## **CONTENTS**

Preface11
SECTION: DIGITAL CONSUMER15
ON-LINE APPLICATION FEEDBACK GATHERING TOOLS
DIGITAL CONSUMER IN SEGMENT OF SENIORS AND THEIR IMPACT ON DYNAMIZATION OF SERVICE ENTERPRISES26 Miroslava Čukanová
THE INFLUENCE OF BUSINESS INTELLIGENCE ON DIGITAL MARKETING AND THE ECONOMIC SITUATION OF THE ENTERPRISE
ACTION RADIUS OF RETAIL COMMUNICATION47 Tomáš Fašiang
ONLINE AND OFFLINE CONSUMER53 Veronika Fašková – Eva Kretiková
THE IMPACT OF DIGITAL TECHNOLOGIES ON CONSUMER BEHAVIOUR OF GENERATION Y – "RETRO" TREND66 Petra Grešková
INFLUENCE OF CONTENT MARKETING ON DIGITAL CONSUMER80 Diana Karaffová – Alena Kusá
DOES BUYING BEHAVIOUR AFFECT HOW PERSUASIVE CERTAIN MARKETING COMMUNICATION TOOLS ARE? CASE OF CZECH SINGLE-LIVING CONSUMERS92 Martin Klepek – Kateřina Matušínská
TYPOLOGY, TRENDS AND BUYING BEHAVIOR OF DIGITAL CONSUMER107 Silvia Klinčeková – Jarmila Šalgovičová
MARKETING RESEARCH OF DIGITAL LIFE OF BANK CLIENTS116 Václav Kupec
TRENDS IN MOBILE APPLICATIONS FROM THE PERSPECTIVE OF DIGITAL CONSUMERS126 Alena Kusá – Zuzana Záziková
AIDC IN THE DIGITAL WORLD OR HOW TO IDENTIFY DATA VIA GTIN CODESIN RETAILS AND SMALL ENTERPRISES139 Adam Madleňák – Jana Radošinská

CONSUMER FEEDBACK – HOW RELEVANT IS IT FOR QUALITY IMPROVEMENT?148 Peter Madzík – Karol Čarnogurský – Anna Diačiková
CONDITIONS OF INTERNET SALE AND CONSUMER'S PROTECTION160 Renáta Miklenčičová
INTERNET COMMUNICATIONS AS A TOOL TO ELIMINATE THE ACTIVITIES OF ROGUE TRADERS FOCUSED ON THE SENIORS AS A TARGET GROUP168 Petr Mokrý
THE PERCEPTION OF THE NEUROMARKETING BY THE SLOVAK CUSTOMERS AND ITS INFLUENCE ON THEIR PURCHASING BEHAVIOUR178  Margaréta Nadányiová
NEW APPROACHES IN THE BANKING SECTOR TO COMMUNICATE WITH CUSTOMER SEGMENTS190 Naděžda Petrů
FAST-TIME DIGITAL AGE AND LIFESTYLE CHANGES206 Ondřej Roubal
NEGATIVE PSYCHOLOGICAL ASPECTS OF CONSUMER BEHAVIOUR IN THE DIGITAL AGE
ONLINE CUSTOMER BEHAVIOUR233 Martina Rypáková – Katarína Moravčíková – Anna Križanová
INTERNET FOOD SALES SERVICE – BARRIERS TO THE DEVELOPMENT OF ONLINE GROCERY SHOPPING IN THE CZECH REPUBLIC247  Daniela Šálková – Aleš Hes
PROCESS OF DIGITALISATION OF SOCIETY – DETERMINANT OF CHANGE IN PURCHASING BEHAVIOUR256 Daniela Šálková – Marta Regnerová
A DIGI-GENERATION FOR A NON-LINEAR REALITY. THE "OLD WORLD" AND THE COMING OF A "TWO-DIMENSIONAL REALITY"264 Stefan Stanciugelu – Iulian Rusu – Dumitru Iacob
PROTECTION OF AN "AVERAGE CONSUMER" IN THE DIGITAL SOCIETY – EUROPEAN CONTEXT
STATISTICAL ANALYSIS OF ONLINE SHOPPING BEHAVIOR OF STUDENTS283  Andrej Trnka

APPLICATION OF DIGITAL MARKETING BY COMMERCIAL INSURANCES IN SLOVAKIA FROM THE PERSPECTIVE OF CLIENTS	293
SECTION: DIGITAL MEDIA	.303
MEDIA – INFORMATION LITERACY AND MEDIA MANIPULATION Martin Ďurko	304
DIGITAL MEDIA IN PERSPECTIVE OF SOCIOLOGICAL RESEARCH OF YOUNG PEOPLE	314
SELFIE – EXPOSED IDENTITY IN DIGITAL MEDIA – ORIGINALITY OR BANALITY?	327
ARCHIVING DOCUMENTS IN FORM OF IMAGE USING MATLAB AND PHOTOSHOPRobert Halenár	348
INTERNETISATION OF JOURNALISTIC WORK, ITS CHARACTERISTICS AND PRINCIPLES IN VIRTUAL ENVIRONMENT	355
IMPACT OF DIGITAL MEDIA TO ELECTORAL BEHAVIOR OF CITIZENS	370
SELF-PROMOTION OF INDIVIDUALS VIA SOCIAL MEDIA – A USEFUL TOOL TO SELL ONESELF AS A PRODUCT TRADEMARK Jana Hubinová	378
FACEBOOK COMMUNITY AND ITS COMMUNICATION HABITSZora Hudíková – Marian Tar	385
DIGITAL MEDIA: INVASION OF AMERICAN FILM Lenka Chrenková – Dagmar Valentovičová	399
ORGANIZATIONAL COMMUNICATION, STYLE OF MANAGEMENT AND SOCIAL MEDIAAlena Klapalová – Ema Symonová	415
EDUCATION COMPETENCES AS AN INDICATOR OF DIGITAL MEDIA EFFECTIVENESS MEASUREMENT IN MUSEUMS	422

IN THE CONTEXT OF DIGITAL MEDIA	435
MEDIA IMPACT ON CRISIS COMMUNICATIONS Marcela Papalová	448
DIGITAL PARTICIPATION OF CHILDREN AND PARENTS IN THE CONTEXT OF THE DIGITAL GENERATIONAL DIVIDE	460
DIFERENCES BETWEEN FILM REVIEWS PUBLISHED IN SELECTED REPRESENTATIVES OF THE BRITISH, AMERICAN AND SLOVAK DAILY ELITE NEWSPAPERS	474
MUNICIPAL ELECTIONS 2014 IN SLOVAKIA – REFLECTION OF ELECTION CAMPAIGN IN MEDIA (PRE-ELECTORAL COALITIONS AS SIGNALING DEVICES)	484
BOOKS AS A PART OF CONSUMER CULTUREZuzana Slušná	496
VALUE ORIENTATION OF ADOLESCENTS IN DIGITAL AGE Blandína Šramová – Anežka Hamranová	507
MEDIA OWNERS AND THEIR INFLUENCE ON PUBLIC OPINION Pavla Varvažovská – Martina Jarkovská	515
SOCIAL MEDIA CREDIBILITY ACROSS AGE GROUPS IN SLOVAKIA Lucia Vilčeková	525
DIGITAL MEDIA AND EDUCATION / IGNORANCE	533
DATA JOURNALISM AS A TOOL TO INCREASE MEDIA LITERACY AMONG MEDIA PROFESSIONALS	544
THE IP CITIZENZbigniew Widera	553
NEW MEDIA ACTIVISM, BRANDS, NETWORKS RESPOND TO E.U. MIGRANT CRISIS	560
EDITORIAL POLICY	573