

**An Analysis of the Consumer Behaviour Differences and the Key
Macroeconomic Indicators of Select European Countries as the Basis
of an Export Marketing Strategy for ETA a.s.**

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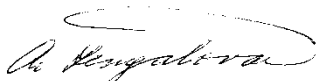
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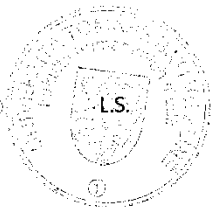
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ABSTRAKT

Cílem této bakalářské práce je provést analýzu rozdílů spotřebitelského chování zákazníků společnosti ETA ve vybraných evropských zemích a klíčových makroekonomických ukazatelů v těchto zemích a na základě těchto údajů vytvořit návrh exportní marketingové strategie pro společnost ETA. Tato práce je rozdělena na dvě části – teoretickou a praktickou. Teoretická část je zaměřena na informace týkající se marketingu a speciálně pak mezinárodního marketingu, dále obsahuje informace týkající se evropského trhu, chování zákazníka a makroekonomických ukazatelů. V praktické části je provedena analýza makroekonomického prostředí vybraných evropských zemí a analýza klíčových makroekonomických ukazatelů těchto zemí. Následně je provedeno dotazníkové šetření týkající se chování zákazníka. Na základě takto získaných údajů je vytvořen návrh exportní marketingové strategie pro společnost ETA.

Klíčová slova: marketing, evropský trh, chování zákazníka, makroekonomické prostředí, klíčové makroekonomické ukazatele

ABSTRACT

The aim of this Bachelor's Thesis is to perform an analysis of the consumer behaviour differences and the key macroeconomic indicators of select European countries and on the basis of these data create a suggestion of an export marketing strategy for ETA. This thesis is divided into two parts – theoretical and practical. The theoretical part is focused on information concerning marketing and especially international marketing, European market, consumer behaviour and macroeconomic indicators. In the practical part, the analysis of the key macroeconomic indicators of these countries is performed. Subsequently, research via questionnaires oriented on consumer behaviour is conducted. On the basis of acquired results, a suggestion of export marketing strategy for ETA is proposed.

Keywords: marketing, European market, consumer behaviour, macroeconomic environment, key macroeconomic indicators

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“When everybody is speaking about impossibilities, search for possibilities.”

-Tomáš Baťa-

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INTRODUCTION

The goal of this thesis is to analyse consumer behaviour differences of select European countries and the influence of the key macroeconomic indicators on their decisions. On the basis of these facts, an export marketing strategy for ETA will be proposed.

The thesis is divided into two parts – theoretical and practical. The first chapter of the theoretical part includes information about marketing, international marketing, a marketing strategy and a marketing mix which are related. The purpose of marketing is to create a value for customers and to build relationships which will be favourable for both sides. In connection, international marketing applies this idea to foreign markets. International marketing relates to the marketing strategy and the marketing mix which help marketers to understand consumers from a selected country better and to create a value for them.

Since selected markets for the purpose of the analysis are the constituents of the European market, the second chapter draws attention to the European market. Nowadays, people live in a globalized world where countries are interconnected. Therefore, European social, legal and cultural environments need to be considered when starting a business in Europe. Nonetheless, the differences among individual countries and regions have to be taken into account as well.

As a follow-up to the European market, consumer behaviour will be examined in the third chapter. As a result of globalization, which is stated above, consumer behaviour has undergone a significant change and therefore, when going international, marketers have to discover behaviour of consumers in the specific country, which helps them to create the effective marketing strategy.

In the fourth chapter, macroeconomics in general and subsequently also macroeconomic environment, which consists of social, economic, technological and political environments and which needs to be considered while preparing the marketing strategy as well, are described. Further, the key macroeconomic indicators will be defined. Finally, in the fifth chapter the theory about survey research and its types will be mentioned.

In the practical part, the key macroeconomic indicators of select European countries and the key factors which influence behaviour of consumers looking for domestic appliances in these countries will be researched. These factors will be discovered with the help of questionnaires. All of the data acquired will be interconnected and a proposal of the export marketing strategy for the company will be created.

I. THEORY

1 MARKETING

According to Kotler and Armstrong (2014, 24-27) the purpose of marketing is to establish a relationship between marketers and customers in which a customer gains certain value and a marketer acquires certain value from a customer as well. The key of successful marketing is to build a strong relationship between the customer and the marketer. It is necessary to provide a high-quality value to obtain new customers as well as to preserve and broaden the current value to preserve current customers and keep them satisfied.

Nowadays, marketing is not anymore concerned only with a product, but also thoughts and their influence on public society when appealing to their desirable political, social or ecological behaviour. (Zamazalová 2010, 7) As Kotler and Armstrong (2014, 24-27) claim, marketing surrounds people everywhere. Well-known traditional forms can be found in a shopping mall, on television, magazines, or in the form of letters. Nevertheless, the form of marketing has significantly changed during last few years and marketing nowadays appeals to the emotions of customers so they start to live the brand. It can be found anywhere.

As mentioned above, marketing does not occupy only with advertisements and sales of products, those are specific parts of a marketing mix. The marketing mix is a set of marketing instruments which help a company to influence its surroundings and which help the company to achieve its goals. (Zamazalová 2010, 8) According to Kotler and Armstrong (2014, 24-27), parts of the marketing mix complement each other to provide customers' satisfaction and create relationships with customers. The purpose of marketing is to provide customers with what they need. The marketer is supposed to provide understanding for customers' needs, to deliver a high customer value, to set a reasonable price, to provide sufficient distribution and to promote products efficiently – if these terms are fulfilled, it is possible to sell products successfully. What is more, as Světlík (2001, 43) notes, efficient marketing needs to react to changing culture and marketing itself is simultaneously one of the factors which have an influence on culture.

1.1 INTERNATIONAL MARKETING

On the grounds of international trade, international marketing has become essential for many companies. There are two main reasons. Firstly, the international trade has become more liberal and secondly, international activities need to be better controlled and understood. (Machková 1998, 1-2)

As Světlík (2003, 34-36) claims, international marketing directly relates to the cultural environment of a country. A culture of a country consists of many different components as

language, social groups, education, laws, politics and economy, a material culture, values and opinions and religion of a country. According to Machková (1998, 1-2), international marketing is based on the assumption that buying behaviour of consumers is influenced not only by the culture in which they live but also by the way of usage of a product. What is more, it has direct impact on the parts of the marketing mix which are applied by a company. If there is an interest to become successful in the united market, there is the necessity to know specific cultural characteristics of other nations and their cultures. The reason is that a marketing strategy can be successful only when marketers know how target customers are going to perceive their product and how are they going to use it. Cultural differences of citizens are often a decisive factor in a successful advertising campaign.

1.1.1 Reasons for International Activities

Different companies may have various reasons to become involved in international activities. These reasons can be:

- need of a new sales area
- an effort to increase their volume of production
- an effort to gain the immediate presence at the international market
- an effort to prolong a cycle of a lifetime of products
- a vision of cooperating with an international and powerful company
- an effort to access top-level technologies (Machková 1998, 1-2)

Among other reasons can be:

- the necessity for involvement in a new market which cannot be found in their home country
- overfull markets in their home country
- entry to a new market can be a reaction to the increased competition
- expenditures of development of a new product should be considered – the price is high and therefore it is often necessary to become a part of an international network
- international sales often relate to higher turnover and the money derived from higher turnover can be used for research of a new product and, consequently, its development – in the end, the company acquires competitive advantage
- there is a possibility that less competitors will be found in another country
- if demand in one country decreases, it could possibly increase in another countries

- development of a new agreement among two nations which leads to a new potential import market of a country
- markets which were not accessible to import before could be opened
- customers in other markets could be more affluent than customers in the home country of a company (Bennett and Blythe 2002, 8-10)

It is often essential for a company to start being global once new companies start to enter its home market. Regarding the business environment, the world has become smaller and local people have started to look for foreign suppliers, if they are available. During the last few decades, it has become easier to enter a foreign market than before. The internet plays a great role in simplifying the entry to a foreign market. As for fax and telephone facilities to cross-border countries, the options have become much better than in the past. Travelling among foreign countries has become much easier as well. It is possible to go to a certain country for an examination of a foreign market, to choose the best location for company's business and to control its activities in the foreign markets. What is more, firms which are necessary for international business such as advertising agencies, companies engaged in market research and others have become international as well. (Bennett and Blythe 2002, 8-10) Nevertheless, as Machková (2010, 40) states, companies which tend to become international need to adapt to various market surroundings and cultures, differences among manners of consumers, differences in their way of shopping and further factors, which can cause a modification of their marketing strategies. In other words, a company needs to accommodate to the circumstances of a target market and it has to understand its particulars.

1.2 MARKETING STRATEGY

Armstrong and Kotler (2015, 76) claim that marketing strategy of a company gives a definition of the company's goals and aims. Customers are a core of the marketing strategy. The main aim of the company is to invent a value for customers and to build strong relationships with them which will be beneficial for both sides. The company needs to decide which customers will be targeted and in which way. First of all, market as a whole is identified. Further, it is divided into smaller divisions from which those which are most likely to bring profit are chosen. Afterwards, the company tries to satisfy needs and wants of these customers.

While preparing the marketing strategy, the most important questions are who will be their customers and how will the company satisfy their wants and needs. After answering these

questions, company constructs a marketing mix which consists of elements which are controlled by the company. These are product, price, place and promotion. On the basis of the marketing mix the company creates the value for customers. When the company strives for the most efficient marketing strategy, it employs analysis, plans, implements and controls. With the help of these, the company observes the marketing environment and its participants and forces. (Armstrong and Kotler 2015, 76)

1.3 MARKETING MIX

A marketing mix is a set of tools by which a company can influence its surroundings and which can help a company to achieve its goals. (Zamazalová 2010, 6) As mentioned above and as Světlík (2001, 57-77) states, local specific conditions given by cultural differences of countries and areas have been increasingly taken into consideration. Differences in packaging, services connected to selling a product or advertisement campaigns created by needs and trends of local markets have become essential. These factors have influence on distribution of products, locations of their selling and price strategies of individual countries of the European Union.

1.3.1 Product

As for marketing, product does not represent only tangible goods. Marketing product represents also services and thoughts. These services and thoughts serve to market exchange and they are used to fulfil human needs or wishes. Product is created by many components as packaging, brand, quality, style, guarantee, service, terms of delivery and, what is more, environment in which the service or a product is offered et cetera. (Světlík 2001, 57-77)

1.3.2 Place = Distribution

Zamazalová (2010, 225) claims that distribution is an important part of the marketing mix. It occupies with a process of delivering products from a producer to a consumer. Světlík (2001, 57-77) describes distribution as a decision to whom and where should products be sold as well as the way of its selling process. Moreover, a product should be sold at the right place and in the right time. A place where product should be sold is one of the key features which influences its price, packaging, offered services and product as a whole.

1.3.3 Price

Světlík (2001, 57-77) describes price as an amount of money paid by customer for a concrete product or a service. Price determines which outcomes a company has on a market. It is the

only part of the marketing mix, which brings profits to a company. Price is dependent on a concrete country and its culture. Economic situation is essential as well. Simultaneously, expenses given to production of a product, breadth and structure of demand, legislative in a concrete country, local competition, changes of currency rate and other are taken into consideration.

1.3.4 Promotion

Promotion in marketing is an activity which informs and convinces customers to purchase a product and it influences their behaviour as well. It is also known as marketing communications. By means of promotion, information about a product are exchanged between marketers and recipients of a message. Promotion can be divided into four basic forms, in other words 4Ps, also known as a communication mix. These are advertisement, sales promotion, public relations and personal sale. (Světlík 2001, 57-77) Individual parts of communication mix do not need to coexist together. More accurately, if an advertisement concentrates on the quality of a product, it does not necessarily mean that sales promotion will be oriented in the same way. On the contrary, sales promotion can be directed at price. (Eagle 2015, 2)

2 EUROPEAN MARKET

During the last decades, Europe has undergone dramatic changes. As Světlík (2001, 57-59) mentions, integration in the Western Europe has been increasing as a result of formation of the European Union. Affairs of the late 20th century highly influenced European market. Communism ideology ended in 80's and it had a great influence on economy of Central and Eastern Europe. Barriers which prevented free trade and goods, services, workforce and capital movement were removed. Consequently, one united market which is represented by more than 370 million consumers was created. Following removal of these barriers has created one of the biggest world markets as for a power influenced by high purchasing power of customers and huge industrial potential. Nevertheless, the European Union market is very specific because of the deepening integrational processes. It is characterized by global, multinational, national and regional characteristics. It is impossible to generalize the consumer behaviour of European citizens. Even though the barriers of a free market disappeared, long-lasting cultural barriers still remain. Although marketing strategies should be created by European standard, its realization needs to take into consideration national and regional differences.

Světlík (2001, 57-59) also explains that various companies choose various strategies. Some choose to follow global European strategy and others prefer different attitude which highlights local rarity and its differentiation. When a company needs to decide whether to go global or stay local, intercultural aspects of the marketing mix need to be taken into consideration.

2.1 Economic Environment of the European Union

Even though there are many enterprises which operate only on the ground of the Czech Republic, these enterprises are still influenced by European market and its environment. Therefore, even small enterprises which operate only in our country will be influenced not only by changes in our country but also changes in European and global economic situation. Every country is dependent on other states not only politically but also by general economic situation in the world. It applies even more when a country is a part of some block of countries, in our case the European Union. National market than becomes international and national economic environment becomes a part of European economic environment. (Světlík 2001, 57-59)

2.2 Social Environment of the European Union

Social environment is one of essential parts of successful integration of countries and its enterprises. Social environment concentrates on security of life and work conditions of people, mostly equal opportunities to work, occupational safety and health protection as well as other working conditions. It is inspired by European Social Charter which was signed by member countries and even though it is not obligatory, member countries made a commitment to obey it and harmonize social policy. Among proclaimed main principles of social policy belong:

- Freedom of a movement
- A reward for performed work
- Right to improve life and social conditions
- Right for social and health security
- Right to be informed by an employer and right to act collectively
- Right to educate oneself
- Equal rights for men and women (Světlík 2003, 17-25)

2.3 Legal Environment of the European Union

The performance of institutions of the European Union need to be in accordance with the legal standards, regulations and rules. Nevertheless, these regulations have different importance for member countries and its institutions and it has its own hierarchy. (Světlík 2003, 17-25)

2.4 Cultural Environment of the European Union

Culture of the European Union countries is influenced by globalization which means that even though Europe has become more integrated in the means of values, wishes and lifestyle and differences among markets have become smaller, differences between nations, regions and ethnic minorities remain and, what is more, they have become sometimes even more significant. Therefore, it is necessary to not only know foreign languages but it is also important to know mentality and culture of inhabitants of a certain country. Therefore, when company wants to enter a new market, it is necessary to get to know cultural differences among specific European countries, to seek for cultural details, which will allow a company to apply its marketing strategy. This type of marketing is defined as the Intercultural marketing which is mentioned above. (Světlík 2003, 17-25)

3 CONSUMER BEHAVIOUR

The definition of consumer behaviour relates to the behaviour of consumers while purchasing commodities and using services. Consumer behaviour can be observed through the whole range of age groups and social classes. Consumer behaviour regards children as well as adults, cleaning lady deciding which vacuum cleaner to purchase as well as CEOs deciding which properties they are going to invest in and others. The subjects of consumer behaviour can be tinned tomatoes to cosmetics as well as autocracy, jazz music, and, what is more, people also (for instance, the poster of a famous pop star). The importance of the concept of consumer behaviour has increased in marketing as well as in the social sciences. The reason is the growth of day-to-day consumption, arrangement of our everyday lives, change in our identities, political and economic changes, as well as globalization in which culture of customers deepens, although in new ways, all over the world. Although there are many advantages of deeper consumer culture, it is not always perceived positively by social critics and, what is more, customers. Since consumption has involved our lives on a global scale, it has started to influence all aspects of our lives. (Solomon et. al 2010, 6)

3.1 Consumer Research

When researching the consumer behaviour, it is necessary to take into consideration the variety of characters of people, their wants and needs and different preferences in different segments of market as well. To understand consumers thoroughly, it is necessary to employ certain processes and tools in the consumer research. Consumer research is a type of market research. It is used to create understanding between marketers and consumers. Marketers use it to examine opportunities on a market in-depth as well as to decide which step to continue with. It also helps to measure the effectivity of marketing strategies used. Within the marketing research, general information is defined, the way and process of gathering information is determined, outcomes are analysed and conclusions are presented to marketers. (Schiffman and Wisenblit 2015, 33)

3.2 Aspects Affecting Consumer Behaviour

Solomon at. al (2010, 4-5) describe some general aspects of consumer behaviour which are usually employed to define behaviour of consumers in general.

3.2.1 Demographical and Psychological aspects

Demographical aspects: purchases are influenced by the age of a consumer, by the fact if it is a women or a man, by salary of a person or by employment. (Solomon et. al 2010, 4-5)

Psychological aspects: when examining the psychological aspects, examiners pay sufficient attention to the observation of what clothes or music does consumer like, where and how does person spend free time and others. These interests and activities express way of living, characteristics and preferences of a person. (Solomon et. al 2010, 4-5)

These aspects are vital for marketers to come up with a good marketing strategy. Knowing these facts, marketers can employ them when determining the market or deciding which marketing strategy to use when they need to target specific types of customers. (Solomon et. al 2010, 4-5)

3.2.2 Word of Mouth Advertising

There is nothing more effective than word of mouth advertisements and evaluations. When comparing the strength of advertisement campaigns to the influence of one's friends and family's opinions, the second named is much more influential. People tend to share among each other their satisfaction with products as well as their dissatisfaction. (Solomon et. al 2010, 4-5)

3.2.3 Surroundings

One of the important factors is, as Solomon et. al (2010, 4-5) mention, a group of people one is surrounded by. There is a difference in preferences and opinions among different ethnic groups, teenagers, elderly people and children, just as differences between people from different parts of a country can be seen. This relates to segmentation of a market strategy – according to it, product is targeted to one specific group of people even though it means that other group is not interested into product at all. Therefore, it is necessary for marketers to think carefully about the targeted market segment.

3.2.4 Social Networks

The way of communication has changed significantly. Social networks have become one of the most powerful tools of marketers and advertising. As Szmigin and Piacentini (2015, 61) mention, social networking has changed not only the way of communication among people, but consumers have started to share their satisfaction or dissatisfaction with a product in the form of reviews, comments, recommendations and photos. As for marketers, social networks

can be used as a source of information about consumers and their feelings about products. They can also observe consumers' behaviour in social networks and base their marketing strategies on observed behaviour. Companies can use social networks to communicate with their clients and it can help them to find new ones. Social networks enable unconventional ways of advertising for marketers – for instance via games, short videos, photos, quizzes and others.

3.2.5 Connotations

Among other influential factors is what ideas or feelings does the product connote in people's minds. People often tend to believe in results or effects they see on an advertising image or in a video. What is more, they tend to choose a product because its advertising image appeals to them or because the image corresponds to their personal beliefs. (Solomon et. al 2010, 4-5)

3.2.6 Attachment to a Brand or a Product

Solomon et. al (2010, 4-5) state that when attachment of a customer to a brand appears, it is difficult for marketers to destroy it. Once a customer starts to prefer one brand among others, there is high possibility that this attachment will be long-lasting. It can be broken for instance when the life situation of a person changes or customer stops to be satisfied with provided products or services - for example because of the change in the company's management.

4 MACROECONOMICS

Macroeconomics examines economy as a whole. It differentiates from microeconomics, which studies concrete markets, prices, goods or services. Macroeconomics studies process influencing consumer behaviour along with decisions and actions of companies. (Samuelson and Nordhaus 2013, 367) Crucial macroeconomic factors which are examined are following: a level of inflation, a rate of unemployment and growth of an economy. The most important part of macroeconomic environment is the growth of an economy. More concretely, the number of produced goods and services in a certain time period is examined. It can be represented in a period of trimester or one year. (Mankiw and Taylor 2014, 9)

In other words, Samuelson and Nordhaus (2013, 367) describe macroeconomics as the field where work-opportunities, standard of living, an impact of inflation on salary of people or the impact of globalization and international businesses on the unemployment rate in a concrete country are examined.

4.1 Macroeconomic Environment

According to Zamazalová (2010, 105), macroeconomic environment is the environment in which a company and its marketing instruments are located. In order to be well-oriented at its markets, it is important to execute quality and detailed research of information. Macroeconomic environment is not highly-dependent on effort of companies, but it is rather influenced by external institutions. Therefore, a company has little or no influence on macroeconomic environment. When a company wants to start a business in a certain country, macroeconomic environment of a country needs to be taken into consideration. In the opposite case a company runs a risk. There are four main types of macroeconomic environment – social, economic, technological and political environments. Natural environment and ecological factors as the weather or climate could be also included, nevertheless, it could be included in technological and technical environment as well.

4.1.1 Social Environment

Social environment consists of two components: demographic and cultural environment.

Demographic environment – the most important factor for a company – according to Zamazalová (2010, 106-107), it examines how many people live in a certain country, population density as well as growth of the world population, decrease in birth rates, ageing of population, changes in households, geographical changes, level of educated people in a country, or race and religion in a country. These factors are important for a company because

of segmentation of a market and also because of geographical point of view – for instance migration and others can influence adjustments of marketing communication of a company.

Cultural environment – according to Zamazalová (2010, 106), cultural environment describes how much culture of a country influences one's values, beliefs, opinions and manners. Cultural can stand not only for mental values but also material factors. It is usually passed on through generations. In marketing, culture is important because of factors which influence consumers' behaviour and its development. For instance, in some countries with deep religious beliefs it is not possible to use a certain type of advertisement.

4.1.2 **Economic Environment**

Economic environment is comprised of factors which influence buying power of consumers as well as the amount of consumers' expenditures and changes in their expenditures. Among others, also faith in an economy of a certain state is included. (Zamazalová 2010, 107) What is more, economic environment consists of amount of peoples' incomes as well as amount of their savings and debts. (Kotler and Keller, 2016)

As Zamazalová (2010, 107-108) notes, there are huge differences among rich and poor people in some countries. On the other hand, in some countries predominates a middle class. Because of globalization and changes in many markets, companies need to take an economic environment of a country into consideration. Marketing strategies of companies and development of their products are dependent on a situation on markets.

4.1.3 **Technological and Technical Environment**

With reference to nowadays, technological and technical environment is very important. Companies often try to obtain an advantage over another companies with the help of technology. Not only pace of technological development is important, but also financial difficulties connected to its monitoring and adapting to it. An important part in the technological environment play also regulations established by a state which are supposed to protect a consumer or regulations which try to minimise impact of technology on the environment. (Zamazalová 2010, 107)

4.1.4 **Political Environment**

As Zamazalová (2010, 108) states, political environment consists of legislative influencing the market and business, laws, government regulations et cetera. It is important to know how government treats companies and markets, structure of expenses of states or a taxation

system of a country. What is more, the amount of corruption and economic safety of companies is examined. Furthermore, risk of a war, revolution or nationalization can have impact on the political environment. Among others, lobbying groups or local organizations as voters of winning parties or international organizations can also influence the political environment of a country.

4.2 Key Macroeconomic Indicators

If a company intends to penetrate a foreign market it is essential to know macroeconomics indicators of the certain economy.

- GDP
- Unemployment rate
- Inflation (Pavelka 2007, 16-17)

4.2.1 GDP

Pavelka (2007, 16-17) describes GDP as one of the economic indicators which describes an output of a certain economy. It can be described as a market value of all goods and services produced in a certain economy during certain time. In other words, it is a sum of household expenditures, investment expenditures, government expenditures used for purchasing goods and services and net exports: $GDP = C + I + G + NX$

GDP can be divided into real GDP and nominal GDP. The World Bank Group (2016) describes **Real GDP** volume as an annual growth rate of real GDP – it describes the growth of GDP at market prices based on permanent currency of an area. Furthermore, Jurečka (2013, 29) states that **Nominal GDP** is calculated at current prices which are the prices prevailing on the market at the moment of a calculation.

4.2.2 Unemployment

Unemployment is one of the most serious problems of economies all over the world. Unemployment can be defined as a number of people in a country who are able and willing to work but they do not. (Pavelka 2007, 115-117) As for macroeconomics, unemployment relates to inhabitants in the productive age. Productive age is said to be from finishing the compulsory education until the retirement age. (Jurečka 2013, 137)

- **Unemployed people** – people who are not employed but they are actively searching for an employment

- **Employed people** – people who are in full-time employment or part-time employment (Jurečka 2013, 137)

Unemployed and employed people form a group called economic active inhabitants. On the other hand, a group defined as inactive citizens can be found as well. Inactive citizens are people who are unemployed and they are not searching for an employment. (Jurečka 2013, 137) Inactive citizens are mostly children younger than 15 years old, students, retired people, handicapped people who are not able to work, people on a maternity leave or people who take care of their handicapped relatives. (Pavelka 2007, 115-117) What is more, people who stopped searching for the employment because of lost faith after long-term searching and people who decided to live without the employment because of an alternative way of their life are also defined as inactive citizens. (Jurečka 2013, 137)

Rate of unemployment can be calculated as follows: $u = U / L + U \times 100$ (Pavelka 2007, 115-117)

4.2.3 Inflation

According to Pavelka (2007, 135), inflation can be defined as a state when general price level grows. General price level can be defined as an average of price levels in a certain country. It does not necessary mean that every price in a country grows, by contrast, some prices can stagnate or decrease. Nevertheless, average price level grows. In other words, buying power of money decreases, which means that when the prices grow, less things can be purchased with a same amount of money. Inflation rate of countries which are the members of the European Union can be described with **HICP** index. Economie (2016) describes it as Harmonised Index of Consumer Prices – the HICP index draws a comparison between the levels of inflation in the countries which are the members of the European Union. It is computed by the states which are the members of the European Union, members of the European Economic Area and applicant countries.

5 METHODS AND ANALYSIS

Marketing research can be understood as an organized and a matter-of-fact procedure of creating information which is supposed to help in realizing marketing decisions. In other words, the main reason to carry out the marketing research is to render marketers and businessmen the data they require to settle on their decisions, and consequently to decrease the possibility of false decisions. While conducting the marketing research, marketers gather and analyse data about customers so they can direct their products to a customer more effectively. Marketing research is conducted with the help of survey research or study of samples. (Murthy 2008, 9) When comparing benefits and costs of the marketing research, managers need to ensure themselves if the costs of research would be lower than its benefits. (Machková, Král and Lhotáková 2010, 40-41)

When companies go international, alternatively also global, the surroundings in which they operate is different than the surroundings which they are used to. Therefore, every time when a company thinks about going international, it is necessary to conduct a research whether it is able to accommodate its strategy to the other circumstances in the country it wants to target. (Machková, Král and Lhotáková 2010, 40-41)

5.1 Survey Research

According to Clow and James (2014, 162-163), survey research has become one of the most widely used tools of marketing research. Companies use it to support their conclusions. Its outcomes can be used to characterize condition of target markets and other indicators. Survey researches reply to the “W questions” – who, when, where, what and why. Survey research is usually based on quantitative researches. Qualitative issues are also the part of a survey but it is rather secondary constituent of a research. The way of gathering the survey information has changed during the last years. The reason is rising usage of digital media. Nowadays, telephones and mails are used once in a while, but new and more efficient ways of conducting a research have been found. Among others, following ways are the most known:

- Telephone surveys
- Mail surveys
- Personal interviews and intercept studies
- Internet surveys
- Paper questionnaires

5.1.1 Telephone Surveys

Research via telephones was famous before the era of cell phones came. As Clow and James (2014, 161-179) state, researchers considered it as a quick and efficient method of gathering data. On the other hand, telephone surveys are no more as advantageous as they were. Firstly, a respondent cannot see any brochure, any illustration of a product and therefore cannot visualize it. Secondly, it takes longer time to name all the options which a respondent has. Therefore, telephone surveys are suitable rather for shorter surveys.

5.1.2 Mail Surveys

Mail surveys were used as an efficient tool of marketing research for a long time, nevertheless, its importance has decreased as well. One of the problematic aspects of mail surveys is that there is no information about a receiver, the only thing which is known about him is the criteria used for selecting receivers. However, there are also advantages. For instance, it is comfortable for respondent because he does not need to speak with an inquirer in person or via telephone. While talking to inquirers, people can sometimes become nervous and they do not say the same things as they would write in the privacy of their homes. Respondent can also answer when he wants, not when he is somehow forced to answer. (Clow and James 2014, 161-179)

5.1.3 Personal Interviews and Intercept Studies

Clow and James (2014, 161-179) describe personal interviews as a method often provided by an inquirer who has prepared questions and respondent is supposed to answer or the questions are read by questioner and respondent's answers are recorded. There is a possibility for a respondent to express his ideas and thoughts in a deeper way, examples and clarifications can be used. It is also harder for a respondent to refuse to answer the questions while being asked in person than for example via an e-mail. On the other hand, a respondent loses his anonymity which can cause shyness in answering some questions. The respondent can also easily become biased against the inquirer based on his behaviour, speaking or body language. The last disadvantage is, that there is a person needed for personal interviews which costs companies more money than other researches.

5.1.4 Internet Surveys

Internet surveys have their pros and cons. Among benefits can be stated its quickness and effectiveness, its easy access, cheap costs, results reflecting present outcomes, usage of

visual effects, elaborated structure. Among disadvantages can be named doubtful quality and reliability of data, spam and unrequested reactions, low capacity of hardware and software, unsure representativeness of results, unknown location of a user. (Clow and James 2014, 161-179)

5.1.5 Paper Questionnaires

A paper questionnaire is comprised of a firm sequence of questions which will be read or asked in the same way for every person. Questionnaires do not enable to include ideas which came to person while answering. Questionnaires can be used in different fields. Not only business, but also health care, social sciences and others can be examined with the help of questionnaires. In business, success of a product or service and customer attitude towards product as well as quality of work or knowledge of advertisements by people can be measured. In case of questionnaires which focus on customer behaviour, results are important for a company because they can help a company to understand the attitude of customers towards their products and it can help them to find out what is needed to be done to increase its profit rate and its growth. (Harris 2014, 1)

According to Zamazalová (2010, 78-79), the paper questionnaire can be sent via post or it can be delivered by a person (deputy of an agency). Advantages of paper questionnaires is that they are relatively cheap. On the other hand, low return-rate of questionnaires can be a danger. Questions in a written questionnaire can be open or closed as well as direct or indirect.

- **Open questions** – no answer is offered, a respondent gives answers on the spur of the moment and freely, open questions are more difficult to process
 - **Closed questions** – a respondent can choose from options which are stated
 - **Direct questions** – questions are asked directly, it covers an essence of an issue, it is used more in quantitative research
 - **Indirect questions** – questions are not asked directly, an interviewer asks as if he would like to know something else, it is used more in qualitative research
- (Zamazalová 2010, 79-80)

6 SUMMARY OF THE THEORETICAL PART

In order to set up a suitable theoretical background of the thesis which is aimed at creating a marketing export strategy for the company, the first part of the theoretical part is comprised of the basic aspects of marketing in general and international marketing. A target of marketing is to create a value for customers and to build a relationship which will be beneficial for both sides. International marketing is broader type of marketing which employs its tools in international market. When going international, it is important for a company to take into consideration culture, values and other characteristics of countries. As follows, the company needs to create an effective marketing strategy and underlay it with a marketing mix which helps to create a value for customers. These marketing tools are described in the first chapter as well.

As a follow up to the international marketing, the European market and its environments are described in the second chapter. Europe has undergone through significant changes during last one hundred years and globalization has come into existence. Therefore, when starting a business in Europe, economic, social, legal and cultural environment of Europe need to be taken into account. However, cultural differences between regions need to be considered as well.

In the third chapter, consumer behaviour, which is an essential part of marketing strategy, is described. In the times of globalization and changes in markets which are stated above, consumer behaviour has changed significantly as well. Therefore, research of consumer behaviour and aspects which affect buying decisions the most need to be considered.

As follow up to consumer behaviour, the fourth part describes macroeconomics in general and macroeconomic environment which is closely interconnected with marketing strategy as well. Survey of macroeconomic environment of a country helps marketers to understand customers and foreign market in general. Subsequently, short description of key macroeconomic indicators, which have direct impact on economy of the country and which will be examined in the practical part, is stated.

Finally, the fourth part occupies with a description of survey research and the ways how to conduct research which are telephone surveys, mail surveys, personal interviews or it can be done with the help of paper questionnaires. Advantages and disadvantages of each tool of survey research are described.

II. ANALYSIS

7 INTRODUCTION TO THE PRACTICAL STUDY

The practical part begins with an introduction of ETA company, its history, present and external markets where its products are delivered. Subsequently, aspects of macroeconomic environment of selected European countries, key macroeconomics indicators of these countries and consumer behaviour differences among them will be taken into consideration in order to create an efficient proposal of a marketing strategy for ETA. Figures about macroeconomic environments of individual countries, as well as data describing their key macroeconomic indicators, will be based on secondary sources. Differences among consumers' behaviour of these countries will be examined with the help of questionnaires. This study gradually examines general characteristics of macroeconomic environment and the key macroeconomic indicators of every selected country. Subsequently, it interconnects the results with the results of questionnaires targeted on consumer behaviour in these countries. As follows, outcomes of the analysis are described separately for every country. Finally, suggestion of export marketing strategy for ETA is proposed.

8 ETA A.S.

ETA is the traditional company which has been producing domestic appliances for more than seventy years. It has become one of the most often sold brands on the Czech market. According to internal research of the company, the brand ETA is known by ninety-six percent of asked respondents. It has twenty-five stores and it provides around 240 products. These products are sold across the whole Czech Republic in their own specialised stores as well as in big specialised electronic stores and they are also exported to foreign countries. (ETA 2016) Areas of activities of ETA are production, trade and services connected to domestic appliances. (Živnostenský rejstřík 2008)



Picture 1. Logo of ETA – variant for export countries

(ETA 2016)

8.1 History

The company came into existence in 1943. Since that time, it has gone through significant development. A new release has been released every year. Therefore, majority of Czech households have owned their own ETA product. (ETA 2016)

Firstly, ETA was owned by the private entrepreneur Jan Prošvic. Later on, it became a state-owned enterprise and subsequently the private enterprise, as a part of privatization. (ETA 2016)

8.2 The Present

Nowadays, it is run by the company HP Tronic Co., Ltd. with its headquarters in Zlín. Nevertheless, ETA is still operating as an independent legal entity, in other words as a joint-stock company, and it has its company address in Prague. Specialised departments as an administration department, a marketing department or a trade and services department are located both in Prague as well as in Zlín. (ETA 2016)

The company has its development department in Hlinsko where the products are tested and supervised. Ergonomics, as well as functionality and usefulness of products are tested there. Products of ETA are produced in the Czech Republic and in countries of the European Union

as well as in countries outside Europe. ETA has its international partners all over Europe – their products are exported to Slovakia, Hungary, Poland, Romania, Slovenia, Baltic, Germany, Cyprus, Serbia. (ETA 2016)

As mentioned above, ETA has been producing domestic appliances. Not only kitchen appliances as bakeries for home-baking as well as blenders or juicers are produced, but also appliances for households as vacuum cleaners or irons are offered. What is more, the company produces also beauty products as hair irons, hair dryers and others. The company lays emphasis on the quality of products and it pays high attention to the needs of customers. Therefore, there is a guarantee of a three/five/ten-years warranty for customers. (ETA 2016)

8.2.1 External Markets

Nowadays, ETA directs its export and its increase in efficiency mainly in countries which belong to the Visegrad Group. To be concrete, the main export countries are Hungary, Slovakia and Poland. The reason is that these countries of the Visegrad Group account for approximately 98 % of turnover of ETA.

The company has been operating internationally not only as a result of saturated Czech market and sufficient knowledge of ETA by Czech customers, but also because of the fact that products of ETA were sold in the countries of the Visegrad Group also in the past.

Nowadays, ETA has high quality distribution – it has 25 stores and extended expansion is planned. What is more, it distributes its products to Euronics, Datart, Alza, Mall and other joint-stock companies. In addition to these facts, some of trading partners of ETA operate abroad which enables ETA to start new international activities.

Currently, ETA products are exported to eight countries. In most of them, the goods are sold in wholesale stores, nevertheless, in two countries are also brand shops of ETA. Countries to which products of ETA are exported are follows: Slovakia, Hungary, Poland, Germany, Lithuania, Ukraine, Armenia, Estonia. It can be seen that products are exported to the European countries (Armenia is often said to belong to Europe). The brand stores of ETA are located only in Hungary and Slovakia.

9 GENERAL MACROECONOMIC ENVIRONMENT OF SELECT EUROPEAN COUNTRIES

As mentioned above, the main export markets of ETA are countries which belong to the Visegrad Group. Therefore, markets of Hungary, Poland and Slovakia are included in the survey. After fulfilling an effective export marketing strategy for these countries, marketing strategy of other export markets of ETA will be onwards examined.

In the following extract, key characteristics of macroeconomic environment of Hungary, Slovakia and Poland are described.

9.1 Hungary

Hungary has been a member of the European Union since 2004. According to data from 1 January 2015 a number of inhabitants was 9 849 000 from which 5 157 000 were women and 4 692 000 were men. In 2013, life expectancy of people was 75,4 years (newer information has not been published yet). (BusinessInfo 2015) According to Census in 2001, majority of people were Hungarian (92.3 %). (IndexMundi 2015) Nevertheless, as a result of huge migration to Europe, ratio of national people to other nationalities has changed and it will be changing according to the number of immigrants who decide to apply for asylum in Hungary.

Major religion in Hungary is Christianity. President of the country is Janos Ader. He was elected in 2012, even though his election was boycotted by Socialist Party. His name is connected with a name of the Prime Minister Victor Orban, whose conservative Fidesz party pushed through radical novelties in legislative. As for economy, unusual economic policy contains aggressive taxes on foreign-owned firms. Since 2015, migrant crisis has been influencing macroeconomic environment of the country. (BBC 2016)

9.2 Slovakia

Slovakia also belongs to one of the neighbouring states of the Czech Republic. Slovakia has been a member of the European Union since 2004 as well. A number of inhabitants is, according to data from March 2016, 5.5 million. Average life expectancy of men is 72 years and of women 80 years. (BBC 2016) According to estimates of 2011, 80,7 % of inhabitants claimed to be Slovaks, 8,5 % Hungarian and 2 % Roma people. (IndexMundi 2015) Roma people are a social group which undergoes great level of poverty and social losses in Slovakia. (BBC 2016)

Main religion in Slovakia is Christianity. President of the country is Andrej Kiska, who was elected in 2014. The Prime Minister of the country is Robert Fico. (BBC 2016)

Nowadays, politics of the country is influenced by nationalism of Marian Kotleba, who represents an extreme-right party and fights against Roma minority. (Economist 2013)

9.3 Poland

Poland belongs to one of the neighbouring countries of the Czech Republic as well. Poland became a member of the European Union in 2004. According to figures of 2016, a number of inhabitants is 38.3 million. Average life expectancy of women is 81 years and of men 72 years. Polish density of population is rates Poland among European countries with middle density of population (1 km²/ 123 people). According to Census results from 2001, 96,7 % of people claimed themselves as Polish people. Major religion in Poland is Christianity. President of the country is a conservative Andrzej Duda. (BusinessInfo 2015)

10 KEY MACROECONOMIC INDICATORS OF SELECT EUROPEAN COUNTRIES

To indicate sequential progress of macroeconomic indicators, its volumes are indicated from the year 2010 until 2015. Nevertheless, year 2015 demonstrates the most recent data about the countries. Three main indicators of economy of countries are indicated – real GDP, unemployment rate and inflation rate. In order to enable efficient comparison of foreign markets and the domestic market, key macroeconomic indicators of the Czech Republic are included as well. The main source where these data were taken from is Eurostat.eu, which is the webpage of European Commission.

After the crisis in 2008, European economies have struggled to recover. It was one of the most serious crisis in nearly eighty years. Nevertheless, a rally from the crisis can be seen since 2013. Many factors are connected to this improvement. First of all, the prices of oil went down. Therefore, consumption of households increased significantly. Euro devaluated and therefore export was cheaper for the European countries. On the other hand, prices of import increased. Consequently, aggregate demand increased and inflation increased. (Website of the Hungarian Government 2016)

10.1 Czech Republic

As can be seen in the figure 1, inflation has had decreasing tendency as well as unemployment rate since 2012. What is more, the production of the Czech economy was excellent in 2015. The country joined with its performance the group of economies which are growing at the fastest rate. GDP grew and the country arrived to its peak, which was preceded by recession. Growth was supported by European Union funds, dropping oil prices which influenced higher expenditures by private sector, decreased inflation and increased exports which was based on a weak Czech crown. (Česká televize 2015)

	2010	2011	2012	2013	2014	2015
Real GDP growth rate (annual %)	2.3	2.0	-0.9	-0.5	2.0	4.3
Inflation (average inflation by year, HICP)	1.2	2.2	3.5	1.4	0.4	0.3
Unemployment rate by sex, age and nationality*	7.3	6.7	7.0	7.0	6.1	5.1
*SEX: Total AGE: From 15 to 74 years CITIZEN: Total UNIT: Percentage						

Figure 1. Key Macroeconomic Indicators of the Czech Republic (own creation based on Eurostat 2015 and Focuseconomics 2016)

10.2 Hungary

Hungary is one of the most important business partners of the Czech Republic. To be concrete, export to Hungary increased by 14,4 % and import by 1,9 % in 2014 (BusinessInfo 2015). Hungary with its 3,7% GDP growth in 2014 and 2,9 in 2015 belongs among the best performing countries of the EU. Unemployment in Hungary has decreased significantly since 2010 and it has arrived to 6,8 % of unemployment, which is similar level as those before the crisis. There are many reasons for this. Among others, the age of retirement was lowered, welfare reform took place and idle people were called upon to return to the labour market and welfare advantages were reduced. In conclusion, Hungary has belonged to one of the most performing countries. (Website of the Hungarian Government 2016)

	2010	2011	2012	2013	2014	2015
Real GDP growth rate (annual %)	0,7	1,8	-1,7	1,9	3,7	2,9
Inflation (average inflation by year, HICP)	4,7	3,9	5,7	1,7	0	0,1
Unemployment rate by sex, age and nationality*	11,2	11	11	10,2	7,7	6,8
*SEX: Total AGE: From 15 to 74 years CITIZEN: Total UNIT: Percentage						

Figure 2. Key Macroeconomic Indicators of Hungary (own creation based on Eurostat 2015)

10.3 Slovakia

The Czech Republic has been for Slovakia the biggest trading partner (after Germany) over a long period. The growing tendency of trade between these two countries started in 2000. Nevertheless, it was interrupted in 2008 when the crisis came. Subsequently, between 2010 and 2012 the tendency grew again. However, the tendency decreased in 2014 again when export and import volumes did not reach the volume of the previous year. (BusinessInfo 2015)

Slovakia has gone through significant expansion at the end of 2015. Because of European Union funds, the level of investments has grown. What is more, Euro has depreciated and oil prices have decreased which contributed to the growth of economy of the country. (Focuseconomics 2016)

Even though unemployment rate of Slovakia decreased since 2010, its volume is still high. Barriers in the social security system were lowered and level of unemployment of young people decreased as well. Nevertheless, levels still remain high and there is a problem of unemployment of Roma people as well as of people with lack of skills. (European Commission 2016)

	2010	2011	2012	2013	2014	2015
Real GDP growth rate (annual %)	5.1	2.8	1.5	1.4	2.5	3.6
Inflation (average inflation by year, HICP)	0.7	4.1	3.7	1.5	-0.1	-0.3
Unemployment rate by sex, age and nationality*	14.5	13,7	14.0	14.2	13.2	11.5
*SEX: Total AGE: From 15 to 74 years CITIZEN: Total UNIT: Percentage						

Figure 3. Key Macroeconomic Indicators of Slovakia (own creation based on Eurostat 2015)

10.4 Poland

According to webpage BusinessInfo.cz (2015), Poland is the third most important trading partner of the Czech Republic. Poland belongs to the European Union countries with the successful growth of economy. It is the developed industrial-agricultural country.

It is the only one EU country, which did not go through recession during the crisis of 2008 and which has experienced economic development for two decades. It can be seen that inflation rate went down and its decreasing tendency is believed to continue, which can have consequence of decreasing prices of food. (BusinessInfo 2015)

	2010	2011	2012	2013	2014	2015
Real GDP growth rate (annual %)	3.7	5.0	1.6	1.3	3.3	3.6
Inflation (average inflation by year, HICP)	2.6	3.9	3.7	0.8	0.1	-0.7
Unemployment rate by sex, age and nationality*	9.7	9.7	10.1	10.3	9.0	7.5
*SEX: Total AGE: From 15 to 74 years CITIZEN: Total UNIT: Percentage						

Figure 4. Key Macroeconomic Indicators of Poland (own creation based on Eurostat 2015)

11 AN ANALYSIS OF CONSUMER BEHAVIOUR DIFFERENCES

The goal of research was to find out which factors influence behaviour of Hungarian, Slovak and Polish customers looking for small domestic appliances the most. The questionnaire is based on the 4Ps of the marketing mix. In other words, subsequent factors were examined:

- influence of place where customers buy products – whether they prefer online shopping or shopping in brick-and-mortar shops
- the importance of price in comparison with other features of product
- the importance of promotion for customers
- the importance of products' quality and design for customers

11.1 The Research Objective

Firstly, the research intends to find out whether online advertisements and online shopping prevails over the traditional way of shopping and advertising. In other words, the goal was to discover whether customers in select countries still prefer shopping in brick-and-mortar shops and traditional way of advertising in form of leaflets, TV advertisements and others to online shopping and advertisements. Secondly, the research intended to find out if people pursue technological trends in electrical appliances or they prefer recommendations and advertisements when choosing a suitable product. Thirdly, the purpose was to discover the loyalty of customers to a brand which they are satisfied with and if they tend to return to its products or they prefer a discovering of new brands and new products.

11.2 The Way of Conducting the Research

The research was conducted with the help of paper questionnaires during March 2016. The questionnaires were comprised altogether of 10 closed questions and respondents were supposed to mark one answer to each question. Questionnaires were placed in Hungarian, Slovak and Polish shops where products of ETA are sold. To be concrete, they were placed in Budapest, Bratislava and Warsaw in Euronics, MediaMarkt, Nay, Auchan and Makro. Customers of these shops were asked to fill in their answers. Total amount of responded questionnaires was 100 in every country. No questionnaire without answers was included in the research and none of them needed to be rejected. Questionnaires were later brought back to the Czech Republic and subsequently evaluated during April 2016. The original questionnaires for particular countries are attached in Appendix 1, Appendix 2 and Appendix 3.

11.3 The Research Sample

The questionnaires were filled by 100 respondents in each country. Target group of people were foreign customers of shops with electronic appliances, to be concrete, Hungarian, Slovak and Polish customers. The questionnaires were intended to be fulfilled by people aged from 18 to 66 and more, independent on their gender. Nevertheless, they were asked to fill in their gender as well as to fill in whether they are students, employees, entrepreneurs, retired people or disabled people.

There are three questions in the questionnaire focused on general characteristics of the respondents. These questions provide information about gender, age and professional status.

11.3.1 Hungarian Research Sample

Gender of respondents - As mentioned above, this questionnaire was answered by 100 people out of which 82 of respondents were men and only 18 of respondents were women.

Age of respondents - 28 respondents were aged from 36 to 45. Second mostly appeared age group was group consisted of elderly people from 56 to 65. 17 people were 18 to 25 years old. Other age groups were almost equally represented in numbers of respondents - the age group from 26 to 35 years as well as the group of people aged from 46 to 55 years were both represented by 13 people. As for people aged from 66 to more, 10 respondents filled in the questionnaire.

Professional status - 58 of respondents were employed. Only 17 were students, 14 pensioners, 6 were severely disabled and 5 entrepreneurs.

11.3.2 Polish Research Sample

Gender of respondents - Proportion of women towards men is not highly different, nevertheless, 60 respondents were women and 40 were men.

Age of respondents - Based on the results of Polish questionnaire, number of people aged from 36 to 45 prevails with its 34 respondents. 24 people were aged from 18 to 25 and 22 respondents were 26 to 35 years old. There were 7 people aged from 56 to 65, 7 people who were 66 or more years old and 6 respondents who were 46 to 55 years old.

Professional status of respondents - Similarly as in Hungary, number of respondents whose professional status is employee prevails with 54 respondents. Furthermore, 22 of respondents were students. 13 entrepreneurs, 7 pensioners and 4 severely disabled people.

11.3.3 Slovak Research Sample

Gender of respondents - Out of 100 Slovak respondents, 58 were women and 42 were men.

Age of respondents - The most frequented range of age was from 36 to 45 years old, this group is represented by 37 people. 22 respondents rank among the youngest option stated which means they were from 18 to 25 years old. 18 people were 26 to 35 years old, 15 respondents were from 46 to 55 years old and 5 people were aged from 56 to 65. Remaining 3 respondents were 66 and more years old.

Professional status of respondents - Most of respondents were employees with 66 respondents and a second most frequent professional status of respondents was the status of a student, which was chosen by 20 respondents. 7 respondents stated to be entrepreneurs and 5 people were pensioners. 2 people were severely disabled.

12 RESULTS OF THE RESEARCH

Individual questions which were asked in the questionnaires are unabridged stated below. Every country is analysed separately and results of majority of questions are depicted in graphs.

12.1 Analysis of Hungarian Customers

Question 1: Which advertisement influences you the most?

This question, which is crucial for creating knowledge of behaviour of Hungarian customers, was answered by 100 people from which the most people answered in favour of leaflet advertising, that is 27. According to the answers, the second most influential is television advertisement and the third most favourite is outdoor advertisement. Further in sequence were online ads, recommendation and phone advertisement.

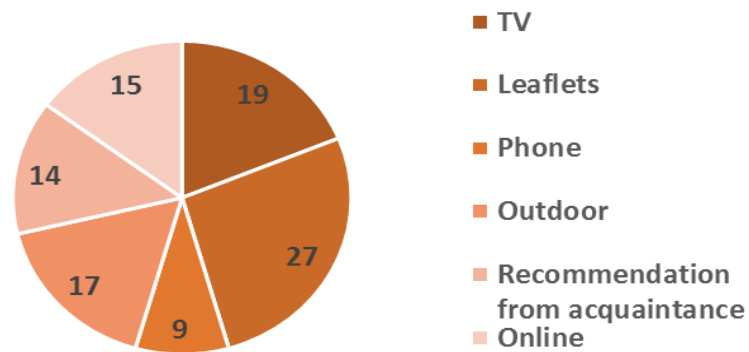


Figure 5. Which advertisement influences you the most? (own creation)

Question 2: Who in your household decides about purchasing an electrical appliance?

According to the results is decision-making process regarding electrical appliances mostly influenced by all members of a family. As follows, 31 respondents labelled themselves as decision-makers, then 28 people referred to their husband or wife as to a decision maker and the least frequent answer was that children decide about purchasing an electrical appliance.

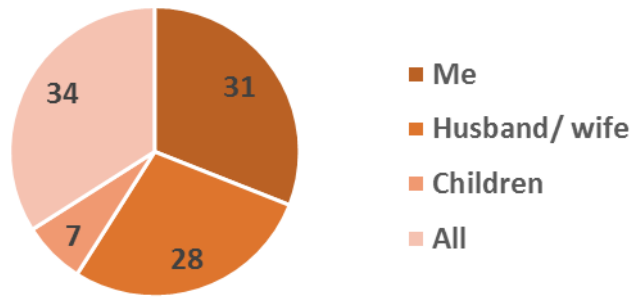


Figure 6. Who in your household decides about purchasing an electrical appliance? (own creation)

Question 3: What influences you the most while purchasing electrical appliances?

As can be seen in figure number 7, the importance of ratio of price to power prevails for 26 respondents out of 100. Second important factor is quality of a product. For 16 respondents the most important factor is how much known a brand is and by a narrow margin are respondents influenced by a gift which they get for purchasing a product. Subsequently play importance bonus points which consumers get for making a purchase. Famous people in advertisements and design of a product influence asked respondents just slightly.

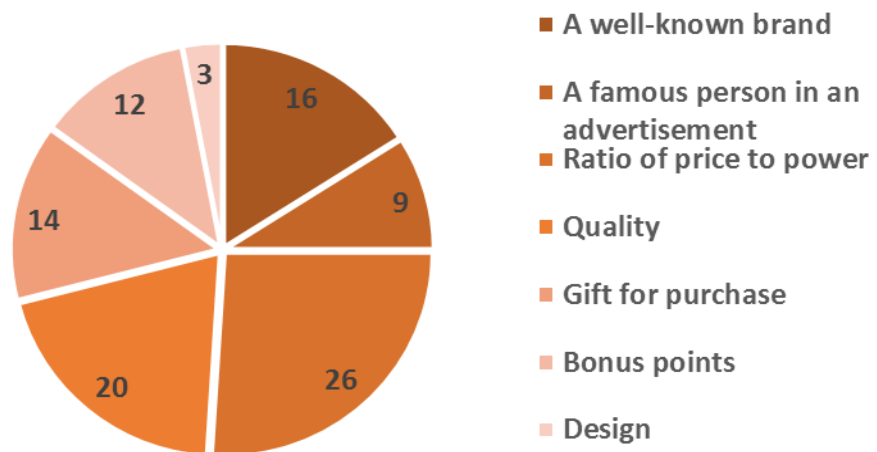


Figure 7. What influences you the most while purchasing electrical appliances? (own creation)

Question 4: Do you pursue technological trends or you prefer to rely on recommendations or advertisements?

As can be seen in the figure number 8, respondents rely mostly on advertisements and recommendations from their acquaintances, only 5 people are interested in technological trends.

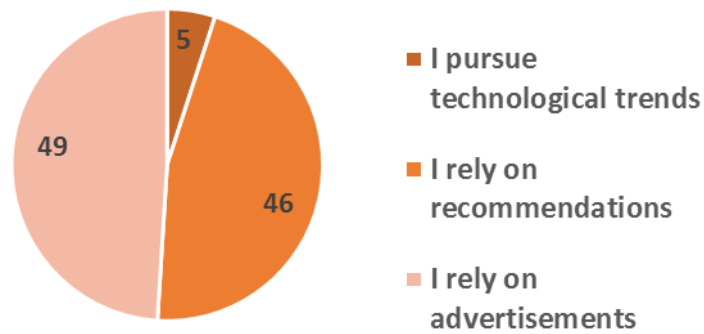


Figure 8. Do you pursue technological trends or you prefer to rely on recommendations or advertisements? (own creation)

Question 5: In case that you are deciding about purchasing an electrical appliance, what influences you the most while making a decision?

Figure 9 shows that people 39 people rely on advice from a shopping assistant. Almost the same amount of people, thus 37, rely on their own opinion and their decisions are not dependent on other people. Furthermore, 15 people read reviews of products on the internet and they adapt their decisions to what they read about the product. Only 12 people rely on recommendations from friends while making the final decision about a purchase.



Figure 9. In case that you are deciding about purchasing an electrical appliance, what influences you the most while making a decision? (own creation)

Question 6: Do you prefer shopping online or in brick-and-mortar shops?

Figure 10 clearly shows that Hungarian people still preserve traditional ways of shopping and 82 respondents prefer shopping in person rather than online shopping, which is preferred only by 18 respondents.

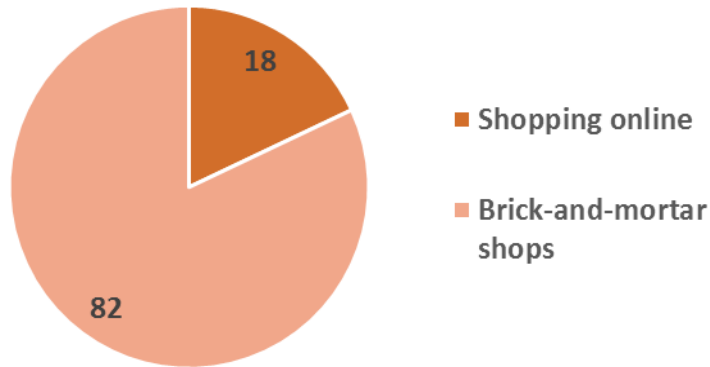


Figure 10. Do you prefer shopping online or in brick-and-mortar shops? (own creation)

Question 7: In case that you are satisfied with a current product, do you buy products from a same brand when you need a new electrical appliance?

Figure 11 indicates that people tend to return to a brand which they know and which they are satisfied with. To be concrete, 74 people prefer the brand which is already proved to be good and 26 people like to try new brands even though they were satisfied with the one which they tried before.

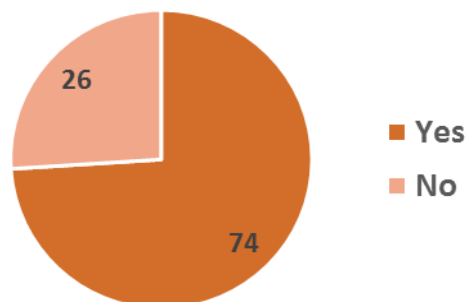


Figure 11. In case that you are satisfied with a current product, do you buy products from a same brand when you need a new electrical appliance? (own creation)

12.2 Analysis of Polish Customers

Question 1: Which advertisement influences you the most?

According to these results, Polish respondents are mostly influenced by leaflets advertisement. Secondly, television advertisement is the most influential for 23 respondents. 18 respondents prefer online ads and 12 rely on recommendation of their acquaintance rather than on advertisements. Remaining 12 and 10 respondents chose outdoor and phone advertisements as the most influential ones.

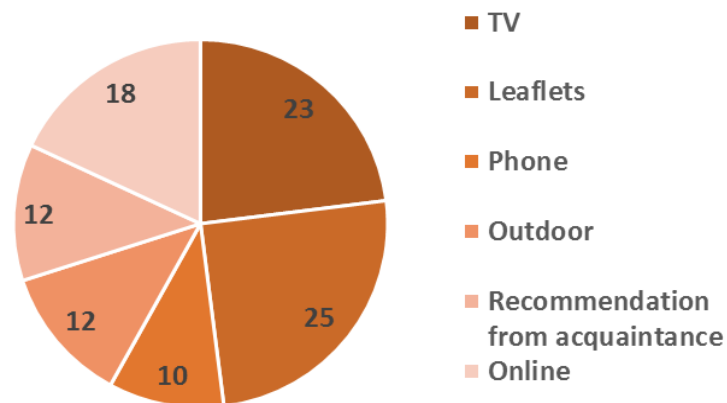


Figure 12. Which advertisement influences you the most? (own creation)

Question 2: Who in your household decides about purchasing an electrical appliance?

The purpose of this question was to find out who is a decision-maker in households of Polish respondents. As can be seen from figure 13, 37 respondents stated that their husbands or wives are main decision-makers. Closely to this result, 32 people stated that they personally are decision-makers. 27 respondents stated that in their household decide all members of a family. Only 4 people stated that children decide about purchasing the electrical appliance.

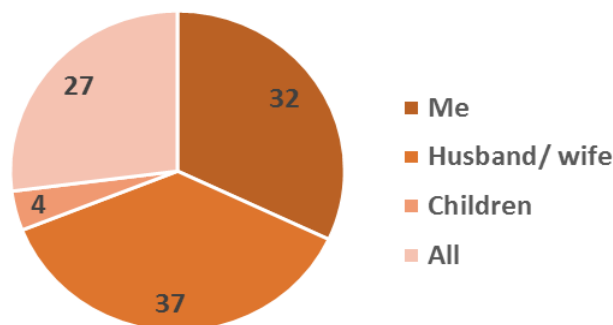


Figure 13. Who in your household decides about purchasing an electrical appliance? (own creation)

Question 3: What influences you the most while purchasing electrical appliances?

In figure 14 it is visible that most of the respondents stated ratio of price to power as the most important factor while purchasing electrical appliances. 18 people appreciate gift for purchasing and it influences their purchase. Both 16 respondents reacted to influence of quality and a well-known brand. Not so many respondents were influenced by design, bonus points and famous people in advertisements.

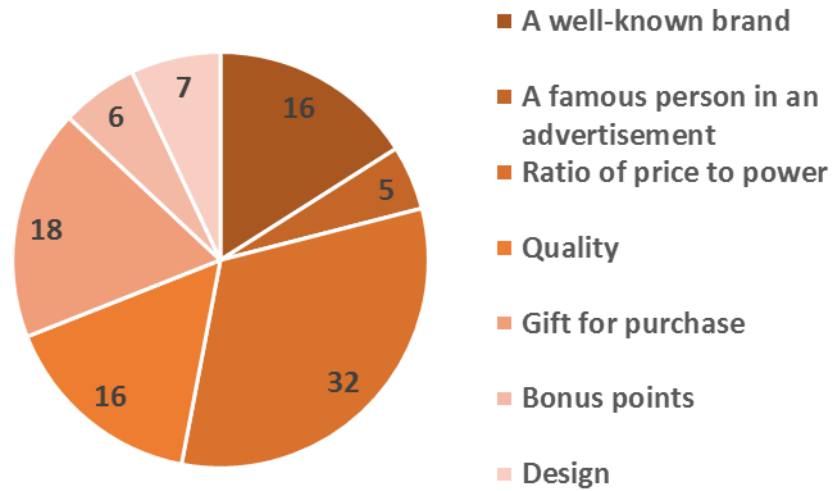


Figure 14. What influences you the most while purchasing electrical appliances?
(own creation)

Question 4: Do you pursue technological trends or you prefer to rely on recommendations or advertisements?

As can be seen in figure 15, Polish respondents rely the most on advertisements. 41 of them rely on recommendations from other people and only 12 respondents pursue technological trends.

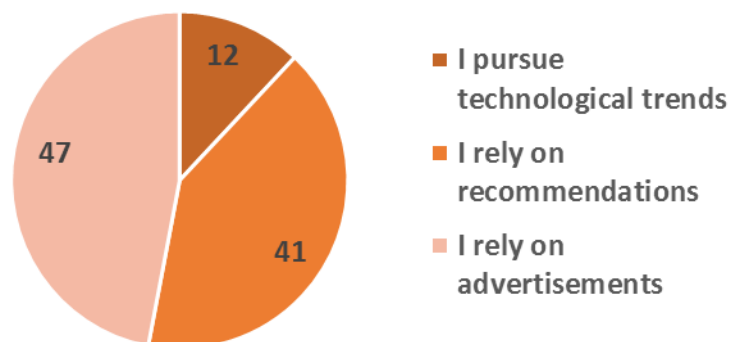


Figure 15. Do you pursue technological trends or you prefer to rely on recommendations or advertisements? (own creation)

Question 5: In case that you are deciding about purchasing an electrical appliance, what influences you the most while making a decision?

In comparison to Hungarian respondents, majority of Polish respondents prefer their own opinion. 26 respondents read reviews on the Internet and 20 people are influenced by advice from a shopping assistant. 14 people rely on recommendations while making the final decision.



Figure 16. In case that you are deciding about purchasing an electrical appliance, what influences you the most while making a decision? (own creation)

Question 6: Do you prefer shopping online or in brick-and-mortar shops?

On the basis of the figure 17 can be seen that Polish people still prefer traditional way of shopping, since 68 respondents answered that they prefer shopping in person rather than via the Internet. On the other hand, 32 respondents prefer shopping online.

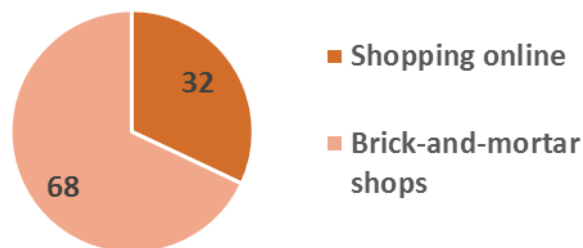


Figure 17. Do you prefer shopping online or in brick-and-mortar shops? (own creation)

Question 7: In case that you are satisfied with a current product, do you buy products from a same brand when you need a new electronical appliance?

As for loyalty to a brand customers are satisfied with, 72 respondents are loyal and when the brand meets their requirements, they do not need to change the brand. Nevertheless, 28 respondents try to seek new brands even though they are satisfied with the current brand.

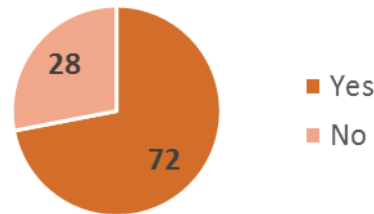


Figure 18. In case that you are satisfied with a current product, do you buy products from a same brand when you need a new electronical appliance? (own creation)

12.3 Analysis of Slovak customers

Question 1: Which advertisement influences you the most?

It is clearly identifiable that most of Slovak respondents are influenced by recommendations from their acquaintances. What is more, online advertisements, which were chosen by 20 people, are also popular with Slovak customers. As third, they prefer TV advertisements. Leaflets were chosen by 16 people, outdoor advertisements by 7 people and only 3 stated that they are mostly influenced by phone advertisement.

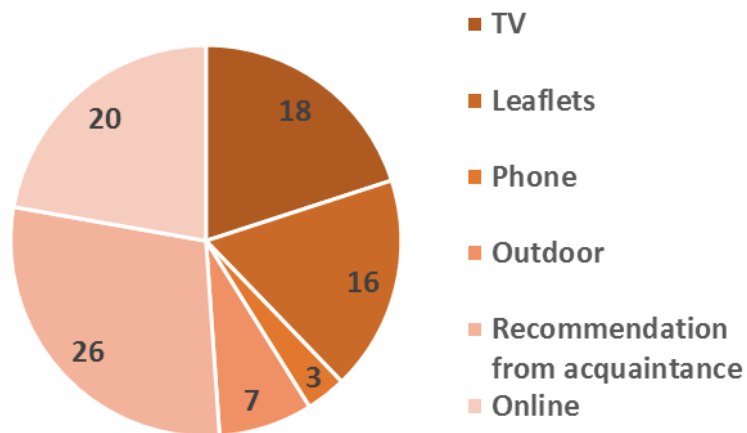


Figure 19. Which advertisement influences you the most? (own creation)

Question 2: Who in your household decides about purchasing an electrical appliance?

In contrast to Polish people, Slovaks claim themselves to be the main decision makers while purchasing an electrical appliance. 33 respondents leave these decisions on husbands or wives. 16 people stated that their children can decide about the electrical appliance which they will buy. The lowest rate of answers has an option of decision-making process by all members of a family.

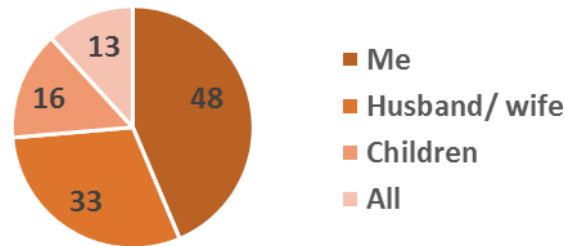


Figure 20. Who in your household decides about purchasing an electrical appliance? (own creation)

Question 3: What influences you the most while purchasing electrical appliances?

While purchasing electrical appliances, most Slovak respondents stated that quality is vital for them. Ratio of price to power is important for 19 people. If they see a famous person in an advertisement, 15 people are influenced the most. For 14 people is the most important factor how well-known a brand is. 12 people are influenced by gifts which they can get for purchasing a product. 8 respondents are interested in bonus points and 6 are influenced by design of a product.

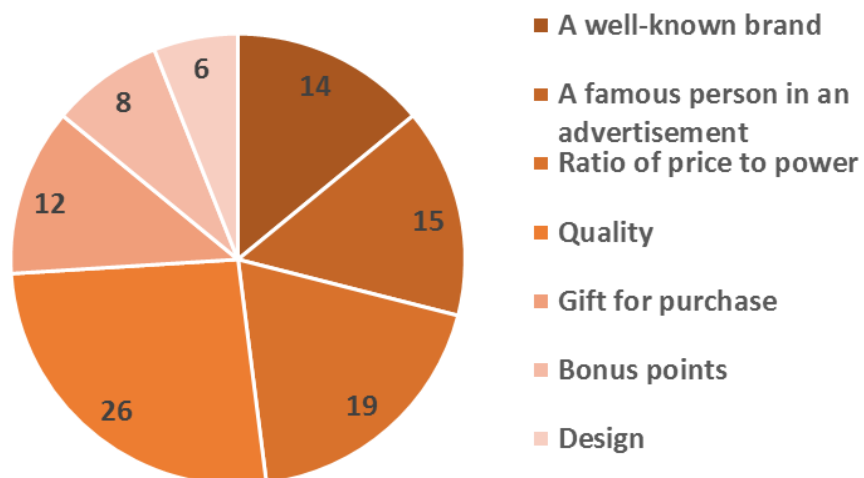


Figure 21. What influences you the most while purchasing electrical appliances? (own creation)

Question 4: Do you pursue technological trends or you prefer to rely on recommendations or advertisements?

As can be seen from figure 22, Slovak people rely the most on recommendations from their acquaintances. Smaller amount of people follows messages of advertisements and 9 people pursue technological trends of products.

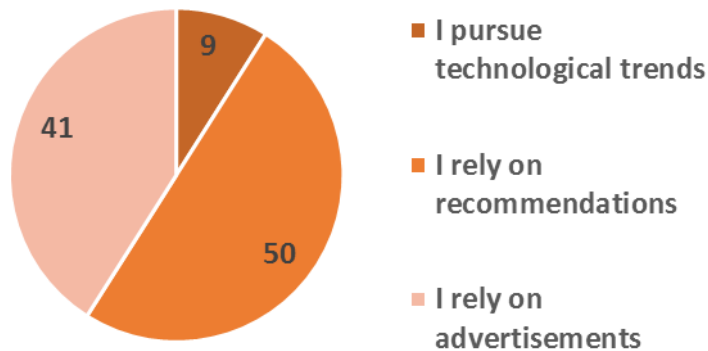


Figure 22. Do you pursue technological trends or you prefer to rely on recommendations or advertisements? (own creation)

Question 5: In case that you are deciding about purchasing an electrical appliance, what influences you the most while making a decision?

According to the figure 23, 38 respondents rely on their own opinion while making a final decision. 32 respondents refer for information to a shop assistant and 23 people check reviews on the Internet. 7 respondents would ask for recommendations from their friends.



Figure 23. In case that you are deciding about purchasing an electrical appliance, what influences you the most while making a decision? (own creation)

Question 6: Do you prefer shopping online or in brick-and-mortar shops?

In figure 24 it can be clearly seen that Slovak people preserve shopping in brick-and-mortar shops and only 29 respondents stated that they prefer shopping online.

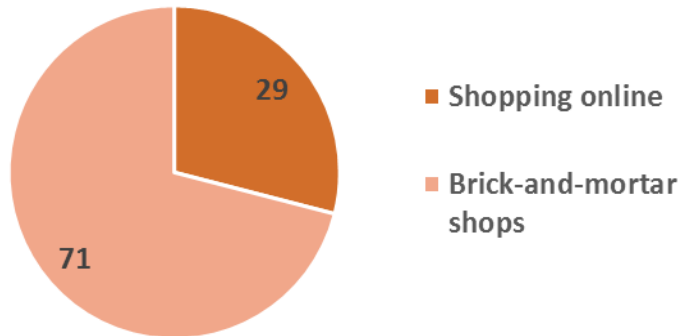


Figure 24. Do you prefer shopping online or in brick-and-mortar shops? (own creation)

Question 7: In case that you are satisfied with a current product, do you buy products from a same brand when you need a new electrical appliance?

In case that Slovak respondents are satisfied with current product, 68 of them do not need to search for a new brand but they buy products from the same brand. On the other hand, 32 people stated that they do not stick to one brand which means that they like searching for new brands and new products.

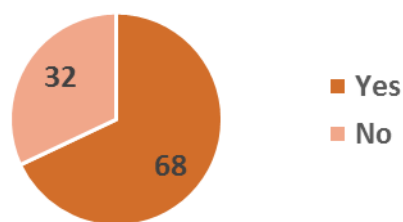


Figure 25. In case that you are satisfied with a current product, do you buy products from a same brand when you need a new electrical appliance? (own creation)

12.4 SUMMARY OF QUESTIONNAIRES

It was observed that respondents were generally willing to answer the questionnaires and some of them were interested in which company the research is conducted for. On the basis of the questionnaires can be generally stated that people in Hungary, Poland and Slovakia still prefer shopping electrical appliances in **brick-and-mortar shops**, although this cannot be considered as the unchanging fact when considering expansion of the Internet shopping all over the world. Regardless this fact, markets of Hungary, Poland and Slovakia can be still considered as those where **traditional way of shopping** remains. Nevertheless, **online advertisements** and Internet reviews in these countries have become important in influencing customers' decisions. As a second fact valid for all three countries is that customers **do not** tend to pursue technological trends. On the basis of the results, the most favourite way of finding information about a product is, as mentioned above, **online advertising**. Close to this result, influence of recommendations is significant as well. Third important finding is that customers tend to be **loyal to brands** which's products they were satisfied with. In case of satisfaction, minority of people have a tendency to search for new brands and new products. In following summaries can be seen results of individual questionnaires, or more precisely, of questions which differ in something from other countries.

12.4.1 Summary of Hungarian Questionnaire

In answers provided by Hungarian customers can be seen that Hungarian people still hold certain **traditional values** and it is reflected also in their buying behaviour. Based on the results, Hungarian respondents prefer purchasing of electrical appliances in **brick-and-mortar shops** rather than online and traditional values can be observed also in the types of advertisements which influence them the most. Thus, Hungarian people are mostly influenced by **leaflets advertisements** which are provided almost by every seller of electronic appliances on the market. The second advertisement which is most influential for Hungarian respondents is a traditional **television advertisement** which has been influencing people since long time ago. As third, they chose an **outdoor advertisement** which belongs to the traditional ways of advertising as well and which can be very often seen in the streets. On average, the Hungarian customers are **the oldest** from all of the three countries and therefore, when compared to other countries, Hungarian people rely more on **recommendations** from acquaintances and advertisements rather than on technological trends and reviews on the Internet. Nevertheless, while making a final decision about

purchase, they rely the most on shop assistants and their own opinion. Moreover, for Hungarian people plays an important role while purchasing whether a **brand is well-known**, in which they resemble Slovak respondents. Some of Hungarian respondents are also interested in benefits in form of bonus points which they can get for purchasing a product.

12.4.2 Summary of Polish Questionnaire

Results of Polish questionnaires correspond with values which are generally ascribed to Polish nationality. The most important factor for them is **ratio** between price and power of a product. They tend to be influenced also by **gifts** given for purchase. Polish people rely more on **advertisements** and **recommendations** while choosing a product, nevertheless, while making a final decision, they rely the most on **their own opinion** which are often based on **reviews on the Internet**. Out of all the countries, influence of reviews on the Internet while making a final decision is the **highest**. When compared to Hungary and Slovakia, in Poland is the highest amount of respondents who prefer **online shopping** of electrical appliances. However, consumer behaviour of Polish customers is **not easily-definable** because the population of Poland is many times higher than in other countries. Therefore, it is not easy to determine or estimate consumer behaviour in Poland based on 100 questionnaires. On the other hand, it can be viewed as satisfactory that based on the small amount of samples, general customer behaviour of Polish people, which is based on their natural characters, can be confirmed. These data can be subsequently used when determining a marketing communication strategy at the Polish market.

12.4.3 Summary of Slovak Questionnaire

Based on the results of Slovak questionnaire can be seen that marketing communication and consumer behaviour is similar to the Czech consumer behaviour. It is noticeable especially with the fact that 30 % of respondents **purchase online**, which is circa the same percentage as for the Czech Republic, as internal source of the company stated. What is more, 20 % of Slovak respondents are influenced by **online advertisement** and **TV advertisements** are also considered as influential. When compared to Hungary, Slovak people also rely more on **reviews on the Internet**. Slovak people lay stress on recommendations, which are considered as more influential than technological trends or advertisements by 50 % of respondents. What is interesting, when compared to Hungary and Poland, is that Slovak respondents lay the **highest stress on quality of products**.

13 A SUGGESTION OF EXPORT MARKETING STRATEGY FOR ETA A.S.

Owing to research of data related to the key macroeconomic indicators of select countries and on the basis of outcomes of research via questionnaires, export marketing strategy for ETA and individual countries can be suggested.

In general, first recommendation for ETA is to target the interest at expansion of its marketing activities in countries of the Visegrad Group. This recommendation is based on the fact that in these countries is the broadest distribution of ETA's products and these countries account for majority percentage of the company's turnover.

For every country, there are slightly different recommendations regarding types of activities, which should help the company to increase its turnover and to increase general cognizance of the brand and its products.

13.1 Hungary

Hungary slightly differs in its character from Poland or Slovakia in customer behaviour as well as in customs and traditions. Looking back on past of Hungary, its development was held back not only in terms of infrastructure but also in terms of trade, industry, services and others. However, when examining its contemporary situation and its macroeconomic data, it can be said that Hungary even **surpassed** other countries of the Visegrad Group in certain areas. As evidence of this claim can be stated **decreasing inflation** and significant **decrease in unemployment rate**.

Focusing on marketing activities strategy, **buying power** of Hungarians will **increase** and people will be willing to **spend more money** also for products apart from the category of Fast Moving Consumer Goods and their decisions will be more and more influenced by the internet and messages which can be found there.

The basis of a strategy which would increase cognizance of products of ETA is to **publicize itself** in locations of selling which means **in individual brick-and-mortar** shops with electrical appliances, which are still preferred by Hungarian customers more than internet webpages, even though it can be claimed as temporary situation. This intent needs to be in correspondence with advertisements **in leaflets** of individual sellers. Logic of this strategy grounds on the fact that consumer can find a product in a leaflet where he gets basic information about the product, and he will subsequently see it directly in the shop, which is an ideal way of advertising.

Nonetheless, consumer needs to recognize the brand among others, because the market is saturated and it is necessary to build the cognizance of the brand. One of the recommendations can be targeted at Hungarian **cuisine**, since Hungarians are famous for passion in eating. Therefore, ETA could publish its advertisements in **food-style magazines**, for instance Nök Lapja Konyha, Magyar Konyha and others. These advertisements could help to increase general knowledge of the brand and as a result it would be easier for a customer to recognize the brand and product in brick-and-mortar shops.

Among others, there are big chains of shops as for instance MediaMarkt, Auchan, Metro, Euronics as well as independent sellers. These chains own units of shops in which more brands providing electrical appliances can be found. In these shops it is necessary to work on **publicizing of a product**. Materials which can be used are brochures, catalogues, stands, labels, gifts and others.

In the first phase it would be beneficial to concentrate on cheaper products, because according to the results of questionnaires Hungarian customers are **highly sensitive to the ratio of price to power**. In the course of time, also more expensive products should be incorporated into portfolios of individual sellers. If development of macroeconomic indicators will continuously rise, buying power of Hungarian inhabitants will be increasing and they will be willing to **pay more for quality products**.

The results of the analysis indicated that the internet is not crucial advertising tool for Hungarian market. Yet, it should not be considered as fixed information and the company should not rely on this information in the future. On the contrary, the company can use this fact as its competitive advantage and it can present its individual products in Hungarian online databases which draw a comparison between products.

The company should use a mix of communication tools, which could help to get its products to the Hungarian households. These tools can be a combination of **in-store propagation** of products in the stores of their partners, **PR activities** in specific types of magazines, **POS materials** which are materials located in a place of sale, **leaflet advertisements** by which Hungarian customers are affected and for instance also **trained shopping assistants** which would provide sufficient information about ETA's products.

13.2 Poland

Since Poland did not undergo the recession of 2008, it has better initial position for improvement of atmosphere at its market. It can be expected that **buying power** of inhabitants **will increase** and they will purchase more. In case that inflation will continue to

decrease, as well as it did during the last five years, or if it will preserve its amount at the same level, it can be expected, that prices of goods will decrease and people will have **more money for purchasing goods outside FMCG** category. Significant decrease in unemployment rate with more than 2 % can be described as a positive sign for the country with more than 40 million of inhabitants.

According to internal information of ETA and based on the results of questionnaire survey, Polish and Czech customers seem to have same behaviour and values while purchasing. However, it is still a different market and therefore differences can be observed.

There are many sellers at the Polish market. These sellers compete against each other for every customer. ETA has its **ambassador** in Poland, whose task is to increase knowledge of ETA by general public. Only five Polish respondents marked that famous people in advertisements influence their purchasing of electrical appliances, nevertheless, according to the internal information of ETA has general knowledge of the company significantly increased since the company has have its ambassador. Therefore, first recommendation for the marketing activities of the company in Poland is to continue with the **promoting** its products **via the ambassador**.

Although according to the questionnaire respondents still prefer shopping in brick-and-mortar shops, in another question is visible that online advertisements are the third most influential for Polish people. It signifies that **the influence of internet** in Poland **has increased** significantly during the last years. Therefore, it is necessary to concentrate on the **online promotion** of ETA products, which can be done for instance with the help of **banners of ETA** at online shops, **quality descriptions** of products in Polish language, **photos of products** which attract customers' attention and others. However, these steps belong to the basic improvements of ETA's marketing strategy. Polish people rely quite often on reviews on the internet as well as they find important to rely on recommendations. Therefore, it can be predicted that Polish customers visit online **databases** which draw a comparison between products and ETA should pay adequate attention to its presentation at these webpages, so that it can create a good impression and it can help them to gain attention of people.

Nonetheless, based on the research the most favourite way of advertising in Poland are **leaflets**. That is the reason why ETA should invest sufficient amount of capital in **development of leaflets**. Its **design** should be elaborated, products should be presented in catchy way and **discounts of products** should be included in the leaflets.

The third recommendation is to **extend distribution** of the company. ETA should provide more products in the shops of their international trading partners. What is more, ETA's

products should be well recognizable in shops. This could be done for instance with the help of so called **Endcaps**, which means that products are located in the forefront of a rack. Because of the position, products are visible for customers which means they are directly offered to them.

In conclusion, marketing communication tools which should be used by ETA in Poland are predominantly trade activities with offline as well as online (e-commerce) trade partners. **Promoting shelves, banner advertisements, online presentations** of products, **social networks** should be used. What is more, **services of the ambassador** should be constantly used as well as materials providing **sales promotion** directly in shops.

13.3 Slovakia

Due to the fact that Slovak economy undergone significant **expansion** at the end of 2015 and its **inflation level** as well as **unemployment rate** have been **decreasing**, it could be predicted, that buying power in the field of electronic appliances could **increase**. When concerning the facts that Slovakia is one of the most important **trading partners of the Czech Republic** and that Slovakia and Czech Republic have similar customs, traditions and customer base which is grounded in their common history, Slovakia can be considered as one of the most important trading partners for ETA company.

According to the research, Slovak people consider **online advertisement** as one of the **most influential**. This can be confirmed by internal information of the company which indicate that increasing influence of the internet in Slovakia can be observed. As a company's internal source stated, Slovakia has the second highest amount of electrical appliances sold via the internet after the Czech Republic. This fact should be considered as the basic information on which the company should base its export marketing strategy. Online advertisements should be provided by **newsletters, banners, quality descriptions of products**, sufficient amount of **photos in online leaflets**, activities in webpages which compare the prices of products and others.

However, according to the results, Slovak people still **prefer shopping in brick-and-mortar shops**. Therefore, advertisement should be targeted not only at online shops, but also at so called offline shops. This can be done with the help of **advertisements, sales promotion activities, POS materials** or usage of **Endcaps**. On the grounds of the information gained from the research, second most influential factor which Slovaks rely on when making a final decision is **advice from shopping assistant**. Therefore, ETA should provide quality **informed shop assistance** which can provide sufficient information about products. Based

on the results, Slovak customers also are highly influenced by quality of products. Therefore, **quality of products** should be **highlighted** while promoting. Moreover, Slovak respondents put emphasis on **ratio of price to power**, which should be also **highlighted** while promoting. What is more, Slovak respondents also consider TV advertisements as the third most influential, therefore investment in **short commercial in Slovak televisions** should be considered. Furthermore, Slovak respondents marked that they are significantly influenced by **famous people in advertisements**. Therefore, ETA should consider creation of an advertisement with a famous Czech or Slovak persona.

In comparison to Poland and Hungary, ETA provides **the broadest distribution** in Slovakia. Therefore, activities concerned with **promotion of the brand** can be integrated into the marketing strategy. One of the possible activities could be **sponsoring of cooking shows, PR advertisements in food-style magazines** as for instance F.O.O.D. or Dobré jedlo, and **outdoor advertisement** can be also used.

Because Slovak respondents rely on **recommendations** as the most influential tool of advertisement, the company should consider to build **strong relationships with customers**. Therefore, **quality service** should be provided as well as **telephonic customer lines** and improvements in communication with customers.

CONCLUSION

When a company wants to succeed in the international market, it is necessary not only to know differences in consumer buying behaviour in the selected countries, but also the key macroeconomic indicators of these countries. What is more, the company also needs to take into consideration general macroeconomic environment of countries as well as various characteristics of different markets, which feature various cultures, customs and traditions. All of these facts are interconnected and they constitute a market of a country. On the basis of these facts, the company starts to understand the specific market and dissimilarities from a domestic market and its activities can be adapted to the needs of local consumers. Furthermore, an effective export marketing strategy can be created.

The aim of this thesis was to process theoretical findings connected with the topic, to analyse the key macroeconomic indicators of select countries and, based on these data, to create a suggestion of an export marketing strategy for ETA.

The theoretical part dealt with marketing and its international form. In connection to these, a marketing strategy and a marketing mix are described. Furthermore, European market, consumer behaviour and aspects which influence consumers are described. As follow-up, macroeconomics and the key macroeconomic indicators are defined. Finally, theory about methods and analysis used is mentioned. These theoretical findings created the basis for the practical part.

The practical part described macroeconomic environment of the Czech Republic, Hungary, Poland and Slovakia as the countries of the Visegrad Group. Apart from the domestic market of the Czech Republic, these three markets are the most important export markets of ETA. Thus, research on consumer behaviour in these countries was conducted, which was executed with the help of questionnaires. Based on the research, some common characteristics of consumers' behaviour in these countries as well as some differences between them can be unambiguously seen. These similarities and differences as well as internal information of the company were considered and the suggestion of export marketing strategy for ETA was created.

To sum up, survey research is advantageous method which helps companies to understand targeted markets more effectively than bare numbers and graphs. This research provided information which should help ETA to better understand the markets of the countries of the Visegrad Group and based on these findings, the company can realize effective changes to its export marketing strategy.

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LIST OF ABBREVIATIONS

a.s.	akciová společnost
HICP	Harmonised Index of Consumer Prices
Co., Ltd.	spol. s.r.o.
FMCG	Fast Moving Consumer Goods
PR	Public Relations
POS	Point of Sale

APPENDICES

- P I Hungarian questionnaire on which factors behaviour of consumers which search for electrical appliances the most
- P II Polish questionnaire on which factors behaviour of consumers which search for electrical appliances the most
- P III Slovak questionnaire on which factors behaviour of consumers which search for electrical appliances the most

APPENDIX P I: HUNGARIAN QUESTIONNAIRE ON WHICH FACTORS INFLUENCE BEHAVIOUR OF CUSTOMERS THE MOST

Jó napot kívánok, Nikola Slovákóvának hívnak, a zlíni (Csehország) Tomáše Bati Egyetem menedzseri szakának angol nyelvű tagozatán utolsó éves hallgató vagyok. Szeretném Önt megkérni arra, hogy egy rövid kérdőív kitöltésével, a „Vásárlók viselkedése háztartási készülékek vásárlásánál” segítse a tanulmányaimat! A kérdőív eredményeit a diplomamunkámhoz szeretném felhasználni, amelynek a címe „**Vásárlói viselkedés különbségei, illetve a kiválasztott európai országok kulcs makrogazdasági mutatóinak analízise, mint az ETA a.s. export marketing stratégiának alapja**”. Kérem, minden kérdésnél válasszon egy választ és x-elje azt bel Ha a kérdőív eredményeit tudni szeretné, kérem adja meg e-mail elérhetőségét a kérdőív hátsó oldalán!

- 1. Melyik reklám befolyásolja leginkább az Ön véleményét?**
 - Televíziós
 - Szórólapos
 - Telefonos
 - Kültéri (billboard)
 - Ismerősei javaslata
 - Online
- 2. Az Ön háztartásában ki dönt a háztartási készülékek vásárlásáról?**
 - Én
 - Férj/ feleség
 - Gyerekek
 - Mindenki
- 3. Mi az, ami a legjobban befolyásolja Önt a háztartási készülékek vásárlásánál?**
 - Márka
 - Egy ismert személy a reklámokból
 - Ár/teljesítmény arány
 - Minőség
 - Vásárlás utáni ajándék
 - Bónusz pontok
 - Design
- 4. Figyeli a technológiai trendeket, vagy inkább ajánlás, reklám alapján dönt?**
 - Figyelem a technológiai trendeket
 - Figyelem a kipróbált termékek javaslatait
 - Figyelem az aktuális reklámot
- 5. Ha egy adott termék megvásárlásán gondolkodik, a végső döntésben mi lesz a legfontosabb az Ön számára?**
 - Interneten található termék értékelése
 - Saját véleményem
 - Ismerősektől/barátoktól való ajánlás
 - Bolti eladók tanácsai
- 6. A boltokban, vagy az interneten való háztartási készülékek vásárlását részesíti inkább előnyben?**
 - Boltokban
 - Interneten

7. Ha elégedett az adott termékkel, a legközelebbi vásárlásnál is ugyanazt a márkát választja?
Igen
Nem
8. Neme
Férfi
Nő
9. Életkora
18 – 25
26 – 35
36 – 45
46 – 55
56 – 65
66 és több
10. Munka típusa:
Tanuló
Munkavállaló
Vállalkozó
Nyugdíjas
Csökkent munkaképességű

APPENDIX P II: POLISH QUESTIONNAIRE ON WHICH FACTORS INFLUENCE BEHAVIOUR OF CUSTOMERS THE MOST

Witam, nazywam się Nikola Slovákóvá, jestem studentką ostatniego roku studiów licencjackich na Uniwersytecie Tomasza Baty w Zlinie, studiuje język angielski w praktyce menedżerskiej. Chciałbym prosić o wypełnienie krótkiej ankiety na temat zachowania konsumentów przy zakupie urządzeń elektrycznych, których wyniki wykorzystam w mojej pracy magisterskiej pt. **Analiza różnic w zachowaniu konsumentów oraz kluczowych wskaźników makroekonomicznych w wybranych krajach europejskich jako podstaw eksportowej strategii marketingowej ETA a.s.** Przy każdym pytaniu proszę wybrać jedną odpowiedź i oznaczyć krzyżykiem. Jeśli jesteś zainteresowany wynikami badań, prosimy o podanie adresu e-mail na odwrocie kwestionariusza.

1. Jaka reklama wywiera na Ciebie największy wpływ?

- Telewizyjna
- Ulotki
- Telefoniczna
- Na otwartym powietrzu (billboardy)
- Zalecenie znajomego
- Online

2. Kto w Twoim gospodarstwie domowym decyduje o zakupie urządzeń elektrycznych?

- Ja
- Mąż / żona
- Dzieci
- Wszyscy

3. Co przy zakupie urządzeń elektrycznych na największy wpływ?

- Świadomość marki
- Znana postać w reklamie
- Stosunek cena / wydajność
- Jakość
- Prezent na zakup
- Punkty bonusowe
- Design

4. Śledzisz trendy technologiczne, czy też preferujesz zalecenia lub reklamę?

- Śledzę trendy technologiczne
- Preferuję zalecenia
- Preferuję reklamę

5. W przypadku, gdy decydujesz się o zakupie konkretnego produktu, co wpływa na ostateczną decyzję najbardziej?

- Ocena produktu w Internecie
- Moja własna opinia
- Rekomendacje od znajomych / przyjaciół
- Rada sprzedawcy

6. Preferujesz zakup urządzeń elektrycznych w sklepach lub w Internecie?

- W sklepach
- W Internecie

7. W przypadku zadowolenia z obecnego produktu nowy produkt będzie tej samej marki?

Tak

Nie

8. Płeć

Mężczyzna

Kobieta

9. Wiek

18 – 25

26 – 35

36 – 45

46 – 55

56 – 65

66 i starszy

10. Zatrudnienie

Student

Pracownik

Przedsiębiorca

Emeryt

Inwalida

APPENDIX P III: SLOVAK QUESTIONNAIRE ON WHICH FACTORS INFLUENCE BEHAVIOUR OF CUSTOMERS THE MOST

Dobrý deň, volám sa Nikola Slováková, som študentkou posledného ročníka bakalárskeho štúdia na Univerzite Tomáša Baťu v Zlíne, Česká republika. Študujem odbor Anglický jazyk pre manažérsku prax. Chcela by som Vás týmto požiadať o vyplnenie krátkeho dotazníka na tému Správanie spotrebiteľov pri kúpe domácich spotrebičov, ktorého výsledky použijem vo svojej bakalárskej práci s názvom **Analýza rozdielov spotrebiteľského správania a kľúčových makroekonomických ukazovateľov vybraných európskych krajín ako základov exportné marketingovej stratégie spoločnosti ETA a. s.** Pri každej otázke prosím vyberte jednu odpoveď, ktorú označíte krížikom.

Ak budete mať záujem o oznámením výsledkov tohto prieskumu, uveďte kontaktné e-mail na zadnú stranu dotazníka.

- 1. Aká reklama Vás ovplyvňuje najviac?**
 - Televízna
 - Letáková
 - Telefonická
 - Outdoorová (billboardy)
 - Odporúčania od známeho

- 2. Kto vo Vašej domácnosti rozhoduje o kúpe spotrebičov?**
 - Ja
 - Manžel / manželka
 - Deti
 - Všetci

- 3. Čo vás pri nákupe spotrebičov ovplyvňuje najviac?**
 - Značka
 - Známa osobnosť v reklame
 - Pomer cena / výkon
 - Kvalita
 - Darček za kúpu
 - Bonusové body
 - Design

- 4. Sledujete technologické trendy, alebo dáte radšej na odporúčania alebo reklamu?**
 - Sledujem technologické trendy
 - Dávam na odporúčanie odskúšaných produktov
 - Dávam na aktuálnu reklamu

- 5. V prípade, že sa rozhodujete o kúpe určitého produktu, čo Vás ovplyvňuje pri záverečnom rozhodnutí najviac?**
 - Hodnotenie produktu na internete
 - Môj vlastný názor
 - Odporúčanie od známych / kamarátov
 - Rada predávajúceho personálu

- 6. Preferujete nakupovanie domácich spotrebičov v kamenných obchodoch, či na internete?**
 - V kamenných obchodoch
 - Na internete

7. V prípade Vašej spokojnosti so súčasným produktom, obraciate sa pri nákupe nového na rovnakú značku?

Áno

Nie

8. Pohlavie

Muž

Žena

9. Vek

18 - 25

26 - 35

36 - 45

46 - 55

56 - 65

66 a viac

10. Profesionálny status:

Študent

Zamestnanec

Podnikateľ

Dôchodca

ZŤP