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IMPACT OF INNOVATIVE PACKAGING ON THE ATTITUDES AND PURCHASE INTENTION OF VISUALLY IMPAIRED AND BLIND CONSUMERS: THE CASE OF ALGERIA

Visually impaired or blind person faces many challenges in their daily activities, including purchasing medicines. To overcome this limitation; there is an innovative braille reading and writing system that has been introduced in the labelling of the packaging of pharmaceutical products. The aim of this research is to measure the impact of innovative Braille-labelled pharmaceutical packaging on the attitudes and purchase intention of visually impaired and blind consumers. We adopted quantitative and qualitative approaches. The quantitative research aims to obtain measurable data in relation to the attitudes and purchase intention of visually impaired and blind consumers, on a sample of 72 visually impaired and blind people. Whereas, the qualitative research allowed us to investigate the opinions leaders: doctors in chemist, in relation to the current situation of visually impaired and blind consumers, in the field semi-structured interviews with 6 pharmacy doctors, exploring the importance of Braille labelling of packaging for pharmaceuticals product. The results allowed us to validate the hypotheses; Packaging for pharmaceutical products labelled in the Braille system has a positive effect on the attitudes of visually impaired and blind consumers. Packaging for pharmaceutical products labelled in Braille has a positive effect on the purchase intention of visually impaired and blind consumers. Attitudes have a positive effect on the purchase intention of visually impaired and blind consumers. The results allowed us to highlight the views of doctors in chemists regarding the importance of introducing Braille labelling into the design of pharmaceutical packaging.

1 Introduction —— Packaging is considered a fundamental and indispensable part of the business process of companies (Ririn, Rahmat and Rina 2019). Its design plays a crucial role in the consumer's choices, attracting his/her attention on the one hand, transmitting all the information relating to the product contained and allowing him/her, on the other hand, to infer different beliefs (Ji, McNeal and Ji 2003). In a competitive atmosphere, the tactile dimension is especially solicited by packaging designers and sensory signature developers, in order to differentiate the brand (Daucé and Rieunier 2002), as a result, consumer goods manufacturers are increasingly seeking to involve the material properties of a product in the consumer experience, such as shape, texture, labelling and packaging size (Serhal and Pantin-Sohier 2017).
In various sectors of activity, different inclusive innovation strategies are being implement-ed to meet the needs of consumers (Zavala 2019), including visually impaired consumers who represent, according to the World Health Organisation estimates, 253 million, of whom 36 million are blind and 217 million have moderate to severe visual impairment (World Vision Report 2020). In Algeria, there are more than 173,000 visually impaired and blind people (The drama of the blind: All the news. 2021). To achieve this, marketers implement a sensory advertising strategy which allows visually impaired and blind people to interact autonomously with the different products at a point of sale (Zavala 2019). Braille on product packaging is one such strategy, which aims to enhance the knowledge of people with vision impairments in in the widest sense of the word, by creating viable and accessible communication links for the full development of their abilities (Mohamed 2016).

Worldwide, the management of the Braille system has been standardised for all, so that any individual with or without a visual impairment who wishes to learn this language code can access it in a simple, practical and systematic way, as the social and commercial problems that this market segment generally faces when making a purchase are very diverse, due to its dependence on third parties and even on society in general to satisfy its own consumption needs (Zavala 2019).

Neuromarketing was born out of significant developments in neuroeconomics and behavioral neuroscience. Beginning in 1920, several trials and experiments were conducted in an effort to revolutionize marketing research, from Nixon's study of eye movements of people flipping through print ads to Zaltman's study of emotional responses and neural signatures using PET scanners. With the advent of biometrics in marketing, many industries have adopted it as a technology to revolutionize marketing research. Actually, brain imaging and eye-tracking are widely used in all areas of marketing. Neuromarketing is an effective complement to traditional methods and puts an end to skepticism about consumer intent and manipulation (Mouammine and Azdimousa 2021).

In Algeria, opportunities for the personal and professional development of this target group are offered by various national and international organisations within society, with the sole aim of improving the quality of life and promoting the social well-being of this category. However, the Algerian pharmaceutical market offers limited options in terms of pharmaceutical and technological consumer products for visually impaired and blind consumers. National and international brands that market pharmaceutical products do not currently emphasise the implementation of the Braille system in their marketing and communication strategy, as a socially responsible action that benefits a collective society (The drama of the blind: All the news. 2021).

The following actions will be dealt with:
• Measurement of the attitude of visually impaired and blind people towards Braille labelled packaging for pharmaceutical products.
• Measurement of the purchase intention of visually impaired and blind people towards pharmaceutical products with Braille labelled packaging.
• Finding out the opinion of pharmacy doctors on the packaging of pharmaceutical products labelled in the Braille system.

In the light of the aforementioned actions, our problematic aims to analyse the impact of innovative packaging labelled in the Braille system for pharmaceutical products on the attitudes and purchase intention of visually impaired and blind consumers in Algeria.
In order to answer the problematic of this research work, we will be interested in some areas related to sensory marketing, packaging, labelling using the Braille system, attitudes and purchase intention of consumers.

2 Literature review ——— To seduce the consumer, managers are now increasingly working on all sensory registers within the sales areas (Kotler, Keller and Manceau 2015). Daucé (2002) states that sensory marketing is present on the product itself, its packaging, its distribution, and its communication, but there is only the price that is not affected by sensory marketing. According to Hafiz (2020), sensorial marketing exploits two distinct yet complementary axes in line with buyers' expectations: it improves the perceived quality of the product but also helps to promote the staging of the product in the point of sale. It is no longer enough to simply offer a product on a shelf, a setting is created and a story is told that leads to the product, which is itself enhanced by setting itself. The study conducted by Randiwela and Alahakoon (2017) focused on identifying how sensory marketing could be used to improve business volumes in the health and care industry, through visits and brand loyalty, as the sensory aspect helps to win in completion or, conversely, at loss.

Due to the high competition in the health and care sector in India, various types of promotions need to be carried out regularly to build customer loyalty, as the costs of transferring customers to another competing hospital are minimal. At present, private hospitals are regularly adding new tools to their marketing strategies to gain a competitive advantage over their competitors. Among other things, hospitals are using sensory marketing to gain and retain new customers. In the health and care sector, all five sensory marketing tools are involved in service delivery.

To test the impact of the different sensory marketing tools (visual, auditory, olfactory, tactile and gustatory) on the perception and stimuli of brand loyalty, the two researchers chose the quantitative approach. Primary data were collected using a questionnaire. All closed-ended constructs used in this study were measured using the seven-point Likert scale. Data were collected from a sample population representing 300 respondents. The results show that there is a positive and significant impact, at any confidence level of each sensory marketing tool on improving perception and stimuli for brand loyalty, but the most effective sensory marketing tool that can be used to improve perception and stimuli for brand loyalty is tactile marketing. The two researchers Ira and Anand (2018) in turn, conducted an exploratory study, which aims to explore the concept of sensory marketing and understand the perception of young people towards sensory marketing. Sensory marketing is a function of the understanding of sensation and perception to the field of marketing for cognition, emotion, learning, preference, and choice or consumer evaluation. Admittedly, sensation and perception are stages of sense processing, when the stimulus hits the receptor cells of a sense organ, and perception on the other hand, is the awareness or understanding of sensory information.

Packaging, for example, gives different visual cues about the product. It can be used to convey many descriptions of the product. To give an impression of heaviness, display the product image at the bottom of the packaging, as it can also be used to highlight certain features of a product. The sense of vision has many links to the other senses. Vision precedes touch, allowing us to identify the product, that we want to touch and what to expect when we smell it. We find that many entrepreneurs have not realised the impact of sensory activities and cannot use them effectively. This issue leads us, to ask how sensory marketing can be used effectively as a promotional tool to improve shop image, customer value and consumer behaviour. To test the impact of sensory marketing on consumer behaviour a quantitative approach was followed, a questionnaire was administered and the scales included statements where respondents had to indicate their choice on the five-point Likert scale. The total sample size was 100 respondents selected randomly sampling method. The results show that all sensory marketing tools impact consumer behaviour at 17%, but the sense that has the most individual impact on consumer behaviour is tactile marketing with a percentage of 18.1%.

2.1 Tactile marketing ——— According to Jiyang et al. (2020), it is widely recognised that the five human senses (touch, smell, sight, hearing and taste) influence consumers' purchasing decisions. Today, an increasing number of companies are applying multi-sensory marketing techniques to influence the consumer on an emotional level. As the place where consumers experience accommodation services, it is essential for luxury hotels to offer multi-sensory experiences to consumers in order to build lasting loyalty. Customer loyalty is the main reason a consumer maintains a long-term relationship with the brand, re-purchase and brand switching. However, there is a lack of knowledge on how multi-sensory marketing influences these aspects of customer loyalty. Therefore, these three researchers conducted a study to explore the relationship between multi-sensory marketing and several aspects of customer loyalty in luxury hotels. In addition, it also aims to compare the impact of visual, olfactory, auditory, tactile and gustatory marketing on different aspects of customer loyalty in luxury hotels. A questionnaire survey was used to collect the primary data, the simple random sampling technique was used and 300 respondents were randomly selected to participate in the survey. The results of this study show that all five sensory marketing tools are positively related to customer loyalty, and that they have a positive impact on satisfaction and repeat purchase intention of luxury hotel consumers. On the other hand, the tool that has the most impact on luxury hotel customer loyalty, is tactile marketing, which denotes that consumers pay more attention, to the sense of touch when staying at the hotel, as touch is the most direct way for consumers to gather information about products or services, and a good sense of touch is very likely to positively influence consumers' attitudes, behaviours and purchase intention.

2.2 Packaging ——— According to Kotler and Keller (2006), packaging can also be called conditioning and refers to all the activities related to the design and manufacture of product packaging. Packaging can be broken down into a combination of different variables: materials (glass, cardboard, metal, etc.), colors (color, shade, tone, etc.), shape and finally graphics (brand, product name, design, etc.) (Gaelle 2009). The term packaging is often used as a synonym for packaging and conditioning. However, the term packaging does not only refer to physical functions, but also to decorative aspects, so it is preferred to other terms. Packaging is defined as all the material elements that, without being inseparable from the product itself, are sold with it in order to allow or facilitate its protection, transportation, storage, presentation on the shelf, identification and use by customers (Lendrevie, Lévy and Lindon 2013).

According to a study conducted by (Serhal and Pantin-Sohier 2017), the tactile dimension is especially solicited by product designers and sensory signature developers to differentiate the brand. Consumer goods manufacturers are increasingly seeking to involve the material properties of a product or packaging in the consumption experience, including texture. Thus, it seems essential to investigate the impact of physical properties of texture and the underlying psychological processes. This will allow us to understand the effects induced by a specific texture on the evaluation of functional and symbolic variables of the product. This information is crucial to guide the manufacture of materials with surface properties that can evoke emotions congruent with the brand strategy.

The researchers conducted a study to examine the role of the physical properties of packaging texture on product and brand evaluation. To do this, three packaging for two product categories were tested with respondents. The study also addresses the impact on beliefs, perceived quality, gender dimensions of brand personality, and attitude and purchase intention in two contexts, visual and visual-haptic. The survey is based on a quantitative approach with a sample of 900 respondents, of which 424 answered the questionnaire in a visual context and 476 in a visual-haptic context where respondents had to indicate their choice on the seven-point

Likert scale. The results of the study highlight the impact of packaging texture on product and brand evaluation. In both visual and visual-haptic contexts, the results allow us to underline the direct role that packaging texture, and in particular the symbolic information emitted by its physical properties, can play in the evaluation of packaging, product and brand.

Broučková, Jaderná and Srbová (2019) analyze consumer behavior in relation to best practices for promoting products in reverse-engineered packaging. They present the practical activities undertaken by the Lidl retail chain to highlight the most common customer testimonials about retro-designed products. Based on a survey that took place between May and July 2017 and, relying on a structured questionnaire as the basis for information collection. The interviewers used CAPI (Computer Assisted Personal Interview) to collect representative data from 9 districts in the Czech Republic, from each of which 11.1% of respondents came. The survey yielded 1012 valid responses, with the age and gender distribution consistent with the National Statistical Office data.

The results show that more than three quarters of the respondents noticed the retro editions in the stores. The Lidl retail chain was mentioned most often. Although the survey did not ask about shopping habits and we could not filter out the influence of subjective preferences, the difference between the Lidl chain store and other retailers was significant enough to be called relevant. The Tesco chain was cited primarily by men, and women associated reverse-engineered packaging with a retailer less often. The authors also analyze the sources of information about reverse-engineered products. Flyers and television advertising were followed by in-store promotion. The last part of the article focuses on the marketing communication techniques applied in the Lidl retail chain during their "retro week", during which retro-designed products are subject to a special offer. Other retail chains do not offer products in retro-designed packaging in such a strategic way, which may explain why these products are not noticed as often in these stores, even though these retailers offer them in their product range.

2.3 Labelling in Braille system —— According to Kolter et al. (2015) the secondary packaging is the most decisive when purchasing the product. As it is the one that will be seen and even picked up to touch the texture and label of the packaging. That said, according to Barbosa and Okimoto (2019), graphic designers are hired to create packaging with visual appeal to attract the eyes of consumers, however, the issue of accessibility of products and packaging is not addressed in undergraduate courses. The main needs of a visually impaired or blind person are the assurance of purchase of products, such as information about the expiry date and composition on the packaging. To counter this limitation according to the study conducted by Barbosa and Okimoto (2019), there is the Braille reading and writing system. In addition, we know that one of the limitations faced by blind and visually impaired people is the difficulty of buying pharmaceuticals, as many medicines do not have this system. In this context, it was proposed to apply the Braille system in the design of packaging for over-the-counter medicines for blind people.

In order to pilot this study, a qualitative approach was conducted with visually impaired and blind people to find out their views and opinions regarding packaging for pharmaceutical products labelled in the Braille system. Data was collected through an interview guide with open and closed questions followed by a tactile usability test and the opportunity to touch the product packaging. The results show that all the interviewees were 100% in agreement that there is a need for nutritional information to be transcribed into Braille, especially as the respondents expressed a preference for packaging with tactile communication.

Another related study conducted by Almukainzi et al. (2020) aimed to explore the medication use pattern of blind and severely visually impaired patients living in Saudi Arabia, and to investigate the demand for the application of Braille labelling on the medication provided to these patients.

They confirm that the visual difficulties that impact on the activities of visually impaired people in daily life can extend to affect the safety and efficacy of medicines. Due to their disability, this population is unable to differentiate the names or colours of medicines, they also remain unable to read the usual medicine leaflets explaining the doses, expiry dates and appropriate storage conditions of their medicines. As a result, accidental medication errors are anticipated, especially among people taking treatment for chronic diseases.

The survey was conducted using online-administered questionnaires sent to participating blind associations in different cities in Saudi Arabia and submitted to blind Saudi influencers on social networking sites. The data sample included 215 respondents (visually impaired and blind people). The results showed that the majority of respondents recommended the use of Braille labelling; with 91% of respondents agreeing that, Braille labelling could improve the quality of therapy. Added to the previous researchers, Heredia (2019) was also interested in the packaging for pharmaceutical products labelled in the Braille system.

He states that there are different types of disabilities, which can affect the sight for example; visual disability corresponds to a deficiency in the vision of the people suffering from it, such handicap, which prevents them from being able to socialise or communicate in a normal way. To counter this limitation, there is the Braille reading and writing system. On the other hand, it is known that one of the limitations faced by blind people is the difficulty of buying pharmaceutical products, as many medicines do not have this system. In this context, it was proposed to apply the Braille system in the design of the packaging of medicines for visually impaired and blind people. In order to carry out the study, a mixed methodological approach was established. In the quantitative study, a questionnaire was administrated to a sample of 67 visually impaired people, in order to find out the criteria related to the design of medicine packaging using the Braille reading and writing system. In the qualitative approach, an interview guide was established and interviews with 6 representatives of pharmacies were carried out, which allowed knowing the opinion regarding the development of the proposal. The results show that, 100% of the interviewees approve of the idea of designing and implementing medication packaging using the Braille system, as it helps them when acquiring this type of product, which means that they have the possibility to check the product characteristics detailed on the label before consumption, In addition, pharmacy staff mention that there are difficulties when choosing a medicine or product because they do not identify the information or data, so they often ask the staff for help, which justifies their choice.

2.4 Psychological purchase factors (attitude, purchase intention) —— In a study conducted by Gunawan (2015), he assumes that psychological factors such as motivation, perception and attitude of the consumer are considered as the main factors for purchase decision. These psychological factors process all the marketers' stimuli and then influence the overall purchase decision of the consumer. To confirm hypothesis, he conducted a study that aimed to determine the impact of consumer motivation, perception and attitude on the consumer's purchase decision. In addition to compare the purchase behaviour of consumers in two different cities in Indonesia, Surabaya and Jakarta in terms of Carl's Junior, one of the most prominent restaurants, capable of attracting many citizens in Surabaya and Jakarta who dared to queue just to enjoy a burger.

In order to conduct the study proper, a quantitative approach was implemented, where simple random sampling was used to obtain the sample data by distributing 100 questionnaires to each company in Surabaya and Jakarta on Carl's Junior. The result showed that there was the significant impact of consumer's motivation, perception and attitude on their purchase decision to different degrees; it was also shown that there were similarities and differences in consumer behaviour of the two different cities Surabaya and Jakarta.

Smolka, Smolková and Vilčeková (2021) address two fundamental topics, the issue of environmental marketing in the context of customer preferences and consumer generations, especially in Slovakia. The purpose of examining the preferences of customers of different generations was to prove that the implementation of environmental marketing principles is necessary. The survey was conducted in the Slovak Republic from September 25, 2019 to October 13, 2019. The number of respondents was 545, including 243 men and 304 women, from all regions of Slovakia. The research was commercial in nature and was conducted in accordance with the objectives of the grant project Consumer Literacy and Changes in Consumer Preferences when Buying Slovak Products. The results affirm that environmental responsibility is gradually being promoted by Slovakia's consumers. The preferences of the customers are progressing significantly, although the changes in preferences do not occur uniformly between the generations.

Customers learn and have the opportunity to obtain information, prefer products that they can clearly identify, and prefer those that are produced or grown according to the principles of sustainability and whose production is as environmentally friendly as possible. Sustainability-based marketing strategies need to be developed by all companies, not just those that have already integrated environmental goals into their objectives. Over the next decade, sustainability principles will become the norm and it will literally be impossible to sell products without environmental criteria. The absence of any sustainability criteria, whether they belong to the ones we have mentioned or are written as new, is a mistake in marketing strategy that a company can pay for by losing customers.

3 Theoretical model ——— In order to answer the problematic of this research work, we were inspired by the literature review, which allowed us to express the links between the variables of our research and to formulate the following hypotheses:
• The effect of packaging for pharmaceutical products labelled in the Braille system on the attitudes of visually impaired and blind consumers.
• Packaging contributes to product evaluation and Braille labelling on pharmaceutical packaging is known to influence consumer attitudes (Heredia 2019).

We therefore propose the following hypothesis: H1: Packaging for pharmaceutical products labelled in the Braille system has a positive effect on the attitudes of visually impaired and blind consumers.
H1 (a): Packaging for pharmaceutical products labelled in Braille has a positive effect on the general attitudes of consumers.
H1 (b): Packaging for pharmaceutical products labelled in Braille has a positive effect on the attitude (knowledge function) of consumers.
H1 (c): Packaging for pharmaceutical products labelled in Braille has a positive effect on the attitude (protection objectives) of consumers.

• The effect of pharmaceutical packaging labelled in Braille on the purchase intention of visually impaired and blind consumers.
The packaging for pharmaceutical products labelled in the Braille system provides additional information about the packaged product, allowing the visually impaired and blind consumer to formulate a judgement about the product in question (Heredia 2019), as such, this action is widely identified as an antecedent of purchase intention in the literature. Subsequently, we propose the following hypothesis:
H2: Packaging for pharmaceutical products labelled in the Braille system has a positive effect on the purchase intention of visually impaired and blind consumers.

• The effect of attitudes on purchase intention of visually impaired and blind consumers.
According to (Gunawan 2015) who studied the relationship between attitudes and purchase intention, purchase intention can be geared by consumers' attitudes. Based on this research we assume the following: Making use of this research orientation, the following hypothesis can be formulated:
H3: Attitudes have a positive effect on the purchase intention of visually impaired and blind consumers.

4 Methodology ——— Based on previous research (Almukainzi, Almuhareb, Aldwisan and Alquaydhib 2020), (Barbosa and Okimoto 2019) and (Heredia 2019), and in order, to achieve our research objectives, we adopted a mixed-research approach: 1. the quantitative approach to obtaining measurable data, such as consumer attitudes and purchase intention; 2. the qualitative approach to study the views and opinions of opinion leaders in relation to the actual situation of consumers on the ground, as this will allow us to get closer, to the place where the events take place. This hybrid approach is part of a positivist epistemological research posture of a hypothetical-deductive type.

To carry out this mixed-method approach research, we first conducted the quantitative study of the period from 29/08/2021 to 10/09/2021 with 72 visually impaired and blind (Almukainzi, Almuhareb, Aldwisan and Alquaydhib 2020), (Heredia 2019), using a self-administered questionnaire, consisting of six items, four scales and a sample of packaging for pharmaceutical products labelled in the Braille system (Table 1). In an average of 15 minutes, respondents indicate their choice on the five-point Likert scale, with the aim of quantifying their attitudes and purchase intention towards Braille-labelled pharmaceutical packaging.

Subsequently, and in order to strengthen further our study, we opted for a qualitative study carried out with 6 doctors in pharmacy (Heredia 2019), (Barbosa and Okimoto 2019), which includes the collection and analysis of data that were expressed through a semi-structured interview guide, divided into three headings, in order to find out about their opinions regarding the design of pharmaceutical packaging labelled in the Braille system.

5 Results ——— Using the information contained in the table below, which details the profile of the respondents, it should be noted that (72.2%) of our sample population is male. They are mostly aged between 35 and 64 years (76.4%), single (59.9%) and live in the centre of Algiers (100%).

Variables	Characteristic	Number	Percentage
Gender	Male	52	72.2%
	Female	20	27.8%
Age	18-34	14	19.4%
	35-64	55	76.4%
	65 and over	3	4.2%
Marital status	Single	41	59.9%
	Married	31	43.1%
Place of residence	Centre	72	100%

Table 1: Respondent profiles
Source: Authors

5.1 Frequency of use of Braille labelling on packaging ——— Question: How often do you use Braille labelling on pharmaceutical packaging on a daily basis?
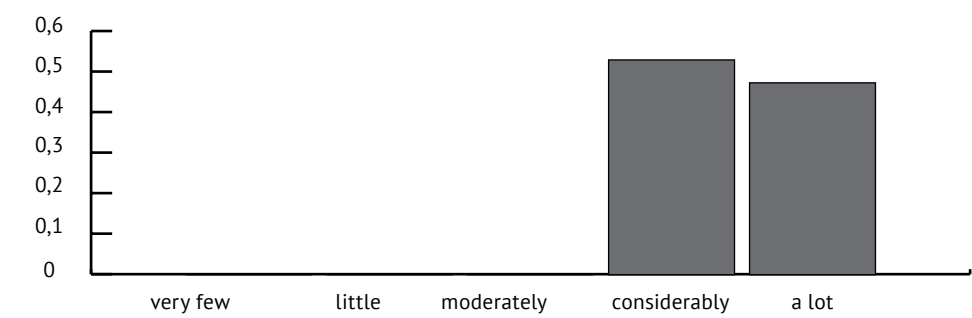
Figure 1: Frequency of use of Braille labelling on pharmaceutical packaging
Source: Authors

The results of the graph presented above show that 52.8% of the respondents use Braille labelling on pharmaceutical packaging a lot and the remaining 47.2% use it considerably.

5.2 Attitudes of visually impaired and blind consumers
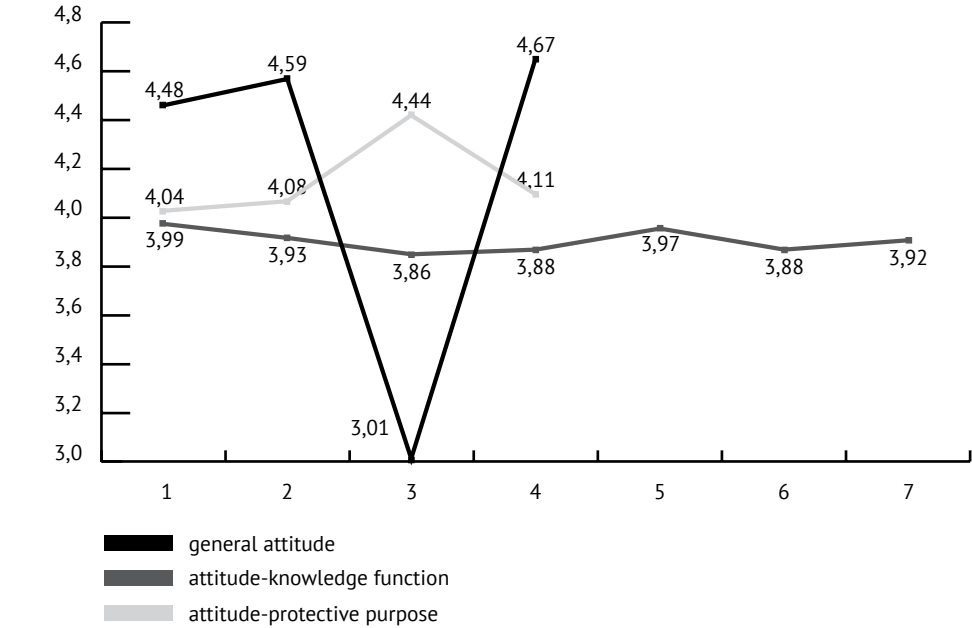
Figure 2: Average score of consumer attitudes towards Braille labelling on pharmaceutical packaging
Source: Authors

From the graph above which groups three attitude scales: general attitude, attitude-knowledge function, attitude-protective purpose, we note the positive attitude of respondents towards Braille labelled pharmaceutical packaging, especially in terms of safety and protection, but also in terms of knowledge as it makes their routine more predictable.

5.3 Purchase intention ——— Question: On a scale of one (strongly disagree) to five (strongly agree), to what extent do you agree with the following statements?
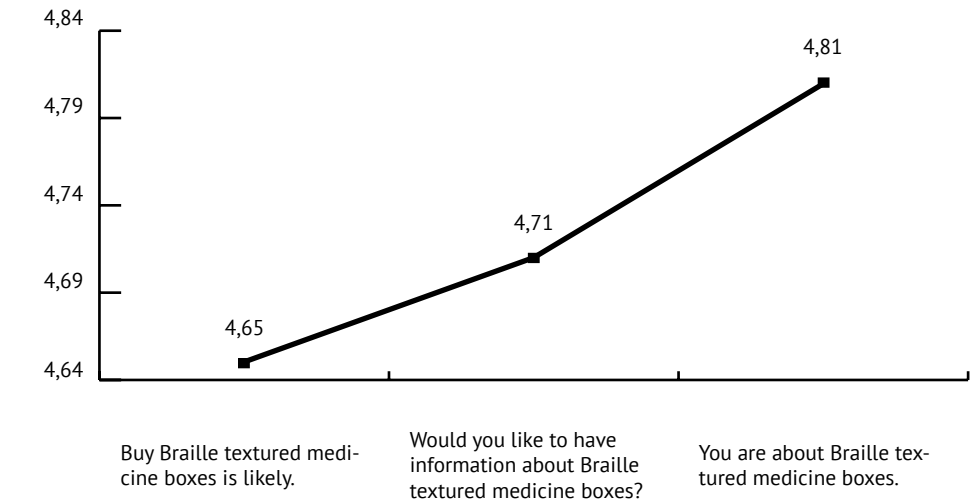
Figure 3: Consumer purchase intention
Source: Authors

The graph above shows that the majority of respondents are interested in and want to know more information about the packaging of braille labelled pharmaceuticals. They also state that they are very likely to purchase pharmaceuticals that have braille labelling. This confirms that respondents have a positive purchase intention towards pharmaceuticals that have Braille labelled packaging.

In order to test the validity of the measurement scales used in this research, four factor analyses were conducted focusing on the correlation matrix, total variance explained and the Varimax orthogonal rotation, with the aim of reducing the number of statements for each variable. We also used Cornbrash's alpha, which is a mathematical test for the reliability of the measurement scales used.

The results of these preliminary analyses allow us to proceed with the following analyses.

5.4 Principal component analysis

	KMO	Sig	Total variance explained	Eigenvalue	Component	Cronbach's alpha component
Generalattitude towards the product	0.718	0.000	59.133	2.365	1 (4 items)	0.816
Attitude knowledge function towards the product	0.728	0.000	37.958 32.817	2.657 2.297	2 (7 items)	0.820 0.845
Attitude protection objective	0.829	0.000	73.571	2.943	1 (4 items)	0.876
Purchase intention	0.732	0.000	76.996	2.310	1 (3 items)	0.843

Table 2: Results of principal component analyses
Source: Authors

From the above, which summarises all the principal component analyses carried out during the study, we can see from the KMO index of the four scales that the correlations between the items are of good quality and have a good structural coefficient. The Cronbach's Alpha coefficient of all scales are considered to be both reliable and acceptable.

5.5 Hypothesis testing ——— We will proceed to the analysis of simple and multiple regressions between the different variables: the packaging labelled in braille system for pharmaceutical products, attitudes and purchase intention of visually impaired and blind consumers. The analysis will rely on two elements (Jr, Black, Babin and Anderson 2014). The quality of the model, with the R^2 test (percentage of total variance explained) according to the following rule:
$0.00 \leqslant R^2 \leqslant 0.30$ the linear model is bad.
$0.30 \leqslant R^2 \leqslant 0.50$ the linear model is acceptable.
$0.50 \leqslant R^2 \leqslant 0.70$ the linear model is good.
$0.70 \leqslant R^2 \leqslant 1.00$ the linear model is very good.
The nature of the relationship, with the Fisher test criterion (significant relationship if Sig $\leqslant 0.05$).

H1: Packaging for pharmaceutical products labelled in the Braille system has a positive effect on the attitudes of visually impaired and blind consumers.
• H1 (a): Packaging for pharmaceutical products labelled in the Braille system has a positive effect on the general attitudes of consumers.
• H1 (b): Packaging for pharmaceutical products labelled in Braille has a positive effect on the attitude (knowledge function) of consumers.
• H1 (c): Braille-labelled pharmaceutical packaging has a positive effect on consumer attitudes (protection objectives).

Independent variable	Dependent variable	R2	R2 Ajusted	β	F	T	Sig	Hypothesis
Braille labelled packaging	Attitude towards the product	0.408	0.400	0.639	48.264	6.947	0.000	H1(a)
Braille labelled packaging	Attitude towards product (Knowledge function)	0.252	0.241	0.502	23.522	4.850	0.000	H1(b)
Braille labelled packaging	Attitude towards the product	0.134	0.121	0.366	10.806	3.287	0.002	H1(c)

Table 3: Results of the simple regression analysis
Source: Authors

According to the table presented above, the Fisher tests confirm the first hypothesis. The models obtained through the various simple regressions are statistically significant (Sig $\leqslant 0.05$). They indicate F values between 10.806 and 48.264. Thus, the simple regression analyses globally indicate positive β's ranging from 0.366 to 0.639 (the variation of y with respect to x increases by one unit). However, the results indicate relatively low R2's, ranging from 0.134 to 0.408.
The effect of Braille-labelled packaging for pharmaceutical products on attitude towards the product is therefore moderate. Hypotheses H1 (a), H1 (b), H1(c) are confirmed by the whole sample and our hypothesis H1 therefore is confirmed.

H2: Packaging for pharmaceutical products labelled in Braille has a positive effect on the purchase intention of visually impaired and blind consumers.

Inde-pendent variable	Dependent variable	R2	R2 Ajusted	β	F	T	Sig	Hypothe-sis
Braille--labelled pack-aging	Purchase intention of visually impaired and blind consumers	0.420	0.570	0.930	5.425	6.947	0.000	H2

Table 4: Results of the simple regression analysis
Source: Authors

Table 4 clearly shows that, we find that the relationship between Braille labelled packaging and purchase intention of visually impaired and blind consumers is significant (p value <0.005). In the light of such a result, it can be concluded that Braille labelled packaging for pharmaceutical products positively influences the purchase intention of visually impaired and blind consumers.
Thus, our second hypothesis H 2 holds valid.

H3: Attitudes have a positive effect on the purchase intention of visually impaired and blind consumers.
In this section, we want to highlight the relationship between attitude towards the product, attitude towards the product (Knowledge function), attitude towards the product (Protection objectives), and the behavioural intention of visually impaired and blind consumers in Algeria. To this end, we conducted a multiple-regression analysis for these variables to test hypothesis H3. The results are presented in the table below:

Independent variables	Dependent variables	
	Purchase intention	
	Model 1	Model 2
Attitude towards the product	t= 1.832, Sig= 0.000	t= 7.670, Sig= 0.001
Attitude towards the product (Knowledge function)	t= 8.756, Sig= 0.000	t= 5.644, Sig= 0.000
Attitude towards the product (Protection objectives)	t= 3.507, Sig= 0.001	t= 3.359, Sig= 0.001
Model	F=13.80, Sig=0.000	F=4.58, Sig=0.000

Table 5: Results of the multiple regression analysis
Source: Authors

We can note from the table that the models obtained through the various multiple regressions are statistically significant (Sig ≤0.05). They show F values ranging from 4.58 to 13.80. These results are consistent with our assumptions. We conclude that hypothesis H3 holds valid too. The subsequent section will present the results of our qualitative study, summarising the verbatim and statements formulated by our interviewees during the semi-structured interviews.

Theme	Questions	Comments
General information on the Braille system	Do you know what Braille is?	With the exception of one pharmacist, the other five know the Braille system.
Customer feedback	What is your typical experience when a visually impaired person enters into the pharmacy?	From the responses of our interviewees, we conclude that visually impaired and blind consumers never travel alone; they are always accompanied and have difficulties in distinguishing and identifying products, and always ask for help from the pharmacy staff.
	Has a visually impaired or blind person ever asked you for help in identifying a medicine?	
Adoption of the Braille system on pharmaceutical packaging	Do you know of a medicine on the shelf that has Braille packaging?	From this section, we can confirm that the idea of designing packaging labelled in Braille is not an innovative idea; the concept has already existed on the Algerian market, except that our interviewees insist on the importance of this labelling on the packaging of pharmaceutical products, as it can be one of the solutions to overcome the constraints linked to their disability.
	In your opinion, is it important that the packaging of medicines be in Braille? Why or why not?	
	What information do you think should be on the Braille packaging to help a visually impaired or blind person?	

Table 6: Results of the qualitative research
Source: Systematised by the authors

6 Discussion ——— According to the results obtained through the experimental research, packaging labelled in Braille system for pharmaceutical products has a positive impact on the attitudes of visually impaired and blind consumers. This goes mainly in line with the findings of similar research, namely that of (Barbosa and Okimoto 2019). This would lead us to assert that designing a packaging labelled in the Braille system for pharmaceutical products is very likely to have a positive attitude on the visually impaired and blind consumer, as long as he/she states that it provides him/her with some security in his/her daily life.

Furthermore, and based on our results, it can be noted that packaging labelled in the Braille system for pharmaceutical products has a positive impact on the purchase intention of visually impaired and blind consumers; This is in line with the results of the research work of (Heredia 2019) Heredia's (2019) research work. Additionally, this result allows us to argue that the visually impaired or blind consumer prefers to purchase pharmaceutical products that have Braille labelled packaging instead of the regular packaging.

In this very specific context, the literature review allowed us to assume that consumers' attitudes had a positive impact on their purchase intention (Gunawan 2015). Consequently, that enabled us to confirm the validity of this hypothesis, as the attitudes of visually impaired and blind consumers positively affect their purchase intention.

We conclude that the expected results have achieved at large, as all the formulated hypotheses have been validated in our experimentation. The results of the qualitative research carried out with opinion leaders (doctors in pharmacy/chemists), confirmed the need to design packaging for pharmaceutical products labelled in the Braille system, which confirms the results of previous research work (Heredia 2019), and which also represents the feasibility of developing the proposal related to the packaging of medicines using the Braille system with the aim of favouring the inclusion of visually impaired and blind people.

7 Conclusion ——— The aim of this research was to measure the effect of innovative Braille-labelled pharmaceutical packaging on the attitudes and purchase intention of visually impaired and blind consumers. To do this, we adopted quantitative and qualitative approaches. The quantitative research aims to obtain measurable data in relation to the attitudes and purchase intention of visually impaired and blind consumers. Whereas, the qualitative research allowed us to investigate the opinions leaders: doctors in chemist, in relation to the current situation of visually impaired and blind consumers in the field.

In sum, the results allowed us to validate the following hypotheses:
• Packaging for pharmaceutical products labelled in the Braille system has a positive effect on the attitudes of visually impaired and blind consumers (General attitude towards the product, Attitude knowledge function, Attitude protection objectives).
• Packaging for pharmaceutical products labelled in Braille has a positive effect on the purchase intention of visually impaired and blind consumers.
• Attitudes have a positive effect on the purchase intention of visually impaired and blind consumers. | The results also allowed us to highlight the views of doctors in chemists regarding the importance of introducing Braille labelling into the design of pharmaceutical packaging. Therefore, we recommend that TABUK Pharmaceuticals implement Braille labelling in the design of its product packaging, as the target population of visually impaired and blind consumers is receptive to the concept. This is supported by the opinion of opinion leaders who confirm the importance of Braille labelling on pharmaceutical packaging to visually impaired and blind consumers.

The limitations of this research lie mainly in the representativeness of our sample population (N= 72); (yet, what can be said about a relatively small number can be extended to a higher number). The impossibility of having the authorisations issued by the Ministry of Solidarity to carry out the survey with visually impaired and blind consumers, and finally the difficulty of reaching the people we were interested the difficulty of getting in touch with truly involved persons for the qualitative study: doctors in chemists.

It should be also that the present study does not mean that the research on this subject is closed, on the contrary, it leaves the lines of research open to further research and refinement in the field. Packaging is a research topic which that includes several aspects to be studied and scrutinized and the packaging labelled with the Braille system is a new and very important concept, which has been dealt by a limited number of researchers. Thus, it would be wiser to:
• Carry out a qualitative study with visually impaired and blind consumers to find out their intrinsic needs for information about the products to be purchased;
• Study the perception of visually impaired and blind consumers regarding packaging labelled in Braille;
• Study the material feasibility of producing Braille labelled packaging for pharmaceutical products within production companies (pharmaceutical laboratories).

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Kľúčové slová | *Key Words* ——— innovation, attitude, packaging, pharmaceutical products, purchase intention, blind person, braille system, visually impaired
inovácia, postoj, obal, farmaceutické výrobky, nákupný zámer, nevidiaci, Braillovo písmo, zrakovo postihnutý

JEL klasifikácia | *JEL Classification* ——— M31, O31, O35

Résumé ——— **Vplyv inovatívneho balenia na postoje a uvažovanie o nákupe slabozrakých a nevidomých spotrebiteľov: Príklad situácie v Alžírsku**
Zrakovo postihnutí alebo nevidomí čelia pri svojich každodenných činnostiach mnohým výzvam, vrátane nákupu liekov. Na prekonanie tohto obmedzenia; existuje inovatívny systém čítania a písania Braillovho písma, ktorý bol zavedený do označovania obalov farmaceutických výrobkov. Cieľom tohto výskumu je zmerať vplyv inovatívnych farmaceutických obalov označených Braillovým písmom na postoje a nákupný zámer slabozrakých a nevidomých spotrebiteľov. V príspevku sme uplatnili kvantitatívne a kvalitatívne prístupy. Kvantitatívny výskum mal za cieľ získať merateľné údaje vo vzťahu k postojom a nákupnému zámeru slabozrakých a nevidomých spotrebiteľov na vzorke 72 slabozrakých a nevidomých ľudí. Zatiaľ čo kvalitatívny výskum nám umožnil skúmať názorových lídrov: lekárov chemikov vo vzťahu k súčasnej situácii slabozrakých a nevidomých spotrebiteľov v teréne a súčasne boli realizované pološtruktúrované rozhovory so 6 lekármi, skúmajúcimi dôležitosť Braillovho označovania obalov pre farmaceutické výrobky. Výsledky nám umožnili potvrdiť hypotézy: Obaly na farmaceutické výrobky označené Braillovým písmom majú pozitívny vplyv na postoje slabozrakých a nevidomých spotrebiteľov. Obaly na farmaceutické výrobky označené Braillovým písmom majú pozitívny vplyv na nákupný zámer slabozrakých a nevidomých spotrebiteľov. Postoje pozitívne ovplyvňujú nákupný zámer slabozrakých a nevidomých spotrebiteľov. Výsledky nám umožnili zdôrazniť názory lekárov chemikov na dôležitosť zavedenia Braillovho písma do dizajnu farmaceutických obalov.

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HUDBA AKO MARKETINGOVÝ NÁSTROJ NA ZVÝŠENIE NÁVŠTEVNOSTI A TRŽIEB

Autor na základe dlhoročných vlastných skúseností a prostredníctvom dotazníkového prieskumu navrhuje princípy výberu vhodnej hudby, ako marketingového nástroja zameraného na zvýšenie návštevnosti a tržieb v prevádzkach maloobchodu a služieb, s prihliadnutím na charakter prevádzky, segmenty klientov, alokáciu operácií a ďalšie skutočnosti. Autor upozorňuje na často sa vyskytujúce chyby a zároveň odporúča riešenia ako pri výbere vhodnej hudby postupovať, aby táto klientom spríjemnila pobyt v prevádzkach a stala sa tak predpokladom zvýšenia ich návštevnosti a tržieb.

Úvod ———— Na nákupné správanie a rozhodovanie pri ňom má vplyv množstvo faktorov, jedným z nich je napríklad osobnosť človeka a jeho postoje, typ nákupu a tiež miesto predaja. Tu zohráva úlohu dizajn prostredia, zvolené farby, priestorové riešenie a tiež hudba alebo vôňa. Hudba je súčasťou zmyslového marketingu, ktorého cieľom je podnietiť spotrebiteľa k nákupu a posilniť jeho vzťah ku značke práve pôsobením na jeho zmysly. K tomu slúžia aktivity zamerané na výrobok, distribúciu i komunikáciu. Pod zmyslový marketing tak patria vizuálny, čuchový, chuťový, hmatový a sluchový marketing. Hudba v predajných miestach má za cieľ podporiť identitu obchodnej spoločnosti a súlad s klientelou. Je preukázané, že hudba má vplyv na čas vnímaný zákazníkmi v predajni (Langerová 2019).
Hudbu, ktorá funkčne dopĺňa značku, si napríklad zvolil pre svoje kaviarne reťazec Costa Coffee. Vo Veľkej Británii hrá mix relaxačnej hudby prestúpenej jemne beatovými tónmi, a naviac sa tomu snaží dať ďalší rozmer – na playlist pravidelne zaraďuje popri skupinách ako Morcheeba, Nightmares on Wax nebo Boards of Canada tiež doposiaľ neznámych, ale zato nádejných interpretov, čím zákazníci majú jedinečnú možnosť vypočuť si novinky v predpremiére (Chudomelová 2013).

Cieľ ———— Príspevok je zameraný na tvorbu zásad výberu vhodnej hudby do prevádzok maloobchodu a služieb pri zohľadnení charakteru prevádzky, segmentov klientely ako aj alokácie prevádzky.
Vzhľadom na skutočnosť, že majitelia prevádzok neraz dosť necitlivo volia hudbu, ktorá má v priestoroch prevádzky vytvárať pre zákazníkov príjemnú atmosféru, cieľom príspevku je poskytnúť určitý návod, podľa akých kritérií je možné pri výbere vhodnej hudby postupovať.

Metodika práce ———— V ostatných niekoľkých rokoch sme pozornosť zamerali na hudobné produkcie v zariadeniach maloobchodu a služieb a sumarizovali sme vlastné skúsenosti pri počúvaní a vnímaní predmetných hudobných produkcií (metóda pozorovania). Tieto naše zistenia sme doplnili o názory 153 respondentov (klientov týchto prevádzok) dotazníkového prieskumu (metóda anketa) a formulovali sme z toho určité závery a odporúčania na základe charakteru prevádzky, dĺžky pobytu respondenta v prevádzke, frekvencie respondentových návštev danej prevádzky, charakteru obsluhy, režimu pohybu klientov po prevádzke, veku klientov, segmentov klientely, umiestnenia prevádzky, dennej a ročnej doby, hlasitosti reprodukovanej hudby, hudobného žánru, tempa a rytmickosti hudobnej produkcie a variability skladieb a piesní v rámci hudobnej produkcie.
Prieskum bol realizovaný v období júl až október 2021 prostredníctvom online dotazníka, ktorý obsahoval 37 otázok (uzatvorené i otvorené otázky), ktoré boli kladené podľa rôznych vyššie uvedených kritérií pre rôzne typy prevádzok.
V rade respondentov boli rovnomerne zastúpené rôzne vekové skupiny v rámci stanovených vekových intervalov (18-30, 31-45, 46-60, 61 a viac), žien bolo 53,6% a mužov 46,4%, pričom prieskum bol celoslovenský.
Pre účely štatistického spracovania boli použité bodovacia metóda, metóda poradia, charakteristiky stredných hodnôt ako napríklad aritmetický priemer, medián, modus. Tieto metódy boli použité pre vyhodnotenie odpovedí na otázky vzhľadom na charakter otázky.
Najhomogénnejšou skupinou z hľadiska veku sa vyznačovala skupina v intervale 31-45 rokov, najmenej homogénnou bola skupina vo veku 46-60 rokov veku.

Vnímanie a prežívanie hudby ———— Pod pojmom hudba rozumieme druh umenia, ktorý sa od iných odlišuje:
a.) materiálom, t. j. zoskupeniami umelo vytvorených zvukov, prevažne tzv. tónov (o určitej výške, sile, dĺžke a farbe alebo tembre),
b.) priebehom v reálnom čase,
c.) obsahom, ktorého jadrom sú vnútorné psychické stavy a reakcie človeka na vonkajšiu realitu (Vnímanie hudby 2019).

Percepcia (vnímanie) je vstupnou časťou zložitého psychického procesu odrazu reality. Slúži potrebám organizmu, jeho adaptácii na vnútorné aj vonkajšie prostredie. Patričná informácia z tohto prostredia je získavaná receptorom. Vnímanie hudby nie je len registrovaním akustických dát, nie je pasívne – je to tvorivý akt, konfrontácia toho, čo človek počuje, s vlastnými skúsenosťami a zážitkami, či už rýdzo fyziologickými, kinestetickými či psychologickými, citovými aj myšlienkovými. V tomto procese existujú základné výrazové schémy (ovplyvnené geneticky, ale sú do značnej miery získané učením). Ich podoba je silne viazaná na konkrétnu kultúru (ináč vníma Číňan a ináč Slovák.) (Vnímanie hudby 2019).
U tónov rozlišujeme štyri základné vlastnosti:
1. výška, ktorá je daná kmitočtom (frekvenciou) základného tónu,
2. intenzita (sila),
3. farba,
4. dĺžka.

Na základe vyššie uvedeného by sa dalo predpokladať, že počúvanie hudby je činnosť pasívna. Nie je to tak. Hoci si organizmus sprostredkuje sluchovým receptorom objektívne zvukové podnety, zároveň ich spracuje sluchovým analyzátorom, t. j. fyzikálny aj psychologický obraz sa spolu plne nekryjú. Z toho vyplýva aj fakt, že dvaja jedinci môžu vnímať jednu a tú istú skladbu rozdielne. Prežívanie hudby je ovplyvnené vekom, osobnosťou počúvajúceho, vzdelaním a najmä hudobným vzdelaním, návykmi pri počúvaní hudby, okamžitou situáciou ... Psychický proces, v ktorom sa zmocňujeme nielen „zmyslovej podoby" hudby, ale v dôsledkoch prenikáme aj do jej obsahu, nadobúda podobu hudobného zážitku, nazývame apercepciou.

V zavŕšení tohto procesu sa objavujú odpovede (responses) apercepienta (napr. obdiv, prijatie, zapojenie sa…) a v súvislosti s nimi určité správanie.

Do súvislosti s hudbou vstupuje súbor schopností, ktoré sú pre jej vnímanie nevyhnutné a rozvíjajú sa pri jej pestovaní. Tieto schopnosti súvisia so psychologickými znakmi tónov – farba (timbre), dĺžka, výška, intenzita. (napr. výška sa prežíva ako pohyb určitým smerom, melódia ako kvantitatívny vzťah k tónu je komplex, ktorý pozostáva z orgánu sluchu a fonačných orgánov (regulujú výšku tónu; z toho vyplýva opodstatnenie dôležitosti spevu pri rozvíjaní hudobných schopností). Citlivosť vnímania hudby sa zvyšuje vekom, špeciálnym cvičením, hudobnou činnosťou …(Vnímanie hudby 2019). Hudobnosť má dve stránky – emociálnu a sluchovú, ktoré sa navzájom dopĺňajú. Nemožno ju získať učením, ale možno ju ako vrodenú vlohu rozvíjať výchovou a vzdelaním. Tu zohráva úlohu otázka motivácie, hudobné tradície v rodine, prístup spoločnosti k hudbe a podobne.

Hudba je považovaná za spôsob komunikácie (je to osobitná, auditívna nonverbálna forma komunikácie prevažne behaviorálneho charakteru). Jej interpretácia veľmi výrazne závisí od osobnosti prijímateľa. Pokladáme ju za vyjadrenie citového života človeka, akýsi „jazyk citu". Má na človeka oveľa výraznejší vplyv, než sa všeobecne predpokladá, je schopná zasiahnuť a ovplyvniť človeka i celú spoločnosť. Súbor ľudských reakcií na pôsobenie hudby je rôznorodý a komplexný a ústi do rôzneho použitia hudby (Vnímanie hudby 2019). Je nesporné, že hudba má priame somatické účinky (zmeny krvného tlaku, frekvencie tepu, hladiny cukru v krvi, psychogalvanického kožného odporu, pôsobí na vylučovanie žalúdočných štiav, črevnú peristaltiku, premeny vápnika, zmeny psychomotoriky aj mozgovej činnosti, hormonálne zmeny – vylučovanie adrenalínu a noradrenalínu a pohlavných hormónov). Psychické postoje sú potom závislé na tejto fyziologickej zmene. K psychickému pôsobeniu hudby patrí pôsobenie na postoje a správanie (emócie, asociácie, fantázia, denné sny, zníženie prahu konania …).

To, ako hudbu vnímame, ovplyvňujú:
1. predchádzajúce životné skúsenosti a zážitky (pekné spomienky na detstvo a mladosť),
2. poznanie o príčine vzniku diela, resp. história vzniku danej skladby či piesne,
3. miesto kde bolo prvý krát zahrané, prečo práve tam, vôbec história skladby,
4. miesto, kde danú skladbu, či pieseň počúvame (či je to doma, vonku, na koncerte),
5. samotná skutočnosť, že sme jedným z mnohých poslucháčov, vo veľkej miere zosilňuje duchovný vplyv hudby,
6. prostredie (osvetlenie miestnosti, vôňa, teplota, celkový estetický dojem prostredia, sviečka…),
7. momentálna nálada recipienta (keď sa nám prihodí niečo nepríjemné a je nám ťažko na duši, veselá hudba môže v nás vyvolať iba podráždenie. Smutná hudba by nás možno v takúto chvíľu upokojila a vliala do nás silu, ktorá by nám pomohla vyrovnať sa aj s vlastným smútkom),
8. kvalita podania (znelka mobilu, kazetová nahrávka, CD, či živé vystúpenie),
9. frekvencia počúvania danej melódie (nádherné skvosty hudobnej literatúry sa neustálym znením sprotivia a zvyšujú našu agresivitu i „odpor" k hudbe samotnej),
10. prevedenie (nie vždy je dôležité presné dodržiavanie notového zápisu, do hudby sa treba vložiť, perfektná technika nemusí vždy zaručovať umelecký dojem),
11. akustika miestnosti,
12. hlasitosť (Vnímanie hudby 2019).

Dokonca aj tónina, v akej je skladba hraná, má vplyv na rozdielne vnímanie diela. Skladatelia mnohokrát modulovali časti skladby z jednej tóniny do druhej (pridaním krížikov alebo béčok),

aby pridali rôznosť, dodali určitý nádych a zdôraznili kontrastujúce časti hudobného diela. Rytmická hudba stimuluje pohyb, ale obmedzuje voľnosť plynutia myšlienok. Vhodná je hudba pokojná, melodická, výrazovo bohatá (Vnímanie hudby 2019).

Nedobrovoľné opakovanie hudobných obrazov (IMIR), známe ako „ušné červy", je forma hudobných obrazov, ktoré sa nedobrovoľne a opakovane vynárajú v mysli. Rastúci počet štúdií založených na retrospektívnych správach naznačuje, že skúsenosti IMIR sú spojené s určitými hudobnými vlastnosťami, ako je rýchle tempo a prítomnosť textov, a s individuálnymi rozdielmi v hudobnom tréningu a angažovanosti. Doterajší výskum však priamo nehodnotil vplyv takýchto hudobných prvkov na IMIR a zistenia o individuálnych rozdieloch v hudobnom tréningu a angažovanosti sú zmiešané. Celkovo zistenia naznačujú, že IMIR je idiosynkratický zážitok založený na zvykoch počúvania hudby a hudobnej angažovanosti jednotlivca (Taylor Liptak at al. 2022).

Výsledky a diskusia
Hoci sluchom absorbujeme „len" 11% vnemov z okolia, hudba je dôležitou súčasťou celkovej atmosféry prostredia predajne (Turzo 2018).
Prevádzky maloobchodu môžu byť zamerané na tovary:
1. potravinárske,
2. nepotravinárske (napr. odevy, športové potreby, hudobné nástroje, domáce potreby, papiernictvo, galantéria, optika atď.).

Prevádzky služieb môžu byť prevádzkami služieb napríklad ubytovacích, stravovacích, informačných, dopravných, športových, kultúrnych, bankových, poisťovacích, zdravotníckych, právnych, relaxačných, rehabilitačných atď. Pri výbere primeranej a vhodnej hudby pre prevádzku však nie je dôležité, o aký druh služby sa jedná, ako skôr to, akého charakteru prevádzka je (otvorená, uzavretá, interiérová, exteriérová), aké segmenty klientely ju navštevujú, kde je prevádzka umiestnená, v akej dennej či ročnej dobe je otvorená, ako často do nej tí istí zákazníci chodia, či má charakter samoobslužný alebo obslužný a či v nej klienti čakajú na poradie alebo priebežne sa po prevádzke samostatne a slobodne pohybujú.
Tak ako aj pri výbere vhodnej hudby do auta musíme dbať na pohodu a sústredenosť vodiča, tak aj pri výbere vhodnej hudby do prevádzky maloobchodu či služieb by sme mali mať na zreteli pohodu a príjemný pocit zákazníka. Záleží od toho, či chceme, aby sa v našej prevádzke zákazník čo najviac zdržal, alebo aby sa zdržal len obmedzený čas a dal priestor na návštevu prevádzky aj ďalším zákazníkom.

V rámci hudby môžeme v základných črtách rozdeliť hudbu na:
• inštrumentálnu alebo so spevom interpreta,
• so slovenským (resp. českým) textom či textom v cudzom jazyku,
• upokojujúcu alebo agresívnejšiu,
• v rýchlejšom alebo pomalšom tempe,
• tanečnú (rytmickú) či menej rytmickú so striedavým alebo nepravidelným rytmom atď.

Tak napríklad pri výbere hudby do auta by sme mali mať na zreteli, aby hudba nebola agresívna a neburcovala tak vodiča k rovnako agresívnemu spôsobu jazdy, aby ho nerozptyľovala textom, ktorý si bude chcieť súčasne s nahrávkou pospevovať, ale aby nebola ani veľmi pomalá a monotónna, a tak vodiča neuspávala a nebola tak príčinou dopravnej nehody.
Pri všetkých vyššie spomenutých atribútoch výberu vhodnej hudby je potrebné ešte dodať, že kľúčovou z hľadiska dopadu hudby na poslucháča je optimálne zvolená hlasitosť. Ani tá

najočarujúcejšia hudba nebude uchu príjemná, keď bude pustená príliš hlasne. Tak ako sa dnes venuje mimoriadna pozornosť vzhľadu výkladnej skrine a estetike interiéru prevádzky, rovnako by sa mala venovať značná pozornosť aj výberu hudobnej produkcie v prevádzke. Neraz výber hudobnej produkcie závisí len od vkusu resp. nálady vedúceho, čo nemožno považovať za správne. Jednoznačne zadefinovanú hudobnú kulisu v korporátnych pravidlách majú skôr zahraničné reťazce.

Zo vzorky 153 respondentov (návštevníkov prevádzok maloobchodu a služieb) až 73% malo určité výhrady k vhodnosti hudobnej produkcie v predmetných prevádzkach. Prieskum preukázal, že pri tomto hodnotení nie je rozhodujúcim kritériom len vek respondenta, ako sme sa domnievali, ale dĺžka pobytu respondenta v predmetnej prevádzke, frekvencia respondentových návštev danej prevádzky a najmä charakter prevádzky. Výrazne kriticky hodnotili respondenti najmä prevádzky, kde mala činnosť respondentov periodický čiže rytmický charakter (napríklad fitnes centrá, 63% respondentov). Pri týchto prevádzkach športových služieb je na zváženie, či hudobná produkcia v nich je vôbec žiaduca. Ak áno, tak ešte najskôr rytmický blues.

V prípadoch niektorých prevádzok hudba dokonca absentuje, čo 17% respondentov považuje za určitý nedostatok. Uvádzajú tak ako príklad pobočky bánk, kde by určitá aspoň slabá intenzita hudby v priestore čakajúcich klientov zabezpečila aspoň určitú mieru anonymity klienta tým, že by ostatným znemožnila ľahké odpočúvanie rozhovoru vybavovaného klienta s bankovým pracovníkom.

Pri výbere hudby ako hudobnej kulisy nie je ani tak podstatná miera virtuozity interpreta, ale skôr jednoduchosť, ktorá sa vyhýba extrémom či náročným inštrumentálnym sólam.

Najviac kritizovaný bol výber hudby v prevádzkach maloobchodu s odevmi, najmä v reťazcoch ako napríklad Pull & Bear, ZARA alebo Calliope či Terranova. Niektorí zákazníci neraz trpia počas skúšania si tovarov v skúšobných kabínkach. Druhým najkritizovanejším typom prevádzok boli prevádzky mestskej dopravy, teda autobusy, električky a trolejbusy. Pasažieri sa neraz cítia ako rukojemníci dopravného podniku, kedy vodič si zvolí pre neho zaujímavý typ hudby alebo rozhlasovú stanicu a zabúda na to, že síce jeho pohodlie a spokojnosť sú pre bezproblémový priebeh dopravy dôležité, ale že platiacimi zákazníkmi sú v tomto prípade ľudia, ktorých prepravuje a teda predovšetkým ich spokojnosť a pohodlie by mal mať na zreteli.

Ďalším príkladom rovnako nevhodne zvolenej hudby ale i hlasitosti je nejedna školská jedáleň, kde s blížiacou sa 14. hodinou (kedy sa končí výdaj stravy) pomerne hlasito pustia agresívnu hudbu. Či to je zámer alebo náhoda, to nevieme.

Prevádzkovatelia zariadení maloobchodu a služieb by si mali uvedomiť, že zákazníci počas pustenej hudobnej kulisy by sa mali medzi sebou navzájom počuť resp. mali mať možnosť komunikovať alebo prijať telefonický hovor. Ak zákazník kvôli prijatiu dôležitého telefónneho hovoru bude nútený rýchlo vybehnúť z prevádzky kvôli telefonovaniu, je možné, že sa už do danej prevádzky späť nevráti. A možno pochybovať, že by toto bolo zámerom majiteľov či prevádzkovateľov týchto prevádzok.

Aj keď zákazník v danom momente nevie alebo nemá potrebu dešifrovať resp. analyzovať svoje negatívne pocity z pustenej hudby, určitý pomerne jednoznačný celkový dojem to v ňom zanechá.

Často zmieňovaný výskum z roku 1993 – The Influence of Background Music on Shopping Behavior: Classical Versus Top-Forty Music in a Wine Store (Areni, Kim 1994) skúmal zasa vplyv hudby na nákupy vo vinotéke. Klasická hudba podnietila zákazníkov viac ku kúpe drahšieho vína, než v prípade, kedy v priestoroch hrala populárna hudba. Je zrejmé, že zákazník si pod-

vedome spája hudbu s prostredím a s tým, čo by k sebe malo patriť. Ide o efekt známy ako musical fit. Efekt musical fit bol overený napríklad aj v súvislosti s vôňou v predajni. Mattila a Wirtz (2001) zistili, že levanduľová vôňa, ktorá sa vyznačuje upokojujúcejším účinkom, sa zákazníkom spájala s pomalšou hudbou, naopak k vôni grapefruitu sa hodí skôr živšia, rýchlejšia hudba. Spokojnosť zákazníkov bola najvyššia v okamihu, keď sa vôňa a tempo zhodovali (Turzo 2018).

Na kvalitnom ozvučení prevádzky sa šetriť neoplatí. Zákazníci si totiž podvedome stotožňujú kvalitu zvuku s kvalitou obchodnej prevádzky či prevádzky služieb. Dôležitou otázkou je, ako rozpoznať, či hudobná produkcia ponúkaná v prevádzke je vhodná. Veľmi jednoducho. Ak zákazník hudbu nevníma ako dominantnú, obťažujúcu, alebo ju dokonca takmer vôbec nevníma, je výber hudby vhodný. Je to podobné, ako keď si dlhoročný pedagóg zapamätá tvár či meno svojho študenta, môže to mať dva dôvody. Alebo bol ten študent taký výnimočne šikovný, alebo to bol taký nevychovaný lajdák, že jednoducho nemohol v pamäti pedagóga neutkvieť. Ako pomôcku pre správne rozhodovanie sa k výberu vhodnej hudby by sme spomenuli príklady niektorých interpretov či skladieb resp. piesní. Do zoznamu takýchto pomerne univerzálne „neškodných" interpretov by sme mohli zaradiť napríklad saxofonistu Kennyho G, speváčku Anyu, zoskupenia Shadows, Secret Garden (predovšetkým ich skladbu Hymn to Hope) alebo Rondo Veneziano, inštrumentálne skladby Mike Oldfielda (napríklad album Voyager), gitaristu Earla Kluga, klaviristov Rudolfa Rokla či Jiřího Maláska alebo niektoré pomalšie skladby v podaní huslistu Davida Garretta, z hudobných skupín ABBA, Beatles, Bee Gees, Chicago, alebo nádherné piesne „Fragile" alebo „Shape of my Heart" od Stinga, piesne Eltona Johna, Chrisa de Burgha, Chrisa Rea, Richarda Marxa, Robbieho Williamsa, Charlesa Aznavoura a z českých interpretov napríklad formáciu Brontosauři, Honzu a Františka Nedvědov, Karla Plíhala, Stanislava Wabi Daňeka, Jaromíra Nohavicu, Petra Muka, Karla Zicha, Waldemara Matušku, Karla Černocha, Daniela Hůlku, Petra Hapku a ďalších. Avšak vybrať možno aj zo slovenských interpretov (Desmod, Žbirka, Elán, No Name, Čírová, Martausová atď.). Z hudobných žánrov sú veľmi univerzálne napríklad folk, country, chanson či blues. Jazz môže byť zaujímavý, no rozhodne nie pre väčšinovú populáciu, rovnako ako ani techno, hous či rap. S folklórnou hudbou je to asi podobné (s výnimkou napríklad vinoték). Vhodne zvolenou vážnou hudbou by však prevádzkovateľ nemal veľmi čo pokaziť. Vhodne vybrané skladby z tvorby Mozarta, Vivaldiho, Johanna Straussa, Antonína Dvořáka, Ennio Morriconeho či Karla Svobodu by mali byť pomerne dobre tolerované zo strany poslucháčov – klientov.

Pri zariadeniach maloobchodu a služieb, ktoré návštevníci navštevujú periodicky a často, by sa nemalo zabúdať na obmieňanie repertoáru, aby pobyt v danej prevádzke nezačal postupne liezť zákazníkom na nervy. Pozitívnou výnimkou je však napríklad obchodné centrum Cubicon v Slávičom údolí v Bratislave, kde permanentne hrajú hudbu francúzskych interpretov tzv. „stredného prúdu", avšak nikdy sme tam nemali pocit, že by mali pustiť už konečne niečo iné. Zanedbateľná nie je ani skutočnosť, o ktoré hodiny počas dňa sa pri hudobnej produkcii jedná. Ráno a doobeda sú ľudia zvyčajne sviežejší a vitálnejší ako poobede.

Rovnako nemožno ignorovať ani alokáciu prevádzky v rámci mesta či maloobchodnej siete. Napríklad pri reštauračných zariadeniach možno zohľadniť aj to, či hudba má byť prezentovaná v interiéri alebo v exteriéri prevádzky, napr. na letnej terase, ako aj to, či sa viac hodí reprodukovaná hudba alebo hudba živá (napríklad klavirista) alebo aj to, či charakter reštauračného zariadenia umožňuje návštevníkom tanečné aktivity. Rešpektovaním týchto skutočností pri výbere hudobnej kulisy nemožno nič pokaziť, rovnako ako ani zisťovaním názoru zákazníkov na vhodnosť hranej hudby v rámci hodnotenia spokojnosti zákazníkov.

Záver ——— Prieskum uskutočnený na vzorke 153 respondentov priniesol nasledujúce zistenia – v zátvorke uvedený podiel respondentov, ktorí majú daný názor (zaokrúhlený na celé percentá):

• pri výbere primeranej a vhodnej hudby do prevádzky tak nie je dôležité, o aký druh služby sa jedná, ako skôr to, akého charakteru prevádzka je (otvorená, uzavretá, interiérová, exteriérová) (87%), aké segmenty klientely ju navštevujú (83%), kde je prevádzka umiestnená (81%), v akej dennej či ročnej dobe je otvorená (67%), ako často do nej tí istí zákazníci chodia (94%), či má charakter samoobslužný alebo obslužný (78%) a či v nej klienti čakajú na poradie alebo priebežne sa po prevádzke samostatne a slobodne pohybujú (84%),

• kľúčovou z hľadiska dopadu hudby na poslucháča je optimálne zvolená hlasitosť (dôležité až pre 95%),

• zo vzorky 153 respondentov (návštevníkov prevádzok maloobchodu a služieb) celkove až 73% malo výhrady k vhodnosti hudobnej produkcie v predmetných prevádzkach,

• prieskum preukázal, že pri tomto hodnotení je rozhodujúcim kritériom vek respondenta (74%), dĺžka pobytu respondenta v predmetnej prevádzke (84%) a frekvencia respondentových návštev danej prevádzky (94%),

• pri výbere hudby ako hudobnej kulisy je lepšie uprednostniť skôr jednoduchosť (69%), pričom v prospech inštrumentálnej hudby sa vyjadrilo 58%,

• výber hudby je vhodný, ak zákazník hudbu nevníma ako dominantnú, obťažujúcu, alebo ju dokonca nevníma takmer vôbec (79%),

• v zariadeniach maloobchodu a služieb, ktoré klienti navštevujú periodicky a často, by sa mal obmieňať repertoár (94%),

• najviac kritizovaný bol výber hudby v prevádzkach maloobchodu s odevmi (77%), druhým najkritizovanejším typom prevádzok služieb boli prevádzky mestskej dopravy, teda autobusy, električky a trolejbusy (58%), nasledovali stravovacie zariadenia (52%), fitnescentrá (49%), taxislužby (46%), hypermarkety (42%) a obchody s nábytkom (32%),

• čakanie v rade spojené s počúvaním príjemnej hudby zákazník znáša trpezlivejšie, dokonca aj v nudnom prostredí, ale ak je pre neho daná hudba nepríjemná, kritickejšie ju hodnotí, ak pri počúvaní čaká v rade.

Na jednej strane obchodníci pomocou najnovších finančne náročných informačných technológií vymýšľajú rôzne spôsoby zisťovania záujmov svojich zákazníkov napríklad sledovaním ich srdcového rytmu, miery potenia sa či pohybu ich očí, ale na strane druhej nedostatočne využívajú finančne nenáročné spôsoby pozitívneho ovplyvňovania zákazníka, medzi ktoré patrí napríklad aj vhodný výber hranej hudby na prevádzke.

V mnohých krajinách existuje zaujímavá profesia – audioarchitekt. Ide o odborníka, ktorý dokáže vysoko profesionálne ozvučiť priestor a na základe niektorých dát a demografického profilu nakupujúcich zostaviť presný playlist pre danú cieľovú skupinu a predajňu. Hudba v predajni je volená tak, aby zodpovedala vkusu väčšiny zákazníkov. Možnosti sú obrovské. Napríklad v Japonsku už v niektorých predajniach prispôsobujú hudbu konkrétnym zónam. Nemusí ísť pritom len o hudbu, ale aj o príjemné zvuky tečúcej vody, vetra či dokonca spev vtákov. Švédsky Retail Institute v spolupráci so start-upom Soundtrack Your Brand zistili, že cielene vybrané skladby zvyšujú výdavky spotrebiteľov v reštauráciách až o 9,1% (Turzo 2018). Ak si však nie sme istí, či by daná hudba bola pre našu prevádzku vhodná, môžeme zákazníkom dopriať ticho. V dnešnej hektickej dobe to môže byť vítaná alternatíva a navyše ušetríme na licenčných poplatkoch SOZA – Slovenskému ochrannému zväzu autorov (Böhm – Klein 2016). Inovatívne riešenie pre prevádzky obchodu a služieb prináša startup Songoroo, ktorý umožňuje návštevníkom prevádzky vybrať si pre nich vhodnú a nimi žiadanú hudbu. Inovatívnosť toh-

to riešenia spočíva v tom, že namiesto hádzania mincí do jukebox automatu s obmedzeným repertoárom hudby, majú zákazníci daného podniku možnosť si vybrať svoju obľúbenú pesničku či kapelu prostredníctvom mobilnej aplikácie z databázy hudby uloženej na serveri, ktorá sa pravidelne rozširuje o novinky. Prechod od pôvodnej myšlienky „vylepšeného jubox-u" až po súčasnú verziu a funkcionalitu in-store rádia Songoroo® je výsledkom práce projektového tímu, ktorý formoval základnú ideu do reálneho produktu, schopného osloviť trh a presadiť sa. Možnosť dať ľuďom presne to čo chcú, stojí za dodatočný náklad, ktorý sa okamžite vráti vo forme spokojných zákazníkov a teda aj zvýšeného predaja tovaru a služieb. Songoroo je inštalované vo viacerých prevádzkach McDonalds v Bratislave, Trnave a Nitre. Viaceré štúdie preukázali, že prehrávanie vhodnej hudby v prevádzke dokáže zvýšiť tržby až o viac ako 10%. Najvhodnejšia je hudba, ktorú má zákazník skutočne rád. Dôležité je zladiť hudobné preferencie viacerých ľudí naraz (Cebrová 2019). A práve v tomto spočíva pozitívum i negatívum tohto systému súčasne.

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Résumé ——— **Music as a marketing tool to increase traffic and sales**
The author, based on many years of his own experience and through a questionnaire survey, proposes the principles of selecting appropriate music as a marketing tool aimed at increasing footfall and sales in retail and service outlets, taking into account the nature of the outlet, client segments, allocation of operations and other facts. The author points out the frequently occurring mistakes and recommends solutions for selecting appropriate music to make the clients' stay in the outlets more pleasant and thus become a prerequisite for increasing their traffic and sales.

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# RETAIL PRODUCTS´ SUSTAINABILITY FROM THE POINT OF CZECH CONSUMERS´ VIEW

Sustainability in retail is one of the most important parts in strategic management decision making. Retailers want to be socially responsible, or to have the label „sustainable retailer". Important is the macro area, represented by official statement. The micro area – daily sustainable activities, or decisions – is crucial, too. Stakeholders compare the statement, and a true behavior to customers, employees, society. One aspect of retailers´ sustainability is an offer of sustainable products. Listed sustainable products mean a true interest in an environmental, social, and economic development.
Consumers tend to buy sustainable products, search for information about sustainability of a retailer. Sustainability is the aspect, supporting consumers´ better feeling by different products´ consumption. Pricing of many sustainable products is similar to pricing of usual assortment. Therefore, sustainable offer is interesting for more consumers.
This paper aims to present results from marketing research in 2021. It was focused on perception of sustainable products, and interest in sustainability by different kinds of products. Which aspects are important in confirmation of sustainable products? Which kinds of products is sustainability crucial for?

Sustainability in Retail ——— Sustainability in retail is a current topic. Retailers face a trend to support sustainability in many ways. Stakeholders require more and more an image of a sustainable retailer. They observe a supply chain, all members should be sustainable. Retailer, selling products from unsustainable supplier, is not considered as sustainable retailer. Retailer, not supporting social, economic development in region, is not sustainable retailer. Retailer, not protecting an environment, is not sustainable.

Consumers are more educated in environmental questions, and are interested in sustainability, eco-standards, and recyclable products (MacKenzie B. Gill et al. 2020). Retailers must assess the right balance between market demand, stakeholders´ expectations, and impact on their business activity (Whysall, 2008; Maignan et al. 2005). Retailers should follow the trend of sustainability, but stay efficient (Stangis and Smith 2017). Sustainability is about building foundations for future success (Hedstrom 2018), and future success is subject to profitability nowadays. Therefore, all sustainable, or CSR activities should reflect following scheme, based on Triple-Bottom Line.
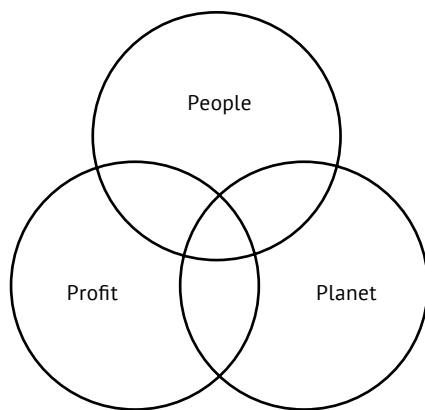
Picture 1: Triple-Bottom Line
Source: Authors according to Elkington (2018)

Triple-Bottom Line was defined by Elkington in 90´s last century (Elkington 2018). Sustainability is based on environmental, economic, and social aspects. Sustainable activities very often fill all levels together. For example, regional suppliers´ preference influence environmental protection (green logistics), economic development in a region, and higher employment (social factor). Ideal position of every sustainable activity is in intersection point of all three sets. Retailers search for sustainability in retail, related to logistics, transport, cleaner production, cutting waste out of manufacturing process, or eco-efficiency (Ruiz-Real et al. 2018). The best way to be sustainable in retail, is selling sustainable products.

What is the sustainable product? Sustainable product should follow standards, based on aspects of environmental, economic, or social development. Best of all areas. According to Ottman (2012), sustainable product, following environmental standards, should have a minimal environmental impact during production, usage and in finishing part of life cycle.

Junaedi (2005) add the aspect of no danger to people and nature, no harm animals and, no creation of waste and minimizing of negative impacts on the environment (Junaedi 2005). In decision making customers evaluate, instead of type of product, the labeling, and sustainability certification (Rupprecht et al. 2020). Sustainability is one of the most important aspects in buying decision making process. People buy sustainable products, and address the corporate social responsibility, ethical values (Arvidsson 2011). According to Annual Consumer Report (2016) around 68 million consumers from the USA based purchasing decisions on their personal, social, and environmental values, and would like to spend up to 20% more on environmentally sound products. The tendency on the market is still increasing, in the Czech Republic, too (Jaderná and Ostin 2021). Consumers think about a story of the product. They are interested in the whole production process, in the context of sustainability, too. Preferences of local products, or products with interesting story, based on social aspects, are important influences on purchasing behavior. Therefore, retailers offer more sustainable products. But, how Czech consumers feel sustainable products? And which kinds of products are evaluated by sustainable criteria?

Methodology ——— This paper aims to present findings of marketing research in 2021, designed when working on the grant SGS/2019/01 Jaderná at the Department of Marketing and Management at SKODA AUTO University. The marketing research was organized to identify a perception of sustainable products by Czech consumers, and their tendency to consider an importance of different kinds of products.

The survey was conducted via the internet at the beginning of October 2021 through Trendaro, which is an application operated by a professional survey company called Behavio Labs, s. r. o. A total of 1,000 respondents were chosen so that a representative sample of the Czech population was obtained. After collecting data phase, the information was transferred to Microsoft Excel for transcoding into statistically measurable quantities. This file was then statistically evaluated by chi square test, and data interpretation was done by frequency analysis, to present the trend on the Czech market.

Sustainability of retail products ——— Sustainability states from activities filling 3 areas of interest: environmental, economic, social. Retailers would like to follow the trend of sustainability and think about all these areas. By selling a sustainable product, aspects seen by customers are important in marketing communication. The research question is: Which aspects of sustainable products the Czech consumer see?

The picture 2 shows a dominance of environmental aspect. From 862 respondents, who did not skip this question, 464 ticked an environment. Health and quality are important aspects of sustainability for more than 120 respondents.
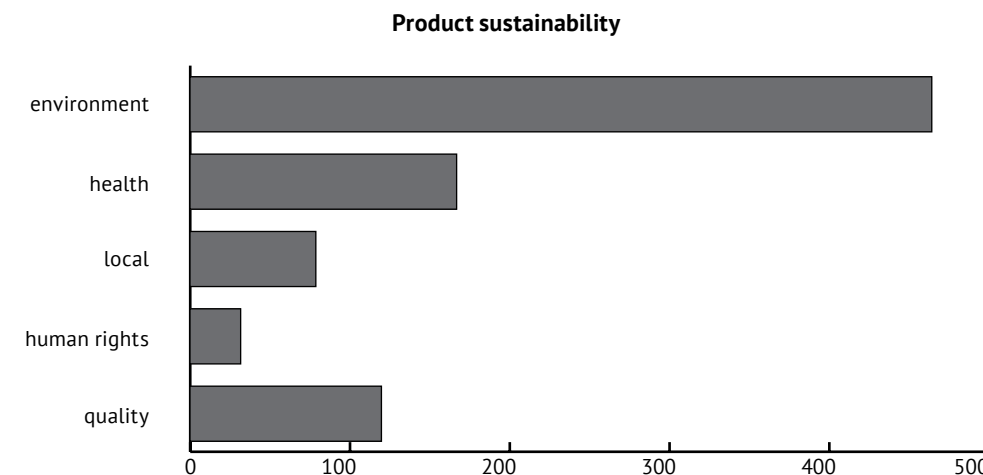
Picture 2: Aspects of product sustainability
Source: Authors

Data processing showed the dependence on gender by the answers health, and environment. First, the expected value was calculated:

$$E_{i,j} = \frac{R_i \cdot C_j}{n}$$

Following table presents adjusted residuals. Based on values of expected results (E), and observed results (O), adjusted residuals were calculated:

$$AdjRes_{i,j} = \frac{0_{i,j} - E_{i,j}}{E_{i,j} \cdot \left(1 - \frac{R_i}{n}\right) \cdot \left(1 - \frac{C_i}{n}\right)}$$

Adj.residuals	Female	Male
quality	0.206592420	-0.206592420
human rights	-0.210826927	0.210826927
local	-0.078809459	0.078809459
health	0.418754922	-0.418754922
environment	-0.349865336	0.349865336

Table 1: Adjusted residuals – gender + sustainable product
Source: Authors

To confirm the dependence, the z criteria were set:
Significance level = 0.05
Number of tests = 10
Adjusted sig lvl = 0.005

Z criteria = -2.807033768

An adjusted residual that is more than 2.81 indicates that the number of cases in that cell is significantly larger. These values are highlighted in the table 1. The percentages of answers by respondents in different age groups are in following table. A higher percentage was in age group 45-64 by the answer about healthy aspects of sustainable products. The same tendency was identified in 2019, in the previous marketing research organized by the same author.

Sustainable product	Age 18-29	Age 30-44	Age 45-64	Age 65+
skip the question	9 %	13 %	16 %	19 %
environment	52 %	47 %	44 %	42 %
health	15 %	16 %	20 %	13 %
local	6 %	8 %	9 %	7 %
human rights	3 %	3 %	3 %	6 %
quality	15 %	13 %	8 %	13 %

Table 2: Sustainable product + age groups
Source: Authors

Different kinds of product and sustainability ——— Consumers tend to buy sustainable products. But sustainability is not important for all kinds of products, in the purchasing decision making process. Graphs on following pictures present the importance of sustainability by fashion, food, cosmetics, electronics, and furniture.
First, sustainability of fashion products was assessed by respondents. 45% of respondents feel a sustainability as important by fashion products, 28% of respondents fifty-fifty, 12% as crucial. Only for 15% of respondents is the question of sustainability of fashion products not important.
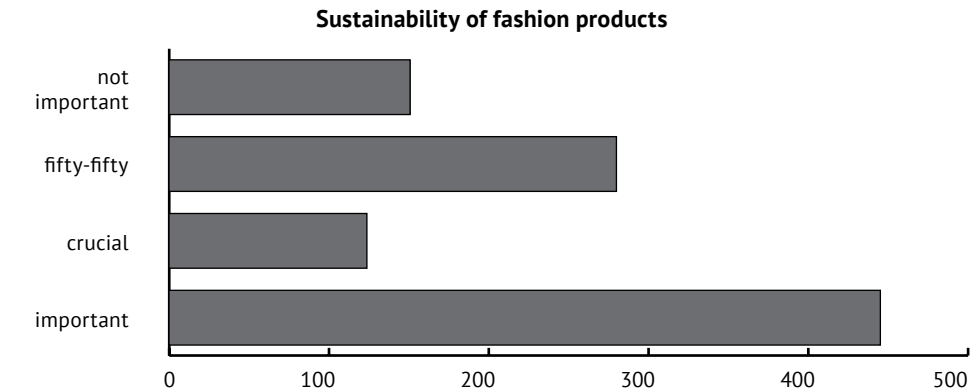
Picture 3: Importance of fashion products´ sustainability
Source: Authors

The next picture shows a visible importance of sustainability by food products. Respondents incline to buy sustainable food products. For more than 400 respondents from 1000 is sustainability important, for 260 is crucial, and only 118 respondents answered, sustainability of food products is not important. In consideration of amount of people, who feel sustainable products as healthy products, could be this tendency expected. Consumers take care about their health, and food has a big impact on health.
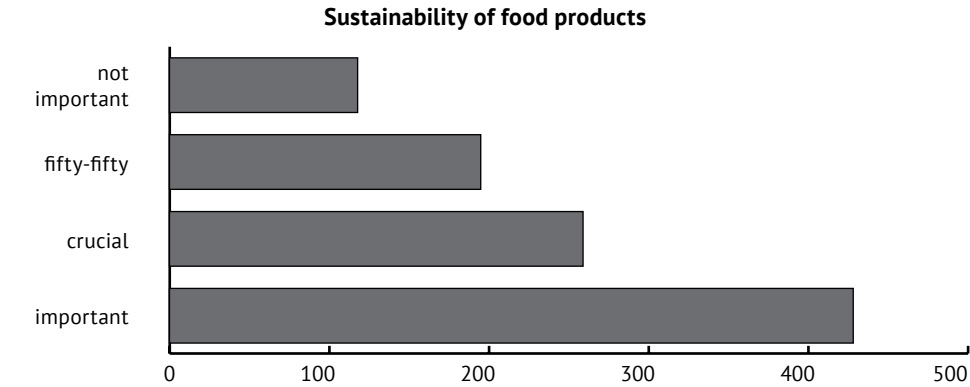
Picture 4: Importance of food products´ sustainability
Source: Authors

Graph on the picture 5 is very similar to the graph about sustainability of fashion. Answers are very similar. For only 152 respondents (15%) is sustainability of cosmetics not important, for the same number of respondents is crucial. 43% of respondents regard sustainability of cosmetics as important. Others are not sure.

Sustainability of cosmetics
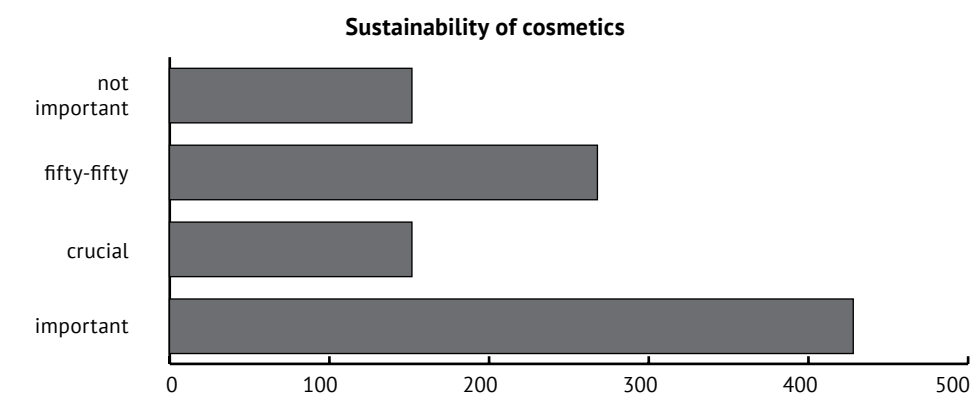
Picture 5: Importance of cosmetics products´ sustainability
Source: Authors

Results from the survey, presented in following table 2, showed that the tendency to consider sustainability by furniture or electronic is very similar. For 39% of respondents is sustainability of furniture important, for 36% by electronics. More than 17% of respondents do not feel the importance of sustainability by furniture, and electronics. 30% of respondents are not sure.

Sustainability	furniture	electronics
important	392	364
crucial	132	161
fifty-fifty	295	300
not important	181	175
total	1000	1000

Table 3: Importance of sustainability by furniture, electronics
Source: Authors

Conclusions ——— Consumers see the sustainability first in environmental protection. Sustainable product is, in particular, ecologic product. According to presented findings, the second most cited aspect of sustainability is health, then the quality of the product. Health, as the first association to sustainable product, is more frequently indicated by respondents in the age 45 – 64. They are more interested in their health and consider the sustainable food product more likely to healthy product.

Statistical processing of data showed that there is a significant dependency on gender by the answer environmental aspect of sustainable products, and health. Both sexes regard the environmental aspects as the first association to sustainable product. Environment is followed by health and quality.

1000 answered questionnaires pointed out the importance of sustainability by different kinds of products. Crucial is sustainability of food (26%), and only 118 from 1000 respondents do not feel sustainability of food as important. Less interest in sustainability is visible by electronics and furniture. But still the percentage of importance is high. Following table 3 presents absolute frequency by every monitored kind of product, or the number of respondents, who feel the sustainability as important, crucial, fifty-fifty, not important. It is the summary of presented findings.

Sustainability	fashion	food	cosmetics	electronics	furniture
important	445	428	428	364	392
crucial	124	259	152	161	132
fifty-fifty	280	195	268	300	295
not important	151	118	152	175	181

Table 4: Summary of findings
Source: Authors

Retail managers should follow the trend of sustainability. First, to communicate sustainability by food products. For 259 respondents is the sustainability of food crucial, and 428 consider sustainability of food as important. Less importance of sustainability is in electronics and furniture by Czech consumers. But, the number is still high, and marketing communication of sustainability can support a differentiation of a retailer from competitors.

Sustainable products are associated first to an environment. Therefore, the environmental aspect should be the major content of message to consumers by marketing communications. Health, as the second most associated aspect, is important more for women. It can influence the decision about communication of sustainable products to this segment.

Consumers in the Czech Republic are influenced by globalization, new trends on the market, and retailers´ marketing communication. Tendency to be sustainable in daily shopping, or purchasing electronics, fashion, furniture, is still increasing. Less than 20% of respondents are not bound by sustainability of different kinds of products. Less than one third of respondents is not sure. It is a good argument to follow the trend of sustainability in retail. But the question is, how to promote the sustainability? Next findings can help to communicate the sustainability on the right level, using right marketing tools.

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Résumé ——— **Udržitelnost retailových produktů z pohledu českých spotřebitelů**
Udržitelnost v retailu je jedna z nejdůležitějších částí strategického manažerského rozhodování. Retaileři chtějí být sociálně odpovědní, mít nálepku „udržitelný retailer". Důležitá je makro oblast, reprezentovaná oficiálním prohlášením. Mikro oblast – denní udržitelné aktivity, nebo rozhodnutí jsou důležitá také. Stakeholdeři posuzují nejen prohlášení, ale také pravdivé cho-vání k zákazníkům, zaměstnancům, společnosti. Jeden aspekt udržitelnosti retailera je nabídka udržitelných produktů. Zalistované udržitelné produkty znamenají opravdový zájem o environmentální, sociální a ekonomický rozvoj. Spotřebitelé kupují udržitelné produkty, hledají informace o udržitelnosti retailera. Udržitelnost je aspekt, podporující lepší pocit spotřebitele při spotřebě produktů. Cenová úroveň mnoha udržitelných produktů je srovnatelná s cenami obvyklého sortimentu. Proto je udržitelná nabídka zajímavá pro mnoho spotřebitelů. Tento článek má za cíl prezentovat výsledky marketingového výzkumu z roku 2021. Ten byl zaměřen na vnímání udržitelného produktu, zájem o udržitelnost u různých druhů zboží. Které aspekty jsou důležité při posuzování udržitelných produktů? Pro které druhy produktů je udržitelnost zásadní?

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CREATING COMMUNITIES: A WAY OF ENTERING FOREIGN MARKETS IN 2022

For companies, the top priority always lies in selling their products and keeping expanding the market to make them competitive. There are many ways to expand and discover new markets, which companies would be able to sustain long-term. Marketing communication within and outside the company is an important way to achieve this. Communities are the key factor for successful companies because they are the communicative bridge to their (potential) customers and employees. Community building can be one of the approaches of discovering and entering new markets.

Until now, most companies have communicated in the direction of the customer, like a monologue. In such an approach to marketing communication, the company talks about its product and advertises it to the customer. In order to not lag behind and remain competitive, companies should change marketing communication to a so-called multilogue. This means that customers and interested parties talk to each other about the product and the company. The company only serves as an initiator of new topics and as a moderator. In this way, a community can be established that builds sustainable relationships between the target group and the company. In contrast to mass media, the internet is particularly well suited for dialogue, but also for multilogue. Communication can take place in all directions: between the provider and the consumer, between the consumer and the provider or directly from one consumer to another.

The main aim of this paper is to identify the different approaches and platforms that can lead to success and the obstacles that can arise. In the end, we will present a case study of a young company that implements a similar approach and has been very successful so far, measured in terms of turnover and the number of customers.

Current state ——— When researching the literature on the topic of community building, one quickly discovers that most publications and studies on this topic exist in the B2C (Business to Consumer) sector. This is due to the fact that in the B2C market there is always a person at the end, not a company. The idea of the brand community was first raised in 1995 by Albert M. Muniz and Thomas C. O'Guinn in their paper „Brand Community". They define a brand community as a specialised, non-geographical community based on a structured set of social relationships between admirers of a brand (Muniz and O´Guinn 2001).

Humans have always had a natural need to form communities. That is why people use brand communities to share a consumption experience with like-minded people. These communities are a good platform for sharing enthusiasm for a product or brand. In this way, brand communities generate added value for the brand that goes far beyond the functional characteristics of the brand, products or services. The basis for success of a brand community, however, are long known group dynamic processes, which are presented in more detail in Gustave Le Bon's psychology of the masses. There the author describes the actions of people in a group or large society as fundamentally unconscious, irrational, and manipulable (Le Bon 2009). In his work, he also says that under certain circumstances, the individual loses his ability to criticize and behaves affectively. In the masses, a „communal soul" is created, and in this situation, the individual is more gullible and subject to psychic contagion. For leaders, the masses are therefore easy to direct and influence. Because of this, companies should try to bind their customers to them with association structures. These should be accompanied by clear visions and missions. It should be clear that this is not a membership in the sense of an association, but rather an intensified customer relationship. In any case, the feeling of an anonymous mass market should be avoided.

In customer loyalty, intrinsic motivation can be used to achieve certain actions. Intrinsic motivation is a motivation for something that every human being carries within him or herself. It refers to an action that is taken because of an inner incentive that lies in the activity itself (Le Bon 2009). For example, being active in a community can make people more likely to buy a product.

The main goals of creating and sustaining a community for the company are:
• Co-creations are to be developed with community members and customers. This means that members help the company to further develop products and to find new products. Perhaps an innovation hub should be set up for this purpose. There, new ideas can be promoted and further developed.
• The company should have a good marketing strategy and involve its community in the development of new marketing strategies. Market research should also be conducted, and brand ambassadors appointed to present the product. Through community collaboration, intelligent decisions can be made based on swarm intelligence.
• User-generated content (UGC) can be created: Members can share their experiences with this product under product photos and thus produce effective marketing content. UGC is not produced by a website operator or a company, but by the users and the community itself. These can be, for example, pictures, ratings, comments, video clips, blog articles or experience reports. UGC can be used as a strategic brand management tool. With user-generated content, companies aim to achieve additional user activity through additional users in the form of, for example, word of mouth. A famous quote from Mark Zuckerberg proves this: „People influence people. Nothing influences people more than a recommendation from a trusted friend" (note [1]). Reviews and recommendations of products can significantly increase the sales of the products, as the trust of the buyers is greater there. Users often have an intrinsic motivation when they create user-generated content. USG offers the company many advantages, for example: it is authentic and credible, helps with customer loyalty, can achieve higher reach, can make brands better known, is cost-effective content, and can achieve a stronger identification of the user with the company.
• For exchange and mutual support, the community needs a digital meeting place, such as a platform, a group, or a forum. Good emotions such as the sense of community within a group of like-minded people are important for the community to remain stable and grow. The opportunity to exchange ideas with other group members and company employees and even to participate in company activities, for example by taking part in surveys and recommendations, also strengthen the community's commitment. In addition, events and activities can be established that the community members can carry out almost independently. These can be, for example, joint cooking or sporting events that are shared online, playing joint online games or similar.
• With the right management, a community reduces service requests, enables more customer-focused product design, supports incremental sales, builds customer loyalty, leads to more

word-of-mouth and provides a competitive edge. The words of enthusiastic members can be used to build authentic communication. If members are satisfied with the community and the company's products, they will speak positively about them and recommend them to others. This leads to a growth of the community and an immense increase in value and turnover for the company.
• The community is made up of different people with different skills, knowledge and expertise. This can be used as a great opportunity, as the knowledge of the many can be drawn on for new developments and changes. Knowledge, experience and perspectives can be integrated into the decision-making process of the company. One example is Elon Musk, who recently put his followers on Twitter to a vote on whether or not he should sell some of his Tesla shares. He wanted to stick to the result of the poll, regardless of the outcome. This is a significant decision for him, as he would have to pay tax on the sale of the shares. Almost 58 per cent of his followers voted „yes", meaning he sold 6.9 billion dollars' worth of Tesla shares (Fürthauer 2021).

The best way for marketers to connect with consumers and secure their loyalty is to make community members feel connected to the brand and engage with them on a daily basis. Questions should be answered quickly, and recommendations and improvements should be taken seriously. Building a community in the right way can create many benefits for the company. These include, for example, the acquisition of new and existing customers, recommendations and evaluations, the expansion of the reach on the internet as well as the assessment of competitor products and trends.
In the community, people are given the feeling of being part of the company and of belonging. This is also a central, transformative promise of the 2030 Agenda for Sustainable Development and its Sustainable Development Goals (SDGs), called „Leave No One Behind" (United Nations 2022). This makes clear the obligation for all to leave no one behind, to discriminate or to exclude no one. By sharing experiences and feelings, members feel connected to each other and have a sense of community.
Community building is no longer just about one-off or sporadic purchases of products, but about loyal fans who can identify with the company and its products. As loyal customers, they are an integral part of the brand, not only because they make repeated purchases, but also because they recommend the products in their social environment and on social media. It is therefore a question of long-term customer loyalty. Social media in particular make it very easy to present the company and build up a community there. Not least because there are no longer any geographical borders that often exist in real life, for example due to long distances and language barriers. Social media make communication and dissemination borderless, and ever-improving online services such as google translate make language barriers disappear.
Since the use of social media is now widely known and the competition is correspondingly high, it is important to distinguish oneself from the masses. The company should appear authentic and want to help people with its products, make a statement, provide an answer to problems or simply entertain. The brand and the product should always have added value and benefit, in whatever way (Karasu 2021).
You have to reach out to people and appeal to their emotions, but of course with authenticity and sincerity. There is a growing trend in social media to reduce content to memes, photos and videos. This addresses the community in a particularly creative way and makes them feel emotionally involved. Memes, for example, connect people with the same sense of humour and make them laugh or talk together. Because humour connects us and makes us feel good. Because people always keep the feeling – whether positive or negative – it's not what is said that sticks, but the feeling that is left behind (Frister 2021).

Current platforms ———— When building online communities, companies need to provide appropriate platforms for mutual exchange between the community. The sense of community that is created within the various communities is an ideal foundation for social media marketing, because they have great communicative potential. There, messages, and emotions can be shared millions of times within seconds and thus spread worldwide. Thanks to the enormous reach, companies have the opportunity to enter into direct contact with their (potential) customers and, with successful community marketing, to build up a long-term relationship with them. In order to turn the clients into a community and to maintain the sense of community gained through this, regular community meetings are a good idea. Through shared experiences, they can help to foster a bond with the brand and the product. Shared memories not only strengthen the cohesion within the group but ideally also the identification with the company itself.
In addition to customer loyalty, social media platforms can also be used to optimise marketing activities through interaction with customers by varying the content of posts and evaluating user reactions to them. Social media users can also be involved in product development, e.g. as providers of ideas (crowdsourcing) or as informants for the improvement of product and service quality (e.g. through reviews, praise or complaints) (Beier and Früh 2020).
In the following part, the most important and most frequently used social media platforms are briefly presented and their depth of information and number of users are discussed. Overall, the number of social network users in January 2022 was around 4.62 billion. Compared to the previous year, the number has increased by around ten percent. In 2012, the number of social media users was around 1.48 billion (Rabe 2020). The worldwide social media user data refers to monthly active users and the year 2021.
• LinkedIn: 740 Mio. User: LinkedIn is divided into three pillars: The development and expansion of one's own network, support for further education and professional reorientation, as well as the internal news service and the transfer of knowledge by other members. LinkedIn is a business network where users are interested in professional contacts, on this platform much deeper and more important data is disclosed than on others, the overall level is much higher (Hertel 2020).
• Facebook / Meta: 2.8 Mrd. Users: Facebook is primarily used for communication and networking between members and between private individuals and companies. Due to the very high reach at low cost, viral marketing is gaining in importance; this is achieved on Facebook with high-quality posts and appropriate topics (Behrens 2019).
• Instagram: 1.2 Mrd. Users: Instagram is a photo-sharing platform where the focus is on the visual aspect. On Instagram, the target group is reached through good content and the right strategy, and the focus is clearly on the image. For some time now, there have also been advertising opportunities through ads in the news feed (Behrens 2019).
• Pinterest: 431 Mio. Users: Pinterest is a kind of virtual pinboard that is not so much about interaction and communication. Nevertheless, the platform is certainly suitable as a tool for customer loyalty and strengthening the brand. Promoted pins can be used to integrate advertisements into the natural content (Behrens 2019).
• TikTok: 1 Mrd. User; TikTok is used for sharing self-made video clips, mostly by children and young people. Two-thirds of users are under 25 years old, which is a very exciting target group for companies that want to address young users with moving images. The information content of this medium is rather low (Stark 2020).
• YouTube: 2.56 Mrd. Users: YouTube is the most widely used video channel and offers a lot of potential. In addition to creating your own channel, it is also possible to promote content via influencer marketing that is appropriate for the target group, e.g. in the form of cooperation with YouTube stars (Behrens 2019).

• WhatsApp: 2 Mrd. Users: Normally only private messages are exchanged via WhatsApp, but now there will soon be a community function. There, several group chats can be combined into a community. Group admins are supposed to take over the administration of groups and thus make everything easier. Admins can invite users to a community, for example via a community invitation link. After joining, rights can then be assigned as to who can write in which groups (Bergert 2021).

• Telegram: 500 Mio. Users: Telegram has become more than a cross-platform messenger app. With the ability to create and manage public channels, it can also be used to run marketing campaigns. This allows companies to distribute their content to a mass audience without much effort (Unknown 2021).

• Events and real meetings: Events and real meetings are a great way for companies to attract potential customers and retain existing ones. With so-called community events, opportunities can be created for the community to meet and get to know each other in real life. These can be, for example, trade fairs, congresses, workshops or concrete actions that belong to the interests of the participants.

• Own company platforms, for example, homepage: Companies that actively engage in community building should also reflect this on their website. In any case, the various links to the existing social media channels should be available there and the page user should be made aware that there is an existing community.

It makes sense to use existing platforms for community building, as many people already use these platforms and may have installed them as an app. This way you can reach a lot of people right from the start and building a community is easier and faster than starting from scratch. However, there is a risk that large internet services such as Google, Meta, Facebook and many others collect a lot of information from users, for example, to display personalised advertisements. Many services on the net are free of charge, but in fact, you pay for many services with your data. This can generally be name, address and date of birth, but further information about specific usage behaviour can also be used. Google, for example, not only stores private and professional emails, but also documents, photos and videos. But it can also happen that social media accounts of private persons or companies are suddenly blocked. This can happen for a good reason, for example if you violate the guidelines, but it also sometimes happens incorrectly and without a comprehensible reason. For example, if an algorithm mistakenly finds violations that have not taken place (Hurtz 2021).

When using social media, it is advantageous for the company if the face of the company profile is known, and the page is not operated anonymously. This is because personal branding can support the image building and also the community building of companies. Companies can set up one or more employees, ideally one from the upper management, as a personal brand and let them speak for the company. This makes the brand seem more familiar, accessible and authentic.

A good example is the social media presence of the world-famous nature magazine national geographic. The account is operated by over 100 photographers and freelancers, all of whom have the account password and can post there at any time. These photographers share images and add captions that tell the story behind the images. In this way, they build a sense of community with followers because they see that the photos come from talented individuals and not from an anonymous corporate account. As a result, users research and follow the photographers' personal accounts, which in turn maximises the brand's reach and leads to further engagement. Meek says that Instagram Live is one of the most important tools for the next generation, and that it has taken off for all types of accounts in a way that the organisation never expected.

He says that this tool brings people together. The Live tool is very in-the-moment, it's personal and it's the most flexible interface on the social media platform. One of the advantages of Lives is that it is the only tool on the platform that sends push notifications. „It lets you know when someone goes live and it's a great tool for engagement", says Meek (Tshabalala 2020). Nicci Meek, Instagram Strategic Partner Manager for Asia Pacific, revealed how to maximize and build a brand and its community on the social media networking platform Instagram during a Splice beta session. She says that a key finding of Instagram usage and measurement is that profiles of people have higher engagement than brands. Meek also says that memes are shared 7x more often than any other content on Instagram. As a brand, you should think about how you can drive reality (Tshabalala 2020).

Another important point on how to gain and improve the trust of the community is to be always present. It is advantageous that all comments are answered by users, and in the best case by other members. This creates a high level of trust and an emotional connection to the company and the brand.

A very important principle to bear in mind: Don't be a business card or a label – be human.

Implementation/Basics ——— Communities should be strategically well thought out before they are built. Especially if a community is to be built for a brand, it must be clear how it fits into the existing company, what advantages it offers and how it should be structured (Breuker 2021). The application or decision to build a community is not a marketing plan or a tactical marketing action, but a corporate strategy. It thus forms the basic framework for further marketing activities. The goals must be precisely defined at the beginning. These should include, among other things: At what point in time do I want to have reached how many followers, and what measures can be taken if this is not achieved? How do I get more engagement in my community, which parameters should I measure? How do I get more support? Which platforms should I use? What should my „superuser program" looks like? How do I reduce churn? Who should I hire?

Furthermore, you should ask yourself in advance in which department or specialist area the department is located and how the community fits into the company. It is also important to know which values are to be conveyed and which areas in the company are to be strengthened or improved through community building. In general, you should ask yourself what you want to achieve with the community.

Values and Culture: Every good company has at some point developed a corporate identity that breaks down what the mission and vision of the company should be, where it is positioned in the market and what the brand is all about. This is essential for any marketing campaign. Exactly these steps must also be taken for the new community to be built. Because just as a company is positioned in the market, its own community must also build up its own identity and find its position. Of course, the community identity should be compatible with the corporate identity and not deviate too much from it (Breuker 2021). To attract attention, communication must be regular, diverse and, above all, interactive. In addition, it must be easily accessible to all members and ensure that like-minded people can easily find each other. This interactivity provides the basis for community building (Aeberli 2021).

As a basis for the mission and vision, the company should create its own corporate story and disseminate it. The vision of the company should be inspiring and represent a bold goal for the members, the community, and the world. It should make clear why someone should become part of the community and what added value and benefit this would have for the member. All should always be able to know and feel that this community realizes a higher meaning and benefit, on an individual and collective level. The members of the community work within the group towards common goals, connected by a sense of belonging. The resulting community is characterised by exceptional respect among the members for each other.

A target group should be clearly defined in any case. You should analyse the demographic composition of the target group on the platform in question, the age of the members, whether they are women or men, and their professions. You should also look at which content the target group reacts particularly positively to and which other profiles and communities the person follows (Nagl 2020).

There are many people in the community who share the same thoughts, values, and goals. They network with each other and, for example, get other like-minded people to join the community by word of mouth or by sharing their contributions. This generates a high level of organic growth, which means that users join the community of their own accord or pass on content from this community. The most important reason for joining is the high value of the site for the user, which often results from high-quality content.

In order to expand the community, it should be determined which social media channels are best suited for this and which are not yet being used. A good way to increase awareness and reach is to work with influencers. Once you have convinced them of your brand or product, it is easy for the influencer to talk about it and promote the product. Due to the influencers' high follower numbers, this can lead to enormous growth in the community.

Another way to gain reach and awareness is to create your own hashtags. These so-called branded hashtags are hashtags that are unique to a company. These can be, for example, the company name, slogan or name of the product or campaign. Branded hashtags are much more durable in social media than normal ones, because they stand out due to their uniqueness. The important thing with your own branded hashtag is that it is easily recognizable. The hashtag should be easy to spell and not too long, so that it is easy to remember. The finished hashtag should be included in all marketing materials.

It has been proven that members prefer to follow groups that are already strongly followed than when only a few people belong to that group. High follower numbers generate the impression that the group is really good and offers added value, which is why many other members should also like to belong to the group. This mass dynamic should be exploited to achieve exponential growth of followers.

Communities need characteristic leaders to deliver their visions and missions. They usually pursue higher goals, because one should always have the goal of achieving something better than anyone else. This is also a concrete goal of the 2030 Agenda, which stands for a new global understanding of prosperity and calls on everyone to do their best to achieve it. Martin Luther King, for example, can be cited as a leader who has shown many people the way forward: He had a dream, and many wanted to dream that dream and walk that path with him. Leaders should be human, vulnerable and charismatic authority figures. Only then will people feel drawn to them and accept them as leaders. It doesn't matter if the person is handicapped or weak, showing weaknesses can be a great strength and make the leader look like a hero who stands behind his actions. Elon Musk can be cited as an example here, who appears as the underdog and is particularly well received by people because he is approachable. It's similar with Steve Jobs, who comes across as a cool kid and thus has a sympathetic effect on other people.

Because the heroes of today have no special history, they are not trained or chosen. Everyone can be a hero by impressing, inspiring and motivating us. The community offers us a certain closeness to the leader, and through this we identify with the values and ideas of the leader. The community then stands behind the deeds and ideas of the leader because they feel connected to him. And these are then passed on and spread. Storytelling has been around for centuries. In the past, stories were told around the campfire and passed on in the community, today this often happens via social media channels. Stories are often changed as they are retold, but in the end it doesn't matter if they are still true.

Finding the right platform for your community depends crucially on the company's target group and objectives. XING and LinkedIn are ideal for B2B communities, while Snapchat can be a promising option if you want to reach a very young audience. Very few companies should do without a Facebook page (Nagl 2020). Content should always be well thought out and prepared, because only with good content you can convince the often critical and demanding social media community. Good content is a kind of service that you offer in order to provide customers and interested parties primarily with the information they need (Karasu 2021). Content should be pre-produced in order to always publish meaningful and value-added articles. It is best to make one or more people responsible for this, initially serving as initiators, then later as moderators. Free translation tools that can translate the language into the desired language in real-time and thus eliminate any language barriers are a great advantage here. This can be done, for example, with the free tool Google Translator (note [2]) or Deepl (note [3]).

Colors, Symbols and Rituals: Symbols and rituals should be added to the corporate identity to further unite the community. This works in a similar way to the prayer in a church. It is constantly repeated, everyone knows it, and everyone feels they belong together when they pray it together. The community identity should appear everywhere, in various forms, but always with the same appearance. One example of this is Mc Donald's, even though it is not a real community. Anyone in the world can order a cheeseburger there, regardless of whether they understand the language or not. They simply point to the picture, because it is known worldwide, and get the cheeseburger they know in their own country, which probably tastes the same everywhere. The risk of making a wrong purchase is very low.

The desired development of a community in the field of social media is as follows: First, a person likes a post, image or video, becomes a follower or subscriber to this page, then comments on this post, and in the best case, shares it. Then the user replies to comments from other users and creates his own posts, which he then publishes in the community.

Tim Salau (note [4]) spoke at global marketing day 2019 about the P.I.E principle, which consists of the areas of purpose, influence and experiences. When building a strong community, it is important that the company first clarifies the purpose: Form a guiding sentence, explain why your brand and your company exist. With regard to influence, you should make clear what exactly you represent, what point of view you take or what you can influence. Experience represents how your community engages with and feels about your brand. All these points have a great influence on the successful development of a community and should be taken into account in any case. Salau also said one important sentence: „Building a brand community requires concentration and consistency."

Commitment: Once the content plan is in place, the engagement of community members should be worked on. After all, followers are more important for companies than likes, and comments and interactions in the group are more important than followers. After a certain period of time, the community should, in the best case, act among itself and keep the community running and growing. To do this, it is important that the community communicates with each other, shares its own contributions and calls for interaction. In the best case, the community will later be so large and strong that it defends the company against possible bashing and fights verbal battles with critics. The simplest small engagement that helps a company is a product review or a review on google.

„You are special"-feeling: In order to further bind the community to a company or product, each individual member should feel that he or she is something very special in the group and is accepted exactly as he or she is. People's mistakes are accepted, opinions and suggestions for improvement are listened to and partially implemented. In this way, the members feel needed and understood and give the company their trust.

Consistency: The member should have this feeling at all times, and it should be confirmed again and again. The community is there for each other and stands behind the members. Members are proud to be in the community and feel happier, fitter and validated.

To further bind members to a company, a good way can be to produce a pressure to perform: If the company fails, so do you – everyone in the community should do their best to ensure that this does not happen. Everyone should stand proudly behind the company and the brand and show it to the outside world. The members should be seen to be passionate and motivated to wear the brand publicly, thus promoting the company and the brand.

Entice Recruitment: Members will publicly communicate the benefits and advantages they have gained from the community and thus encourage more people to join the community and become convinced supporters of the community. This can be called the network effect, which is much more important for a company than advertising. The basic idea here is also that interested customers become active community members and thus partners of the companies. In this way, the traditional stakeholder system can be expanded.

Events and Communication: Events are an excellent way to introduce your community to each other. By getting to know each other, interests are exchanged, the bond between members is strengthened and memories are made that will last forever. It is important to make the events and meetings unique so that people talk about them for a long time and the event is not seen as boring. This can be done with special offers and attractions, but also with funny language elements such as inner jokes, inner wordings and memes. In some cases, it is also useful to have your own language or expressions. The crypto community, for example, has its own expressions such as „to the moon" (Ma 2020), „bagholder" (Lange 2018) or „HODL" (Wikipedia (note [5])). They use their own language and their own terms that no one else understands, thus bringing the community even closer together because they understand each other.

In any case, members should also be shown appreciation by giving out small gifts, awards for particularly active members and special praise and motivation for members.

Case study based on the company „Black Ops Coffee" ——— Black Ops Coffee was founded in 2018 and is based in the German region of Westerwald. The idea of founding the company came from active soldiers on duty who wanted to build a community to support the heroes in their everyday lives. They wanted to do this primarily with good coffee, but also with suitable equipment, gear, food and also joint events and training. The customers of this company are mainly people in the security sector such as police officers and soldiers, but also from other areas such as the outdoor sector, rescue services or others. They all share a common mindset, which unites the customers of this brand into one big community.

The idea of founding a company goes back to some commando soldiers who thought about founding a company while on duty. These ex-commando soldiers of the KSK (commando special forces, a special military unit of the German Bundeswehr) have now been the owners of the company for several years. The KSK soldiers are considered heroes within the Bundeswehr because only the best soldiers are deployed there. Recently, there have been more and more reports in the press about KSK soldiers, which were not only positive. Because the press has focused on them, they are vulnerable and mystical due to their level of secrecy. The idea is to learn and share experiences from the lives of the heroes and to bring only the best products, selected by them, to the market. In all areas such as sport, education and many others, the aim is to achieve a common development of the community by offering events and training. The whole thing is structured in a similar way to the Camel Trophy (Wikipedia (note [6])) or RedBull (note [7]) events in the past.

In order to develop into a successful company, Black Ops Coffee relies on specific rituals, events and seminars to strengthen and bring the community closer together. At events, for example, members compete with each other in hikes, runs and obstacle races. All participants are later presented with a certificate and a gift in the form of a t-shirt or patch to strengthen the sense of community. The logo can be found on almost every product sold by the company to increase the recognition value of the company.

To keep the community connected and customers informed, as well as to attract new customers, Black Ops Coffee is present on several social channels. On the one hand, there is the company's website, which also serves as an online shop and through which the main business is conducted. On the other hand, the company is very active on the social media channels Instagram, Facebook and LinkedIn, where it regularly provides its community with information, new product presentations and also funny sayings on the subject of coffee.

It can be said that the company's greatest success in terms of social media presence can be seen on Instagram. The company has gained a huge number of followers there in the last few years, with almost 10,000 people now following the site. The interaction on Instagram is particularly good because the products are often linked when they are used, and the company is also often linked at events because people often wear this brand or have products from this brand with them. On Instagram, posts with funny sayings about coffee are particularly well received by customers, as are presentations of the new products. The slogans are often shared in the followers' stories, as many can identify with the texts and products there. This has created a large community that regularly communicates with each other, links to each other or promotes the new products and events of Black Ops Coffee. The company also strengthens the community with services such as the customisation of patches and shirts for various groups and clubs, for example, and offers a large portfolio of products. The company is also gaining more and more followers and supporters on Facebook and LinkedIn, even though the numbers are not comparable to those on Instagram. The company's main audience is definitely on Instagram. Because this is also where most of the interactions with followers occur. Despite the good interaction and the increasing number of followers, the owner of the social media pages is usually still the initiator instead of the moderator. This means that they have to get the conversation going and encourage people to share products and posts to increase their reach. The long-term goal is to serve as a moderator who guides and supports the conversations of the followers.

With the offer of a lifetime membership, the company offers clients an even greater opportunity to join and belong to the community. This unites the community and offers many advantages in terms of events, orders and special products that only these members receive. In addition, membership guarantees discounts with other manufacturers and suppliers.

Retail products from other brands are offered at very favourable prices with special discount codes in order to sell your own products. Especially if you want to buy a lot of products and often, a membership with the company is worthwhile. The basic idea behind this is the principle of amazon prime – where people also like to pay for additional benefits.

The aim of the company is to establish a so-called gamification system. In this system, playful elements are integrated into contexts, applications or processes in order to motivate participants and thus boost sales and increase reach. The company aims to achieve this by allowing people to earn credits at various events that lead to certain awards. For example, a certain number of credits can lead to a certificate, awards or an increase in rank. The customer segment of this company likes this and is therefore willing to give more and more and thus get more.

Conclusion ——— In summary, it can be said that a market entry can certainly succeed and be successfully expanded with the help of adapted marketing communication. Thanks to the borderless communication possibilities via social media and the lack of language barriers thanks

to google translator, expansion within Europe and also into Asian countries is possible relatively quickly. This can be achieved by using the social media channels well and moderating them constantly, occasionally also initiating them to keep the conversations going. Announcing and holding regular events can also be a good way of binding customers to a company or brand, as it strengthens cohesion and makes people feel connected to each other.

Of course, it is always difficult to start from scratch. The first followers and members are always particularly difficult to get, but time plays along and with enough effort and imagination you will soon see success. Steering and directing a community should also not be underestimated. Building a community is a complex marketing strategy in which the right communication method and timing is absolutely critical to success. Of course, it is difficult to adapt and maintain the existing marketing channels and structures – but the effort will be worth it, because the new decision-makers belong to the Y, Z and alpha generations. Their values, behaviours and desires are different from the others, because civilisation is advancing and you must adapt with it, otherwise you have no chance of staying in the market. According to Charles Darwin's survival of the fittest (note [8]): the one who adapts best survives – recognise the signs of the times and remain a worthy competitor on the market.

Poznámky | *Notes* ——— [1] Quote of Mark Zuckerberg, CEO of Facebook | [2] translate.google.com, 2022. [online]. [cit. 2022-4-8]. Available at: <https://translate.google.com/?hl=de> [3] deepl.com, 2022. [online]. [cit. 2022-4-8]. Available at: <https://www.deepl.com/translator> | [4] Tim „Mr. Future of Work" Salau, is the CEO, Co-Founder, and Executive Chairman of Guide, the experience group and collective that owns Big Black Tea; timsalau.com, 2022. [online]. [cit. 2022-4-8]. Available at: <https://www.timsalau.com/> | [5] wikipedia.org, 2022. [online]. [cit. 2022-4-8]. Available at: <https://en.wikipedia.org/wiki/Bitcoin#Term_%22HODL%22> | [6] wikipedia.org, 2022. [online]. [cit. 2022-4-8]. Available at: <https://en.wikipedia.org/wiki/Camel_Trophy> | [7] redbull.com, 2022. [online]. [cit. 2022-4-8]. Available at: <https://www.redbull.com/ch-de/live-events> | [8] Charles Darwin (1809-1882) was a British naturalist and is considered one of the most important scientists because of his significant contributions to the theory of evolution. In the sense of Darwinian evolutionary theory, survival of the fittest means the survival of the best adapted individuals.

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Résumé ——— **Vytváranie komunít: Spôsob vstupu na zahraničné trhy v roku 2022**
Pre spoločnosti je najvyššia priorita vždy predaj ich produktov a udržanie expanzie na trhu, aby boli konkurencieschopné. Existuje mnoho spôsobov, ako expandovať a objavovať nové trhy, ktoré by spoločnosti dokázali dlhodobo udržať. Marketingová komunikácia v rámci spoločnosti aj mimo nej je dôležitým spôsobom, ako to dosiahnuť. Komunity sú kľúčovým faktorom pre úspešné spoločnosti, pretože sú komunikačným mostom k ich (potenciálnym) zákazníkom a zamestnancom. Budovanie komunity môže byť jedným z prístupov k objavovaniu a vstupu na nové trhy.
Doteraz väčšina firiem komunikovala smerom k zákazníkovi ako monológ. Pri takomto prístupe k marketingovej komunikácii firma hovorí o svojom produkte a robí mu reklamu u zákazníka. Aby firmy nezaostávali a zostali konkurencieschopné, mali by zmeniť marketingovú komunikáciu na takzvaný multilóg. To znamená, že zákazníci a záujemcovia sa medzi sebou rozprávajú o produkte a spoločnosti. Spoločnosť slúži len ako iniciátor nových tém a ako moderátor. Takto sa dá vytvoriť komunita, ktorá buduje udržateľné vzťahy medzi cieľovou skupinou a firmou. Na rozdiel od masmédií je internet obzvlášť vhodný na dialóg, ale aj na multilóg. Komunikácia môže prebiehať všetkými smermi: medzi poskytovateľom a spotrebiteľom, medzi spotrebiteľom a poskytovateľom alebo priamo od jedného spotrebiteľa k druhému.
Hlavným cieľom tohto príspevku je identifikovať rôzne prístupy a platformy, ktoré môžu viesť k úspechu, a prekážky, ktoré môžu vzniknúť. Na záver uvedieme prípadovú štúdiu mladej spoločnosti, ktorá podobný prístup implementuje a je zatiaľ veľmi úspešná, ak sa pozrieme na jej obrat a počet zákazníkov.

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EXPANDING SALESPEOPLE SKILLSET BY ADDING VIRTUAL SELLING SKILLS

Fewer and fewer business meetings are happening in person. Online shopping, corona and proliferation of home office have shifted the center of gravity for sales faster from brick-and-mortar to virtual settings, regardless of whether the focus is individual clients or B2B customers. Being able to deal with various information and communication technologies is a foundation for becoming a successful salesperson in the virtual world.

Digitally skilled salespeople are expected to intentionally build their business acumen on social media – through LinkedIn profiles, expert posts, or blog contributions. Photos shall purport the image of an experienced professional rather than of a frivolous mannequin. Sales personnel succeeding in the digital environment uses publicly available sources (primarily social media again) to profile their business prospects and draft potentially appealing offers before approaching a client. Both salesperson's own credibility and prior customer knowledge are predicaments for making the unique impression during the initial virtual interaction (synchronous or asynchronous).

Developing a relationship through digital means is perhaps the most challenging part of approaching virtual clientele. Chitchat may turn a waste of time or loss of attention span. Compliments on situational elements may sound even cheaper than in face-to-face settings. Collateral incentives such drinks, dinners or invitations to events have usually no parallel. Samples need to be provided before or after the meeting unless we talk digital products and services. Follow ups are believed to be essential, although they can easily turn cold feet, as buyers may feel harassed by excessive chasing.

Buyers may prefer different communication platforms and may have very non-orthodox approach to cybersecurity. Some value their privacy and feel very uneasy about being recorded. Buyers get distracted by impulses on their side of the apparatus. Buyers may be misinformed or misled by their prior research. Online buyers may have a dire need to (re)verify the information provided through secondary resources.

Virtual sales are a different discipline. Gestures, mimics, voice, grooming, attire, and other sensual elements are less powerful and depend so much on transmission technology (on salesperson's side, on customer's side and on actual connection) and on situational elements beyond salesperson's control. Virtual sales require different materials to be prepared. Virtual product demos need to be tech savvy – visually appealing and easy on data connection. Efficiency of virtual meetings seems to be generally lower, and development of a deal is believed to take longer in comparison to in-person visits, requiring different rapport metrics to be employed.

Sharing one's pain is a way to cope with it. A job of a salesperson appears even more lonely in the online home-office world to what it does in traditional office or on-the-road settings. Feeding one common CRM platform, setting up ways for salespeople to exchange ideas, share tips on virtual communication and learning from each other becomes vital.

Virtual customers do not necessarily make a distinction between social media and virtual selling. Content and social media marketing are not the other side of virtual selling coin.

Transparency and visibility of the online world makes it even more vital for salespeople to be on the same boat with digital marketers. Perhaps, the discipline of virtual sales may help to tear down the wall between marketers and salesforce.

Résumé ——— **Rozšiřování dovedností prodejců s důrazem na schopnosti virtuálního prodeje**
V čase rozmachu práce z domova a online prodeje se stává pro prodejce stále podstatnějším osvojit si, resp. excelovat, ve využívání nástrojů a technik virtuální interakce se zákazníky. Příprava na obchodní schůzku, její realizace i následný follow-up a uzavření obchodního případu jsou ve virtuálním prostředí znatelně odlišnou disciplínou. Obchodní schůzka závisí i na dodatečných parametrech mimo kontrolu prodejce – technologické vybavenosti zákazníka, technické kvalitě spojení nebo situačních aspektech. Virtuální obchod stírá hranice mezi digitálním marketingem a virtuálním prodejem, přičemž marketéři i prodejci transparentně sdílí jeden online svět.

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ČEŠI A REKLAMA 2021

Česká marketingová společnost vydala tlačovú správu, ktorá obsahuje výsledky pravidelného prieskumu zameraného na postoje českej verejnosti k reklame. Z metodiky prieskumu vyplýva, že cieľovou skupinou bola online populácia Českej republiky vo veku nad 15 rokov, metódou zberu údajov bol CAWI Omnibus ppm factum, dáta sa zbierali v čase 17. 1. – 26. 1. 2022. Realizoval sa kvótový výber so stanovením kvót na pohlavie, vek, vzdelanie, veľkosť miesta bydliska a región. Vzorku tvorilo 1000 respondentov. Zadávateľom výskumu bola Česká marketingová spoločnosť (ČMS), POPAI CE a České sdružení pro značkové výrobky (ČSZV). Prieskum realizovala výskumná agentúra ppm factum research.

Autorka a zakladateľka výskumu Jitka Vysekalová, prezidentka ČMS sa k výskumu vyjadrila: „Výzkum probíhá pravidelně každoročně od roku 1993, v letošním roce proběhla již 39. vlna tohoto šetření. Od roku 2018 je šetření realizováno CAWI Omnibusem ppm factum. Základní výzkumné otázky zůstávají stejné, ale postupně zařazujeme aktuální témata odpovídající vývoji a významu reklamy nejen jako součásti marketingového mixu, ale i jako součásti našeho života a důležitého společenského jevu. V posledních dvou letech sledujeme, zda a jaký vliv má na vnímání reklamy složitá společenská situace související s restrikcemi v rámci pandemie covid-19." Ďalej pokračujeme v tlačovej správe.

Výzkum se zaměřuje na tato témata:
Postoje ke konkrétním nosičům reklamy
• Kde jsou lidé reklamou „přesyceni"? Ve kterých médiích je dle našeho názoru reklamy „příliš mnoho" a kde ještě zůstává „volný prostor"?
Společenská role reklamy
• Stala se pro nás reklama součástí moderního života? Je potřebná pro ekonomiku země, nebo pouze manipuluje lidmi a podporuje zbytečný konzum? Uvědomujeme si, že podporuje nezávislost médií a pomáhá při orientaci v nabídce zboží?
Role reklamy při nákupu
• Vyhledáváme zboží, které známe z reklamy, a přiznáváme nákup na základě reklamy? U jakého zboží nám hlavně při orientaci reklama pomáhá? Co se změnilo?
Požadavky na reklamu
• Jakou reklamu očekáváme, jaké na ni klademe požadavky? Mění se zásadním způsobem „nároky" Čechů na reklamu, nebo „trváme na svém"?
Postoje ke kontroverzním tématům v reklamě
• Existují „citlivé" oblasti či témata v reklamě? Jaké postoje zaujímají Češi k reklamě na cigarety, alkohol a volně prodejné léky? Je stále nejvíce požadován zákaz reklamy na cigarety a zůstává tolerance k reklamám na pivo? Jak je to s vnímáním erotických a sexuálních motivů v reklamě? Jsme stále tolerantní?
Segmentace dle postojů k reklamě
• Jak můžeme rozdělit populaci dle postojů k reklamě? Přibývá milovníků, nebo odpůrců reklamy?

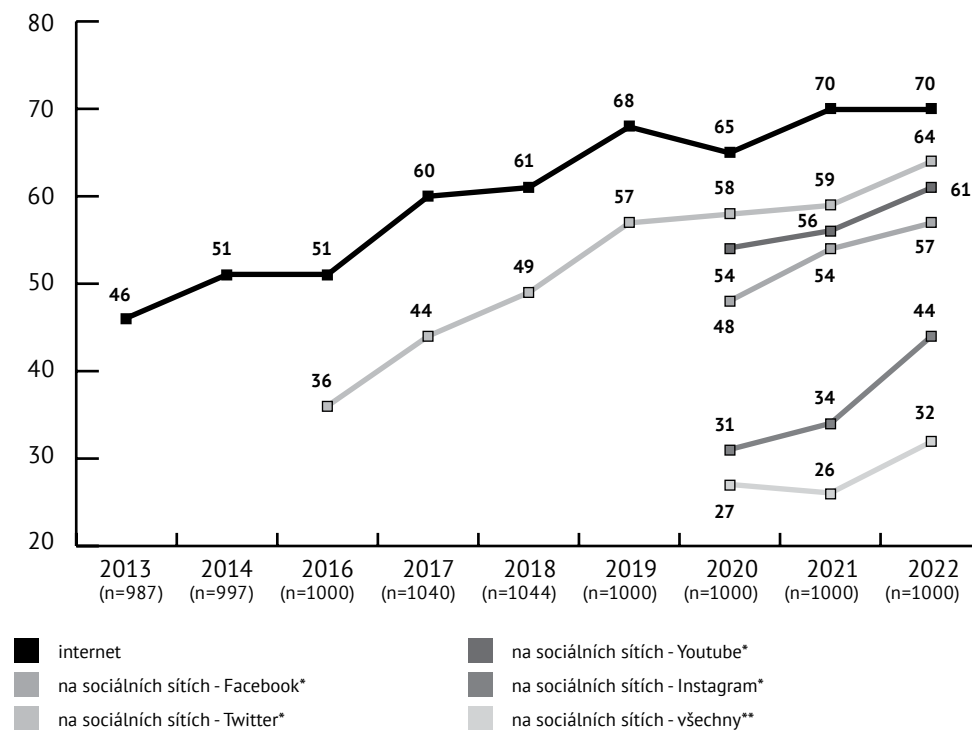**Podívejme se podrobněji na některé aktuální výsledky z ledna 2022**

• Kde jsou lidé reklamou nejvíce přesyceni?

REKLAMA V MÍSTĚ PRODEJE				
televizní obrazovky v místě prodeje	39	42	15	4
propagační rozhlas v obchodech	34	48	14	4
nabídky výrobků na propagačních stojanech	26	56	11	7
upoutávky v regálech a na pultech prodejen	25	59	10	7
ochutnávky/ prezentace na místě prodeje	16	40	16	28
NADLINKOVÁ REKLAMA				
Nova	73	17	9	2
Prima	65	21	11	3
ostatní TV	64	22	11	3
ČT	41	42	12	4
časopisy	41	39	16	4
noviny	38	41	17	4
rozhlas	37	40	20	3
REKLAMA NA INTERNETU				
internet	70	24	5	2
sociální sítě - YouTube	61	21	15	3
sociální sítě - Facebook	57	28	12	3
sociální sítě - Instagram	44	24	29	3
sociální sítě - Twitter	32	23	42	3
JINÁ REKLAMA				
letáky v poštovních schránkách	42	43	10	5
filmy a seriály (zvýrazněné používání)	40	43	14	3
písemné pozvánky do spotřeb. souteeží a lot.	30	40	42	6
VENKOVNÍ REKLAMA				
v historických centrech měst	36	38	22	4
plakáty, billboardy	42	44	11	4
na dopravních prostředcích (zvenku tramvaje)	30	53	12	5
v dopravních prostředcích (uvnitř tramvaje)	28	50	18	4

Intenzitu reklamy vnímají lidé stále především v komerčních televizích (Nova, Prima) i když ve srovnání s minulým rokem přesycenost poklesla. V této souvislosti je potřebné dodat, že přesycenost neznamená, že by reklama neovlivnila nákupní chování (třetina z těch, kteří přiznávají nákup na základě reklamy, uvádí jako zdroj informací právě televizi). Potenciálním místem pro umístění reklamy zůstává stále místo prodeje, i když i zde došlo ke zvýšení počtu těch, kteří vnímají množství reklamy jako příliš vysoké. Především došlo k nárůstu u televizních obrazovek a rozhlasu. Ale více ochutnávek a prezentací by stále přivítala více než čtvrtina populace (28%).
Lze předpokládat, že tyto postoje ovlivnila také zvýšená snaha obchodníků oslovit zákazníky po jejich „návratu" do obchodů po nedobrovolném „půstu".
Stále stoupá přesycenost reklamou na internetu a sociálních sítích, v posledním období především na Facebooku a Youtube.

PŘESÍCENÍ REKLAMOU: VÝVOJ JINÁ REKLAMA (DATA V %)

- internet
- na sociálních sítích - Facebook*
- na sociálních sítích - Twitter*
- na sociálních sítích - Youtube*
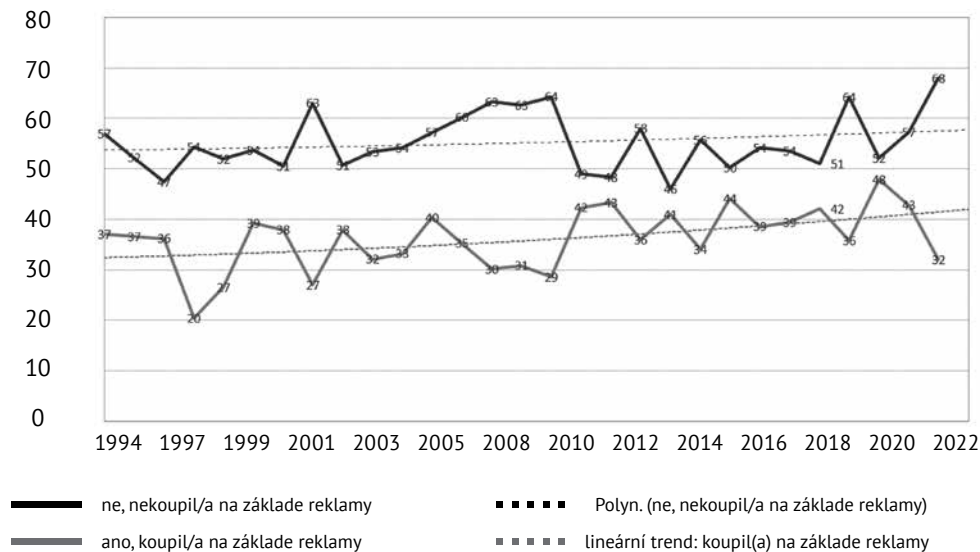- na sociálních sítích - Instagram*
- na sociálních sítích - všechny**

*položka nebyla v minulých vlnách zjišťována   **položka je od roku 2020 podrobněji diverzifikována
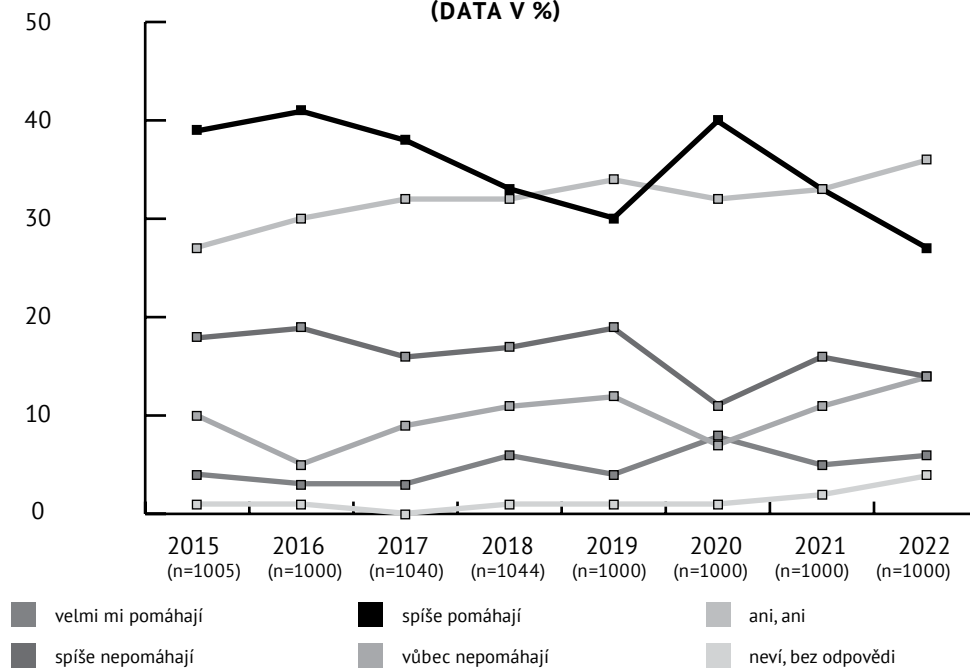
• Role reklamy při nákupu
David Říha z Katedry marketingu FPH VŠE Praha, která se na výzkumu podílí, uvádí: „*Podíl lidí, kteří přiznávají nákup na základě reklamy, již druhým rokem klesá. V minulém roce se snížil o 5% , v letošním roce o dalších 11%, takže nákup přiznává 32% dotázaných. Jde především o mladší věkové skupiny do třiceti let. V průběhu šetření se podíl těch, kteří nákup přiznávají, pohybuje v průměru mezi 30-40%. Nejčastěji vzpomínanou reklamou, která nákupní chování ovlivnila, jsou spoty prodejců potravin (např. řetězce Lidl, Tesco). Snížil se také podíl těch, kteří uvádějí, že informace z reklamy jim pomáhají při nákupu, především u odpovědí „reklama spíše pomáhá". Pokles pozorujeme poslední 2 roky. Za vítaný zdroj informací považuje v současné době reklamu 27% české populace.*"

NÁKUP NA ZÁKLADĚ REKLAMY: VÝVOJ
(DATA V %)

- ━━━ ne, nekoupil/a na základe reklamy
- ▪▪▪▪ Polyn. (ne, nekoupil/a na základe reklamy)
- ━━━ ano, koupil/a na základe reklamy
- ▪▪▪▪ lineární trend: koupil(a) na základe reklamy

DEKLAROVANÁ POMOC - VÝVOJ
(DATA V %)

- velmi mi pomáhají
- spíše pomáhají
- ani, ani
- spíše nepomáhají
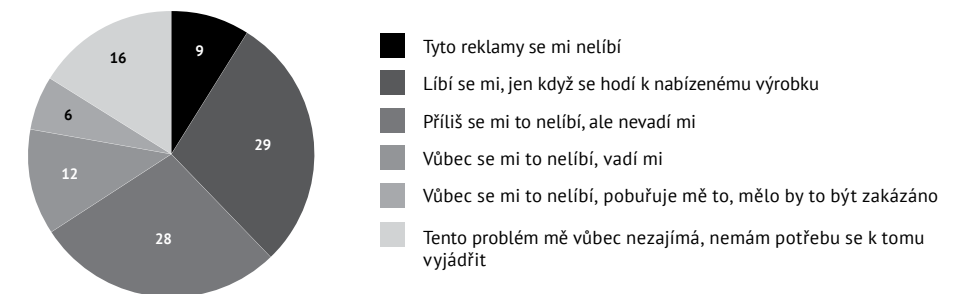- vůbec nepomáhají
- neví, bez odpovědi

Jitka Vysekalová tvrdí: „Stále platí, že přiznání nákupu na základě reklamy je nutné interpretovat v širších souvislostech. Musíme počítat s tím, že část populace nákup na základě reklamy „nepřizná", ať již proto, že si ovlivnění neuvědomuje nebo ho přiznat nechce. V minulých šetřeních jsme tuto skutečnost dávali do souvislosti s fenoménem „manipulace" obecně a vlastním nákupem, tedy „manipulace mnou samotným", kde byly zjištěny zřetelné rozdíly. Ty přetrvávají stále. Obecné vnímání manipulativní funkce reklamy je stále mnohem vyšší než skutečnost, kterou si uvědomujeme a přiznáváme při vlastním jednání."
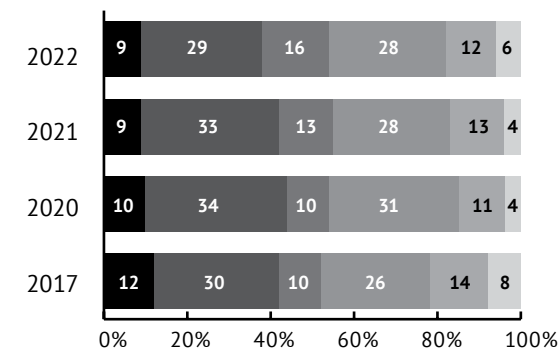
• Kontroverzní témata v reklamě
V rámci tohoto tématu sledujeme postoje k reklamě na tabákové výrobky, tvrdý alkohol, pivo, víno, volně prodejné léky a využívání erotických a sexuálních motivů.
Jak česká veřejnost vnímá erotické a sexuální motivy v reklamě? Jitka Vysekalová: „Jak vidíme z uvedených výsledků, nedošlo k podstatným změnám. Platí zjištění minulých výzkumů, že česká veřejnost je v tomto ohledu tolerantní a krajní postoj, tj. pobouření a vyžadování zákazu takové reklamy, vyjádřilo v letošním roce 6% dotázaných (v minulém roce to byla 4%). Část populace vyjadřuje negativní postoj, ale nevyžaduje zákaz. Muži jsou tolerantnější než ženy, častěji se jim reklamy líbí, především když odpovídají propagovanému výrobku."

VHODNOST POUŽÍVANÍ SEXUÁLNÍCH A EROTICKÝCH MOTIVŮ
(data v %, n=1000)

- ■ Tyto reklamy se mi nelíbí
- Líbí se mi, jen když se hodí k nabízenému výrobku
- Příliš se mi to nelíbí, ale nevadí mi
- Vůbec se mi to nelíbí, vadí mi
- Vůbec se mi to nelíbí, pobuřuje mě to, mělo by to být zakázáno
- Tento problém mě vůbec nezajímá, nemám potřebu se k tomu vyjádřit

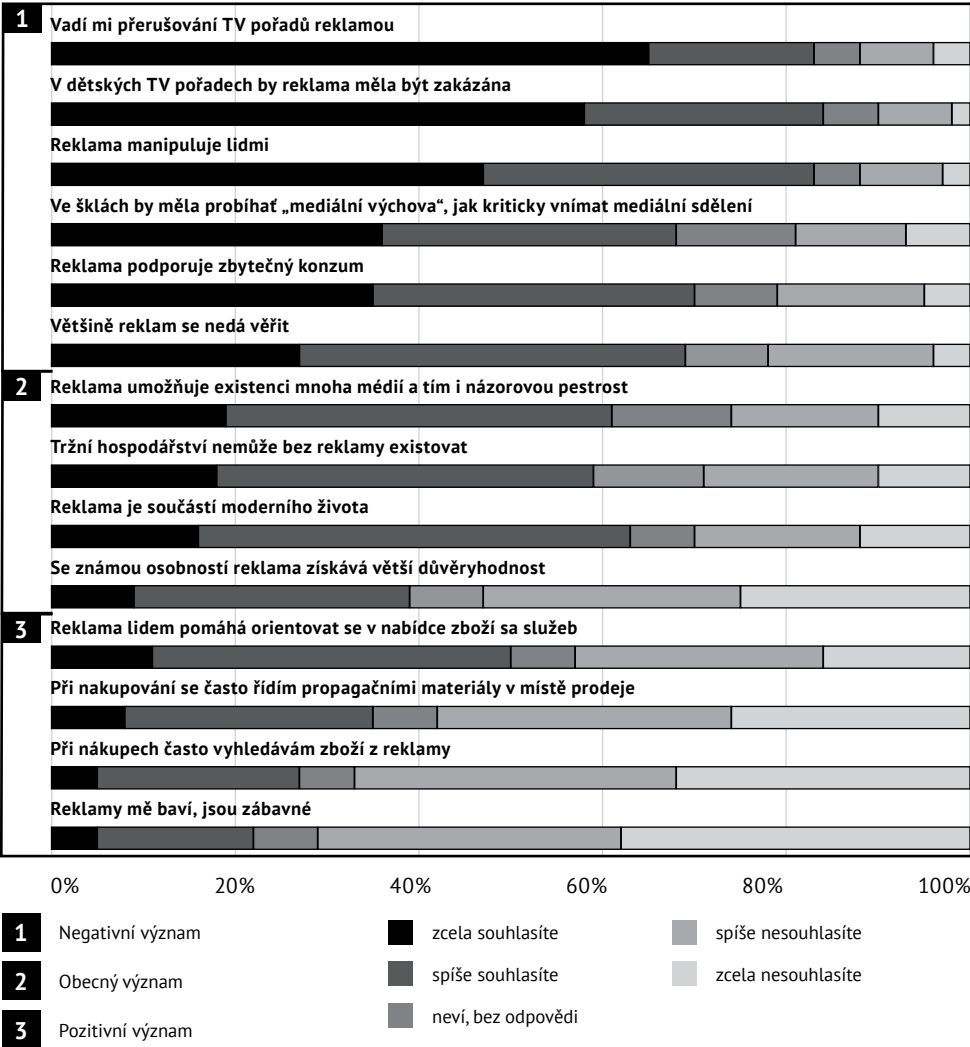## MEZIROČNÍ SROVNÁNÍ
(data v %)

DLE POHLAVÍ
(data v %)
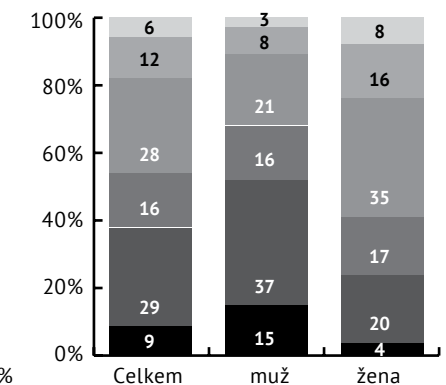
Stejně jako v minulých šetřeních jsou restriktivní postoje nejvýraznější u reklamy na cigarety, dále pak na tvrdý alkohol, přetrvává tolerantní postoj k reklamě na pivo, víno a volně prodejné léky.

• Osobní postoje k reklamě

Z dalšího přehledu je zřejmé, že celkově v populaci převládají negativní postoje k reklamě, na kterých se výrazně podílí reklama přerušující TV pořady, reklama zaměřená na děti a obecně postoj k manipulativní funkci reklamy. Jako pozitivní faktor je relativně nejčastěji uváděna její „poradenská funkce" při výběru zboží a více než polovina populace ji považuje za součást moderního života.

1 Negativní význam	■ zcela souhlasíte	▓ spíše nesouhlasíte
2 Obecný význam	▓ spíše souhlasíte	░ zcela nesouhlasíte
3 Pozitivní význam	▓ neví, bez odpovědi	

• Jaká by reklama měla být?

Otázka zněla: Každý člověk má svoje představy o reklamě, má na ni určité nároky. Co si myslíte Vy, jaká by reklama měla být, co Vy považujete za důležité? Dále je uvedena řada vlastností, které reklama může mít. Uveďte, zda je pro vás osobně tato vlastnost velmi důležitá, spíše důležitá, málo důležitá, vůbec není důležitá.

■ velmi důležitá	▓ neví	░ zcela nedůležitá
▓ spíše důležitá	▓ spíše nedůležitá	
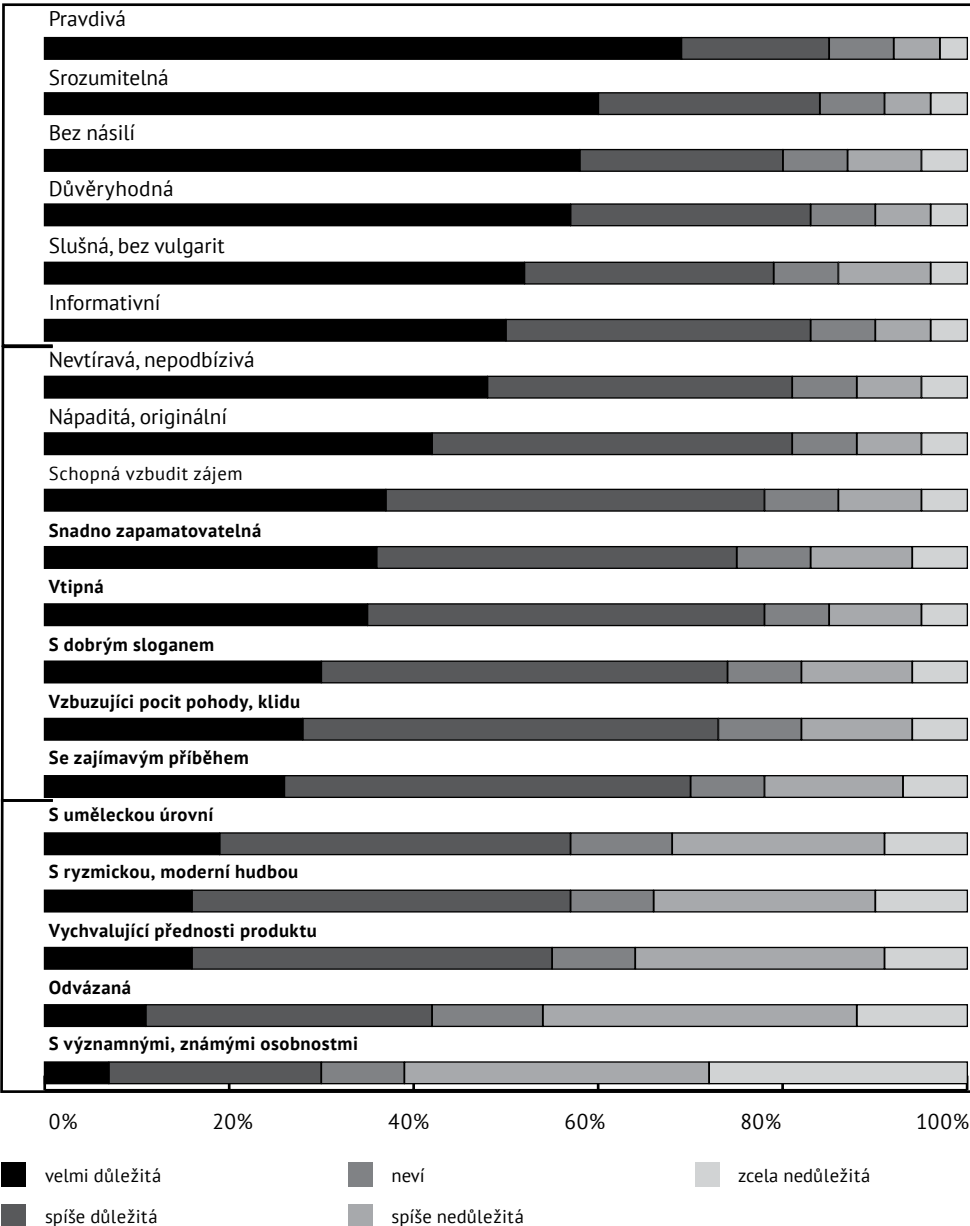
Z mnoha předchozích šetření je v zásadě známo, co lidé od reklamy očekávají. Přibližně v polovině 90. let minulého století se postoje k této problematice téměř stabilizovaly a od té doby docházelo jen k mírným výkyvům. Na prvních místech se dlouhodobě udržovaly požadavky, aby reklama poskytovala pravdivé a důvěryhodné informace podávané srozumitelnou formou. Poslední šetření potvrzuje zjištění z minulých období.
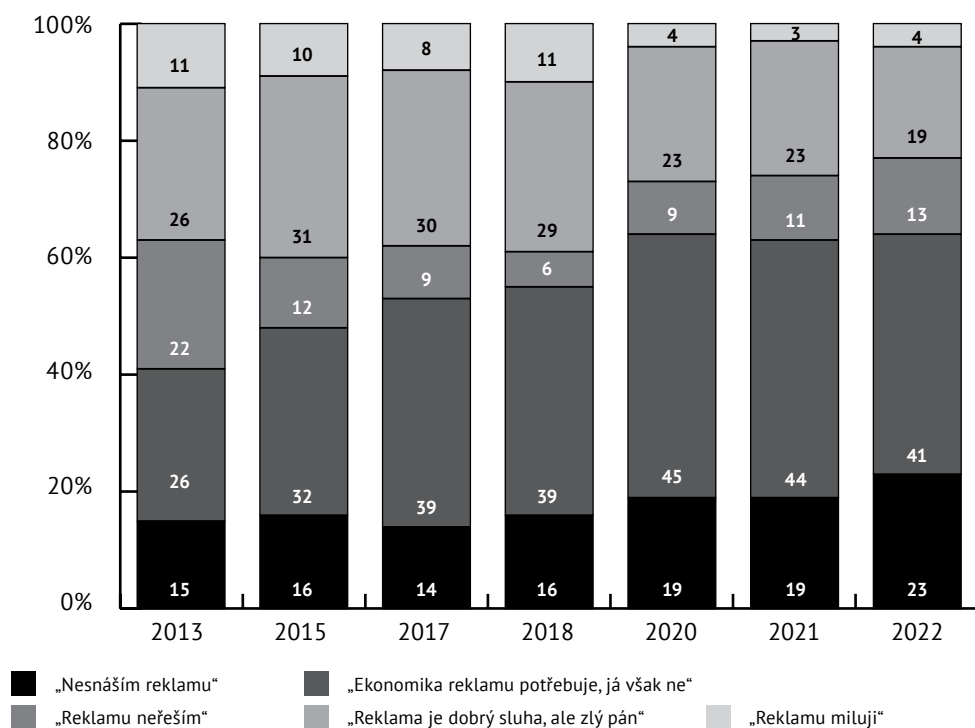
V požadavcích na reklamu stále dominuje slušnost, nevyužívání násilí, důvěryhodnost. Na 1. místě je po celou dobu našeho šetření pravdivost – jako „velmi nebo spíše důležitou ji v letošním roce uvádí 85% dotázaných", říká autorka výzkumu Jitka Vysekalová. Pro více než 50% dotázaných jsou velmi důležité tyto „vlastnosti", jejichž pořadí se od minulého roku nezměnilo:
pravdivost,
srozumitelnost,
bez násilí,
důvěryhodnost
slušná, bez vulgarit
informativnost, podává informace o produktu

• Můžeme udělat „přihrádky" na lidi podle postojů k reklamě?
Vojtěch Hündl (ppm) uvádí, že postoje k reklamě rozdělují českou populaci na 5 segmentů, ve kterých dochází v posledních letech ke změnám. Podíl lidí, kteří reklamu tolerují a uznávají její potřebnost pro ekonomiku, ale nepotřebují ji osobně, v letech 2013-2020 přibývalo. V posledních dvou letech sledujeme v této kategorii stagnaci. Postupně – i když pomalým tempem – přibývá těch, kteří „reklamu nesnášejí" (v roce 2013 to bylo 15%, letos již 23%).

SEGMENTACE DLE POSTOJŮ K REKLAMĚ

	2013	2015	2017	2018	2020	2021	2022
„Reklamu miluji"	11	10	8	11	4	3	4
„Reklama je dobrý sluha, ale zlý pán"	26	31	30	29	23	23	19
„Reklamu neřeším"	22	12	9	6	9	11	13
„Ekonomika reklamu potřebuje, já však ne"	26	32	39	39	45	44	41
„Nesnáším reklamu"	15	16	14	16	19	19	23

■ „Nesnáším reklamu" ■ „Ekonomika reklamu potřebuje, já však ne"
■ „Reklamu neřeším" ■ „Reklama je dobrý sluha, ale zlý pán" ▫ „Reklamu miluji"

Jednotlivé segmenty jsou charakterizovány na základě postojů k množství reklamy v jednotlivých médiích deklarované pomocí reklamy při nákupním rozhodování, „přiznání" nákupu na základě reklamy, negativních či pozitivních postojů k jednotlivým zkoumaným aspektům reklamy, postoje ke kontroverzním či citlivým tématům, názory na zábavnost a důvěryhodnost reklamy a dalších faktů zjištěných z tohoto výzkumu.

I když se postoje respondentů k reklamě mění a jsou stále kritičtější, reklama je součástí našeho života a informace o ní jsou potřebné pro adekvátní rozhodování. Současný spotřebitel má k dispozici mnoho informačních zdrojů a reklama je jedním z nich. I proto má pro poznání tohoto jevu smysl dlouhodobý výzkum, jehož výsledky každoročně předkládáme již od roku 1993.
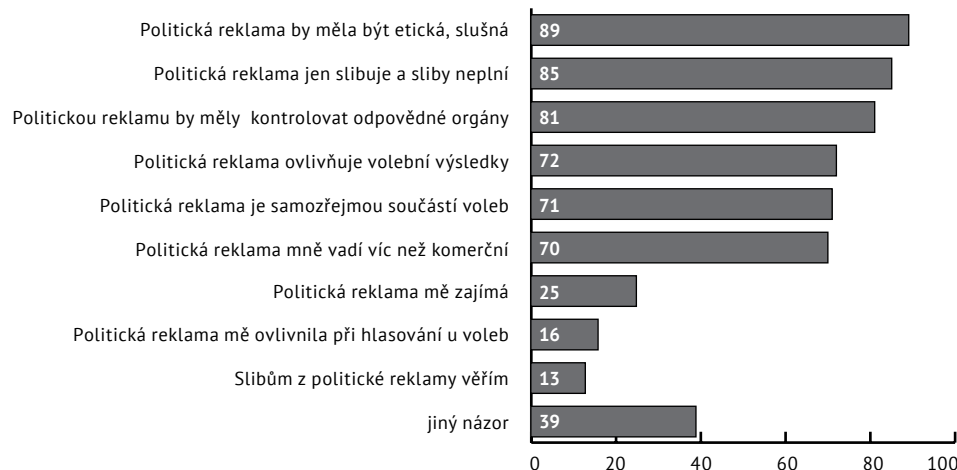
JAK VIDÍ ČEŠI POLITICKOU REKLAMU?

Česká marketingová společnost zaradila do tohtoročného pravidelného prieskumu zameraného na postoje českej verejnosti k reklame nové otázky týkajúce sa postojov českej verejnosti k politickej reklame. Výsledky je možné považovať za reprezentatívne. Metodika prieskumu je uvedená v predchádzajúcom príspevku „Češi a reklama 2022" Ďalej pokračujeme v tlačovej správe.

Víme, že lidé obecně očekávají od reklamy pravdivé, důvěryhodné a srozumitelné informace a vadí jim hrubost, příp. násilí. Jak je to s politickou reklamou?

I zde naprostá většina populace, hlavně starší věková skupina, očekává etickou, slušnou reklamu, ale skutečnost vidí tak, že tato reklama jen slibuje a sliby neplní. I když téměř ¾ populace považuje politickou reklamu za samozřejmou součást voleb, cca stejnému procentu vadí více než reklama komerční. Za součást moderního života považuje reklamu obecně 63% dotázaných. Slibům z politické reklamy věří jen 13% dotázaných a ovlivnění u voleb uvádí 16% populace, častěji muži a ti, kteří reklamu obecně mají rádi. Kontrolu politické reklamy odpovědnými orgány požaduje 83% žen a 77% mužů.

VLIV REKLAMY NA VOLBY, POLITIKU - SOUHLAS S VÝROKEM
(n=1000, data v %)

Výrok	%
Politická reklama by měla být etická, slušná	89
Politická reklama jen slibuje a sliby neplní	85
Politickou reklamu by měly kontrolovat odpovědné orgány	81
Politická reklama ovlivňuje volební výsledky	72
Politická reklama je samozřejmou součástí voleb	71
Politická reklama mně vadí víc než komerční	70
Politická reklama mě zajímá	25
Politická reklama mě ovlivnila při hlasování u voleb	16
Slibům z politické reklamy věřím	13
jiný názor	39

Spontánně respondenti uváděli: „je lživá, klamavá, nelíbí se mi, je zbytečná, neměla by být, nevěřím jí apod. Jen sporadicky se objevil názor, že jde o součást voleb, že nevadí či že je důležitá".

Zákon o regulaci reklamy se prakticky politické reklamě nevěnuje, je zaměřen na reklamu podnikajících subjektů. Upravuje jen situace, v nichž by někdo svou reklamou napadal něčí politické přesvědčení, a stanovuje zákaz šíření anonymních oznámení týkajících se voleb v době od jejich vyhlášení do ukončení hlasování. Volební zákon o volbách do Parlamentu České republiky pak v rámci etických požadavků stanovuje, že volební kampaň musí probíhat čestně a poctivě. O kandidátech, kandidátkách a politických stranách nebo koalicích zejména nesmějí být zveřejňovány nepravdivé údaje. Skutečnost všichni známe.

Otázkou také zůstává, jak neomezit „svobodu politické soutěže", ale zároveň bránit tomu, aby se v politickém boji využívaly dezinformace a lži, jak se postavit k neetickým prvkům, které vadí většině lidí. Na politickou reklamu se v poslední době zaměřuje i Evropská Unie. Evropská komise připravuje návrh nové legislativy a reaguje i na rizika, která vznikají v on-line prostoru. Uvidíme, co to přinese.

DICTIONARY OF USEFUL

MARKETING TERMS

M

Master of Arts (MA) | *MA, magisterský titul* ——— How long does it take to earn an MA degree? *Ako dlho trvá získanie magisterského titulu?*

Master of Business Administration (MBA) | *MBA titul* ——— John received his MBA from the prestigious Harvard Business School. | *John získal titul MBA na prestížnej Harvard Business School.*

match | *zhoda, zhodovať sa, vyrovnať sa* ——— It could be difficult to match the service this airline gives its customers. | *Môže byť ťažké vyrovnať sa so službami, ktoré táto letecká spoločnosť poskytuje svojim zákazníkom.*

matched samples | *zhodné, zodpovedajúce vzorky* ——— Matched samples are those in which each member of a sample is matched with a corresponding member in every other sample by reference to qualities other than those immediately under investigation. | *Zodpovedajúce vzorky sú tie, v ktorých je každý člen vzorky spárovaný so zodpovedajúcim členom v každej inej vzorke s odkazom na vlastnosti iné ako tie, ktoré sa bezprostredne skúmajú.*

material | *materiál, surovina* ——— Prices of goods are governed by the cost of the raw materials, as well as by the cost of production and distribution. | *Ceny tovaru sa riadia cenou surovín, ako aj nákladmi na výrobu a distribúciu.*

materialism | *materializmus* ——— He is a materialistic person, very career-oriented, with a large ego. | *Je to materialistický človek, veľmi orientovaný na kariéru, s veľkým egom.*

matrix | *matica* ——— The bottom row of the matrix indicates lead times for starting activities in order to complete the stage by the date scheduled. | *Spodný riadok matice uvádza časy na začatie aktivít, aby sa etapa dokončila do naplánovaného dátumu.*

matrix structure | *maticová štruktúra* ——— Matrix structure is an arrangement within a company where employees are responsible to two or more managers, often in different departments. | *Maticová štruktúra je usporiadanie v rámci spoločnosti, kde sú zamestnanci zodpovední dvom alebo viacerým manažérom, často v rôznych oddeleniach.*

mature | *zrelý, vyspelý, rozvíjať sa* ——— Many emerging markets have outpaced more mature markets. | *Mnohé rozvíjajúce sa trhy predbehli vyspelejšie trhy.*

maturity | *zrelosť* ——— The maturity stage in the product life cycle means that sales peak. | *Fáza zrelosti v životnom cykle produktu znamená vrchol predaja.*

maturity date | *dátum splatnosti* ——— This could affect the value of all policies, regardless of maturity date. | *To by mohlo ovplyvniť hodnotu všetkých poistných zmlúv bez ohľadu na dátum splatnosti.*

maximization | *maximalizácia* ——— The company needs a more balanced form of development, and not simple maximization of economic gain. | *Spoločnosť potrebuje vyváženejšiu formu rozvoja a nie jednoduchú maximalizáciu ekonomického zisku.*

maximize | *maximalizovať* ——— Some airlines have cancelled less popular routes in an effort to maximize profits. | *Niektoré letecké spoločnosti v snahe maximalizovať zisk zrušili menej obľúbené trasy.*

maximum | *maximum, najviac* ——— With this insurance policy there is a maximum payout of EUR 25,000. | *Pri tomto poistení činí vyplatená čiastka maximálne 25 000 EUR.*

MB (Megabyte) | *megabajt* ——— Do you want to store a megabyte, a gigabyte, or a terabyte? No problem, there are a lot of great technologies available. | *Chcete uložiť megabajt , gigabajt alebo terabajt? Žiadny problém, k dispozícii je množstvo skvelých technológií.*

MBO (Management by objectives) | *MBO (Riadenie podľa cieľov)* ——— Management by objectives (MBO) is a strategic management model that aims to improve the performance of an organization by clearly defining objectives that are agreed to by both management and employees. | *Riadenie podľa cieľov (MBO) je model strategického riadenia, ktorého cieľom je zlepšiť výkonnosť organizácie jasným definovaním cieľov, s ktorými súhlasí vedenie aj zamestnanci.*

MBWA (Management by walking around) | *MBWA* ——— MBWA basically refers to managers spending some part of their time listening to problems and ideas of their staff, while going around an office or plant. | *MBWA v podstate označuje manažérov, ktorí trávia určitú časť svojho času počúvaním problémov a nápadov svojich zamestnancov, zatiaľ čo chodia po kanceláriách alebo prevádzkach.*

MD (Managing Director) | *výkonný riaditeľ, konateľ* ——— Dissatisfied customers took their complaint directly to the MD. | *Nespokojní zákazníci sa sťažovali priamo u výkonného riaditeľa.*

mean (n, adj) | *znamenať, myslieť, lakomý, úbohý, priemerný* ——— Do you know what this expression means? | *Viete, čo tento výraz znamená?*

means | *spôsob, prostriedky* ——— The company needs to use every means at its disposal. | *Spoločnosť musí využiť všetky prostriedky, ktoré má k dispozícii.*

means test | *zisťovanie majetkových pomerov* ——— He has made proposals for means tests for low income clients. | *Navrhol zistiť majetkové pomery u klientov s nízkym príjmom.*

mechanic | *mechanik* ——— Buying that second-hand car without having it checked by a mechanic first cost us a lot of money. | *Kúpa toho ojazdeného auta bez toho, aby sme ho najprv skontrolovali mechanikom, nás stála veľa peňazí.*

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