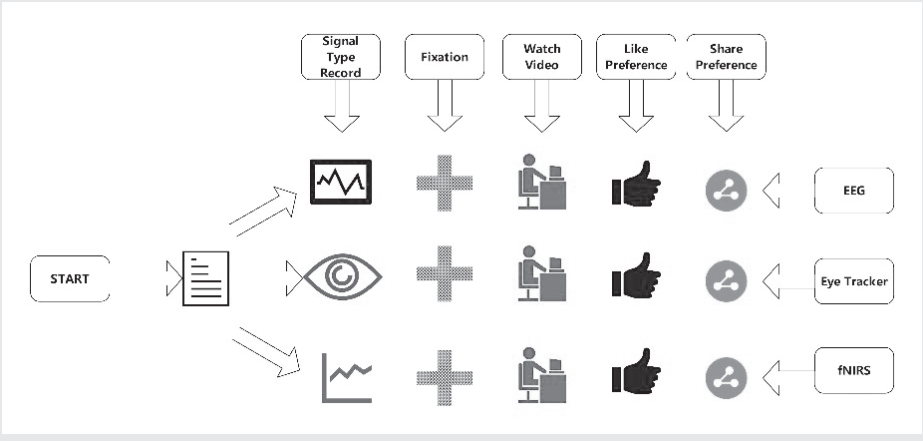
Table 1: Characteristics of the videos used

Video	Appearance frames per second	Appearance width*height	Duration second
1	24	640-360	47
2	30	640-360	88
3	24	640-360	61
4	25	640-360	61
5	25	1920-1080	50
6	25	1920-1080	20
7	25	640-352	48
8	25	1280-720	30
9	30	1280-720	90
10	25	640-360	31

Source: Authors

In response to the second challenge, we used three common tools in cognitive sciences for measuring brain activity asynchronously but with identical tasks. The measurement and signal recording stages were conducted according to the pipeline shown in Figure 1.

Figure 1: Signal measurement pipeline



Source: Authors

The cognitive tasks, designed and executed using PsychoPy version 2024.1.1, were presented on all three measurement tools via a 21-inch monitor (1080 × 1920 pixels) with a 60 Hz refresh rate, positioned 70 cm from the participants' eyes. The sample size for this study was determined independently for each tool. Before the start of the experiment, participants were trained to indicate their inclination to like and share after viewing each of the 10 advertising videos (presented in random order) by pressing the corresponding buttons. To establish a baseline for brain activity in a neutral state, a neutral gray image was displayed for 90 seconds at the beginning of the task. Additionally, to control for potential cognitive halo effects from preceding videos, a neutral gray image was shown for 5 seconds before each video. During these intervals, participants were instructed to maintain a calm focus on the center of the screen.

An important practical consideration in neuromarketing research is determining the sample size required to ensure reliable measurement of advertising processing. In current practice, sample sizes between 20 and 30 participants are common in neuromarketing ad-testing studies, although the exact number depends on the specific variables being measured. Furthermore, the optimal sample size may also vary according to the study's purpose. For example, a sample of approximately 30 participants, each viewing one commercial, may be sufficient to reliably estimate the average performance of an advertisement (van Diepen, Boksem & Smidts, 2024). One reason neuromarketing studies often employ smaller sample sizes than conventional marketing research is the substantial increase in the volume of data collected per second (i.e., sampling frequency). For instance, given the sampling rates of tools such as EEG, fNIRS, and eye-trackers, and assuming a 616-second test duration, approximately 308,000, 1,200, and 60,000 data points per participant were collected, respectively. This high data density significantly enhances the applicability of neuromarketing tools, particularly for deep learning computations, which require large datasets. Moreover, in this study, each participant was exposed to 10 video advertisements. Considering the number of participants, this resulted in 220, 140, and 310 recorded video-ad samples for EEG, fNIRS, and eye-tracking, respectively. Such data volumes are well-suited for machine learning–based analyses. The choice of sampling frequency in neuromarketing instruments depends on multiple factors, including the research objective, device accuracy, required measurement precision, and the availability of computational resources capable of processing large-scale, complex datasets. In the present study, sampling frequencies were selected based on the precision of the available measurement instruments and informed by findings from prior research.

3.1. Electroencephalography (EEG)

To measure cortical electrical activity, an electroencephalography (EEG) device was employed (Müller-Putz, Riedl & Wriessnegger, 2015). The sample for this phase comprised male and female students from Shiraz University of Applied Sciences (Iran), recruited through an initial screening process conducted via social media. Eligibility criteria required that participants have no history of substance addiction, psychological disorders, or pregnancy (n = 22; males = 12; mean age = 32; variance = 9). The experimental procedure commenced only after participants had reviewed and signed the informed consent form. Before the main task, an initial test trial was administered to familiarize them with the procedure. The performance data for participants in this phase are presented in Table 2.

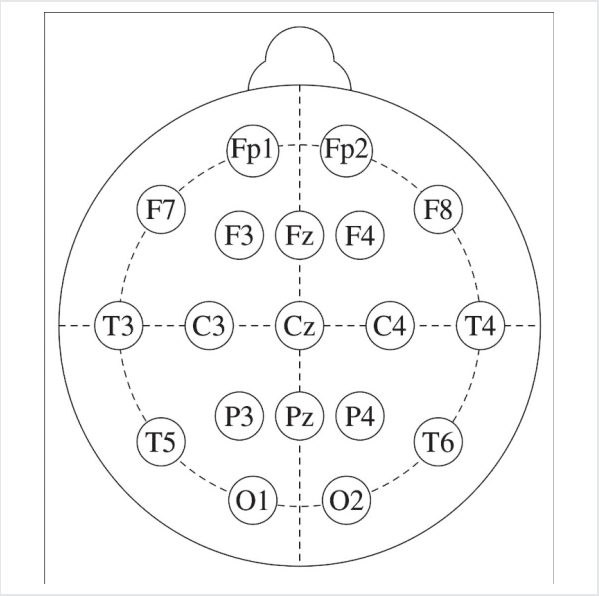
A 19-channel electroencephalography (EEG) device manufactured by Mitsar was used, employing the international 10–20 electrode placement system. Silver electrodes with a silver chloride coating were utilized, with a sampling frequency of 500 Hz. The average signals from both ears served as reference points, and the Fpz electrode was designated as the ground. The electrode nomenclature and arrangement are illustrated in Figure 2.

Table 2: Sample performance in the EEG test

Gender	No.	No. of like -	No. of like +	Like sum	No. of share-	No. of share+	Share sum
Female	10	49	44	93	34	59	93
Male	12	50	52	102	29	73	102
Sum		99	96	195	124	72	195

Source: Authors

Figure 2: Electrode naming in EEG



Source: Authors

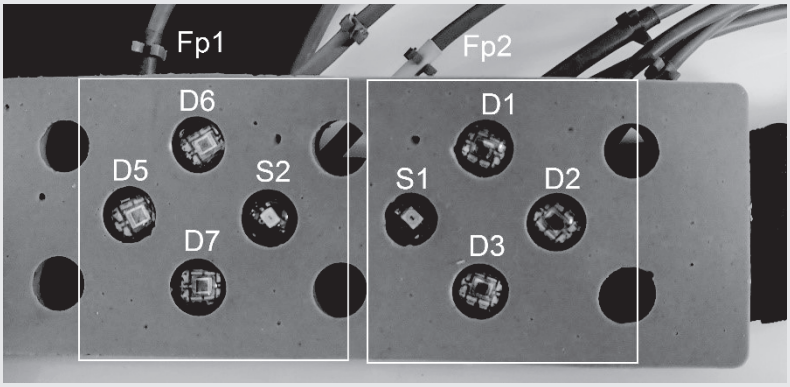
3.2. Eye Tracking

To measure eye behavior in response to stimuli, an Optera-brand eye tracker (Massaro et al., 2012) with a sampling frequency of 120 Hz and 9-point calibration was employed. The sample for this phase comprised male and female students from Shiraz University of Applied Sciences (Iran), recruited through an initial screening conducted via social media. Eligibility criteria required that participants have no history of substance addiction, psychological disorders, or pregnancy (n = 31; males = 15; mean age = 28.11; variance = 4.93). The experimental procedure commenced only after participants had reviewed and signed the informed consent form. Before the main task, an initial test trial was administered to familiarize them with the procedure. The performance data for participants in this phase are presented in Table 3.

3.3. Near-Infrared Spectroscopy (fNIRS)

The final measurement in this study employed near-infrared spectroscopy (fNIRS) to measure and compare the intensity of oxygenated and deoxygenated blood flow in the prefrontal cortex (Crespi, 2007). Data were collected using the Oxymap version 3 system, operating at a sampling frequency of 10 Hz and wavelengths ranging from 730 to 850 nanometers. The setup consisted of two light sources and six detectors, resulting in a total of six channels, with each detector positioned 2.5 cm from its corresponding light source. All components were housed in a flexible black silicone cover. To minimize noise, the forehead area designated for sensor placement was cleaned with 70% alcohol, and an elastic headband was used to secure the electrodes, fully covering them. Additionally, laboratory lights were switched off for the duration of the task. The arrangement of the light sources and detectors is illustrated in Figure 3.

Figure 3: Light sources and detectors arrangement (source & detector dimension: 2.5 cm)



Source: Authors

Table 3: Sample performance in the Eye Tracker test

Gender	Count	No. of like +	No. of like -	Like sum	No. of share+	No. of share-	Share sum
Female	16	85	75	160	95	65	160
Male	15	81	69	150	93	57	160
Sum		166	144	310	188	122	310

Source: Authors

Table 4: Sample performance in the fNIRS test

Gender	Count	No. of like +	No. of like -	Like sum	No. of share+	No. of share-	Share sum
Female	7	40	30	79	33	37	68
Male	7	35	34	69	21	48	69
Sum		75	64	139	54	85	137

Source: Authors

The sample for this phase of the experiment consisted of male and female students from Shiraz University of Applied Sciences (Iran), selected through an initial screening via social media, ensuring they had no history of addiction, psychological disorders, or pregnancy (n=14, male=7, ave.=20.7, var.=1.8), and the initiation of the experimental process was contingent upon acceptance and confirmation of the items presented in the informed consent form before the experiment, and an initial test task was displayed to them. The performance of the samples in this phase of the experiment is shown in Table 4.

4. ANALYSIS AND RESULTS

Data analysis was performed using MATLAB Beta 2023 in conjunction with the EEGLAB 2023 toolbox. For the EEG measurements, raw data were first preprocessed by applying a 0.5–35 Hz bandpass filter. Signal noise was then removed using the Artifact Subspace Reconstruction (ASR) plugin and Independent Component Analysis (ICA). Normalized power values from the alpha, beta, and theta frequency bands, along with the beta-to-alpha ratio, were extracted as features for classification. A five-fold cross-validation procedure with a 10% test split was employed for model evaluation.

The algorithms k-Nearest Neighbors (KNN), Support Vector Machines (SVM), Decision trees, and Neural Networks (NN) were selected for this study to capitalize on their complementary strengths. KNN provides a straightforward baseline for instance-based similarity assessment, SVM offers robust classification performance in high-dimensional spaces, and NN is capable of modeling complex nonlinear relationships. The combined application of these algorithms was intended to triangulate results and enhance the analytical robustness of the neuromarketing data analysis. The random chance levels for the dataset are presented in Table 5, and the classification results obtained at this stage are shown in Table 6.

Table 5: Chance level in the EEG test

Classification	Feature	Count	Chance level
Like	Yes	96	49%
	No	99	51%
Share	Yes	132	68%
	No	63	32%

Source: Authors

Eye-tracking systems record multiple parameters of ocular activity during experimental tasks. The specific data collected-often differing between eyes depending on device precision-serve a variety of purposes across research domains. For example, gaze point (Gheorghe Purcărea & Gheorghe, 2023) and saccadic movements (dos Santos, de Oliveira, Rocha & Giraldi, 2015) have been shown to predict certain unconscious viewer states, while fixation metrics have been validated in numerous studies (Gheorghe et al., 2023). In the present study, dynamic video stimuli were used instead of static images. Because the number of fixations at any given moment during video playback can vary

Table 6: Measurement results in the EEG test

Feature	Action	Tree	SVM	kNN	NN	Max
Beta/(alpha+theta) power ratio	Like	75.6	69.2	68.2	67.6	75.6
	Share	77.3	83.5	82.4	76.7	83.5
Alpha power	Like	59.1	65.3	64.8	56.2	65.3
	Share	59.1	67.6	67.6	61.9	67.6
Beta power	Like	49.2	51.3	49.2	51.3	51.3
	Share	66.2	67.7	67.7	61.0	67.7
Theta power	Like	48.9	58.5	56.3	56.8	58.5
	Share	65.3	68.2	67.6	56.2	68.2

Source: Authors

Table 7: Chance level in the Eye Tracker test

Classification	Feature	Count	Chance level
Like	Yes	166	54%
	No	144	46%
Share	Yes	188	60%
	No	122	40%

Source: Authors

Table 8: Measurement results in the Eye Tracker test

Feature	Action	Tree	SVM	kNN	NN	Max
Mean number of eye fixations per unit time	Like	81.9%	78.4%	75.2%	78.7%	81.9%
	Share	72.3%	71.6%	68.7%	64.2%	72.3%

Source: Authors

among participants, a composite measure, defined as the mean number of fixations per unit time for each video, was calculated and used as the primary fixation-based index. The chance level of the data and the corresponding results are presented in Tables 7 and 8.

In the section measuring vital signals using the fNIRS tool, the average signal range for oxygenated and deoxygenated blood (HBO and HBR) for each channel (S1D1, S1D2, S1D3, S2D5, S2D6, S2D7) was introduced as the main feature. Cross-validation 5 5-fold with a 10% test was used for data classification. The random chance levels of the data and the results obtained are shown in Tables 9 and 10.

Signal preprocessing in this phase of the study was conducted using the Wavelet transform across 10 decomposition levels. For the final analysis, the cognitive frequency range was set between 0 and 79 millihertz. To remove the DC component, the coefficients at level 10 were set to zero, and to eliminate high-frequency noise, the coefficients from levels one through five were discarded. These preprocessing steps are illustrated in Figure 4.

5. FINDINGS

A consolidated summary of the results obtained from the three measurement modalities, Electroencephalography (EEG), Eye Tracking, and functional Near-Infrared Spectroscopy (fNIRS), is presented in Table 11.

The EEG tool predicted the effectiveness of video advertisements in eliciting "likes" with an accuracy of 75.6%, and the effectiveness in eliciting the willingness to share with an accuracy of 83.5%, using the beta power–to– (alpha + theta) power ratio as the classification feature. The eye tracker achieved accuracies of 81.9% and 72.3% for predicting likes and shares, respectively, based on the average number of eye fixations per unit time. Finally, the functional near-infrared spectroscopy (fNIRS) tool achieved accuracies of 64.7% for likes and 61.5% for shares. Comparing these accuracies with the respective chance levels shows that the differences for likes were 24.6% (EEG), 27.9% (eye tracker), and 8.7% (fNIRS). For shares, the differences were 15.5% (EEG), 12.3% (eye tracker),

Table 9: Chance level in the fNIRS test

Classification	Feature	Count	Chance level
Like	Yes	75	54%
	No	64	56%
Share	Yes	54	39%
	No	85	61%

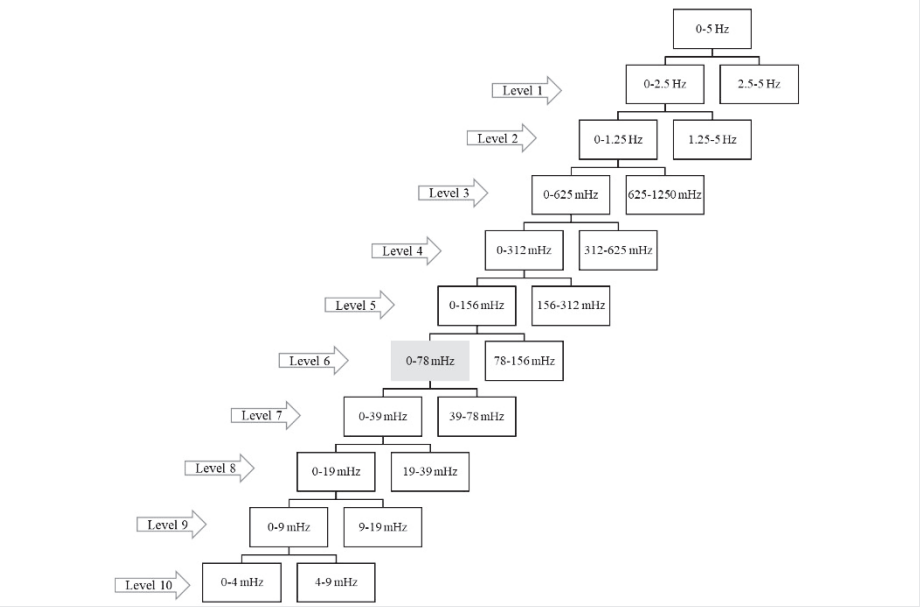
Source: Authors

Table 10: Measurement results in the fNIRS test

Feature	Action	Tree	SVM	kNN	NN	Max
Mean amplitude of blood flow signal	Like	56.8%	64.7%	68%	53.2%	68%
	Share	54%	61.2%	61.2%	51.8%	61.2%

Source: Authors

Figure 4: Noise removal using the Wavelet method



Source: Authors

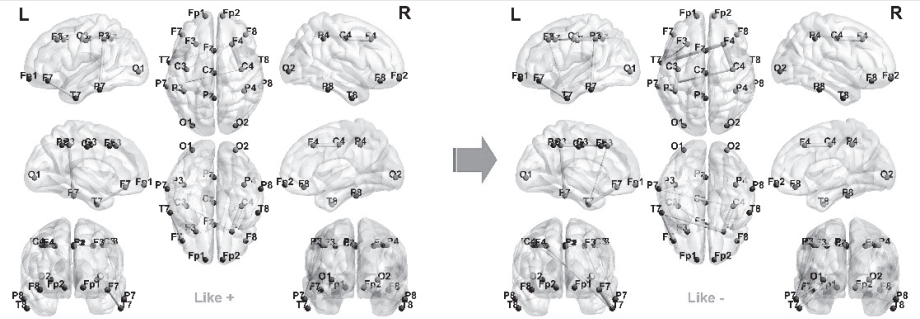
and 1.5% (fNIRS). Notably, the largest improvement over chance in predicting likes was achieved by the eye tracker (81.9%), whereas for shares, the EEG tool yielded the highest accuracy (83.5%). Analysis of EEG signal data also revealed an important finding in neuroscience: functional connectivity, which reflects the degree of coordinated activity between different brain regions during cognitive tasks. Functional connectivity was assessed by computing pairwise correlations between signals from all electrodes ($19^2 = 361$ connections), removing half due to redundancy, and excluding the main diagonal (unity values). Significant connectivity correlations ($p < 0.001$, $Q < 0.7$) indicated a clear pattern: the brain exhibited greater interhemispheric connectivity when participants decided not to like or share advertising videos, suggesting increased neural coordination during these decisions. This difference is illustrated in Figures 5 and 6.

Table 11: Summary of measurements in the EEG, Eye Tracker, and fNIRS tests

Modality	Variable	Classifier	Peak accuracy	Maximum chance level	Classification
EEG	Like	Theta power	58.50%	51%	SVM
	Share		68.20%	68%	SVM
	Like	Alpha power	65.30%	51%	SVM
	Share		67.60%	68%	SVM-kNN
	Like	Beta power	51.30%	51%	NN-kNN
	Share		67.70%	68%	SVM-kNN
	Like	Mean spectral power of all bands	54.50%	51%	SVM-kNN
	Share		67.60%	68%	SVM-kNN
	Like	Mean spectral power of all bands	54%	51%	SVM
	Share		68.20%	68%	NN
	Like	Beta/(alpha+theta) power ratio	75.60%	51%	Tree
	Share		83.50%	68%	SVM
Eye Tracker	Like	Mean number of eye fixations per unit time	81.90%	54%	Tree
	Share		72.30%	60%	Tree
fNIRS	Like	Mean amplitude of blood flow signal	64.70%	56%	SVN
	Share		61.50%	63%	SVM

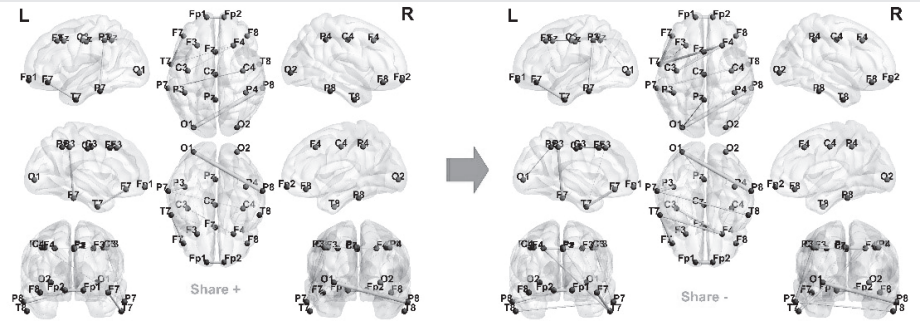
Source: Authors

Figure 5: Comparison of brain activity differences for positive and negative liked videos



Source: Authors

Figure 6: Comparison of brain activity differences for positive and negative shared videos



Source: Authors

6. CONCLUSION

Neural network (NN) models are often regarded as "black boxes," making their interpretation challenging. They require substantial preprocessing, including data normalization and feature engineering, and are highly effective for high-dimensional datasets, such as EEG and fNIRS signals, that contain numerous features and exhibit complex nonlinear relationships. Although they demand large training datasets to prevent overfitting, NNs are well-suited for large-scale and complex data, including multimedia inputs. Decision Trees are highly interpretable and transparent, with decision rules that are easily understood. They require minimal preprocessing and can operate directly on raw data; however, they may be prone to overfitting in high-dimensional settings, necessitating parameter tuning (e.g., tree depth). Support Vector Machines (SVMs) offer moderate interpretability, though complexity increases when kernel functions are employed. They require data normalization for optimal performance and can perform well with small datasets, but computational costs may be high for large datasets. K-Nearest Neighbors (KNN) models are relatively interpretable, as decisions are based on the nearest neighbors. However, they require data normalization due to their sensitivity to distance metrics, and their performance may degrade in high-dimensional spaces because of the "curse of dimensionality". They are best suited for low-dimensional datasets with limited complexity. In neuromarketing, data collected from EEG, eye-tracking, and fNIRS devices typically exhibit high dimensionality, complexity, and large data volumes. Considering these characteristics and our findings, SVMs and Decision Trees appear to be the most suitable choices due to their feature extraction capabilities and strong performance with such datasets.

6.1. Implications

This study carries significant theoretical and practical implications for the field of neuromarketing. Theoretically, it offers empirical validation for a framework that moves beyond traditional metrics to capture the unconscious drivers of consumer engagement with video advertising. By triangulating data from EEG, eye-tracking, and fNIRS, our findings challenge overly simplistic models of advertisement reception and contribute to a more nuanced, neuromarketing-grounded theory of how creative clips are encoded in attention processes. Practically, this research provides marketers with a foundation for pre-testing and optimizing advertisements with greater predictive accuracy. The identified biomarkers of effectiveness, such

as the beta/(alpha + theta) power ratio, eye fixation patterns, and blood flow measures, serve as tangible diagnostic tools for refining content before launch, thereby reducing wasted media spend and enhancing return on investment (ROI). Ultimately, this work bridges the gap between neuroscience theory and marketing practice, demonstrating how a multi-tool approach can yield deeper insights and produce more compelling advertising outcomes.

6.2. Limitations and future research

This study faced several limitations. First, it employed only 10 advertising videos to assess their impact on viewers; increasing the number of advertisements could yield more robust and generalizable results. Second, the videos encompassed a wide range of domains, from industry to services, suggesting that future research should focus on advertisements within a single domain to control for content-related variability. Third, given the present study's focus on short-form videos, it is recommended that separate investigations be conducted on other formats, particularly long-form video advertisements. Finally, future studies are encouraged to employ connectivity and synchronization technologies to record viewers' brain signals while they watch advertising videos simultaneously across all three measurement tools, enabling integrated analysis of the results.

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ETHICS STATEMENT

This study was approved by the Ethics Committee of Islamic Azad University – Bandar Abbas Branch (Approval No: IR.IAU.BA.REC.1402.093).

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Apstrakt

Kako meriti efektivnost video oglasa: studija slučaja sa upotrebom više neuromarketinških alata

Moohan Mohammadi, Payam Paslari

Napredak u najsavremenijim tehnologijama i uspon interdisciplinarnih nauka transformisali su brojne aspekte ljudskog života. Poslednjih godina, među različitim disciplinama, neuronauka i veštačka inteligencija (AI) imale su najdublji uticaj na marketing, dajući podsticaj razvoju novih oblasti kao što su neuromarketing i inteligentni marketing. Iako je sproveden veliki broj istraživanja u različitim oblastima neuromarketinga, i dalje postoje dva glavna nedostatka. Prvo, zbog ograničenog interdisciplinarnog znanja među stručnjacima za marketing, većinu studija vodili su istraživači iz oblasti neuronauke, sa pretežnim fokusom na koncepte iz te oblasti. Drugo, pošto je analiza video materijala suštinski složenija od analize slika, relativno je mali broj studija ispitao efektivnost video marketinga u okviru neuromarketinškog pristupa. Ova eksplorativno–primenjena studija, koja polazi iz marketinške perspektive, predlaže praktičan metod za procenu efektivnostii video marketinga pomoću neuromarketinških alata. Dok nudi vredne praktične uvide istraživačima u marketingu, ona odgovara na ključno pitanje: može li se video marketing pouzdano evaluirati kroz neuromarketinške tehnike? Primarni podaci prikupljeni su korišćenjem etabliranih metoda neuronauke, EEG, fNIRS i uređaja za praćenje pokreta očiju, a analizirani su putem modela veštačke inteligencije u MATLAB-u. Rezultati pokazuju da neuromarketinški alati mogu pouzdano meriti efektivnost video oglasa pre lansiranja kampanja, čime se smanjuju nepotrebni medijski troškovi i optimizuje povrat na investiciju.

Ključne reči: *neuromarketing, video marketing, EEG, fNIRS, praćenje pogleda, funkcionalne moždane komunikacije*

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marketing

The influence of lifestyle on consumer behaviour in online shopping

Tanja Vujović, Ivana Aleksić, Teodora Janjić

Abstract: The development of information and communication technologies has contributed to a shift in consumer behaviour, their habits, opinions, activities, and lifestyle. The subject of this paper is to explore the relationship between consumer lifestyle and types of decision-making during online shopping. The paper aims to examine whether and how different lifestyles influence consumer behaviour when making purchasing decisions. The research, conducted using a survey method, included 306 respondents. Using descriptive statistical measures, cross-tabulation, and regression analysis, it was found that different lifestyles influence purchasing decisions in different ways, as well as the tendency towards impulsive buying. The results also suggest that different lifestyles and decision-making styles affect the frequency of online shopping differently. A family-sentimental lifestyle, altruistic, hedonistic, and utilitarian lifestyle are associated with more frequent online shopping, while egocentric and cognitive lifestyle tend to shop online less frequently. Individuals who follow fashion trends are more likely to shop online, whereas those who prefer a confused style are less likely to do so. The value and originality of this study are reflected in the generation of knowledge concerning the influence of lifestyle on consumer behaviour in the context of online purchasing, aimed at developing optimal marketing strategies.

Keywords: *lifestyle, decision-making types, online shopping, frequency of online shopping*

JEL Classification: M31, D12, L81

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1. INTRODUCTION

The process of deciding to purchase a product is highly complex and consists of several interrelated activities, such as problem recognition by the consumer, searching for information about products, and evaluating the extent to which each product can potentially solve the identified problem (Agesti, Ridwan & Budiarti, 2021). The traditional purchasing decision-making process comprises a series of activities, and consumers usually have multiple alternatives to choose from. With digitalisation and the development of information and communication technologies, online shopping has rapidly expanded, transforming the traditional process of making purchasing decisions. The growth of online commerce and digital forms of communication has contributed to quicker decision-making and a shorter product selection process. Moreover, digitalisation and online shopping have significantly affected consumers themselves, leading to changes in their activities, habits, and lifestyle. Initially, shopping focused on satisfying consumers' basic needs. With the development of online commerce and the Internet, traditional forms of trade are being surpassed. The Internet and online shopping offer consumers a wide range of options and products, enabling them to try new products and meet needs beyond the basic ones (Agesti et al., 2021). The subject of this paper is to examine the relationship between consumer lifestyle and decision-making types during online shopping.

Within the contemporary digital environment, characterised by dynamism, interconnectedness, and interactivity, online shopping is emerging as a dominant mode of consumption. Accordingly, understanding the factors that shape consumer behaviour, including lifestyle, is becoming crucial to the success of many companies and platforms. Lifestyle, as a determinant of purchasing decisions, represents a highly complex construct with multifaceted effects on consumer behaviour. Although the analysis of consumer behaviour in digital contexts is an extensively researched and highly topical subject, the influence of lifestyle on consumer behav-

iour in online shopping has not been sufficiently systematised, particularly within the domestic context. Lifestyle constitutes a complex psycho-social determinant of consumer behaviour, reflecting individuals' ways of living, their needs, habits, modes of decision-making, and the extent to which they exhibit impulsivity in their purchasing choices. An individual's lifestyle significantly influences consumer behaviour and the decisions they make when purchasing products. A person's lifestyle reflects how they live and is manifested in their activities, attitudes, and preferences.

One's lifestyle determines their values, habits, daily activities, and social interactions. As such, an individual's lifestyle plays a crucial role in shaping consumer behaviour, as it dictates how people choose and prioritise products and services. Furthermore, understanding the influence of lifestyle on consumer behaviour may be useful for companies, as changes in consumer lifestyles will require adjustments and adaptations in business activities to meet new market demands (Lazarević & Marinković, 2021). The primary aim of the research is to examine whether and how different lifestyles influence consumer behaviour when making purchasing decisions.

A particular focus will be placed on the relationship between lifestyle and consumer behaviour in the context of online shopping. Through lifestyle research, the current lifestyle of consumers will be identified, as well as the lifestyle they find most and least appealing. Additionally, this paper will investigate whether different lifestyles affect the frequency of online purchases. The research will also analyse purchasing decision-making styles, specifically perfectionism, fashion-awareness, confusion, brand awareness, value for money, and satisfactory style.

Accordingly, the aim of the analysis is also to identify which decision-making types characterise consumers. Ultimately, this research seeks to answer whether and how a consumer's way of life—that is, their lifestyle—influences the way they make decisions about purchasing a particular product or service, with a particular focus on online shopping.

The research on lifestyle influences on consumer behaviour in online purchasing provides a deeper understanding of the role of psycho-social factors in shaping consumer actions, thereby contributing to the development of effective marketing strategies, more precise consumer targeting, and the formulation of optimal personalised offers. The findings of this study may serve as a valuable resource for e-retailers, marketing professionals, and business organisations.

2. LITERATURE REVIEW

The digitalisation of marketing and commerce has significantly influenced changes in lifestyles as well as consumer behaviour. The digitalisation of trade has contributed to a more flexible, accessible, and simpler way of life for consumers. Wijaya, Darmawati and Kuncoro (2020) describe lifestyle as the interaction between an individual and their environment. They also state that lifestyle is most influenced by sociological and psychological factors (Wijaya et al., 2020). Fitri, Adhi and Harmini (2024, p. 162) define lifestyle "as the pattern in which people live, spend their time, and allocate their finances". Riwu, Natonis and Nenabu (2024) define lifestyle as the way people live, which is manifested through their hobbies, activities, and opinions. Mohiuddin (2018) suggests that lifestyle is the image one has of oneself, which affects individuals' desires and needs and ultimately determines their consumer behaviour. According to Maney and Mathews (2021), lifestyle is an integrated system of values, attitudes, opinions, interests, and behaviours. Aldiaz, Tuti and Shahril (2024) state that lifestyle is an individual's attitude or viewpoint on how their activities, ideas, and hobbies combine to form a certain identity. Riwu et al. (2024) highlight that, in addition to price, lifestyle plays a key role in influencing consumers' purchasing decisions. Wijaya et al. (2020) believe that different individual lifestyles affect individual consumer behaviour. Baldangombo and Gantulga (2023) argue that consumer lifestyle influences the way consumers select and evaluate products, as well as the frequency and volume of their purchases.

Kavak and Gumusluoglu (2007) developed and examined a concept whereby lifestyles are classified as: family orientation, fashion awareness, health awareness, leadership, simplicity, practicality, public awareness, cost awareness, extroversion, adventure, and interest in sport. Schwartz (1992) classified lifestyles into: prestige, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, and security. A specific focus of this paper is the Allport-Vernon-Lindzey classification of lifestyle preferences, modified by Spranger. According to this classification, lifestyle is divided into: family-sentimental style, altruistic, cognitive, utilitarian, popularity-oriented style, egoistic orientation, Promethean activism, hedonistic style, religious-traditional, and power-oriented style (Knežević, 2016). The family-sentimental lifestyle is based on finding a person you love and who loves you in return, and establishing a family with that person, finding the meaning of life in

the family (Knežević, 2016). According to Haryanto, Febrianto and Cahyono (2019), the family lifestyle is reflected in: the number of children in the family, marital status, contact with other family members, and the number of family members with whom an individual lives. Krishnan (2011) believes that family-oriented consumers are characterized by the following: they are not concerned with the price of products, they never purchase on credit, they follow friends' advice and advertisements about products, and product quality is very important to them.

The next lifestyle is the altruistic lifestyle, which implies doing something useful for others and helping those who are unhappy or vulnerable, even at the cost of personal sacrifice (Knežević, 2016). This lifestyle can be equated with the caring lifestyle, defined by Haryanto et al. (2019), characterised by constant concern for others and the environment. Consumers who prefer a caring lifestyle will always choose local and environmentally friendly products (Haryanto et al., 2019).

The cognitive lifestyle involves engaging in research, constantly seeking new knowledge and discoveries, acquiring as much knowledge as possible, and continuously exploring truths about the world, nature, and humanity (Knežević, 2016). The utilitarian lifestyle, by contrast, involves engaging in a well-paid job that provides good income and complete material security, enabling a wealthy and comfortable life (Knežević, 2016). Xu (2013) states that consumers who prefer wealth- and comfort-oriented lifestyle are characterised by purchasing luxury goods and famous brands, having high brand loyalty, and placing more importance on quality than on price.

The popularity-oriented lifestyle refers to the desire to become popular in music, art, or sport, to appear frequently on television and in newspapers, and to have many fans (Knežević, 2016).

The egoistic orientation lifestyle implies organising one's life to be independent of others, avoiding taking on others' problems, and focusing primarily on personal well-being (Knežević, 2016). The Promethean activist lifestyle is characterised by persistent efforts to create better and fairer conditions in one's surroundings and society, fighting for distant goals and ideals even when unsuccessful or met with resistance, and sacrificing immediate pleasure for those ideals (Knežević, 2016). Haryanto et al. (2019) note that consumers who prefer this lifestyle are impulsively proud, nationally oriented towards domestic products and brands, and wish to influence others accordingly.

The hedonistic lifestyle involves living as carefree and joyfully as possible, indulging in life's pleasures because the future is uncertain and life is short; not saving money but spending it to achieve as much immediate pleasure as possible (Knežević, 2016). This lifestyle corresponds to the relaxed lifestyle as per Haryanto et al. (2019), marked by informality, carelessness in product selection, and indifference toward product cleanliness, appearance, and price.

The religious-traditional lifestyle is defined by belief in God and living in accordance with one's faith, finding peace and life's truths in religion, striving to be a good believer, and respecting religious holidays and customs (Knežević, 2016). Siala (2013) notes that the lifestyle of religious individuals involves brand loyalty; such consumers may be price-tolerant and will always speak positively about products to which they are loyal.

The power-oriented lifestyle entails choosing a life that ensures great power, prestige, and social respect, achieving a significant and recognised position, and exerting great influence on others (Knežević, 2016). This lifestyle can be equated with the leader lifestyle defined by Haryanto et al. (2019), where consumers aim to be role models and influence others, consistently choosing modern, practical foreign-brand products, and less frequently choosing local brands.

Dimova (2021) believes that free exchange and access to a wide range of information, resulting from the expansion of the Internet, electronic and virtual shops, social networks, and artificial intelligence, have greatly affected the way consumers think and behave. Individuals previously inclined toward conventional shopping methods have, due to digitalisation and the expansion of online commerce, shifted to a more modern way of shopping that enables practical access to products, wider product availability, and the ability to select the most suitable products (Agesti et al., 2021).

Li, Ye and Ryzhikh (2021) consider consumer behaviour to be an economic category related to the production and use of goods to meet needs. Decision-making is seen as one phase of consumer behaviour. Agesti et al. (2021) define purchase decision-making as the stage in which consumers choose among multiple alternatives when deciding whether or not to buy a product. Herawati, Prajanti and Kardoyo (2019) emphasise that purchasing decisions are influenced by: product type, product quality, product design, product price, product promotion, and customer motivation. Kotler (2000) identifies three components influencing consumer purchasing behaviour: the stimulus component, the buyer component, and the buyer's decision component.

A review of the references reveals numerous classifications of decision-making types. This paper focuses on the classification developed by Sproles (1985), who categorised consumer decision-making styles into: perfectionism, value for money, brand awareness, fashion-awareness, confusion, and the satisfactory style.

Perfectionist decision-making is characterised by systematic and organised purchasing behaviour, selection of the highest-quality products, and prioritisation of function and quality over price (Sproles, 1985). Azizi and Makkizadeh (2012) believe that perfectionism is a trait of consumers who carefully select only the best products. The value-for-money type focuses on price, with product value being equated with its cost (Sproles, 1985). Brand-aware consumers prefer luxurious, branded goods, and their purchasing decisions are heavily influenced by popular products featured in glossy magazines and high-end stores (Sproles, 1985). Nuševa, Marić, Vukmirović and Macura (2023) argue that consumers are more guided by their attitudes toward the brand than the product characteristics when making purchasing decisions. Fashion-conscious decision-making is defined by a focus on modern products and an emphasis on stylish, attractive design (Sproles, 1985). The satisfactory type is not concerned with product quality, purchases items deemed "good enough", and shops quickly. The confused style makes decisions under the influence of friends and family and is overwhelmed by too much information (Sproles, 1985).

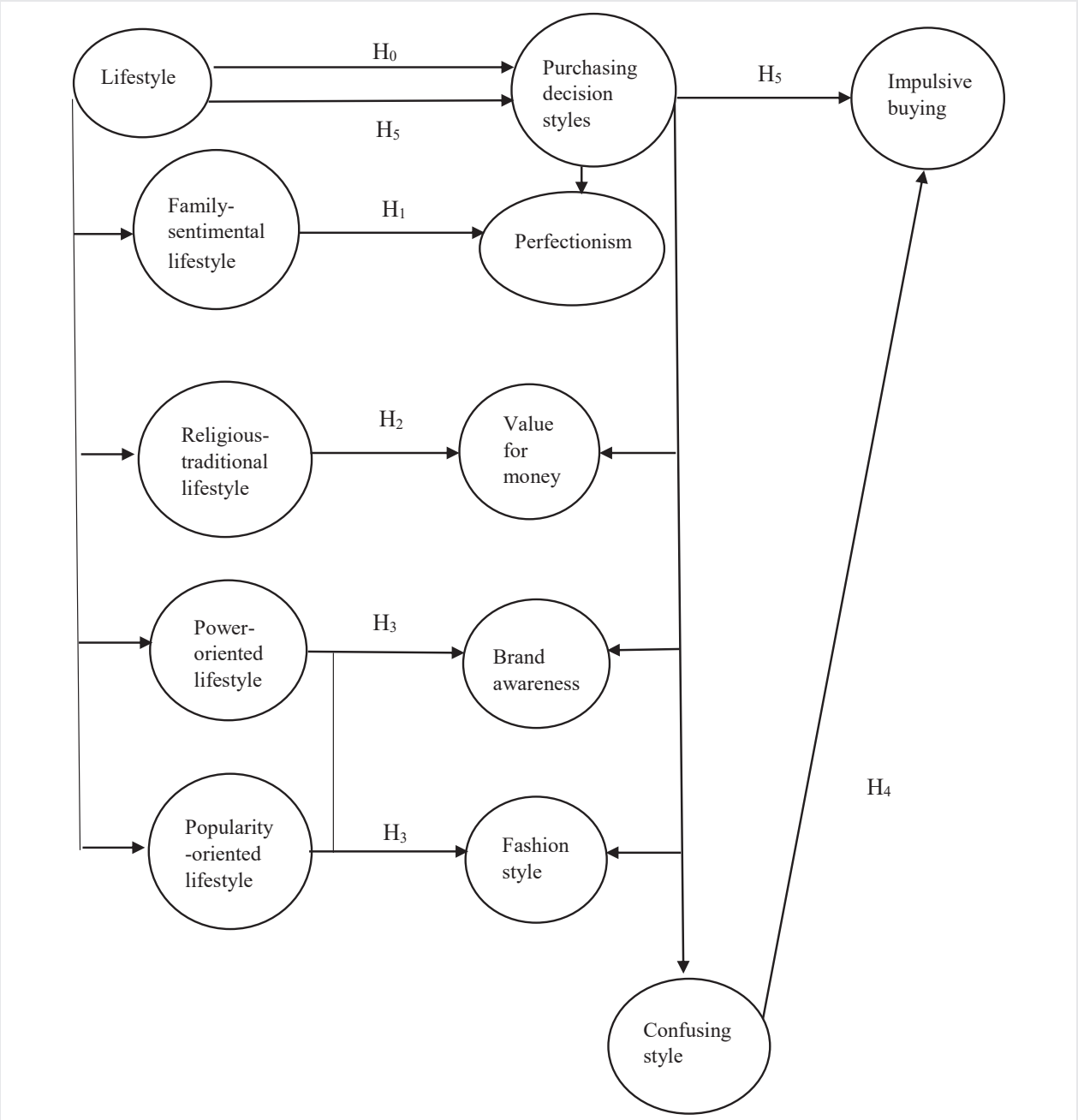
The availability of products 24/7, a wide range of products, and simpler distribution have influenced changes in lifestyle, greater connectivity among individuals, and an increased likelihood of impulsive and unplanned purchases. Impulse buying occurs under specific stimuli and is accompanied by various emotions and the urge to buy (Rook, 1987). A considerable influence on impulsiveness when purchasing products may also arise from the large amount of available information, attractive content, as well as the risk and uncertainty associated with purchasing. Numerous studies have shown that information overload affects purchasing decisions. Kusi, Rumki, Quarcoo, Otchere and Fu (2022), while examining the role of information overload in consumer behaviour during online shopping, concluded that an excessive amount of information negatively affects the subjective state of consumers when shopping online. Similarly, Soto-Costa, Molina-Castillo, Lopez-Nicolas and Colomo-Palacios (2014) emphasise that information overload influences purchase intention and that online experience further reinforces this effect.

In researching compulsive behaviour in online shopping, Chuah, Ng and Khan (2018) identified six types of impulsive online consumer behaviour:

- Relapse – individuals are unable to control themselves when it comes to online shopping; they cannot stop and often fail to reduce or quit shopping;
- Salience – refers to obsessive-compulsive thoughts and planning around online shopping;
- Conflict – neglect of family, friends, romantic partners, work, or daily activities due to online shopping; disputes with others over excessive shopping:
- Tolerance – prolonged online shopping; seeking the same level of satisfaction as before; growing urge and need to shop:
- Withdrawal – experiencing negative emotions like depression, stress, and anxiety when prevented from shopping online;
- Mood modification – shopping to improve mood or escape personal problems, reducing feelings like guilt, loneliness, or helplessness.

While information-communication technologies offer many benefits for companies and consumers, they have also led to unpredictable, uncontrolled behaviours driven by various impulses. As impulsive purchasing and the above dimensions of impulse behaviour are increasingly present in daily life, this research will further explore these dimensions to establish the relationship between different lifestyles, decision-making types, and impulsive behaviour in online product purchasing. Lifestyle and different types of decision-making can have a considerable impact on impulsiveness in purchasing products. Lifestyle, through its core components—habits and values—directly influences the occurrence of impulsive buying. Manalu and Changreani (2024) found that different lifestyles may stimulate impulsive purchases. On the other hand, consumer decision-making styles also have a significant and direct influence on impulsiveness when purchasing products, since the type of decision-making determines whether consumers make choices impulsively, based on their emotions, or rationally. A group of authors analysed the impact of rational and spontaneous decision-making styles in purchasing and concluded that individuals who prefer a rational style tend to analyse all available information before making a final decision on purchasing a product, in contrast to those who prefer a spontaneous decision-making style, as such individuals make decisions primarily based on emotions (Grable & Joo, 2004; Muhammad & Abdullah, 2009; Jamal, Ramlan, Pazim & Budin, 2014). Vujović, Aleksić and Alkier

Figure 1: Conceptual model



Source: Authors

Tomić (2025) revealed that different decision-making styles manifest impulsive behaviour in distinct ways.

To examine the relationship between lifestyle and various decision-making styles, the authors formulated the following hypotheses:

H_0: Different lifestyles influence different types of decision-making.

H_1: Consumers who are committed to a family-oriented lifestyle show a tendency towards safer and more precise purchasing behaviour.

H_2: A rational and well-considered approach to shopping contributes to a greater perception of value for money and reduces the risk of compulsive online behaviour.

H_3: Consumers who strive for a certain social status, influence, and popularity demonstrate loyalty to well-known brands, current fashion trends, and engage in intensive online shopping.

H_4: Uncertainty and information overload influence consumers' decisions to engage in online purchases, as well as the risk of compulsive behaviour.

H_5: Lifestyles and purchasing decision-making styles statistically significantly predict various dimensions of compulsive online shopping.

3. METHODOLOGY

The empirical research was conducted between December 2024 and March 2025. A total of 306 respondents from across Serbia participated in the study. Data were collected using a questionnaire distributed to randomly selected participants both in printed and electronic form (Google Forms). The questionnaire was designed to cover the most important aspects for exploring the impact of lifestyle on purchasing decision-making. The first group of questions (eight items) related to the demographic characteristics of the respondents. The second group of questions (one item) was based on a lifestyle preference scale, originally the Allport-Vernon-Lindzey Study of Values, structured around six value categories – theoretical, economic, aesthetic, social, political, and religious orientations – based on classifications presented by Spranger in Types of Men. This modified scale was constructed as a five-point Likert scale measuring preferences across ten lifestyle types: family-sentimental, altruistic, cognitive, utilitarian, popularity-oriented, egoistic, Promethean activism, hedonistic, religious-traditional, and power-oriented (Knežević, 2016). The main purpose of the scale was to determine respondents' opinions about various lifestyles and to identify which lifestyle they currently follow. The third group of questions (one item) applied a scale designed to assess consumers' decision-making styles, intending to identify their purchasing behaviour (Sproles, 1985). Answers were presented on a five-point Likert scale (1 – strongly disagree, 2 – disagree, 3 – neither agree nor disagree, 4 – agree, 5 – strongly agree), where respondents indicated the extent of their agreement with given statements. The fourth group of questions concerned the frequency of respondents' online purchases and the types of products most commonly bought online. The fifth group of questions (one item) used a scale related to compulsive online shopping, intended to determine whether respondents exhibited impulsive behaviour when shopping online (Chuah et al., 2018). Responses were again presented using a five-point Likert scale (1 – strongly disagree, 2 – disagree, 3 – neither agree nor disagree, 4 – agree, 5 – strongly agree). For data processing, the following methods were used: descriptive statistics, cross-tabulation, regression analysis, and Cronbach's alpha, in the software IBM SPSS Statistics – version 26. Cronbach's alpha coefficient was used to assess the reliability of the Likert scales related to lifestyle, purchasing decision-making, and compulsive online behaviour. Cronbach's alpha values ranged from 0.84 to 0.97, indicating high reliability of the measurement scales.

The research involved 306 participants, of whom 67.3% were female and 32.7% were male. Although the study was conducted across Serbia, the majority of respondents came from the municipality of Užice (73.5%), followed by Lajkovac (8.2%), Belgrade (7.2%), Požega (5.2%), and Nova Varoš (2.3%). The smallest percentages were from Kosjerić (1.3%), Vrbas (0.7%), Ivanjica (0.7%), Čajetina (0.3%), Arilje (0.3%), and Valjevo (0.3%). Other demographic features showed that the largest share of respondents were aged 18–27 (51%), had completed secondary education (54.6%), were employed (65.7%), not in a marital union (57.5%), and lived in households with an average of 3 to 4 members (76.1%).

4. RESEARCH RESULTS AND DISCUSSION

Table 1 provides a detailed description of the lifestyles that were the subject of special analysis, along with the respondents' answers. The main purpose of Table 1 is to reveal, based on respondents' ratings, which lifestyle they wish to live by. Respondents' answers were presented using a five-point Likert scale (1 – I do not want to live this lifestyle at all; 5 – I very much want to live in the stated way).

Table 2 presents respondents' opinions on the lifestyle they like the most and least, as well as the lifestyle they currently live. The purpose of Table 2 is to gain a better understanding of the respondents based on their views and to reveal their attitudes towards different lifestyles.

Based on respondents' attitudes towards the lifestyle they like the most and least, as well as the lifestyle they currently live (Table 2), it can be concluded that nearly one-third of respondents (31%) prefer the utilitarian lifestyle the most, which relates to having a well-paid job and material security. Additionally, a slightly smaller percentage of respondents (27.1%) indicated that they most like the family-sentimental lifestyle. The largest percentage of respondents (29.1%) stated that they like the popularity-oriented lifestyle

Table 1: Respondents' attitudes towards different lifestyles

Lifestyle	Respondents' answers in %				
	1	2	3	4	5
Family-sentimental lifestyle – To meet a person you love and who loves you, start a family with them, and dedicate yourself fully. To find the meaning of life in the family.	0.7	2.0	9.7	24.2	63.4
Altruistic – To engage in something useful for other people, help them when they are unhappy or endangered, even at the cost of personal sacrifice.	8.5	18.0	26.7	32.4	14.4
Cognitive – To be involved in research, seek new inventions and discoveries. To have as much knowledge as possible. To constantly search for new knowledge about the world, nature, and man. To dedicate oneself to the search for truth.	29.4	17.6	23.2	20.3	9.5
Utilitarian – To have a well-paid job that provides good earnings and complete material security. To secure a rich and comfortable life.	0.3	1.6	3.4	21.2	73.5
Popularity-oriented lifestyle – To become popular, be known in sports, music, and the arts. To appear frequently on television and in newspapers, and to have many fans.	49.3	17.0	19.9	7.5	6.3
Egoistic orientation – To organise life so that you do not depend on others and do not have to take care of other people's worries. To care primarily about yourself and your well-being.	10.5	13.1	7.4	20.6	48.4
Promethean activism – To persistently strive for creating better and fairer relations in your environment and society. To fight for distant goals and ideas even when not successful and facing resistance in the environment. To sacrifice immediate gratification for these ideas when necessary.	17.6	15.7	24.6	28.4	13.7
Hedonistic lifestyle – To live as carefree and cheerfully as possible. To indulge in the pleasures that life offers, because the future is uncertain and life is fleeting. To spend earned money not on saving, but on achieving as much immediate pleasure in life as possible.	11.8	13.1	14.3	23.5	37.3
Religious-traditional lifestyle – To believe in God and live according to the teachings of your faith. To find peace and truth about life in religion. To be a good believer and respect religious holidays and customs.	2.9	3.7	19.6	46.7	27.1
Power-oriented lifestyle – To strive for a life that provides great power, reputation, and respect in society. To have a significant and recognised position and exert great influence on others.	20.6	17.0	15.0	20.6	26.8

Source: Authors

Table 2: Examination of respondents' attitudes towards the lifestyle they like the most and least

The lifestyle you like the most (respondents' answers in %)									
1	2	3	4	5	6	7	8	9	10
27.1	1.3	1.3	31.0	3.4	8.5	3.6	7.5	3.9	12.4
The lifestyle you like the least (respondents' answers in %)									
1	2	3	4	5	6	7	8	9	10
1.6	7.5	23.5	0.7	29.1	2.6	13.7	4.3	1.6	15.4
The lifestyle that corresponds to the one you currently live (answers in %)									
1	2	3	4	5	6	7	8	9	10
32.4	5.6	1.3	3.3	1.0	21.1	5.6	24.8	4.2	0.7

Source: Authors

the least. Nearly one-third of respondents (32.4%) answered that the family-sentimental lifestyle best corresponds to the lifestyle they currently live. Cross-tabulation analysis revealed that respondents aged between 38 and 47 years most frequently live the family-sentimental lifestyle. It is also interesting to note that almost a quarter of young people (21.6%) aged between 18 and 27 live a hedonistic lifestyle, which relates to a comfortable and carefree life. Cross-tabulation showed that the largest percentage of respondents currently living a hedonistic lifestyle is school students. A slightly smaller percentage of younger respondents (12.1%) reported living an egoistic lifestyle.

Regarding the question, "How often do you shop online?", 92.2% of respondents purchase products via the Internet. The largest percentage of respondents (39.9%) shop online once every two to three months, while a slightly smaller percentage (36.9%) reported shopping online once a month. Cross-tabulation analysis determined that the majority of online shoppers belong to the younger population, aged between 18 and 27. Similar findings were reported by Jaiswal, Chourasiya and Bhome (2019), who noted that young people shop online more often due to the technological revolution and their greater ability to use technology for their benefit compared to other age groups.

When asked, "Which products do you most often buy online?", nearly half of respondents (49%) answered clothing/footwear, while 14% indicated that they most often buy household products online.

The following table (Table 3) presents the regression analysis, which shows the relationship between different lifestyles and types of decision-making. The regression analysis aims to examine the influence of different lifestyles on the decisions consumers make when purchasing products.

The results of the regression analysis presented in Table 3 show that the models composed of lifestyles (independent variables) and decision-making styles (dependent variables) are statistically significant across all observed styles, predicting different variances of the dependent variable ranging from 14.6% for the confusing style to 21.7% for the satisfactory style. The regression analysis results indicate significant relationships between lifestyles and decision-making styles in online shopping. These relationships provide deeper insight into how specific personality traits and values influence consumer behaviour.

For perfectionism as a decision-making style, the strongest positive influence comes from the family-sentimental lifestyle (β=0.283). People who place great importance on family and emotional bonds tend to emphasise quality and reliability in their purchases. Family stability likely conveys a tendency towards precise and thoughtful choices, as consumers aim to ensure security and long-term benefits for themselves and their families. Accordingly, the auxiliary hypothesis H_1: Consumers attached to a family lifestyle demonstrate a preference for safer and more precise purchases, is confirmed. The utilitarian lifestyle also shows a positive impact (β=0.207), which is expected since individuals focused on material security want their products to be worth the money and reliable, linking perfectionism with a pragmatic approach. The negative impact of the egoistic lifestyle (β=–0.177) can be explained by a lower inclination toward detailed consideration and strict standards among individuals focused on their own needs and freedom. On the other hand, the power orientation lifestyle (β=0.154) indicates that striving for social prestige and status motivates perfectionism, as high-quality and premium products can serve as symbols of success.

Regarding the „value for money" decision-making style, negative associations with the popularity orientation lifestyle (β=–0.279), altruistic lifestyle (β=–0.166), and egoistic lifestyle (β=–0.143) suggest that people driven by the desire to be popular or focused on themselves pay less attention to the economic value of purchases. This result can be explained by the assumption that popularity- and ego-oriented consumers place greater emphasis on the visual or status aspect of products rather than on price alone. Conversely, the religious-traditional lifestyle (β=0.111) has a positive influence, suggesting that people with more conservative and traditional values appreciate rational consumption and avoid unnecessary expenses. Based on the above, it can be concluded that hypothesis H_2: A rational and deliberate approach to shopping contributes to a higher perception of value for money and reduces the risk of compulsive online behaviour is supported, and accordingly, auxiliary hypothesis H_2 is confirmed.

For the „brand awareness" lifestyle, the strongest positive relationship with popularity orientation (β=0.375) shows that people who want to be recognised and, in the spotlight, prefer brands as a means of standing out. The power orientation lifestyle (β=0.126) also supports this thesis, as brands serve as status symbols and help build social position. Accordingly, auxiliary hypothesis H_3: Consumers striving for social status, influence, and popularity express attachment to well-known brands, current fashion, and intense online shopping, is supported and confirmed.

Table 3: The relationship between lifestyle and purchasing decision style

Variables	Decision-making styles related to purchasing*					
	Perfectionism	Value for money	Brand awareness	Fashion style	Satisfactory style	Confusing style
Lifestyle**	Sig.	Sig.	Sig.	Sig.	Sig.	Sig.
	Coefficients β	Coefficients β	Coefficients β	Coefficients β	Coefficients β	Coefficients β
Model properties	R=0.455 r2=0.207 Sig.0.000	R=0.452 r2=0.204 Sig.0.000	R=0.422 r2=0.178 Sig.0.000	R=0.385 r2=0.148 Sig.0.000	R=0.465 r2=0.217 Sig.0.000	R=0.382 r2=0.146 Sig.0.000
Family-sentimental lifestyle	0.000	0.324	0.197	0.000	0.000	0.615
	0.283	0.055	0.073	0.262	-0.286	0.029
Altruistic lifestyle	0.131	0.012	0.600	0.438	0.389	0.716
	-0.100	-0.166	-0.035	-0.053	-0.057	0.025
Cognitive lifestyle	0.601	0.934	0.079	0.087	0.002	0.891
	-0.032	-0.005	-0.108	0.107	0.185	0.009
Utilitarian lifestyle	0.000	0.068	0.996	0.081	0.003	0.532
	0.207	0.101	0.000	0.100	0.162	-0.036
Popularity-oriented lifestyle	0.682	0.000	0.000	0.041	0.000	0.131
	-0.026	-0.279	0.375	0.133	-0.247	0.098
Egoistic orientation	0.002	0.012	0.387	0.141	0.000	0.000
	-0.177	-0.143	0.050	0.086	0.252	0.248
Promethean activism	0.850	0.233	0.579	0.786	0.446	0.131
	0.012	0.077	-0.037	0.018	0.049	0.102
Hedonistic lifestyle	0.451	0.092	0.537	0.695	0.091	0.767
	-0.043	-0.097	-0.036	-0.023	0.096	-0.018
Religious-traditional lifestyle	0.508	0.042	0.647	0.816	0.035	0.028
	-0.036	0.111	0.025	-0.013	0.114	0.125
Power-oriented lifestyle	0.008	0.450	0.034	0.020	0.029	0.027
	0.154	0.044	0.126	0.141	-0.127	0.134

* dependent variable
** independent variable
Source: Authors

For the „fashion lifestyle," the strongest influence comes from the family-sentimental lifestyle (β=0.262), which may seem paradoxical, but the assumption is that emotionally family-attached individuals want to express and feel belonging through fashion and appearance. Additionally, positive influences of popularity and power-oriented styles indicate that fashion is used as a means of affirmation and social recognition.

The „satisfactory style" shows more complex relationships. The family-sentimental lifestyle has a negative impact (β=–0.286), indicating that those strongly attached to family enjoy shopping less as a process, perhaps because they view shopping as an obligation or means rather than pleasure. On the other hand, positive effects of egoistic activism (β=0.252) and cognitive lifestyle (β=0.185) can be explained by a greater tendency of these groups to enjoy independent and conscious product choices that meet their personal needs and interests.

For the „confusing style" of decision-making, which implies confusion, uncertainty, and information overload during shopping, positive associations were found with egoistic activism (β=0.248), religious-traditional lifestyle (β=0.125), and power orientation (β=0.134).

Consumers fighting for large social ideals and having clear convictions can often experience internal conflicts when choosing products, as they try to reconcile their values with consumer practices. Also, those aspiring for social prestige and power may be confused by the large number of options and pres-

sure to choose the „best," which further complicates the decision-making process. For religiously and traditionally oriented consumers, confusion may stem from the discrepancy between traditional values and the modern market offer. These results suggest that deeply ingrained beliefs and social ambitions can paradoxically contribute to ambiguity and difficulty in choice within the contemporary, digitalised consumer environment.

In conclusion, these results confirm that lifestyles cannot be considered separately from consumer decision-making styles, as they affect how consumers evaluate quality, price, brand, and satisfaction in the shopping process.

This knowledge can be highly valuable for companies seeking to tailor marketing strategies to different consumer groups. The results obtained are consistent with findings by previous research groups, highlighting that different lifestyles influence the decisions individuals make when purchasing products (Lin, Shih & Lin, 2012; Nikmah & Pramesty, 2019).

Moreover, Marinković, Lazarević and Šapić (2024), investigating the role of national culture and lifestyle in shaping consumer behaviour, found that lifestyle is a strong determinant of consumer decision-making. On the other hand, Akkaya (2021) concluded that different lifestyles have an indirect impact on product purchase decisions. Based on the obtained results, consistent with previous studies, it can be concluded that different lifestyles influence the decisions respondents make when purchasing products in varying ways. Accordingly, the main hypothesis H_0: Different lifestyles affect different types of decision-making, is confirmed.

The following table (Table 4) presents, through regression analysis, the relationship between different lifestyles, decision-making styles, and the frequency of online shopping. The main purpose of Table 4 is to determine how different lifestyles and decision types influence the frequency of online shopping.

The results of the regression analysis (Table 4) suggest that the regression models showing the relationship between lifestyles and the frequency of online shopping, as well as between decision-making styles and online shopping, are statistically significant and explain between 7.3% of the variance in online shopping frequency in model 2 and 21.5% in model 1. These correlations confirm that multiple lifestyles significantly influence the frequency of online shopping. The strongest positive influences are from the hedonistic lifestyle (β=0.239) and the utilitarian lifestyle (β=0.227), indicating that individuals who enjoy life's pleasures and value material security and practicality are more inclined towards frequent online shopping. Hedonists likely perceive online shopping as a way to

Table 4: Relationship between lifestyles, decision-making styles, and frequency of online shopping

Variables	How often do you shop online?*
Lifestyle**	Sig.
	Coefficients β
Model 1 properties	R=0.463 r2=0.215 Sig.0.000
Family-sentimental lifestyle	0.025
	0.125
Altruistic lifestyle	0.112
	0.105
Cognitive lifestyle	0.012
	-0.151
Utilitarian lifestyle	0.000
	0.227
Popularity-oriented lifestyle	0.881
	0.009
Egoistic orientation	0.001
	-0.181
Promethean activism	0.428
	-0.051
Hedonistic lifestyle	0.000
	0.239
Religious-traditional lifestyle	0.017
	-0.130
Power-oriented lifestyle	0.002
	0.133
Decision-making styles related to purchasing**	
Model 2 properties	R=0.271 r2=0.073 Sig.0.001
Perfectionism	0.387
	0.054
Value for money	0.669
	-0.028
Brand awareness	0.334
	0.068
Fashion style	0.011
	0.178
Satisfactory style	0.281
	-0.064
Confusing style	0.014
	-0.154

* dependent variable
** independent variable
Source: Authors

quickly and easily satisfy needs and pleasures, while utilitarian-oriented individuals see this form of shopping as a rational solution that saves time and energy.

The power orientation lifestyle (β=0.133) also has a positive impact, which can be explained by the assumption that individuals striving for social prestige and status use online shopping as a means to quickly and efficiently acquire brands and status symbols. Interestingly, the family-sentimental lifestyle (β=0.125) shows a mild positive effect, which may indicate that family-oriented individuals also use online shopping to facilitate family responsibilities, saving time and purchasing products for the home and loved ones. On the other hand, negative associations were observed with the egoistic lifestyle (β=–0.181), cognitive lifestyle (β=–0.151), and religious-traditional lifestyle (β=–0.130). Egoistically oriented individuals may avoid online shopping due to distrust, a desire for greater control over the purchasing process, or a need for autonomy, which is less expressed in digital environments. Similarly, cognitively oriented individuals, who seek deep understanding and security, may feel insecure in the online environment, where quick and superficial decisions are often made. Traditionally and religiously oriented individuals may prefer more conservative forms of shopping, showing resistance to modern digital platforms, whether due to habits, value systems, or distrust in online transaction security.

Regarding decision-making styles, significant relationships with the frequency of online shopping were found for the fashion lifestyle (β=0.178) and the confusing style (β=–0.154), while other styles showed no statistically significant relationships. Consumers who follow fashion trends shop online more frequently, which is expected as the Internet provides quick access to novelties, brands, and styled products. Conversely, those who feel confused during the shopping process due to the large amount of information and choices shop online less often, indicating that the digital environment causes uncertainty and avoidance among these consumers.

Considering that impulsive buying has become a reality of modern society, Table 5 shows the relationship between different lifestyles, decision-making types, and various dimensions of impulsive behaviour. The main purpose of Table 5 is to examine which lifestyles and decision types exhibit the highest degree of impulsive behaviour.

The regression models presented in Table 5 are statistically significant across all combinations of lifestyles, decision-making styles, and dimensions of online shopping, and as such, they predict varying levels of variance in the dependent variable, from 6.3% in model 2 (decision-making styles and online shopping dimensions) up to 15.4% in the same model. The beta coefficient values for the presented lifestyles and decision-making styles vary, and in certain cases are not statistically significant (salience and mood modification in model 2).

The results of the regression analysis revealed that specific lifestyles significantly predict particular forms of consumer behaviour in the context of online shopping. The most consistent predictor of negative dimensions of this behaviour is the power orientation lifestyle, which is statistically significant across all six dimensions: relapse, salience, conflict, tolerance, withdrawal, and mood modification. This result suggests that individuals striving for social influence, status, and recognition may be more prone to excessive and compulsive shopping as a way to support or reinforce their image of power and influence. For these individuals, shopping represents more than a practical activity - it becomes a means of self-affirmation.

Similarly, the popularity-oriented style shows positive associations with relapse and withdrawal, indicating that those who wish to be accepted, visible, and trendy may develop an addiction to online shopping as a strategy to maintain social status. For this group, shopping is not only a source of pleasure but also a social mechanism of belonging.

The hedonistic lifestyle, based on seeking pleasure and avoiding discomfort, is significantly and positively related to relapse, tolerance, and mood modification. Consumers with this profile may use shopping as a form of emotional regulation, i.e., as a mechanism for alleviating stress, boredom, or negative emotions.

Conversely, the cognitive lifestyle, which is based on rationality, research, and the pursuit of truth, is consistently (negatively) associated with lower levels of relapse, salience, conflict, and withdrawal. This confirms that analytically oriented individuals are less likely to exhibit impulsive and compulsive patterns of behaviour in digital shopping, probably because they tend to critically evaluate and control their consumer habits.

These results provide important insight into the psychosocial background of online shopping, indicating that lifestyles represent stable internal orientations that significantly influence the manner and intensity of participation in digital commerce. It is particularly important to note that the lifestyles involving social validation, status, or immediate gratification carry a higher risk of developing problematic online behaviour.

Table 5: Relationship between lifestyles, decision-making styles, and dimensions of online shopping

Lifestyle**	Online shopping dimensions*					
	Relapse – disorder	Salience	Conflict	Tolerance	Withdrawal	Mood modification
	Sig.	Sig.	Sig.	Sig.	Sig.	Sig.
	Coefficients β	Coefficients β	Coefficients β	Coefficients β	Coefficients β	Coefficients β
Model 1 properties	R=0.385 r2=0.148 Sig.0.000	R=0.310 r2=0.096 Sig.0.001	R=0.314 r2=0.099 Sig.0.001	R=0.336 r2=0.113 Sig.0.000	R=0.299 r2=0.090 Sig.0.002	R=0.331 r2=0.110 Sig.0.000
Family-sentimental lifestyle	0.061	0.113	0.485	0.777	0.446	0.790
	0.109	0.095	0.042	0.017	0.046	0.016
Altruistic lifestyle	0.289	0.561	0.243	0.474	0.847	0.719
	0.073	-0.041	0.082	0.050	0.014	0.025
Cognitive lifestyle	0.019	0.014	0.016	0.388	0.010	0.477
	-0.148	-0.160	-0.155	-0.055	-0.167	0.046
Utilitarian lifestyle	0.516	0.431	0.107	0.822	0.069	0.514
	-0.037	-0.046	-.0.095	-0.013	-0.108	-0.038
Popularity-oriented lifestyle	0.002	0.069	0.329	0.562	0.015	0.274
	0.207	0.122	0.065	0.038	0.164	0.073
Egoistic orientation	0.329	0.923	0.457	0.221	0.873	0.301
	-0.057	-0.006	0.045	0.073	0.010	0.062
Promethean activism	0.331	0.547	0.458	0.410	0.353	0.982
	-0.065	0.042	0.051	0.056	-0.064	0.002
Hedonistic lifestyle	0.009	0.124	0.053	0.020	0.343	0.002
	0.155	0.094	0.119	0.141	0.058	0.188
Religious-traditional lifestyle	0.934	0.141	0.203	0.509	0.379	0.529
	-0.005	-0.086	0.074	-0.038	0.051	-0.036
Power-oriented lifestyle	0.002	0.004	0.001	0.000	0.010	0.007
	0.184	0.180	0.208	0.250	0.161	0.166
Decision-making styles related to shopping**						
Model 2 properties	R=0.372 r2=0.138 Sig.0.000	R=0.252 r2=0.063 Sig.0.003	R=0.292 r2=0.086 Sig.0.000	R=0.309 r2=0.096 Sig.0.000	R=0.392 r2=0.154 Sig.0.000	R=0.275 r2=0.075 Sig.0.001
Perfectionism	0.146	0.107	0.093	0.730	0.212	0.684
	0.088	0.102	0.105	0.021	0.075	-0.025
Value for money	0.082	0.184	0.397	0.676	0.741	0.135
	-.0.110	-0.087	-0.055	-0.027	-0.021	-0.098
Brand awareness	0.000	0.068	0.012	0.000	0.000	0.050
	0.271	0.129	0.177	0.249	0.340	0.138
Fashion style	0.162	0.374	0.034	0.730	0.170	0.165
	-0.094	0.062	-0.147	0.024	-0.091	0.097
Satisfactory style	0.009	0.329	0.952	0.441	0.358	0.757
	-0.150	-0.058	0.004	0.045	-0.052	0.018
Confusing style	0.020	0.899	0.001	0.220	0.007	0.418
	0.140	0.008	0.209	0.075	0.161	0.050

* dependent variable
** independent variable
Source: Authors

On the other hand, regarding decision-making styles, the regression analysis results indicate that certain decision-making styles significantly contribute to the manifestation of online shopping dimensions. The most prominent influence is the brand awareness style, which is positively related to four dimensions: relapse, conflict, tolerance, and withdrawal. Particularly notable is the beta coefficient in the withdrawal domain ($\beta = 0.340$), suggesting that individuals who place great importance on brands are prone to developing emotional dependence on online shopping. Such consumers often experience discomfort or distress when prevented from purchasing brands, a form of behaviour that can be classified as a "withdrawal symptom". This result also aligns with previous analysis, which found that individuals with high scores on the brand awareness scale also had higher frequencies of Internet shopping, indicating a consistent pattern of consumer behaviour—focus on brands as a motivator for more frequent and potentially uncontrolled purchases.

Another significant influence is the confusing decision-making style, which is positively linked to three dimensions: relapse, conflict, and withdrawal, consistent with its core characteristic - a tendency towards information overload, doubt in choice, and reliance on others. This uncertainty in the decision-making process may lead to excessive purchasing as an attempt to reduce anxiety or avoid making a decision, which explains why these consumers experience conflicts or feelings of withdrawal when they cannot continue shopping. Accordingly, the auxiliary hypothesis H_4: Uncertainty and information overload influence the consumer's decision to engage in online shopping, as well as the risk of compulsive behaviour, is confirmed.

Conversely, the satisfactory style shows a negative relationship with relapse, meaning that those striving for a "good enough" solution (without perfectionism) less frequently exhibit compulsive buying patterns. Similarly, the fashion style is negatively associated with the "conflict" dimension, which may suggest that such consumers, although motivated by trends, less often experience disturbances in other areas of life due to shopping.

Interestingly, no decision-making style shows a statistically significant relationship with the dimensions of "salience" and "mood modification", suggesting that these two dimensions of online shopping may have deeper psychological roots beyond decision-making style patterns.

These results logically build upon previous findings regarding lifestyles. For example, the hedonistic lifestyle was associated with dimensions such as tolerance and mood modification, indicating an emotional component of shopping. On the other hand, brand awareness as a decision-making style here plays the most significant role in online shopping behaviour, indicating a blend of aesthetics, social status, and a sense of security as possible motives for repeated purchases. The obtained results indicate that individuals preferring different lifestyles and decision-making types display different impulsive behaviours during online shopping. Therefore, hypothesis H_5, which states: Lifestyles, as well as decision-making styles, statistically significantly predict different dimensions of (compulsive) online shopping, is confirmed.

In the previously presented regression models, all independent variables showed a Tolerance value greater than 0.1 and a VIF value less than 10, which excludes the occurrence of multicollinearity in the observed models. The results of the empirical research provide a relevant basis for creating targeted marketing strategies and encouraging responsible behaviour in the digital environment.

5. CONCLUSION

Different lifestyles have varying influences on the decisions consumers make when purchasing products. Lifestyle is expressed through diverse activities, opinions, and value systems that consumers appreciate. Differentiated systems of values, activities, and opinions determine the way individuals make decisions about purchasing various products.

The previous research examined the impact of lifestyles on consumer behaviour during online shopping, with a particular focus on investigating compulsive consumer behaviour online. Six hypotheses were tested in the study, all of which were confirmed. The results indicate that different lifestyles influence different types of decision-making. Family-oriented individuals tend to select the highest quality products and behave responsibly when purchasing products. Individuals oriented towards popularity, as well as those focused on power and social status, tend to favour modern, attractive, and branded products and are more likely to engage in frequent online shopping. Those characterised by the decision-making type "value for money" approach shopping more rationally and are less likely to exhibit impulsive behaviour during purchasing. Different lifestyles and decision-making types influence compulsive behaviour among individuals. The results suggest that the most pro-

nounced compulsive behaviour occurs among individuals who prefer a lifestyle oriented towards power, as well as among those characterised by the decision-making style of brand awareness.

The theoretical implications of this paper pertain to a more profound understanding of the impact of diverse lifestyle patterns on consumer decision-making. Furthermore, the theoretical contribution provides clear insights into how consumers behave when engaging in online shopping. As e-commerce has given rise to specific behavioural patterns, such as impulsive purchasing, the distinct theoretical contribution of this study lies in the explanation of different dimensions of impulsive buying, as well as the influence of lifestyle factors and decision-making types on the manifestation of various dimensions of impulsive behaviour. The practical contributions of this research are multifaceted. The first practical implication concerns the creation of personalised offers. Recognising the influence of different lifestyles on the consumer decision-making process enables the development of tailored offers designed both to retain existing customers and to attract new ones. The second practical implication relates to the formulation of optimal marketing strategies. The third practical implication pertains to the enhancement of the consumer experience. Consumer behaviour during online shopping, together with the differentiated impact of lifestyle factors and decision-making types on the frequency of online purchases, can contribute to the design of a distinctive consumer experience and support system, grounded in the habits, interests, and expectations of individual users. A further practical implication of this research is associated with the prediction of impulsive consumer behaviour. The findings may facilitate a more comprehensive understanding of impulsive behaviour, which in turn can assist in predicting impulsive purchasing, strengthening loyalty to particular products, and fostering attachment to specific distribution channels. These outcomes may contribute to the development of consumer loyalty, the reduction of the risk of customer attrition, and the promotion of innovation in new product development.

The obtained results contribute to a better understanding of the importance of lifestyle in the decision-making process regarding product purchases. Another contribution of these findings lies in a deeper comprehension of how consumers make purchasing decisions. Future research should focus on exploring the relationships between different lifestyles and the demographic characteristics of respondents. Furthermore, future studies could be directed towards investigating the connection between lifestyle and the influence of various factors on online shopping.

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Apstrakt

Uticaj stila života na ponašanje potrošača prilikom kupovine na Internetu

Tanja Vujović, Ivana Aleksić, Teodora Janjić

Razvoj informaciono-komunikacionih tehnologija doprineo je promeni ponašanja potrošača, njihovih navika, mišljenja, aktivnosti, kao i stila života. Predmet rada je istraživanje odnosa između stila života potrošača i tipova odlučivanja prilikom kupovine na Internetu. Cilj rada je ispitivanje da li i na koji način različiti životni stilovi utiču na ponašanje potrošača prilikom donošenja odluke o kupovini. U istraživanju, koje je sprovedeno kroz metod anketiranja, učestvovalo je 306 ispitanika. Merama deskriptivne statistike, krostabulacijom i regresionom analizom je utvrđeno da različiti stilovi života različito utiču na odluke koje potrošači donose prilikom kupovine proizvoda, kao i na sklonost ka impulsivnoj kupovini. Takođe, rezultati sugerišu da različiti stilovi života, kao i tipovi odlučivanja, različito utiču na učestalost obavljanja onlajn kupovine. Porodično-sentimentalni stil života, altruistički, hedonistički i utilitarni će učestalije obavljati onlajn kupovinu, dok će egoistični i saznajni stil života ređe obavljati onlajn kupovinu. Osobe koje prate modni stil češće će obavljati kupovinu onlajn, dok će osobe koje preferiraju "zbunjujući stil" ređe obavljati onlajn kupovinu. Vrednost i originalnost studije ogleda se u stvaranju znanja o uticaju stila života na ponašanje potrošača prilikom kupovine proizvoda na Internetu, radi kreiranja optimalne marketing strategije.

Ključne reči: *stil života, tipovi odlučivanja, onlajn kupovina, učestalost onlajn kupovine*

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marketing

Negativan WOM generacije Z u turizmu

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Apstrakt: Prilikom korišćenja turističkih usluga korisnici mogu imati različita iskustva. Najveći problem za kompanije, ali i druge potencijalne turiste, predstavlja negativno iskustvo koje se javlja kao rezultat nezadovoljene potrebe. Ono može biti podeljeno javno putem društvenih mreža, privatno u obliku negativne preporuke (eng. negative word-of-mouth - WOM) upućene porodici ili prijateljima, ili da se turista odluči na ponašanje bez akcije. Usled sve veće upotrebe interneta, korisnici danas osećaju mnogo manju neprijatnost prilikom iznošenja svojih negativnih iskustava. Ono što je moguće uočiti kada je reč o negativnom WOM-u jeste da je negativno iskustvo značajno prouzrokovano negativnim emocijama koje proističu iz nezadovoljene potrebe. U iskazivanju svog nezadovoljstva najveći značaj se pripisuje generaciji Z kao vodećoj generaciji u razvoju turizma. Njihova osnovna prednost se ogleda u tome što je reč o mladim ljudima koji svakodnevnicu provode u onlajn okruženju u kom aktivno tragaju za informacijama. Kako ih karakteriše visok stepen angažovanosti u planiranju porodičnih putovanja i konstantna potreba za zabavom, osnovni cilj kompanija treba da bude otklanjanje nezadovoljstva pružajući usluge visokog kvaliteta u skladu sa očekivanjima korisnika. Za potrebe razumevanja na koji način korisnici generacije Z ispoljavaju svoje žalbeno ponašanje i da li se odlučuju na deljenje negativnog WOM-a, sprovedeno je istraživanje na teritoriji Republike Srbije primenom Pirsonovog testa korelacije. Dobijeni rezultati su ukazali da nezadovoljni korisnici svoje žalbeno ponašanje ispoljavaju deljenjem negativnih preporuka i putem sajtova i foruma, ali i direktno ljudima u svom bliskom okruženju. Rezultati sprovedenog istraživanja mogu biti značajna osnova za buduća istraživanja žalbenog ponašanja generacije Z u turizmu, posebno ukoliko se uzorak proširi na veći broj ispitanika i istraživanje sprovede van granica Republike Srbije.

Ključne reči: *generacija Z, turizam, žalbeno ponašanje, WOM*

JEL klasifikacija: M31, Z33, L83

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1. UVOD

Kako prisustvo generacije Z u turizmu dobija sve veći značaj, neizbežna je orijentacija na potrebe i želje ovih korisnika. Iako je osnovni cilj i korisnika i kompanija zadovoljstvo proizvodom ili uslugom, u pojedinim situacijama ono izostaje. Kada proces zadovoljenja potrebe biva prekinut, a potreba nezadovoljena, javlja se negativno iskustvo kod potrošača. Korisnici svoje žalbeno ponašanje mogu ispoljiti na tri načina u zavisnosti od stepena nezadovoljstva ili potrebe da ga podele sa drugima. Tako je moguće razlikovati aktivno ponašanje (deljenje negativnog iskustva javno sa drugim korisnicima), privatno ponašanje (negativna komunikacija od usta do usta prijateljima ili porodici), ili ponašanje bez akcije (korisnik iako nezadovoljan to ne ispoljava, ostaje lojalan kompaniji).

Većina korisnika poseban značaj daje komunikaciji od usta do usta, kao načinu deljenja preporuka. Ovaj tip verbalne komunikacije se preferira među potencijalnim turistima s obzirom da je mnogo relevantniji i iskreniji, jer dolazi od pojedinaca iz bliskog okruženja, nego plaćene vrste preporuka koje dolaze od kompanija. Pored deljenja pozitivnog iskustva ovim putem, turisti mogu da podele i svoje nezadovoljstvo u obliku negativnih preporuka. Negativan WOM, kao vrste deljenja antipreporuka, je usko povezan sa ispoljavanjem negativnih emocija koje korisnici osećaju kada potreba nije zadovoljena. S obzirom da je generacija Z digitalizovana generacija koja sve potrebne informacije prikuplja putem društvenih mreža, nije neobično da putem ovih društvenih medija te informacije želi i da podeli. Kako se veća pažnja posvećuje negativnom u odnosu na pozitivni word-of-mouth sistem, za ovu generaciju žalbeno ponašanje ne predstavlja neprijatnost već način da pomognu sebi i drugim korisnicima. Za generaciju Z se može reći da obuhvata mlade ljude rođene u periodu od 1995. do 2010. godine, koja je odrasla uz prisustvo interneta i većinu svog slobodnog vremena provodi na digitalnim platformama u potrazi za informacijama i odgovorima. Karakteriše ih značajno učešće u donošenju odluke o porodičnim putovanjima, ali i konstantna potreba za

zabavom. Upravo zbog toga turisti koji pripadaju ovoj generaciji koriste društvene mreže i preporuke/anti-preporuke kada vrše rezervaciju, biraju destinaciju ili pokušavaju da dođu do informacija.

Cilj istraživanja predstavlja analizu povezanosti odsustva srama prilikom ulaganja žalbe u slučaju nezadovoljstva i ispoljavanja nezadovoljstva kroz deljenje negativnog iskustva sa porodicom i prijateljima, kao i putem digitalnih platformi. Predmet istraživanja se odnosi na generaciju Z i njihovo deljenje negativnih preporuka od usta do usta u sektoru turizma. Iako je u literaturi prisutan veći broj radova na temu žalbenog ponašanja potrošača, i dalje postoji prostor za dodatnu analizu ove vrste ponašanja, sa posebnim osvrtom na generaciju Z i njihovo ispoljavanje nezadovoljstva. U prvom delu rada poseban fokus se stavlja na pasivno ponašanje generacije i način njegovog ispoljavanja kroz negativan WOM, dok drugi deo rada sadrži istraživanje sprovedeno od strane autora, kao i rezultate dobijene primenom Pirsonovog testa korelacije.

2. PREGLED LITERATURE

Kako se broj korisnika interneta povećava iz godine u godinu, moguće je zapaziti kako najveći broj korisnika upravo putem interneta pretražuje informacije o turizmu i putovanjima. Čak 93% korisnika je makar jednom do sada pretraživalo informacije o putovanjima putem turističkih sajtova (Luna-Nevarez & Hyman, 2012). Upotreba interneta i društvenih mreža značajno je doprinela razvoju turizma kao jedne od najpopularnijih uslužnih sektora današnjice. Iako je zadovoljstvo korisnika jedan od osnovnih ciljeva kompanije, izuzetno je teško održati ga, već se kao češća pojava javlja nezadovoljstvo (Ergün & Kitapci, 2018). Problem nezadovoljstva se pojavljuje čak i u kompanijama koje su svoje poslovanje usmerile ka rešavanju problema kvaliteta (Alfansi & Atmaja, 2009). Prema autorima Berry, Tanford, Montgomery i Green (2018), poboljšanje usluge ne može da se dogodi ukoliko nije prvobitno došlo do žalbe. Iz tog razloga se žalbeno ponašanje korisnika treba posmatrati kao pozitivan indikator i značajan izvor informacija za buduće unapređenje usluga (Naeem, Nadezhda & Wang, 2024). Međutim, korisnici se ne odlučuju uvek na izražavanje nezadovoljstva pre nego što napuste pružaoca usluge. Zato pružaoci usluga treba da shvate kako mehanizam za oporavak ne može biti fokusiran samo na otklanjanje i reagovanje na žalbe (Sánchez-García & Currás-Pérez, 2011).

Većina korisnika nakon prvog korišćenja proizvoda ili usluge donosi odluku o tome da li su zadovoljni ili nisu. Potrošačko ponašanje je uvek usmereno ka cilju. Osnovni cilj se odnosi na zadovoljenje potrebe kod potrošača, jer je ono ključno za ponovnu kupovinu ali i za deljenje preporuka drugim korisnicima (Slivar, Alerić & Dolenec, 2019). Do nezadovoljstva dolazi kada cilj nije u potpunosti zadovoljen ili ukoliko je za njegovo zadovoljenje potrebno mnogo više resura od planiranog (Panda, 2014). Iako se žalbeno ponašanje potrošača manifestuje na različite načine, određeni broj nezadovoljnih korisnika ipak bira da ne uradi ništa. Žalbeno ponašanje potrošača se može definisati kao „skup višestrukih reakcija od koji su neke ili sve izazvane nezadovoljstvom u procesu kupovine“ (Panda, 2014).

Najčešće se kao uzrok žalbenog ponašanja navodi nezadovoljstvo korisnika (Tronvoll, 2011). Autori Irawan, Saptarini i Hestiyana (2023) citiraju Day i Landona, koji žalbeno ponašanje potrošača dele u dve vrste: ponašanje sa akcijom i ponašanje bez akcije. Autori Berry et al. (2018) su dalje ponašanje sa akcijom podelili na aktivno ponašanje i pasivno ponašanje. S obzirom na međusobnu zavisnost pružaoca i primaoca usluge, žalbeno ponašanje korisnika se smatra značajnim problemom u sektoru usluga, a pogotovo u turizmu (Tosun, Sezgin & Uray, 2022). Ponašanje okarakterisano kao aktivno podrazumeva da korisnik svoje nezadovoljstvo ispoljava trećoj strani, u pojedinim slučajevima aktivnog ponašanja korisnik traži i pravnu pomoć. U situacijama gde je korisnik nezadovoljan, ali odlučuje da ne iskaže svoje zadovoljstvo ni na koji način i ne napušta kompaniju, reč je o ponašanju bez akcije, dok je iznošenje negativnog WOM-a karakteristična vrsta delovanja u slučaju pasivne akcije (Berry et al., 2018).

Danas nezadovoljni korisnici mogu da koriste različite kanale komunikacije kako bi izrazili svoje nezadovoljstvo (Berry et al., 2018). Jedan od načina je komunikacija od usta do usta (eng. *word-of-mouth - WOM*). Ova vrsta komunikacije je često i najpopularnija u sektoru turizma, s obzirom da putem preporuka budući turisti smanjuju rizik od pogrešne odluke i kupovine (Yen i Tang, 2015). U današnjem okruženju, kada se govori o komunikaciji od usta do usta, zapravo je reč o deljenju mišljenja, iskustava i stavova korisnika o nekom proizvodu ili usluzi putem digitalnih medija (Li & Liu, 2022). Ova vrsta komunikacije se u današnjoj literaturi naziva elektronska komunikacija od usta do usta odnosno eWOM.

Osnovne karakteristike elektronske komunikacije od usta do usta se odnose na: mogućnost pristupa i

prenosa neophodnih informacija, slobodna komunikacija putem različitih platformi kao i pristup istim, pristup iskustvu prethodnih korisnika (Kurnaz & Duman, 2021). Moguće je razlikovati tri vrste komunikacije: primarna komunikacija se javlja kada korisnik želi da ukaže na fizičke karakteristike destinacije, sekundarna komunikacija se javlja u marketing i odnosima sa javnošću, dok se tercijalna komunikacija odnosi na ono što o destinaciji kažu posetioci i stanovnici i ono uključuje ponašanje povezano sa komunikacijom od usta do usta (Jeuring & Haartsen, 2017). U slučaju kada je korisničko iskustvo negativno i kada je korisnik nezadovoljan pruženom uslugom, njegovo žalbeno ponašanje može da se ispolji u obliku negativnog WOM-a kroz deljenje svog negativnog iskustva sa porodicom ili prijateljima (Nyer & Gopinath, 2005).

Negativan WOM je često povezan sa negativnim emocijama prouzrokovanim nezadovoljstvom. Kada su korisnici izloženi negativnom WOM-u, njihove odluke su motivisane negativnim emocijama (Li & Liu, 2022). Korisnici koji se odluče na širenje negativnog WOM-a se takođe nazivaju i glasnici, iako se njihov glas ne širi kroz javne akcije, njihovo deljenje negativnog iskustva je izuzetno teško zaustaviti od strane kompanija jer je često nevidljivo za njih (Kitapci, Yetkin Özbük, Sakarya & Sarıyıldız, 2019). Čak i kada postoje negativne recenzije o nekoj destinaciji, korisnici čije iskustvo nije bilo negativno, kao u recenziji, ispoljavaju bes ili iritaciju kada dođe do sukoba mišljenja (Li & Liu, 2022). Negativna komunikacija od usta do usta svakako ima negativne posledice pri odabiru destinacije ili kompanije za putovanje, negativan WOM često ima veći uticaj na korisnike nego pozitivan WOM, što je posledica rapidnog razvoja interneta (Li & Liu, 2022).

Opšta prihvaćenost stavova i mišljenja generacije Z kao značajnog izvora informacija prouzrokovana je njihovim opštim karakteristikama. Prema autorima Sudarević, Kostić i Jevtić (2024), ovi korisnici uživaju na odmorima, teže da upoznaju kulturu okruženja u kom se nalaze, ali takođe i da podele svoje iskustvo sa drugim korisnicima na digitalnim platformama. Iako je turistički sektor jedan od brzo rastućih u današnjem okruženju, problem zadovoljenja potrebe potrošača je i dalje prisutan u njemu. Društvene mreže su turistima pružile mogućnost deljenja različitih vrsta sadržaja, od fotografija, tekstova, pa do video zapisa. Međutim, društvene mreže su postale i prostor za deljenje mišljenja i iskustava korisnika (Șchiopu, Nica, Pădurean & Țală, 2023). Posebnu ulogu u turizmu ima generacija Z, koja je na poseban način transformisala sektor turizma (Robinson & Schänzel, 2019). Prema autorima Robinson & Schänzel (2019), njihov značaj u razvoju turizma je opravdan iz dva razloga: 1) imaju snažan uticaj kada je reč o porodičnim putovanjima obzirom da su aktivno uključeni u planiranje i izbor destinacija, i 2) zbog potrebe za zabavom i novim iskustvima.

Za generaciju Z možemo reći da je visoko obrazovana i izuzetno povezana generacija, s obzirom na njihovu prekomernu upotrebu interneta (Kurnaz & Duman, 2021). Reč je o mladoj generaciji rođenoj u periodu od 1995. do 2010. godine (Jayathilake & Annuar, 2020). Društvene mreže su postale značajno sredstvo generacije Z za rezervaciju, pretragu destinacije i dolaženje do neophodnih informacija o putovanju (Pricope Vancia, Bălțescu, Brătucu, Tecău, Chițu & Duguleană, 2023). Ova generacija se takođe naziva i "Crystal Children", "Internet Generation" i "Next Generation" (Kurnaz & Duman, 2021). Generacija Z obuhvata mlade ljude koje karakteriše aktivno prisustvo na društvenim mrežama i prekomerna upotreba elektronskih uređaja (Yussof, Harun, Norizan, Durani, Jamil & Salleh, 2018).

Ova generacija je posebno zainteresovana za personalizovano iskustvo prilagođeno njihovim potrebama i interesovanjima (Pricope Vancia et al., 2023). Za potrebe prilagođavanja turističkog iskustva okreću se ka društvenim mrežama na kojima pretražuju informacije. Donošenje odluke o odabiru ili poseti određene turističke destinacije je pod uticajem onoga što se deli na društvenim mrežama od strane drugih turista (Al-Bourini, Aljawarneh, Almaaitah, Altahat, Alomari & Sokiyna, 2021). Mladi turisti u digitalnom okruženju teže da podele svoje iskustvo sa drugima javno (Bosangit, Hibbert & McCabe, 2015). S obzirom na razvoj društvenih mreža i interneta, došlo je do promene u načinu na koji korisnici kupuju i pretražuju usluge. Ranije su korisnici morali fizički da posećuju turističke agencije i na taj način da obave kupovinu, dok danas imaju mogućnost da pretražuju i kupuju ove usluge nezavisno od lokacije ili vremena (Wang, Xiang & Fesenmaier, 2014).

Generaciji Z kao turistima se pripisuju sledeće karakteristike: učestalo traganje za novim mogućnostima, prihvatanje preporuka kao značajnog izvora informacija, donošenje odluke u poslednjem momentu i korišćenje jeftinih usluga (Baltescu, 2019). Posebnu pažnju treba posvetiti generaciji Z kao turistima obzirom na njihov značaj i uticaj na druge korisnike u digitalnom okruženju. Deljenje nezadovoljstva za ove korisnike je način da dožive olakšanje (Kusumawati, Suhandi & Purwanegara, 2024), dok sa druge strane ova negativna iskustva mogu značajno da utiču na druge korisnike da odustanu od odabira destinacija, ili čak i turističkih kompanija.

3. METODOLOGIJA

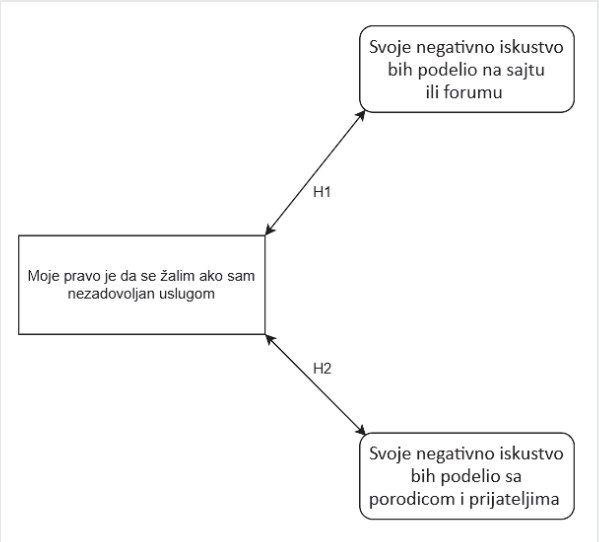
U cilju analiziranja korelacije između posmatranih varijabli, sprovedeno je empirijsko istraživanje. Uzorak je sačinjen od 231 ispitanika, pripadnika generacije Z. Uzorak je prigodan. Istraživanje je trajalo u periodu od maja do jula 2025. godine i sprovedeno je na teritoriji Republike Srbije. Uvidom u socio-demografske karakteristike ispitanika utvrđeno je da su najveći broj ispitanika predstavljale žene, rođene u periodu od 1995. do 2005. godine, koje imaju srednjoškolsko obrazovanje i koje su do sada koristile i bile zadovoljne turističkim uslugama.

Za potrebe istraživanja kreiran je onlajn upitnik koji je distribuiran putem društvenih mreža (Facebook i Instagram). Prvi deo upitnika se odnosi na pitanja socio-demografskog karaktera, dok je drugi deo upitnika sačinjen od pitanja koja se odnose na predmet istraživanja, a za čije je odgovaranje korišćena Likertova skala. Kako bi prikupljeni rezultati bili analizirani, korišćen je IBM SPSS Statistics softver, a za utvrđivanje korelacije između varijabli primenjen je Pirsonov test korelacije. Testirane su sledeće hipoteze:

H_1: Postoji statistički značajna i pozitivna korelacija između prava na žalbu u slučaju nezadovoljstva i deljenja negativnog iskustva putem sajtova ili foruma.

H_2: Postoji statistički značajna i pozitivna korelacija između prava na žalbu u slučaju nezadovoljstva i deljenja negativnog iskustva sa porodicom i prijateljima.

Slika 1: Istraživački okvir



Izvor: Istraživanje autora

4. REZULTATI ISTRAŽIVANJA

Rezultati u tabeli 1 prikazuju statistički značajnu korelaciju između posmatranih varijabli (p=0,009). Koeficijent r=0,171 ukazuje da je korelacija slaba i pozitivna, s obzirom na pozitivan predznak (Selvanathan, Jayabalan, Saini, Supramaniam & Hussin, 2020). Drugim rečima, promene jedne varijable utiču pozitivno na promene druge varijable. Ukoliko korisnik smatra da je njegovo pravo žaliti se u slučaju nezadovoljstva, velika je verovatnoća da će svoje negativno iskustvo podeliti na sajtu ili forumu sa drugim korisnicima.

Rezultati u tabeli 2 prikazuju statistički značajnu korelaciju između varijabli da je pravo nezadovoljnog korisnika da se žali i da će nezadovoljan korisnik svoje negativno iskustvo podeliti sa porodicom ili prijateljima (p=0,000). Ovu korelaciju karakteriše pozitivan predznak i slabiji do umereni intenzitet, s obzirom da je r=0,332 (Selvanathan et al., 2020).

Analizom dobijenih rezultata moguće je uočiti da postoji statistički značajna korelacija između posmatranih varijabli, s obzirom da je u obe tabele p<0.01. Kod H_1 primećuje se prisustvo korelacije slabog intenziteta obzirom da je r=0,171, dok je kod H_2 prisutna korelacija slabijeg do umerenog intenziteta (r=0,332). Pozitivan predznak je prisutan pri testiranju obe hipoteze, što ukazuje da porast jedne varijable utiče na porast druge varijable. Statistički značajna korelacija ukazuje da je verovatnoća da povezanost bude rezultat slučajnosti izuzetno mala. Na osnovu rezultata dobijenih testiranjem zaključuje se da se prethodno definisane hipoteze H_1 (Postoji statistički značajna i pozitivna korelacija između prava na žalbu u slučaju nezadovoljstva i deljenja negativnog iskustva putem sajtova ili foruma) i H_2 (Postoji statistički značajna i pozitivna korelacija između prava na žalbu u slučaju nezadovoljstva i deljenja negativnog iskustva sa porodicom i prijateljima) prihvataju.

5. DISKUSIJA I ZAKLJUČAK

Kao osnovni uzrok negativnog iskustva navodi se prekid ciljno usmerenog ponašanja pre nego što je potreba zadovoljena (Panda, 2014). Nezadovoljstvo određenom uslugom se može povezati za žalbenim ponašanjem potrošača, a korisnik svoje nezadovoljstvo može da ispolji na tri načina. Razlikuju se javne akcije, privatne akcije, kao i ponašanje koje je bez akcije. U slučaju privatne akcije korisnici imaju mogućnost da svoje negativno iskustvo podele sa onima koji se nalaze u njihovom bliskom okruženju. Ova vrsta negativnih preporuka se u literaturi može naći

Tabela 1: Rezultati korelacione analize (povezanost prava na žalbu i spremnosti deljenja negativnog iskustva na sajtovima i forumima)

Korelacije			
		Moje pravo je da se žalim ukoliko sam nezadovoljan/ na uslugom.	**Svoje negativno iskustvo bih podelio/la na sajtu ili forumu.**
Moje pravo je da se žalim ukoliko sam nezadovoljan/ na uslugom.	Pearson	1	0.171
	Sig.		0.009
	N	231	231
Svoje negativno iskustvo bih podelio/la na sajtu ili forumu.	Pearson	0.171	1
	Sig.	0.009	
	N	231	231

** Korelacija je signifikantna na nivou 0.01

Izvor: Istraživanje autora

Tabela 2: Rezultati korelacione analize (povezanost prava na žalbu i spremnosti deljenja negativnog iskustva sa porodicom ili prijateljima)

Korelacije			
		Moje pravo je da se žalim ukoliko sam nezadovoljan/ na uslugom.	**Svoje negativno iskustvo bih podelio/la sa porodicom ili prijateljima.**
Moje pravo je da se žalim ukoliko sam nezadovoljan/ na uslugom.	Pearson	1	0.332
	Sig.		0.000
	N	231	231
Svoje negativno iskustvo bih podelio/la na sajtu ili forumu.	Pearson	0.332	1
	Sig.	0.000	
	N	231	231

** Korelacija je signifikantna na nivou 0.01

Izvor: Istraživanje autora

pod nazivom negativna komunikacija od usta do usta (negativan WOM), gde se kao glavni uzrok negativnih preporuka javljaju negativne emocije prouzrokovane nezadovoljstvom prilikom kupovine ili korišćenja usluge. Negativan WOM je način na koji korisnici mogu da smanje rizik od pogrešne odluke i kupovine pogrešne usluge. S obzirom da generacija Z beleži aktivno prisustvo na društvenim mrežama, nekada se ove antipreporuke dele i putem digitalnih medija kako bi se omogućilo nesmetano deljenje informacija većem broju potencijalnih turista.

Kako je generacija Z odrasla u digitalnoj eri i kako većinu informacija i pretražuju upravo u onlajn okruženju, kompanije bi posebnu pažnju trebalo da posvete otklanjanju onih faktora koji ovo iskustvo čine negativnim i na taj način obezbede veći kvalitet i zadovoljstvo korisnika. Na osnovu rezultata sprovedenog istraživanja, prethodno postavljene hipoteze H_1 (Postoji statistički značajna i pozitivna korelacija između prava na žalbu u slučaju nezadovoljstva i deljenja negativnog iskustva putem sajtova ili foruma) i H_2 (Postoji statistički značajna i pozitivna korelacija između prava na žalbu u slučaju nezadovoljstva i deljenja negativnog iskustva sa porodicom i prijateljima) se prihvataju.

Slično istraživanje je sprovedeno od strane autora Tosun et al. (2022) koji su došli do saznanja da se korisnici odlučuju na privatnu akciju u formi negativnog WOM-a kao vrste žalbenog ponašanja u situacijama kada njihova očekivanja nisu ispunjena po pitanju kvaliteta usluge. Na osnovu diskusije ovih autora, kao i na osnovu sprovedenog istraživanja, moguće je uočiti da korisnici donose odluku da se žale u situacijama kada nisu zadovoljni pruženom uslugom i da svoje nezadovoljstvo takođe podele sa drugima, ili putem digitalnih platformi ili direktnim antipreporukama porodici i prijateljima.

Sprovedeno istraživanje karakteriše nekoliko ograničenja. Pre svega, istraživanje je sprovedeno na teritoriji Republike Srbije, a u budućnosti bi ga trebalo proširiti i na druge regione. Zatim, ograničenje po pitanju uzorka generacije Z koji obuhvata ukupno

231 ispitanika. U budućim istraživanjima, uzorak bi trebalo proširiti većim brojem ispitanika, a takođe i testirati žalbeno ponašanje pripadnika neke od drugih generacija. Sprovođenje sličnih istraživanja u drugim zemljama pružilo bi značajan doprinos u ovoj oblasti, posebno ukoliko se izvrši komparativna analiza rezultata sa rezultatima dobijenim u ovom radu. Bez obzira na ograničenja, sprovedeno istraživanje pruža značajan doprinos poznavanju žalbenog ponašanja turista sa fokusom na generaciju Z, čime se smanjuje istraživački jaz u postojećoj literaturi. Iako turizam predstavlja rastuću delatnost današnjice, žalbeno ponašanje turista predstavlja jedan od najvećih problema. Razumevanje potreba potrošača, kao i pravovremeno reagovanje na žalbe, umnogome može smanjiti deljenje negativnog iskustva i putem digitalnih medija, ali i putem komunikacije od usta do usta.

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Abstract

Negative WOM of Generation Z in tourism

Ksenija Leković, Dunja Kostić,
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Users can have different experiences when using tourism services. The biggest problem for companies and other potential tourists is a negative experience that arises from an unmet need. It can be shared publicly via social media, privately in the form of negative word-of-mouth to family or friends, or by taking no action. Due to the increasing use of the Internet, users today feel much less discomfort when expressing their negative experiences. It can be observed that negative experiences are significantly caused by negative emotions that arise from unmet needs. In expressing their dissatisfaction, the greatest importance is attributed to Generation Z as the leading generation in the development of tourism. Their main advantage is reflected in the fact that they are young people who spend their daily lives in an online environment where they actively search for information. As they are characterized by high levels of family travel planning and a constant need for entertainment, the company's primary goal should be to eliminate dissatisfaction by providing high-quality services in line with user expectations. To understand how Generation Z users express their complaint behavior and whether they decide to share negative WOM, a study was conducted in the Republic of Serbia using the Pearson correlation test. The results obtained indicated that dissatisfied users express their complaint behavior by sharing negative recommendations both through websites and forums or directly to people in their close environment. The results of the conducted study may be a significant foundation for future research on the complaint behavior of Generation Z in tourism, especially if the sample is expanded to a larger number of respondents and research is conducted beyond the borders of the Republic of Serbia.

Keywords: *Generation Z, tourism, complaint behavior, WOM*

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marketing

Od informisanja do uticaja: efektivnost medijskih formata u marketinškim komunikacijama

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Apstrakt: Razvojem postojećih i pojavom novih medija i informaciono-komunikacionih tehnologija, savremene marketinške komunikacije se sve više orijentišu ka traženju novih načina za plasiranje informacija, uspostavljanje komunikacije i izgradnju odnosa sa potrošačima putem tradicionalnih i hibridnih medijskih formata. Jedan od ključnih izazova u ovom procesu jeste kako ciljna javnost percipira i vrednuje sadržaje promotivnih poruka, formira mišljenja o kredibilnosti pojedinih medijskih formata i posledično formira stavove o kompanijama, proizvodima i uslugama koje se oglašavaju. Uprkos ubrzanom razvoju ove oblasti, primetno je da u Republici Srbiji postoji relativno mali broj naučnih radova koji se bave istraživanjem uticaja različitih medijskih formata na navedeni proces. Stoga je fokus rada na utvrđivanju i analizi vidljivosti različitih medijskih formata, stavova koje potrošači imaju prema njima, kao i na identifikaciji uloge koju informacije plasirane putem ovih formata imaju u procesu donošenja odluka o kupovini. Za potrebe rada sprovedeno je empirijsko istraživanje primenom metode ankete. Rad doprinosi boljem razumevanju ovog problema i daje jasne preporuke marketinškim stratezima za izbor adekvatnih medijskih formata za plasiranje promotivnih poruka i sadržaja namenjenih potrošačima u Republici Srbiji.

Ključne reči: *medijski formati, marketinške komunikacije, stavovi potrošača*

JEL klasifikacija: M30, M31, M37

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1. UVOD

Mediji su tokom vremena evoluirali prolazeći kroz različite oblike transformacija koje je Fidler (1997) nazvao „medijamorfoza". U savremenom svetu, koga karakterišu nove medijske vrste i tehnologije, povećan broj globalno dostupnih informacija, ali i veća informisanost, obrazovanost i sofisticiranost potrošača, medijska pismenost, koju Adams i Ham (2001) objašnjavaju kao sposobnost razumevanja značenja vizuelnih i verbalnih simbola koje ljudi dobijaju svakodnevno putem različitih oblika medija, dobija na sve većem značaju. Posledično, dolazi i do razvoja medijskih formata putem kojih stručnjaci za marketing strateški pristupaju komunikaciji sa potrošačima putem medija, sa ciljem da ovaj proces bude što efikasniji i efektivniji. Jedna od ključnih promena u razvoju medijskih formata je i njihova integracija, od prvobitno jasno diferenciranih plaćenog oglašavanja i zasluženog medijskog publiciteta, ka hibridnim medijskim formama. Na ovaj način, navodi Blagojević (2022), došlo je do približavanja autentičnog medijskog sadržaja i plaćene promocije. U osnovi potrebe za integracijom, prema Vlastelica (2007a), nalaze se brojni razlozi poput: pojave novih vrsta medija, njihove fregmentacije i kontinuiniranog razvoja, hiperprodukcije informacija i promotivnih poruka koje dovode do prezasićenosti medijskog auditorijuma, sve većih troškova oglašavanja i smanjenja kredibiliteta ovog medijskog formata. Značajan uticaj na pojavu hibridnih medijskih formata imaju i globalne promene u načinu konzumiranja medija, dekodiranja i razumevanja poruka, kao i kreiranja sadržaja na društvenim medijima od strane samih korisnika.

Cilj ovog rada je da se istraži kakav je stav potrošača u Republici Srbiji prema različitim medijskim formatima kojima su izloženi od strane oglašivača i samih medija. Kao ključne komponente formiranja navedenih stavova izdvajaju se: vidljivost pojedinih medijskih formata, percipirana korisnost informacija dobijenih putem različitih medijskih formata i

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uticaj na odluku o kupovini. Nakon uvodnog dela, u drugom delu rada dat je pregled literature u kome je objašnjen teorijski koncept medijskih formata. Treći deo rada obuhvata predstavljanje metodologije koja je primenjena u istraživanju, dok je u četvrtom akcenat stavljen na rezultate istraživanja i diskusiju u vezi sa njima.

2. PREGLED LITERATURE

Jedan od najznačajnijih koncepata u marketingu su integrisane marketinške komunikacije, koje Kostić-Stanković (2011, p. 116) definiše kao "proces upravljanja svim izvorima informacija o proizvodu, koji vodi kupca ka kupovini i održava njihovu lojalnost". Polazeći od navedene definicije, integrisane marketinške komunikacije treba da zadovolje sve složenije komunikacijske potrebe (Turner, 2017), zbog čega se u osnovi ovog koncepta nalazi sinhronizacija različitih kanala komunikacija (Manser Payne, Peltier & Barger, 2017) sa posebnim akcentom na medijske formate. Plasiranje informacija putem medijskih formata važan je segment strateških komunikacija (Pavković, Vlastelica-Bakić & Đurić, 2016) i marketinških komunikacija (Holtzhausen, 2014), pre svega u pogledu formiranja očekivanja javnosti i posledičnih namera i ponašanja (Skočajić, Pavković, Krstić, Kostić-Stanković, Vlastelica & Rajić, 2024) u odnosu na kompanije i proizvode. Komunikacioni stratezi putem medijskih formata kreiraju i upravljaju pozitivnim imidžom i brendom kompanija i proizvoda, informišu ciljne javnosti o njihovim važnim aspektima, kreiraju pozitivan stav o njima i naposletku utiču na odluku o kupovini, kao jednim od najvažnijih željenih ishoda. Nagli razvoj i sve veća popularnost društvenih medija dovela je i do pojave influensera, kao svojevrsnih lidera mišljenja u digitalnom okruženju, odnosno osoba koje imaju uticaj na veliki broj pratilaca na društvenim medijima. U tom smislu, influenser marketing posmatra se kao marketing uticajnih osoba koje kompanije angažuju za promociju proizvoda i olakšavanje donošenja odluka o kupovini (Pan, Blut, Ghiassaleh & Lee, 2025).

Kao što navodi Volmar (2017, p. 9), medijski formati predstavljaju oblike koji "uokviruju i konfiguriraju medije na temeljne načine, a istovremeno povezuju različite domene medijske produkcije, distribucije i recepcije". Zbog svog značaja za marketinške i medijske komunikacije, brojni autori su se u radovima bavili definisanjem i konceptualizacijom različitih medijskih formata (tabela 1).

U kontekstu ovog rada, pod medijskim formatom se podrazumevaju različiti pojavni oblici informativnih ili kreativnih sadržaja o proizvodima, uslugama, kompanijama, organizacijama, pojedincima ili određenim temama, koji se plasiraju u medijima u okviru marketinške ili korporativne komunikacije. Medijski formati se međusobno razlikuju u jednom ili više sledećih aspekata: način zakupa medijskog prostora, kvantitativni i kvalitativni odnos informativnog i kreativnog sadržaja, izvor promotivne poruke, nivo implicitnosti, odnosno eksplicitnosti promotivne poruke u odnosu na informativni ili zabavni sadržaj, i dr.

Potrebe i želje ciljnih javnosti su danas na višem nivou nego ranije, navodi Blagojević (2022), što prema mišljenju autora posledično utiče i na promene efikasnosti pojedinih medijskih formata. „*Uses and Gratification*" teorija pokazuje da su izbor medija i medijskih sadržaja racionalni i usmereni ka specifičnim ciljevima i zadovoljavanju specifičnih potreba konzumenata, kao i da ljudi biraju iz medijskih poruka ono što im je potrebno i verovatnije koriste medije da bi podržali, nego da bi promenili postojeće stavove (Blumler & McQuail, 1969). Merenje efekata konzumiranja medija, odnosno uticaja pojedinih vrsta medija i sadržaja koji se putem njih plasiraju na konzumente, gradiralo je od gotovo mitskih fenomena, kao što je subliminalno dejstvo televizijskih reklama, do donekle realnijih pitanja kao što je erozija pismenosti u svetu kojim dominira televizija i društvene mreže (Vlastelica, 2007b). Isti autor navodi da se u novije vreme sve više koristi tzv. indeks uključenosti (engl. *media engagement)*, gde se uključenost konzumenata u proces komunikacije putem medija proučava kao funkcija sledećih faktora: izloženosti konzumenata medijima, pažnje koju konzumenti posvećuju medijima i uticaja koji mediji imaju na konzumente, odnosno na njihove stavove, izbore i ponašanje.

S obzirom na to da savremeni mediji imaju sve veću primenu u globalnom društvu, od posebnog značaja je razumeti ulogu medijske pismenosti u kontekstu ovih medija. Potter (2022) smatra da je medijska pismenost konglomerat velikog broja veština, poput procene, analize, dekonstruisanja poruka, procene kredibiliteta, dešifrovanja namera pošiljaoca, traganja za istinom, zaštite od lažnih vesti i sl. U tom smislu, Polanco-Levicán i Salvo-Garrido (2022) ističu da je medijska pismenost vezana za digitalne medije samo nastavak opšte medijske pismenosti, uz određeno „ažuriranje" kao posledicu karakteristika ovih medija. U oba slučaja, smatraju autori, primarni fokus je na kritičkom razmišljanju, odnosno razumevanju i proceni sadržaja, pouzdanosti i verodostojnosti izvo-

Tabela 1: Definicije medijskih formata

Medijski format	Definicija	Autor
Oglašavanje	Oglašavanje predstavlja strukturirani, plaćeni i nepersonalizovani oblik komunikacije osmišljen da na kreativan i uverljiv način širi informacije o proizvodima, uslugama i idejama.	Uribe (2016, p. 1)
Publicitet	Publicitet je prostor ili vreme koje mediji posvećuju određenom događaju, osobi, organizaciji, društvenoj pojavi ili temi.	Kostić-Stanković, Filipović i Vlastelica, (2020, p. 152)
Korporativno oglašavanje	Korporativno oglašavanje ima za cilj da izgradi povoljnu korporativnu reputaciju jer oglašivači veruju da korporativna reputacija utiče na procenu proizvoda potrošača, što na kraju utiče na prodaju proizvoda.	Kim, Haley & Koo (2009)
Advertorijal/ Nejtiv sadržaj	Plaćeni tekst u štampi, televizijska reportaža, multimedijalni prilog na veb portalima ili post na društvenim mrežama, koji je plasiran u formi autorskog, redakcijskog ili novinarskog medijskog priloga.	Filipović i sar. (2024)
Advertejnment	Advertejnment predstavlja proizvodnju zabavnog sadržaja i njegovo plasiranje putem medija koje finansira neka organizacija u cilju promocije svoje ponude ili izgradnje korporativnog imidža.	Vlastelica (2007a, p. 90)
Plasiranje proizvoda	Plasiranje proizvoda je svrsishodno ugrađivanje komercijalnog sadržaja u nekomercijalna okruženja, odnosno promocija proizvoda generisana fuzijom oglašavanja i zabave.	Williams, Petrosky, Hernandez & Page Jr. (2011)
Infotejnment	Infotejnment predstavlja tip programa koji briše tradicionalne razlike između žanrova televizijskog programa koji su orijentisani na informacije i žanrova zasnovanih na zabavi.	Baym (2008)
Influenseri	Influenseri su kreatori sadržaja koji su akumulirali čvrstu bazu pratilaca i koji putem blogovanja, vlogovanja ili kreiranja sadržaja kratke forme svojim pratiocima, između ostalog, promovišu proizvode i grade njihov imidž.	De Veirman, Cauberghe & Hudders (2017)

Izvor: Modifikovano prema Blagojević, Vlastelica i Pavković (2023)

ra, s tim da je ovaj proces znatno otežan kod digitalnih medija usled velike količine različitih izvora i informacija koje se plasiraju putem njih.

Simbioza medijske pismenosti i mogućnosti koje nude novi mediji dovodi do, kako to smatraju Li, Zahiri i Jumaat (2020), menjanja identiteta javnosti iz pasivnog u aktivnog primaoca, posebno uzevši u obzir pažnju koju poklanjaju proceni kredibiliteta izvora (Horrich, Ertz & Bekir, 2024). Značaju medijske pismenosti i složenosti adekvatnog razumevanja informacija u velikoj meri je doprinela i pojava sadržaja koji kreiraju krajnji korisnici, kao relativno novog koncepta koji je nastao sa pojavom društvenih medija i koji predstavlja značajan izvor vrednih informacija, pogotovo ukoliko dolazi iz više izvora (Ma, Li & Cao, 2024).

Polazeći od ciljeva istraživanja, kao i teorijskog pregleda literature, definisana su sledeća istraživačka pitanja:

RQ1: Kakva je vidljivost pojedinih medijskih formata?

RQ2: Kakvi su stavovi ispitanika o pojedinim medijskim formatima?

RQ3: Kakva je percepcija potrošača o korisnosti informacija dobijenih putem različitih medijskih formata?

RQ4: Koliki je uticaj informacija iz različitih medijskih formata na odluku o kupovini?

3. METODOLOGIJA ISTRAŽIVANJA

Na osnovu pregleda literature i teorijske konceptualizacije ključnih pojmova, kreirano je i sprovedeno istraživanje sa ciljem utvrđivanja stavova potrošača o medijskim formatima u marketinškoj komunikaciji. Metod prikupljanja podataka podrazumevao je kompjuterski podržano web anketiranje (eng. *Computer aided web interviewing - CAWI*). Uz poslati upitnik, svakom ispitaniku su predstavljeni i objašnjeni predmet i ciljevi istraživanja. Takođe, svaki od ispitanika je pre odgovora upoznat sa definicijom i konkretnim primerom svakog pojedinačnog medijskog formata kako bi se dobila visoka preciznost odgovora. Istraživanjem je obuhvaćeno 306 punoletnih osoba, stanovnika Srbije, različitih demografskih karakteri-

stika. Anketiranje ispitanika je realizovano u novembru 2022. godine. Za potrebe istraživanja korišćena je petostepena Likertova skala putem koje su ispitanici izražavali stepen svog slaganja sa ponuđenim stavovnim izjavama.

Od ukupnog broja ispitanika, njih 57,5% je ženskog, dok je 42,5% muškog pola. Najveći broj ispitanika (58,50%) je iz Beograda, a zatim sledi 17,97% ispitanika iz malog grada (više od 10.000 stanovnika), i naposletku po 11,76% iz velikog grada (više od 100.000 stanovnika) i sa sela. U odnosu na kriterijum stepena obrazovanja, najveći broj ispitanika je završio srednju školu (57,84%), zatim osnovnu školu (24,84%), i naposletku master i doktorske studije (17,32%). Posmatrajući radni status, najveći broj ispitanika (53,27%) su studenti, nakon njih najzastupljeniji su zaposleni (35,95%), dok je najmanji broj ispitanika nezaposlen (10,78%). U odnosu na godine ispitanika kao kriterijum, najveći broj ispitanika se nalazi u grupi od 21-30 godina starosti (68,30), zatim ispod 20 godina (16,01%), od 31 do 40 (10,46%) i stariji od 40 godina (5,23%).

4. REZULTATI ISTRAŽIVANJA I DISKUSIJA

4.1. Vidljivost medijskih formata

Kako bi se utvrdila vidljivost medijskih formata, ispitanici su se prvo izjašnjavali o tome da li su i koliko često viđali ispitivane formate u medijima. Rezultati (tabela 2) su pokazali da su ispitanici najčešće izloženi sledećim medijskim formatima: oglašavanje, influenseri i plasiranje proizvoda. Oglašavanje svakodnevno viđa 74,84%, dok često 22,22% njih. S druge strane, influensere svakodnevno viđa 66,34% ispitanika, dok se 25,49% izjasnilo da ih viđa često. Od ukupnog broja ispitanika, 55,55% svakodnevno viđa plasiranje proizvoda, a 36,27% često.

Ukoliko bi se na osnovu dobijenih rezultata objedinili odgovori ispitanika koji su se za pojedine medijske formate izjasnili da ih viđaju svakodnevno i često, odnosno retko i nikada, može se primetiti da se vidljivost svih medijskih formata kreće u rasponu od 65,68% (korporativno oglašavanje) do 97,06% (oglašavanje). Ovi rezultati nedvosimisleno pokazuju veliku zastupljenost svih ispitivanih formata u medijima, kao i činjenicu da ih ispitanici u visokom procentu primećuju i obraćaju pažnju na njih.

4.2. Stavovi ispitanika o pojedinim medijskim formatima

Sa ciljem utvrđivanja u koji medijski format ispitanici imaju najviše poverenja i smatraju ga najkredibilnijim izvorom informacija, ispitivani su stavovi ispitanika o svakom pojedinačnom formatu. Rezultati su pokazali da ispitanici nemaju izraženo pozitivan ili negativan stav o pojedinačnim medijskim formatima, već da on zavisi od konkretnog primera (grafikon 1).

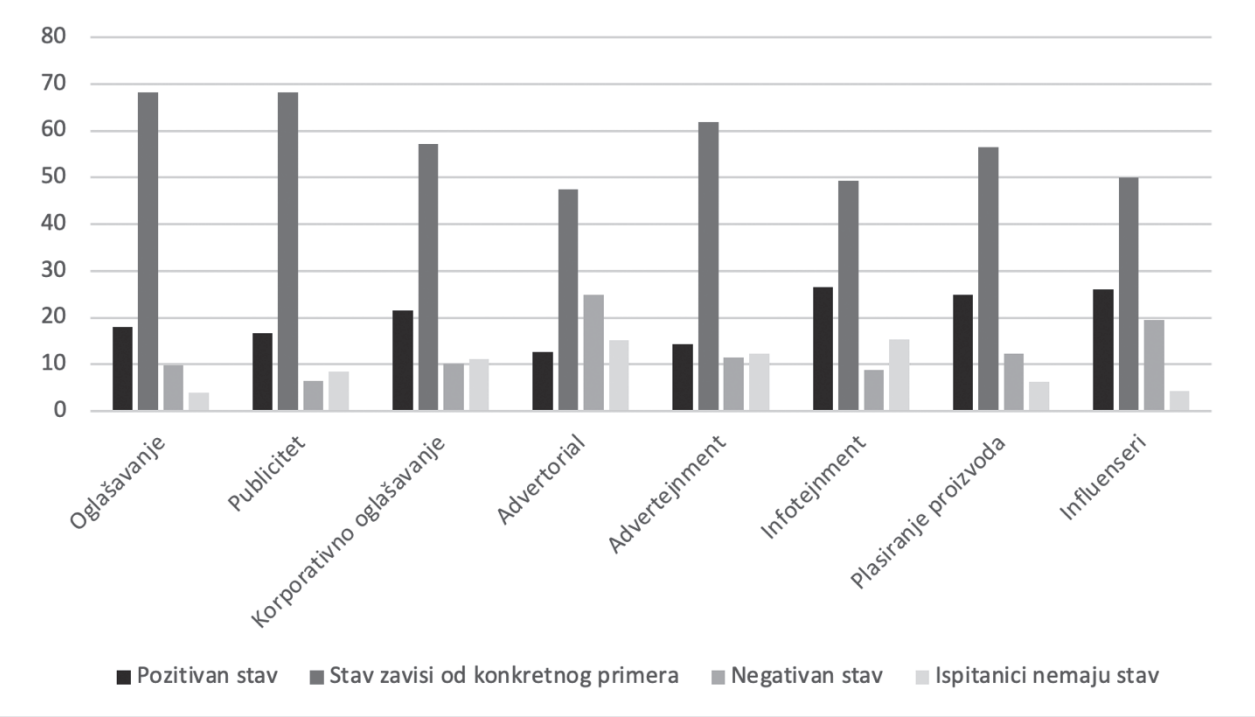
Kada su u pitanju ispitanici koji imaju polarizovan stav o medijskim formatima, rezultati su pokazali da je pozitivan stav izraženiji u slučaju oglašavanja, publiciteta, korporativnog oglašavanja, advertejnmenta, infotejnmenta, plasiranja proizvoda i influensera. S druge strane, negativan stav je dominan u slučaju advertorijala. Tako, u odnosu na oglašavanje pozitivan stav ima 18% ispitanika koji smatraju da putem njega dobijaju korisne informacije o proizvodima/uslugama/kompanijama. Nasuprot njima, 9,8% ispitanika ima negativan stav i smatra da su informacije dobijene putem oglašavanja preuveličane i neobjektivne. Pozitivan stav o publicitetu ima 16,7% ispitanika, koji pri tom smatraju da su informacije dobijene putem ovog medijskog formata objektivne i tačne. S druge strane, negativan stav o publicitetu ima svega 6,5% ispitanika. Oni smatraju da informacije dobijene putem publiciteta nisu korisne i da su pri tom nepotpune. U slučaju korporatvnog oglašavanja, pozitivan stav ima 21,6%

Tabela 2: Vidljivost pojedinih medijskih formata (izraženo u %)

Medijski format	Nikad	Retko	Često	Svakodnevno
Oglašavanje	0,00	2,94	22,22	74,84
Publicitet	0,65	12,75	37,58	49,02
Korporativno oglašavanje	2,61	31,70	35,29	30,39
Advertorijal	2,94	21,90	49,67	25,49
Advertejnment	2,61	17,32	52,61	27,45
Infotejnment	1,63	19,61	52,29	26,47
Plasiranje proizvoda	0,33	7,84	36,27	55,56
Influenseri	1,31	6,86	25,49	66,34

Izvor: Blagojević i sar. (2023)

Grafikon 1: Stavovi ispitanika o pojedinim medijskim formatima (izraženo u %)



Izvor: Blagojević i sar. (2023)

ispitanika koji smatraju da im ovaj format pomaže da bolje upoznaju kompaniju, dok 10,1% ispitanika ima negativan stav navodeći da im te informacije nisu korisne ni važne. Kada je u pitanju advertorijal, odnosno nejtiv sadržaj, 12,7% smatra da im pruža relevantne i korisne informacije, pa stoga o njemu imaju pozitivan stav. Nasuprot njima 24,8% ispitanika ima negativan stav smatrajući da ovaj format narušava integritet novinarstva kroz prikriveno oglašanje u medijima. Od ukupnog broja ispitanika, pozitivan stav o advertejnmetu ima 14,4% ispitanika. Oni prate ovakav sadržaj i smatraju da su informacije korisne. Negativan stav ima 11,4% ispitanika. Ukupno 26,5% ispitanika ima pozitivan stav o infotejnmentu, dok 8,8% njih ima negativan stav i izbegava da prati ovaj tip sadržaja. Dok o plasiranju proizvoda pozitavan stav ima 24,8% ispitanika, koji smatraju da se na taj način upoznaju sa različitim proizvodima i uslugama, negativan stav ima 12,4% ispitanika, zbog čega izbegavaju da obraćaju pažnju na informacije o proizvodima i uslugama koje dobijaju putem ovog medijskog formata. Pozitivan stav o influenserima ima 26,1% ispitanika koji smatraju da su im informacije koje prenose influenseri korisne, dok 19,6% ispitanika smatra da su influenseri nekompetentne ličnosti koje reklamiraju brojne proizvode i usluge bez bilo kakve selekcije, pa stoga imaju negativan stav o influenserima i informacijama koje dobijaju od njih.

Posmatrajući ukupne rezultate, kako kod tradicionalnih, tako i u slučaju hibridnih medijskih formata, može se primetiti da stavovi ispitanika o njima u većini slučajeva zavise od konkretnog primera. S druge strane, primetno je da je kod ispitanika koji imaju jasan stav o medijskim formatima i u slučaju tradicionalnih i hibridnih formata, on je više pozitivan nego negativan i to kod svih medijskih formata, osim u slučaju advertorijala. Najveći procenat pozitivnih stavova imaju sledeći medijski formati: infotejnment, influenseri, plasiranje proizvoda i naposletku korporativno oglašavanje.

4.3. Korisnost informacija i njihov uticaj na odluku o kupovini u zavisnosti od različitih medijskih formata

Kako su informacije o proizvodima, uslugama i kompanijama presudan faktor pri donošenju brojnih odluka u vezi sa njima, od posebnog značaja je utvrditi kakva je percepcija ispitanika o korisnosti informacija koje dobijaju putem različitih medijskih formata. Rezultati su pokazali da kod svih ispitanika percepcija korisnosti informacija zavisi od konkretnog slu-

Tabela 3: Korisnost informacija u zavisnosti od različitih medijskih formata (izraženo u %)

Medijski format	Uopšte nisu korisne	Nisu korisne	Zavisi od konkretnog slučaja	Korisne	Veoma korisne
Oglašavanje	3,90	10,46	64,05	19,61	1,96
Publicitet	4,90	13,73	54,25	20,59	6,53
Korporativno oglašavanje	4,57	19,28	60,46	14,71	0,98
Advertorijal	13,07	16,34	60,13	9,80	0,65
Advertejnment	2,94	18,95	62,42	11,44	0,98
Infotejnment	4,90	15,03	59,48	17,65	2,94
Plasiranje proizvoda	6,86	13,73	62,09	14,38	2,94
Influenseri	6,86	11,76	50,33	21,57	9,48

Izvor: Blagojević i sar. (2023)

ja, bez obzira na medijski format, i to u rasponu od 50,33% kod influensera do 64,05% kada je u pitanju oglašavanje (tabela 3).

Kada se posmatra parametar da li su informacije uopšteno korisne (korisne/veoma korisne) ili nisu (nisu korisne/uopšte nisu korisne), veći broj ispitanika percipira da su informacije dobijene putem oglašavanja, publiciteta, infotejnmenta i influensera korisne. Ispitanici smatraju da su najkorisnije informacije dobijene od strane influensera (31,05%). S druge strane, većina ispitanika smatra da informacije koje dobijaju putem korporativnog oglašavanja, advertorijala, advertejnmenta i plasiranja proizvoda nisu korisne. Ispitanici smatraju da su najmanje korisne informacije dobijene putem advetoriala (29,41%).

Jedan od najvažnijih željenih ishoda medijskih kampanja jeste odluka o kupovini proizvoda. U tom smislu, u nastavku istraživanja ispitivano je koliko informacije dobijene putem različitih medijskih formata utiču na odluku o kupovini ispitanika. Kao što je prikazano u tabeli 4, najveći broj ispitanika smatra da od sadržaja informacije dobijenih putem pojedinačnih medijskih formata zavisi stepen uticaja na odluku o kupovini.

S druge strane, većina ispitanika koja smatra da informacije utiču na odluku o kupovini (utiču/utiču u velikoj meri) preferiraju one koje dobijaju putem influensera. Nasuprot njima, većina ispitanika (48,69%) smatra da na njihove odluke o kupovini nemaju uticaja (ne utiču/uopšte ne utiču) informacije dobijene putem advertorijala. Posmatrajući ispitanike koji su se eksplicitno izjasnili o tome da informacije koje dobijaju utiču ili ne utiču na njihovu odluku o kupovini, primetno je da samo u slučaju influensera i oglašavanja veći procenat njih navodi da informacije dobijene putem ovih medijskih formata utiču na odluku o kupovini. Kod svih drugih medijskih formata ispitanici smatraju da informacije nemaju uticaja na odluke o kupovini, pri čemu je odnos onih koji smatraju da nema uticaja prema onima koji navode da ga ima posebno izražen kod advertorijala (48,69% nema uticaja - 9,15% ima uticaja), korporativnog oglašavanja (44,45% - 10,78%), advertejnmenta (42,48% - 12,42%) i infotejnmenta (38,89% - 17,65%).

Tabela 4: Uticaj informacija na odluku o kupovini u zavisnosti od različitih medijskih formata (izraženo u %)

Medijski format	Uopšte ne utiču	Ne utiču	Zavisi od sadržaja poruke	Utiču	Utiču u velikoj meri
Oglašavanje	7,84	15,03	50,65	24,84	1,63
Publicitet	9,15	22,55	40,85	21,24	6,21
Korporativno oglašavanje	11,44	33,01	44,77	9,80	0,98
Advertorijal	18,30	30,39	42,16	8,82	0,33
Advertejnment	13,07	29,41	45,10	11,44	0,98
Infotejnment	11,11	27,78	43,46	15,69	1,96
Plasiranje proizvoda	8,82	23,53	49,67	16,01	1,96
Influenseri	11,11	14,71	38,89	22,88	12,42

Izvor: Blagojević i sar. (2023)

5. ZAKLJUČAK

Rezultati istraživanja pokazuju da ispitanici jasno prepoznaju, razlikuju i obraćaju pažnju na različite medijske formate, što potvrđuje njihov značaj i široku zastupljenost u savremenim medijskim komunikacijama. U procesu kreiranja strategija marketinške komunikacije, ključno je razumeti da ispitanici, slično kao i u procesu izbora medija i medijskih formata, dominantno vrednuju sadržaj poruke – njen kvalitet, informativnost i pouzdanost izvora. Stavovi ispitanika su uglavnom pozitivni prema većini medijskih formata, izuzev advertorijala, koji se percipira kao narušavanje profesionalnih novinarskih standarda i nepouzdan izvor informacija. Kada je reč o korisnosti informacija i njihovom uticaju na odluke o kupovini, ispitanici najvišu vrednost pridaju informacijama dobijenim od strane influensera, dok su informacije iz advertorijala ocenjene kao najmanje relevantne i sa najmanjim stepenom uticaja.

Dobijeni nalazi ukazuju na to da stručnjaci za marketinške komunikacije moraju uzeti u obzir rastući nivo medijske pismenosti ciljnih javnosti. Shodno tome, neophodno je da fokus usmere na pažljivo osmišljavanje poruka, prilagođavanje sadržaja različitim medijskim formatima i izbor onih koji uživaju veće poverenje potrošača. Posebnu pažnju trebalo bi posvetiti formatu influensera, koji se pokazao kao savremen, relevantan i izuzetno efikasan kanal komunikacije sa publikom. Istovremeno, plasiranje advertorijala treba razmatrati sa izvesnim oprezom, imajući u vidu njegovu percepciju kao etički spornog oblika promocije.

Ograničenja sprovedenog istraživanja odnose se pre svega na veličinu i strukturu uzorka, koji nije dovoljan da omogući potpunu generalizaciju rezultata. Dodatno, istraživanje se zasniva na samoproceni ispitanika, vremenski odvojenog od trenutka kada su bili izloženi određenim medijskim formatima, što može dovesti do subjektivnih odstupanja u odgovorima. Stoga se zaključci ovog istraživanja ne mogu automatski primeniti na druge kulturološke kontekste, već bi buduća istraživanja trebalo da obuhvate veći i raznovrsniji uzorak, kao i primenu dodatnih istraživačkih metoda, poput fokus grupe i dubinskih intervjua, radi dubljeg razumevanja uticaja medijskih formata na stavove i ponašanje potrošača.

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Abstract

From information to influence: The effectiveness of media formats in marketing communications

Nevena Blagojević, Tamara Vlastelica,
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With the development of existing and the emergence of new media and information-communication technologies, marketing communications are increasingly focused on finding new ways to disseminate information, establish communication, and build relationships with consumers through traditional and hybrid media formats. One of the key challenges in this process is how the target audience perceives and evaluates the content of promotional messages, forms opinions about the credibility of certain media formats, and consequently shapes attitudes toward companies, products, and services being advertised. Despite the rapid development of this field, it is notable that there is a relatively small number of scientific papers in the Republic of Serbia that address the influence of various media formats on this process. Therefore, the focus of this paper is on determining and analyzing the visibility of different media formats, the attitudes consumers have toward them, and identifying the role of information disseminated through these formats in the purchasing decision-making process. For this paper, an empirical study was conducted using the survey method. The paper contributes to a better understanding of this issue and provides clear recommendations for marketing strategists to improve the creation of promotional message content and select appropriate media formats for its dissemination to consumers in the Republic of Serbia.

Keywords: *media formats, marketing communications, consumer attitudes*

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Glavni i odgovorni urednik
Veljko Marinković

Uputstvo za autore

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

Poštovani,

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

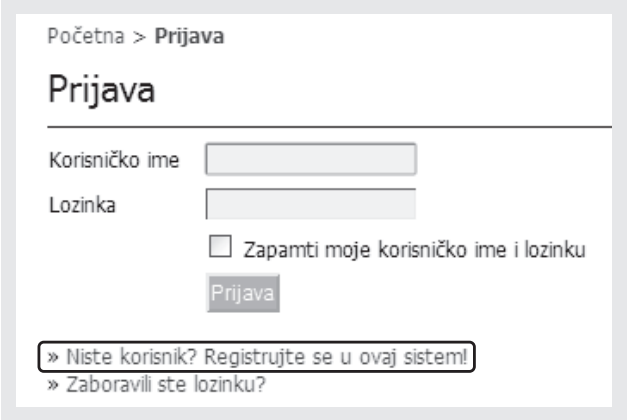
Usled toga, Marketing mora da ispuni niz zahteva koji su postavljeni kroz važeći Akt o uređivanju naučnih časopisa. Stepen usaglašenosti sa uslovima koje postavlja Akt o uređivanju naučnih časopisa ubuduće će biti osnov za kategorizaciju naučnih časopisa. Niz uslova koji se postavljaju pred naš časopis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

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

Uredništvo

1. PRAVLJENJE KORISNIČKOG NALOGA – Registracija korisnika u sistem

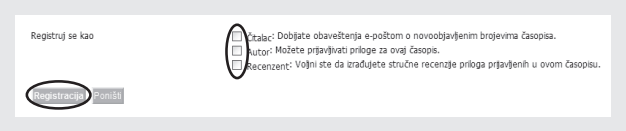
a) Kada se prvi put registrujete u sistem na web adresi **http://aseestant.ceon.rs/index.php/mkng** izaberite opciju



b) Na stranici za registraciju:

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

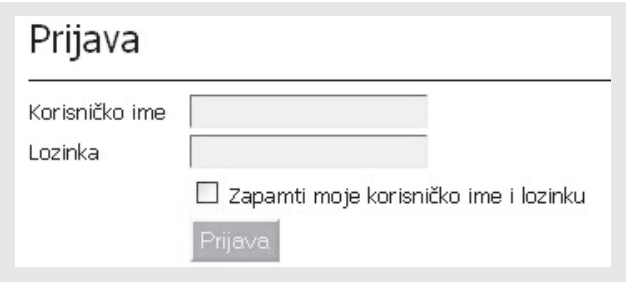
  - Proveriti da li je u prvom polju **Jezik obrasca** podešena opcija **Srpski**
  - Uneti sve podatke koji slede na srpskom jeziku **LATINICOM**
  - U prvom polju **Jezik obrasca** podesiti opciju **English**
  - Uneti sve podatke na engleskom jeziku
- Poslednje opcije se odnose na Vaš status u časopisu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



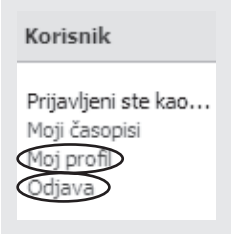
- Na kraju kliknite na plavo dugme **Registracija**, u dnu stranice.
- Završili ste postupak registracije i automatski ste prijavljeni na svoj nalog.

2. PRIJAVA PRETHODNO REGISTROVANOG KORISNIKA – uređivanje profila; odjava

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



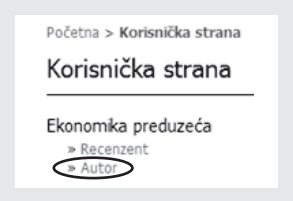
b) Podake o Vama možete u svakom trenutku menjati u opciji **Moj profil**, u meniju sa leve strane. Ulaskom u ovu opciju naći ćete se na identičnoj stranici kao prilikom registracije Vašeg naloga.



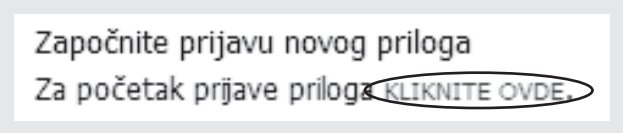
c) Nakon unetih izmena pritiskom na dugme **Sačuvaj** izvršićete izmene u Vašem profilu.
d) Po završetku rada odjavite se pritiskom na opciju **Odjava**, u meniju sa leve strane.

3. PRIJAVA NOVOG PRILOGA – predavanje prve verzije rada Uredništvu

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

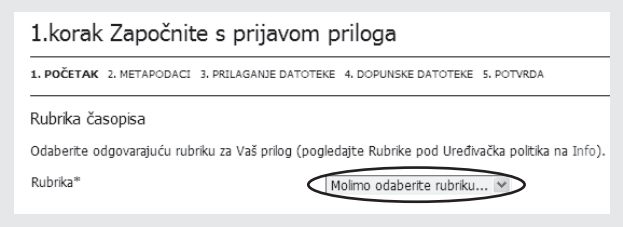


- Za početak prijave priloga izaberite opciju **Kliknite ovde**



Nalazite se na 1. koraku prijave priloga – početak

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

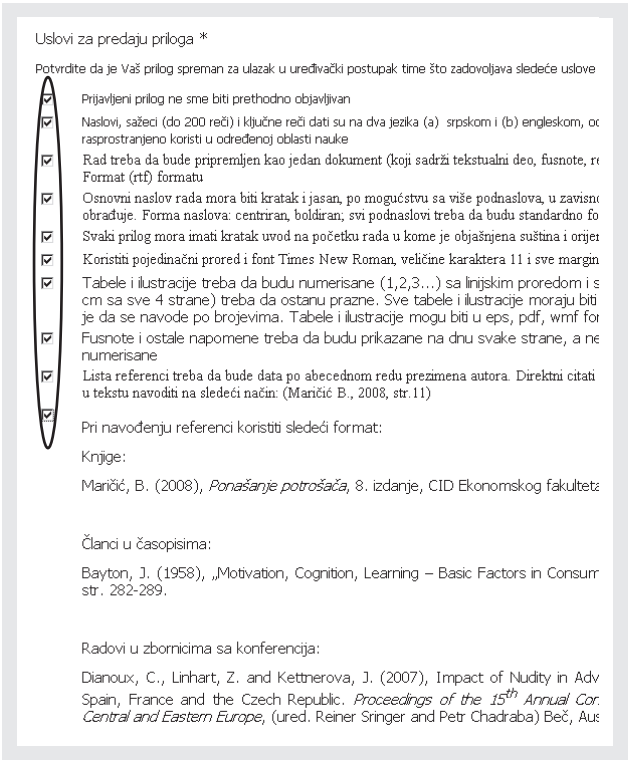


Rubrike obuhvataju naučne i stručne radove. Časopis Marketing objavljuje isključivo naučne radove, a to su:
- pregledni članak,
- originalni naučni članak,
- kratko saopštenje,
- prethodno saopštenje i
- naučna kritika.

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

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

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



1. Prijavljeni prilog ne sme biti prethodno objavljivan
2. Naslovi, apstrakti (do 200 reči) i ključne reči dati su na dva jezika (a) srpskom i (b) engleskom, odnosno izuzetno na nekom drugom svetskom jeziku ako se taj rasprostranjeno koristi u određenoj oblasti nauke
3. Rad treba da bude pripremljen kao jedan dokument (koji sadrži tekstualni deo, fusnote, reference, grafike i tabele) u MS Word (doc) ili Rich Text Format (rtf) formatu
4. Osnovni naslov rada mora biti kratak i jasan, po mogućstvu sa više podnaslova, u zavisnosti od dužine i profila rada, odnosno problema koji se obrađuje. Forma naslova: centriran, boldiran; svi podnaslovi treba da budu standardno formatirani i pozicionirani uz levu marginu
5. Svaki prilog mora imati kratak uvod na početku rada u kome je objašnjena suština i orijentacija priloga
6. Koristiti pojedinačni prored i font Times New Roman, veličine karaktera 11 i sve marginae od 1 inča (2,54 cm).
7. Tabele i ilustracije treba da budu numerisane (1,2,3...) sa linijskim proredom i smeštene u sam tekst. Navedene margine (2,54 cm sa sve 4 strane) treba da ostanu prazne. Sve tabele i ilustracije moraju biti pregledne. Kada se pominju u tekstu, neophodno je da se navode po brojevima. Tabele i ilustracije mogu biti u eps, pdf, wmf formatu ili jednostavno nacrtani u Wordu ili Excelu
8. Fusnote i ostale napomene treba da budu prikazane na dnu svake strane, a ne na kraju rada. Potrebno je da fusnote budu numerisane.
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- **svako naredno navođenje:** (Kotler et al., 2011, p. 56)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

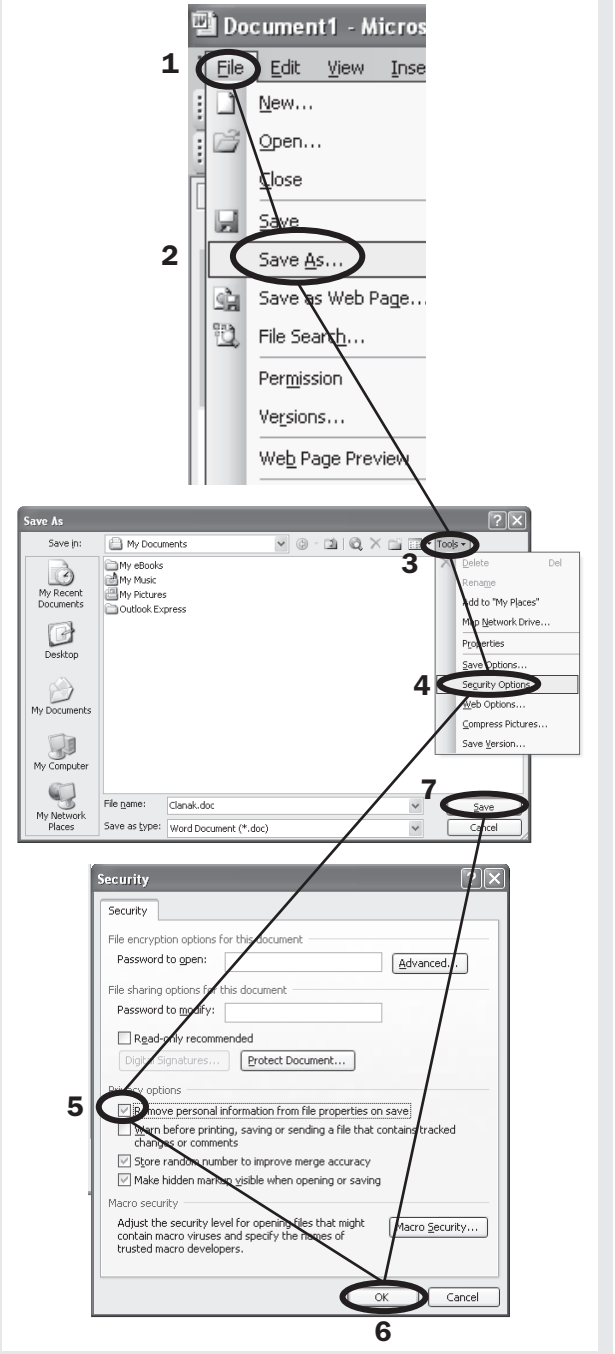
   - U prvom polju **Jezik obrasca** podesiti opciju **English**
   - Uneti sve metapodatke na engleskom jeziku

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

Nalazite se na 3. koraku prijave priloga – prilaganje datoteke

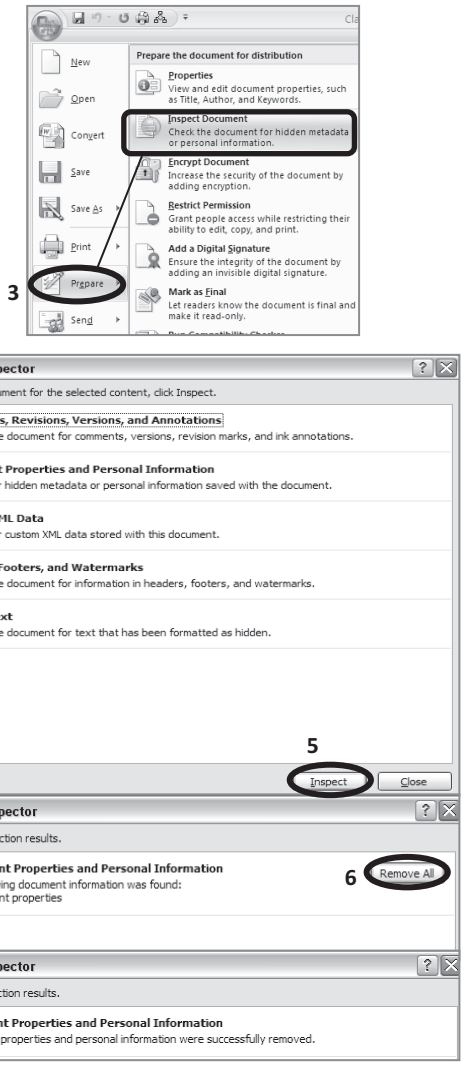
a) Na ovom koraku u sistem podnosite samu **datoteku (fajl) u WORD formatu (.doc ili .docx)**
b) Vodite računa da se Vaš **rad podnosi u verziji koja tek treba da ide na recenziju**. Ne treba podnositi rad koji je prošao postupak recenzije izvan sistema. Smisao sistema **e-Ur** jeste upravo u vršenju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

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



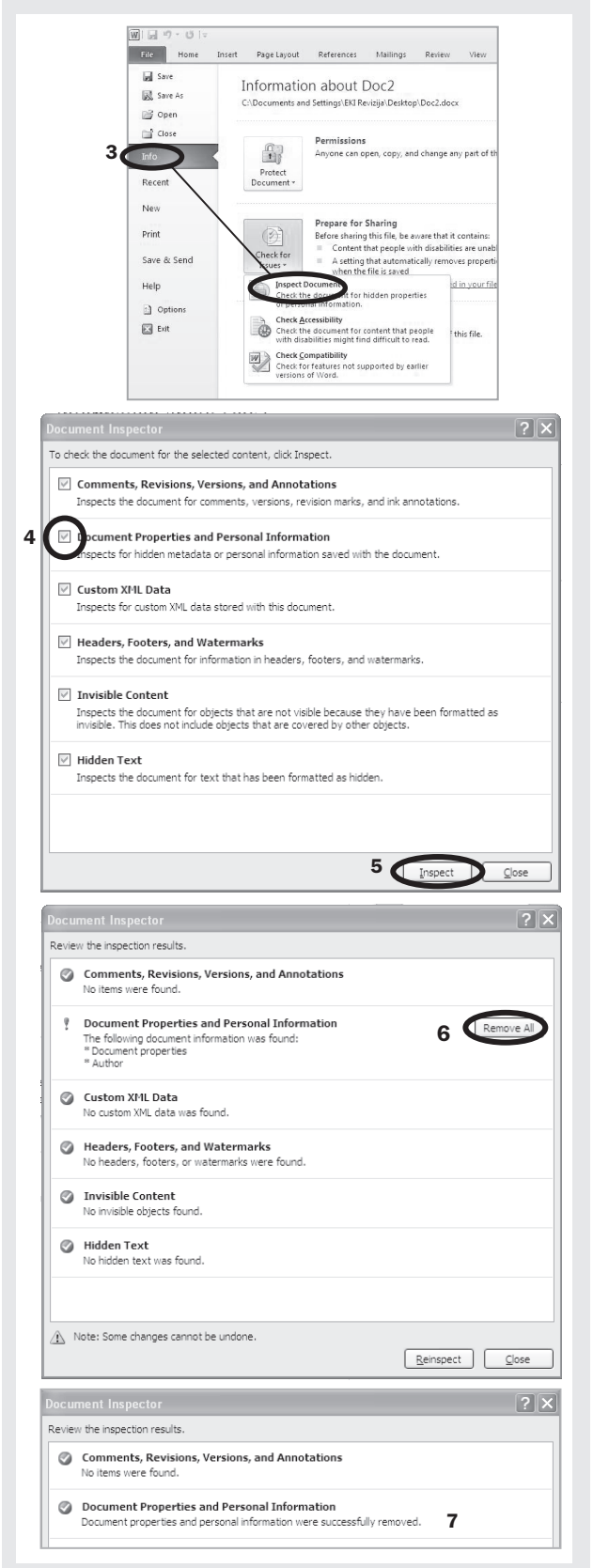
► **Za verziju Word2007:**

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

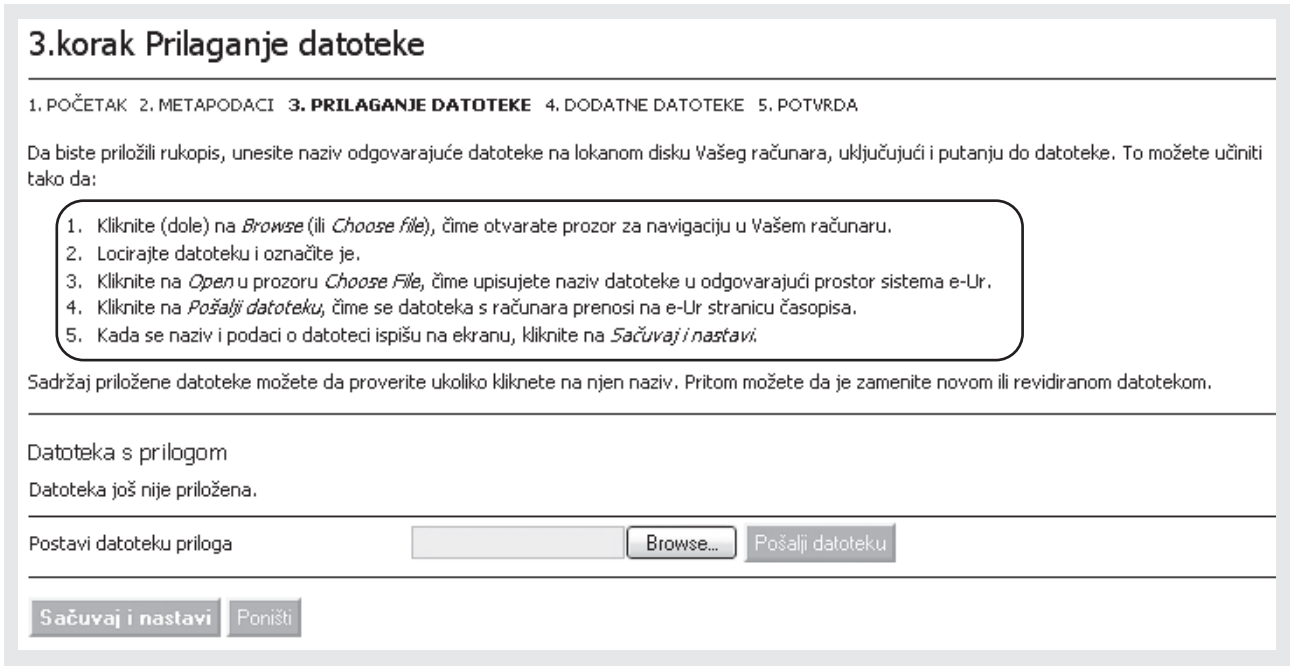


► **Za verziju Word 2010: (slično kao i 2007)**

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

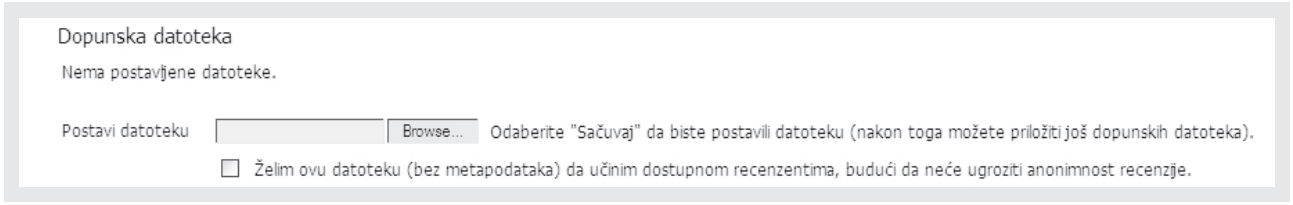


- Zahtev anonimnosti recenzije postavlja važeći Akt o uređivanju naučnih časopisa, donet od strane Ministarstva za nauku i tehnološki razvoj, koji je moguće pronaći na Internet adresi: http://ceon.rs/pdf/akt_o_uredjivanju_casopisa.pdf
- Datoteka (fajl) u WORD formatu moraju u sebi sadržati sve metapodatke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



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

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



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

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

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

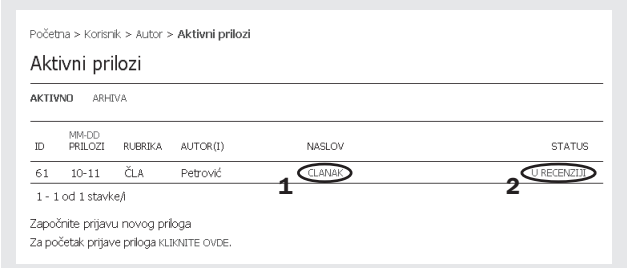
- Klikom na dugme **Dovrši prijavu priloga** završavate postupak i Vaš rad je tog momenta predat Uredništvu.

4. POSTUPAK NAKON PREDAJE PRILOGA

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

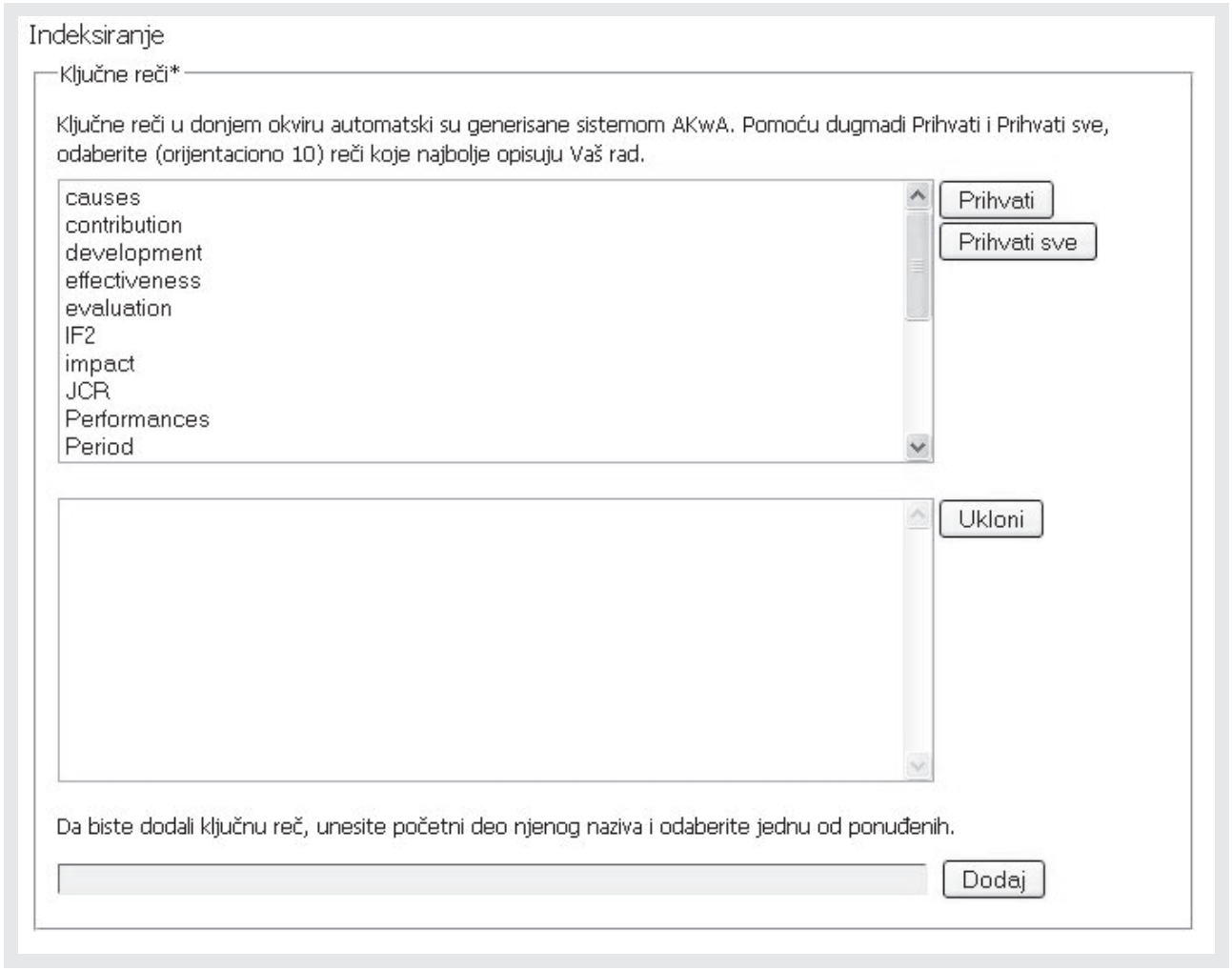
a) Po izvršenoj prijavi odaberite opciju **Autor**.
b) Pred Vama će se otvoriti prozor **Aktivni prilozi** u kome ćete moći da vidite status svih Vaših priloga koje ste podneli Uredništvu.
c) Klikom na aktivne opcije možete se informisati:

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



5. INDEKSIRANJE (ODREĐIVANJE KLJUČNIH REČI)

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



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

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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.
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- 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).
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- Please make sure that the title of the paper is not too long and use subtitles if necessary.
- Abstract should be up to 200 words with maximum of 5 key words.
- **Headings (1,2,3…)** and only one level of *subheadings (1.1., 2.1., 3.1…)* should be numbered, left aligned, bold/italic.
- Use footnotes (not endnotes) only if necessary, numbering them properly.
- References should be placed within the text as well as at its end, using APA style. **For detailed instructions please follow the link: https://owl.english.purdue.edu/owl/resource/560/08/**

Examples of referencing using APA style:

In the text

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

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

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

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

At the end of the paper

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

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

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

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

Articles with DOI

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

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

Newspapers:

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

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

Electronic books

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

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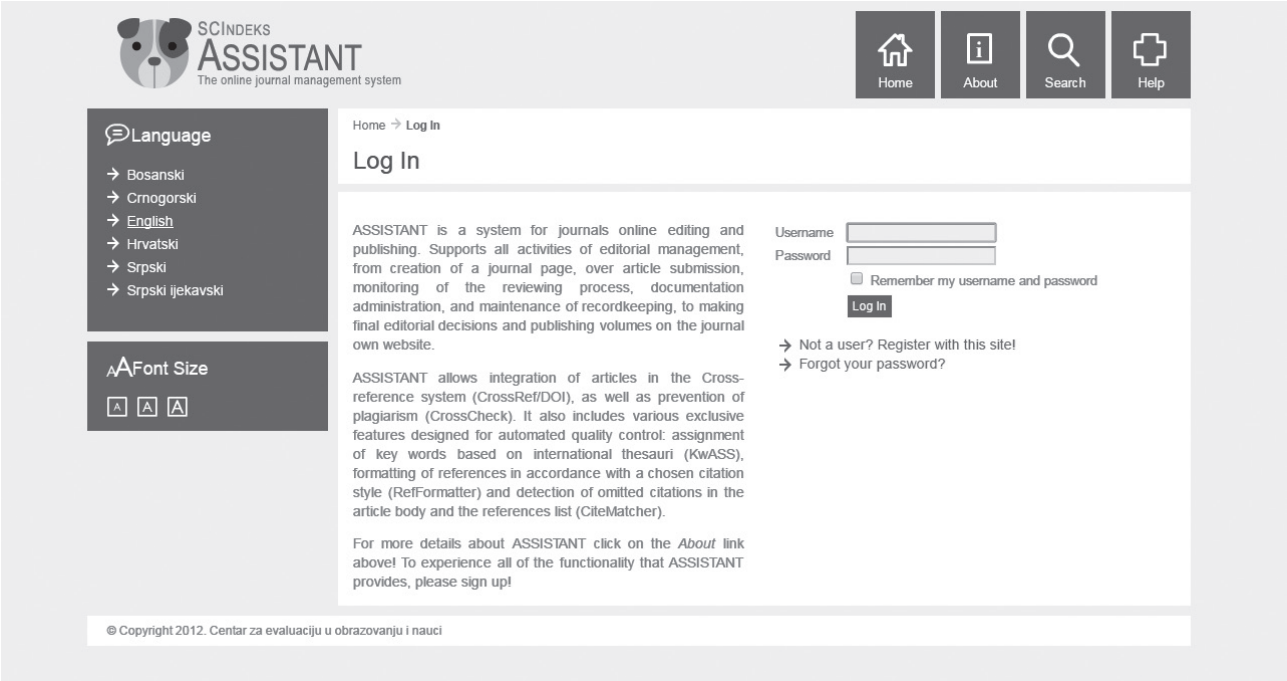

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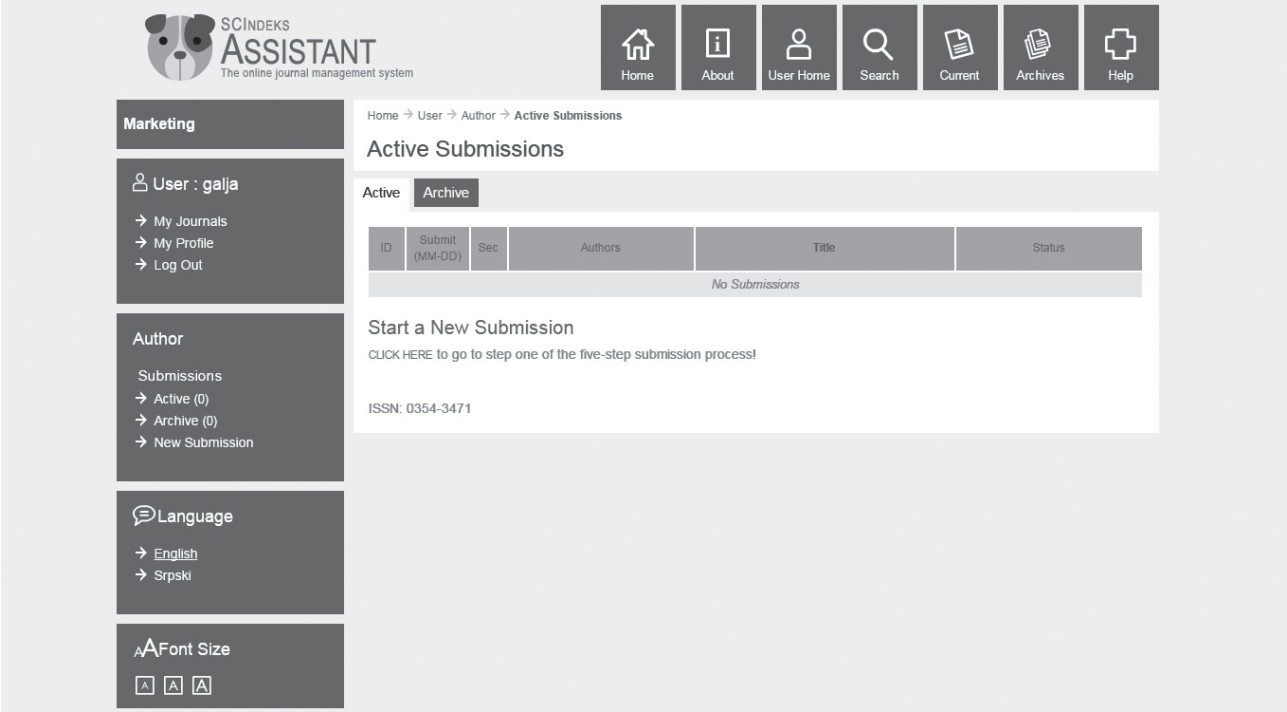

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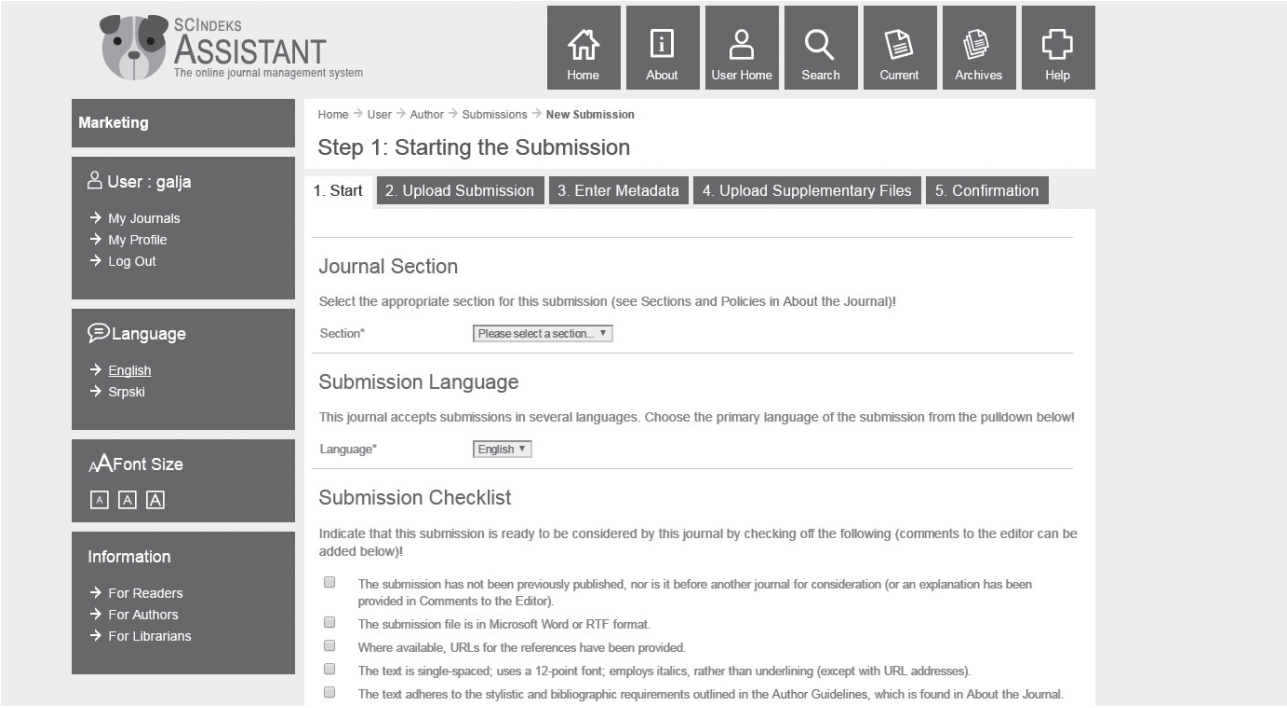

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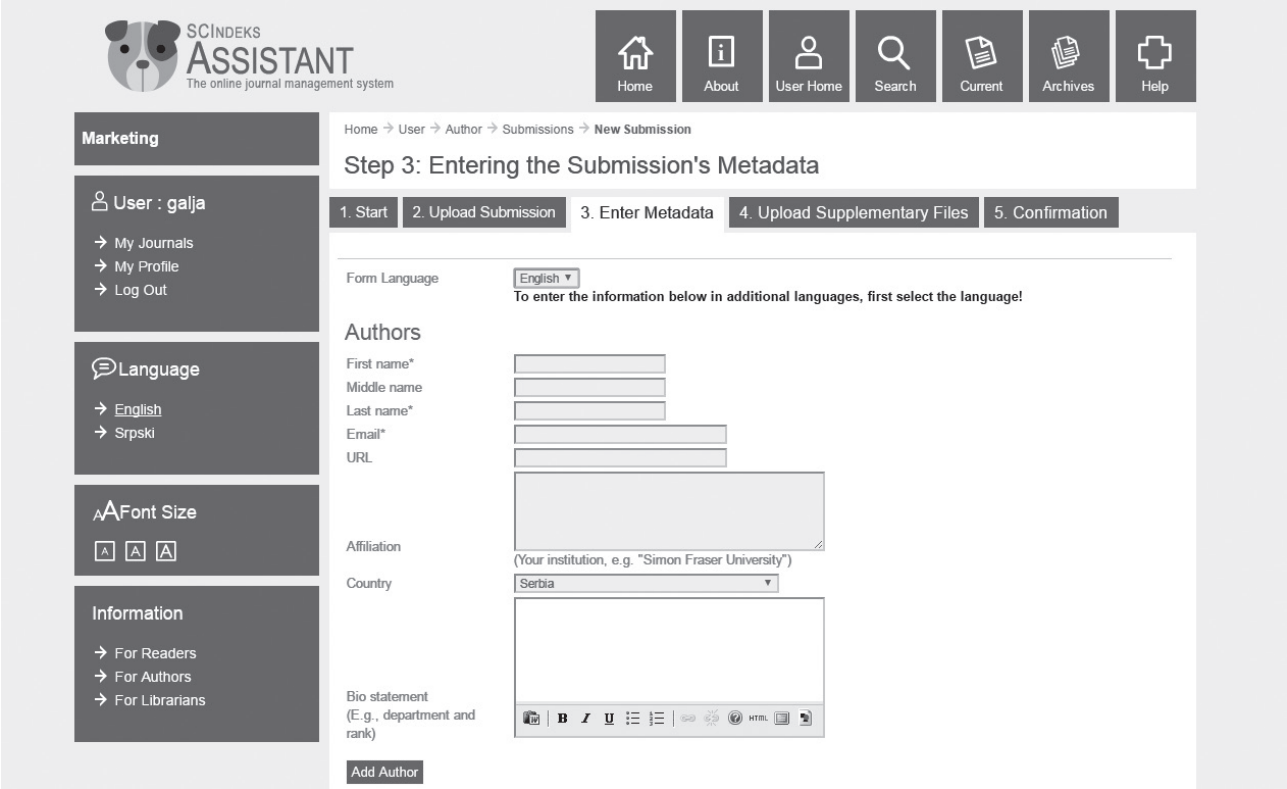
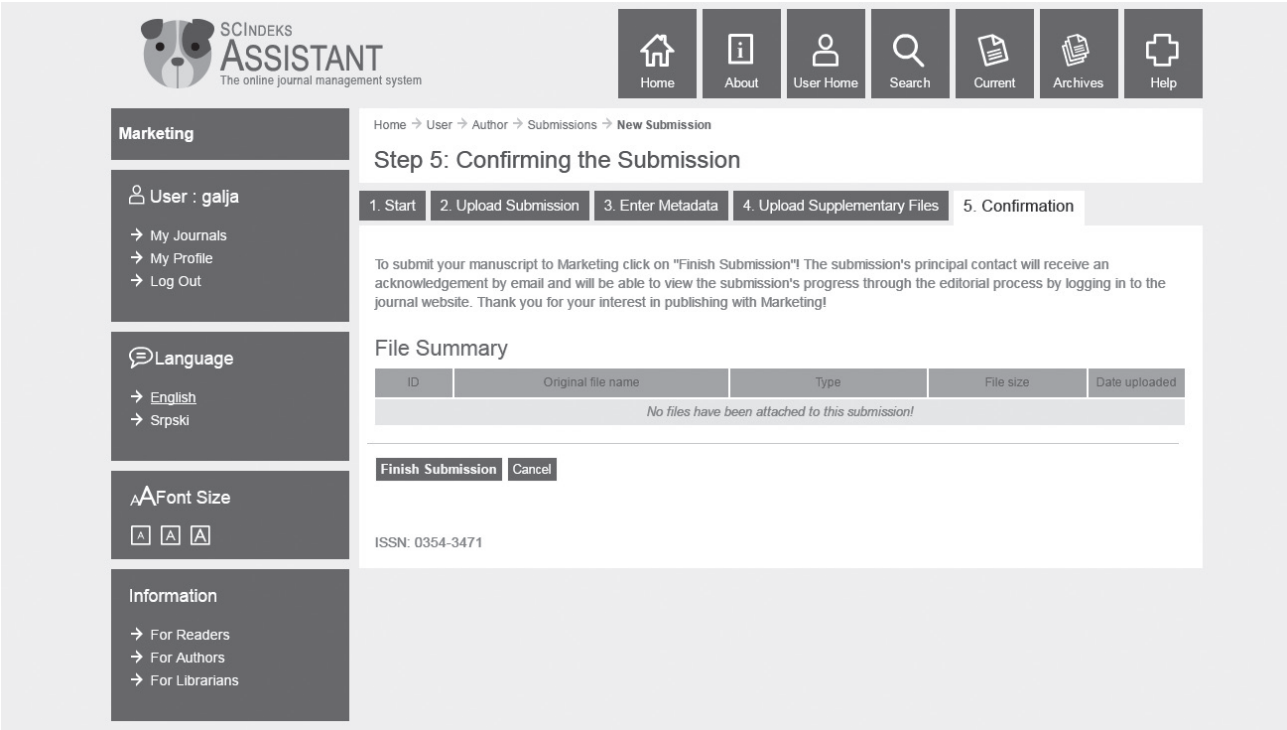


In Step 4: Upload supplementary files you may opt to add e.g. data sets, research instruments, infographics, etc.

In Step 5: Confirmation you will finish your submission after which you will get a notification e-mail confirming your submission.



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