

Influence of segmentation factors on leaflet distribution

Michaela Jánková, Petra Olšová¹

Abstract: *In marketing communication it is important to know what and how to inform the customer, it means to know the target audience, where it is located and how it is possible to reach it. The most commonly used form of addressing the customer in the retail is a leaflet action. This article aims to highlight the use of segmentation aspects by retail in the selected region for the best implementation of selected communication mix - direct marketing. An analysis of secondary data - professional literature and studies dealing with the meaning of communication in the company, specifically marketing communication with a focus on direct marketing in the retail – was executed to fulfil the objectives of the article. Results from a questionnaire survey that examined the influence of spatial data on the purchasing behaviour of customers in Ústí nad Labem - City will be used as primary data. Survey results indicate the fact that it was necessary to collect spatial data on the segment. A selected market was examined in the questionnaire survey mainly in terms of geography and demography and impact of these criteria on the leaflet distribution process application. Geographical segmentation provided information on the spatial distribution of retail shops in the city. Socio-demographic segmentation offered information about age, gender, status, and education of customers who shop in the supermarkets.*

Keywords: Market segmentation, buying decisions, supermarkets, direct marketing, distribution of leaflets

Jel Classification: M30, M31, M37

1 Introduction to the Problem

The current environment in which retailers run their business is constantly changing due to the escalating competition and changing customer behaviour. Customers' shopping behaviour is based on their needs and shopping opportunities influenced by the offer presented with help of a marketing mix. The shopping behaviour and retailers' offer are affected by the area, where the shopping process takes place.

The geographic territory analysis shows the difference between successful factors of the territory and the unsuccessful ones, for example, the examination of the socio-demographic profile of customers, the size of competitors in the area, a possible demand for the product etc. Each store uses the territory segmentation to profile their target group. Such a segmentation makes it possible to manage the market effectively. A correct definition of target groups within a territory enables the optimization of marketing communication tools, such as distribution of leaflets, POS promotion, advertising and sales promotion. This then ensures that the resources of the territory are utilized the best (GeoMarketing, 2013).

Geographical analysis of the region is based on the assumption that on one hand a given spatial position affects the individual and on the other hand it is necessary to consider the integration of people in social groups. A local market capacity and purchasing power within a given area depend primarily on demographic characteristics, such as a family size, age, income levels and ethnicity (Spilová, 2012). This argument is in favour of the author McDougall (1995), who in his book points out the fact that the location determination was an important factor when defining marketing tools. Authors Filsner (1990), Derbaix (1990), Trinquecoste (1990) in their articles point out the fact that there is a correlation between the presence of an individual in a given territory and influence of factors on the buying behaviour of consumers, which is reflected in differentiated offer of direct marketing tools in the territory (Campo, et al., 200).

1.1 Marketing Communication

Communication is an exchange of information, news, ideas, etc. or an action to convey one's ideas, feelings, etc. clearly to others (Koekemoer, 2004). Engel, et al. (1994) defines communication as a deliberate effort to elicit planned reaction. Fill (2006), who deals with the problem of communication in his publications, defines it as a process perceived by individuals in a way where participants can interpret the meaning of the message and be able to react to it coherently. Varey (2002) called communication as social dealings between people who differ

¹ Ing. Michaela Jánková, PhD., Faculty of Social and Economic Studies, J.E. Purkyně University in Ústí nad Labem, Moskevská 54, 400 96 Ústí nad Labem, Czech Republic, e-mail: michaela.janska@ujep.cz

Ing. Petra Olšová, Ph.D., Faculty of Social and Economic Studies, J.E. Purkyně University in Ústí nad Labem Moskevská 54, 400 96 Ústí nad Labem, Czech Republic, e-mail: petra.olsova@ujep.cz

in their values, beliefs and motivation. A similar idea is expressed also by Egan (2007), who defined communication as interpersonal activities highly depending on social context, implemented in particular market.

Communication is one of the most important things we do in life and promotion and sales come down to communication. For marketing to be successful it needs to target communications at a diverse range of stakeholders and audiences who are both internal and external to the organization (Smith, et al., 1999). Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible to target consumers. In retail communication helps inform customers about the location of goods and services (Pradhan, 2009).

At present consumers are much more selective than before, knowing exactly what they want, and therefore the product offer of companies largely adapts to them. The companies, through the elements of marketing communications, can show consumers how and why to use the product, by whom, where and when (Kotler, 2000; Luo, Donthu, 2006). Marketing communication is one of marketing mix elements and it is treated like a cultural enterprise with a certain cultural impact on the market segment (Varey, 2002). The goal of marketing communication is to make a customer to become interested in a product the enterprise offers (Mateides, Ďaďo, 2002). The success of this idea is emphasized by the authors Kotler, Wood and Fill in the four roles of marketing communication - emphasizing differences, reminding, informing and persuading (Kotler, Keller, 2012; Fill, 2005; Wood, 2006). The authors Shrimp and Andrews added that enterprises want, on one hand, the marketing communication to provide information and identification function to differ them from their competitors and, on the other hand, expect raising a particular shopping reaction from customers (Shimp, Andrews, 2013). Marketing communication facilitates the exchange focused on brand targeting to the customer, brand placement, sharing the importance of brand and focusing on the differences associated with different perceptions of the product by the target group (Chitty, et al., 2011).

A combination of special communication features supporting a specific product can be found in the literature under a special term - communication mix. Customers are exposed to different kinds of marketing communication, such as advertising, personal selling, sales promotion, public relations, direct marketing and Internet marketing (Theran, Theran, 2010). The author Floor (2010) states that the retail companies use extensive out-of-store tools (advertising and direct marketing) and in-store tools (store design, visual merchandising, staff) to attract customers to the stores.

1.2 Direct marketing

Direct marketing is the oldest and most natural form of marketing communication (Sacristan, 2012). Desmet (2005) defines direct marketing as a marketing method/approach which consists in systematically collecting and exploiting in database individual information on a target and managing a personalized transaction. Direct marketing generates customer interest in products and convinces them to purchase the products with help of short-term rewards (Compey, 2004; Verhoef, 2003). Direct marketing presents standard market analysis steps. In direct marketing, two approaches are possible when dealing with the introduction with whom to communicate. The first approach deals with marketing analysis of target areas in order to identify those marketing campaigns that appeal to the people with regard to the offer of companies operating in the area. The second approach focuses on direct analysis of individuals in that particular area. This means defining the needs of customers in a given geographic area in order to define direct marketing policy for reaching these people (Cliquet, 2006). The second approach is more adapted to the relationship marketing logic, but experts recommend working with both marketing approaches.

An important step in the process of direct marketing is the correct definition of the target audience within the segmented market, enabling return on investment. Several studies have shown that direct marketing affects customer behaviour (Shawndra, et al., 2006; Remco, Verhoef, 2007; Venkatesan, Kumar, 2004). This involves the range optimisation with a goal to select the right direct marketing tools, such as catalogue, e-mailing, telemarketing, direct response advertising, unaddressed delivery, etc. Leaflets delivered to people's postboxes in a certain geographical area are defined as an unaddressed delivery. This form of promotion is used mainly by retail units (Karlíček, Král, 2011; Moisa, et al., 2010). It is distinguished from the mass communication primarily by generating a direct response from the recipients (Pelsmarcker, et al., 2003).

Leaflets provide information about discounts on products in a specified period of time. Nowadays leaflets are still used as an effective way of branding; they are an important promotional tool. It is a declaration which consists of information on which products and how long they will be in discount, details on certain campaigns and information about their company (Yildirim, Orcun, 2012). The distribution of unaddressed advertising prints is provided, in most cases, by the postal service or the company itself. The printed form of leaflets is more expensive than sending leaflets through spam messages, but it is still more effective and more popular among customers (Adámek, 2009).

According to the study Shopper Watch, which is realized by a partnership between Checkout and Behaviour & Attitudes in Ireland, the number of customers responding to the offer of supermarkets through their special offers grows. In 2013 it was 37% of surveyed customers who responded to special offers from the brochure of the supermarkets, in 2014 the number of responding people grew to 46% (Fanning, 2014). This statement was confirmed by a research performed by the Mediaguru agency in the Czech Republic in 2013. The research has shown that customers are rather influenced by an advertisement they see. The highest share of respondents (38%) shop with help of leaflets (MediaGuru, 2013).

Another survey, taking place in 2007, examined the impact of marketing communication tools on the shopping behaviour of customers in Slovakia. It showed that the influence of advertising leaflets on the buying behaviour of customers depended on their age, gender, education, income and the geographic location of the particular purchase. A total of 80% of surveyed respondents said that sales promotion tools of already particular supermarket were positively received by customers (Nagyová, et al., 2008). On one hand, a Czech customer states that there were too many leaflets on the market, but on the other hand, a leaflet is still a successful medium because it is noticed nearly by one third of people (Mistoprodeje, 2013).

2 Research Methodology

Customer's shopping behaviour is, in the long-term outlook, influenced by the saturation of the business network in the region, a socio-demographic structure of the population and a changing lifestyle. In a short-term outlook, it's all about microeconomic development of the economy and the exchange rate of the Czech crown (Incoma, 2013). This article aims to highlight the use of segmentation aspects by retail in the selected region for the best implementation of the selected direct marketing tool – a leaflet. It will examine particular factors, such as the information about the geographic location of the selected region and socio-demographic information, specifically - age, gender and social status of customers. The goal of the data gathering on the local level is to update information due to the adoption to demands of a particular area

The district of Ústí nad Labem was selected as a geographic area for the study of the influence of geographic information on customer purchases via leaflets. The district of Ústí nad Labem consists of 23 municipalities, three of them having the status of the city - Ústí nad Labem, Chabařovice and Trmice (Czso, 2012). The method of the primary data collection through written questionnaires was chosen to specify the effect of leaflets on purchase decisions. The survey was conducted during the months of April to June 2015 in supermarkets of the municipal district of Ústí nad Labem - City and in the hypermarket Trmice. The above-mentioned parts of the region were selected, because it is believed that people commute to shop there. There are seven supermarkets involved in the survey in the district of Ústí nad Labem – City. There is no hypermarket in the district and customers commute to the Globus hypermarket, which is located already in Trmice, some 5 km far from Ústí nad Labem - City (Kolpron, s.r.o.)

A total of 315 respondents with permanent or temporary residence in Ústí nad Labem shopping in the selected supermarkets and hypermarkets were interviewed in the survey. As it was not possible to meet requirements for a representative selection, the survey used a stratified random sample of respondents. Responses acquired from respondents were classified based on an analytical classification making possible examining mutual relationships and dependencies between received information. The aim of the survey was to interview consumers in retail stores about the impact of the direct marketing tool - leaflet - on their purchasing decisions. The information will be part of a database of geographic data required for the consumer behaviour spatial aspects analysis.

3 Results and Discussion

The location of the district, its segmentation and the population is important in terms of information about particular area. The district of Ústí nad Labem is situated in the north of the Czech Republic in Ústí Region, near the border with Germany; adjacent to the Free State of Saxony. The district of Ústí nad Labem covers the area of 404 km². This represents 7.6% of Ústí Region's area. The population of Ústí nad Labem reaches 95,436 inhabitants. It has been among the areas with the highest unemployment rate in the country. The city unemployment stands at 13% (Risy web). Ústí nad Labem is further divided into four districts: Ústí nad Labem - City, Neštětice, Severní Terasa and Střekov. The district Ústí nad Labem - City represents 50% of the city area and 38% of the total population.

The retail network of the city of Ústí nad Labem has undergone some changes in terms of quality and scope related with the transition to a market economy over last decades. Compared with the rest of the districts, Ústí nad Labem - City registers higher number of stores. It is caused by the nature of the city itself. On one hand Ústí nad Labem is a university town, and on the other hand it is the target city for commuting to work. That's why people not residing in the city utilize the district of Ústí nad Labem - City to realize their purchases. Based on results of the survey conducted in 2015, customers can make purchases through 1,259 retail units in the urban

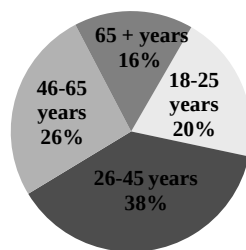
area with 596 establishments being registered at the land registry. Their total sales space reaches 444,487 square meters (Kitta, 2014).

In this region there are 7 supermarkets being subject to the research - Lidl Czech Republic, public company; Tesco Stores CZ, Inc., Billa, Ltd., two stores branded Kaufland Czech Republic, public company; Penny Market, Ltd.; Norma, limited partnership

3.1 Customers' segmentation by the age

The impact of socio-demographic criteria of the selected urban segment on the effect of selected direct marketing tools was examined based on data found in a questionnaire survey. There were 190 women and 125 men among 315 survey respondents. This implies that women still take care of shopping in the majority of cases. In terms of age groups, respondents were divided into four age groups. The first age group of 18 to 25 years showed a share of 20%. Respondents aged 26-45 years formed 38% of respondents. The third age group from 46 to 65 years showed a share of 26%. Last age group of people over 65 years was formed by 16% of respondents. The age structure of the respondents is presented in Chart 1.

Chart 1: Age structure of respondents



Source: own processing, 2015

The age group of 18 to 25 years

The approached age group of customers from 18 to 25 years was mostly formed by people with the secondary education with A-level. They were employed or studying. More detailed information about the attained education and economic activity of this age group is shown in Table 1.

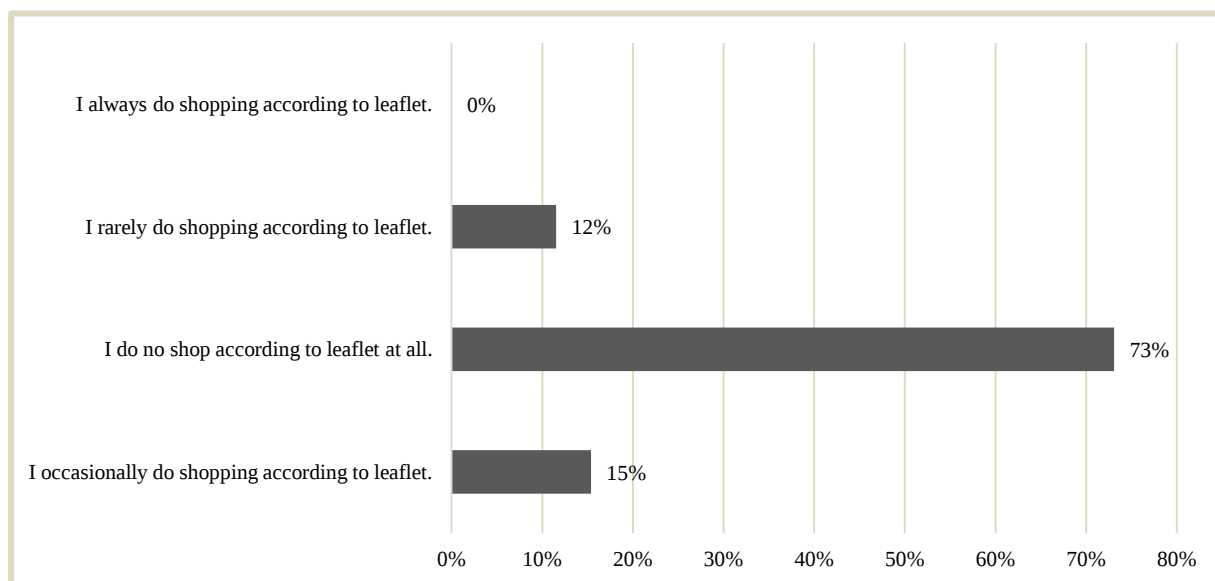
More than one half of the respondents (60%) say they did not shop in the retail units on the basis of leaflets. This is influenced by the fact that two thirds of the respondents, particularly 73% of this age group, still lived at home with their parents. One half of them buy in the stores regularly several times a week and spend up to CZK 500 there (see chart 2).

Table 1: Demographic characteristics of the age group of 18-25 year

Demographic criteria	Characteristics of the age group of 18-25 year olds
Education	Secondary Level with school leaving exam (56%), Basic (18%), Higher (15%), Secondary Level without school leaving exam (11%)
Economic activity	Employee (34%), Student (34%), Unemployed (18%), Maternity (parental) leave (15%)

Source: own processing, 2015

Chart 2: The regularity of purchase in the supermarket with regard to the impact of leaflets in the selection of goods and monthly spending



Source: own processing, 2015

The age group of 26 to 45 years

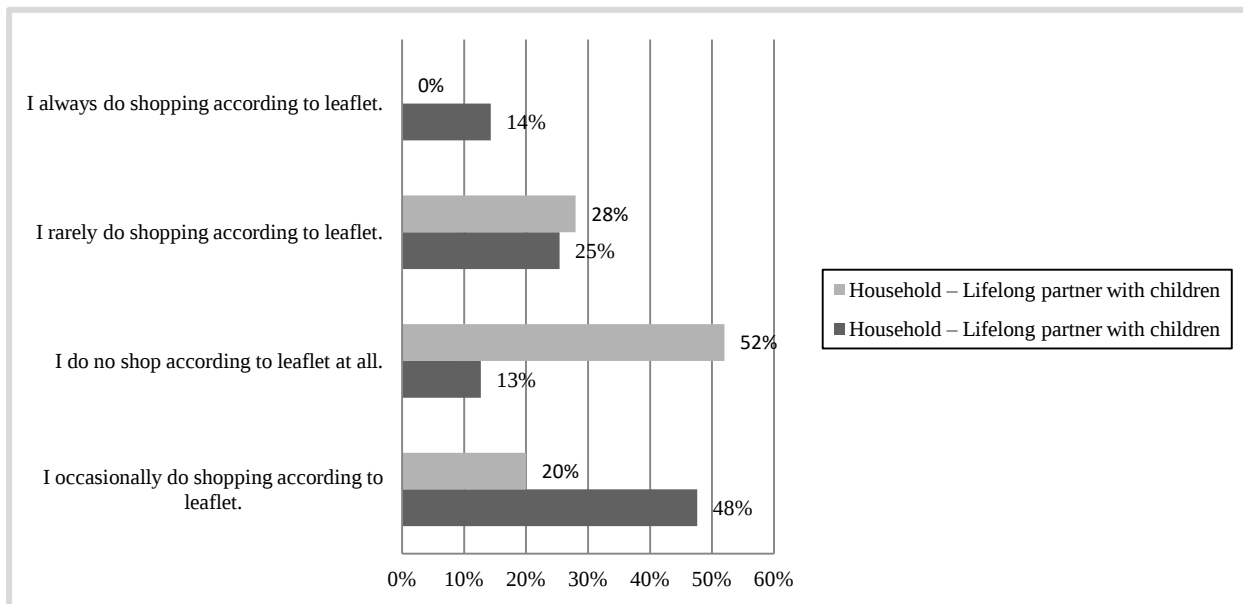
Table 2 shows that more than half of the customers in the age group from 26 to 45 years reported they reached the secondary education. Nearly two-thirds of them (78%) work and come from a three-member household (30%). The willingness of customers from this age group to buy with help of leaflets is affected mainly by the nature of their household. Almost 62% of respondents living in a household with a life partner and children said they buy mostly according to the leaflets provided by the particular retail store. Conversely, customers living in the same household only with a life partner do not buy according leaflets at all (52%) or buy exceptionally (28%). This fact is demonstrated by Chart 3.

The frequency of shopping in retail stores depends on the individual customer. Customers either visit a supermarket once a week (24%), or regularly more times a week (21%). Customers in this age group spend CZK 500 - 1,000 a week.

Table 2: Demographic characteristics of the age group of 26-45 year olds

Demographic criteria	Characteristics of the age group of 26-45 year olds
Education	Secondary Level with school leaving exam (53%), Higher (22%), Secondary Level without school leaving exam (20%), Basic (5%)
Economic activity	Student (1%) Employee (78%), Unemployed (12%), Maternity (parental) leave (6%), Entrepreneur (3%), Student (1%)

Source: own processing, 2015

Chart 3: Household purchases according to the leaflets

Source: own processing, 2015

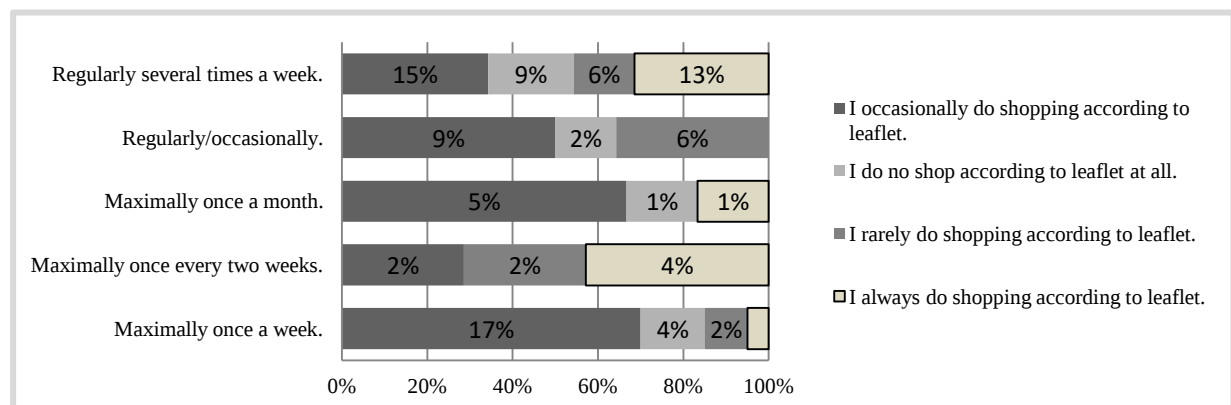
The age group of 46 to 65 year olds

Table 3 shows the fact that the majority of customers (63%) in the age group of 46 to 65 years said they reached the secondary school education with A-level and were employed in a permanent employment. One third of customers in this age group (38%) said they lived in a two-member household with a life partner. Nearly one half of the respondents (48%) stated that the leaflets affected their purchases occasionally. This group of respondents respond to promotions in the leaflets and the purchase decision is significantly affected neither by the number nor the composition of members in the household. Customers in this age group do shopping regularly once a week or several times a week. Chart 4 shows the bind of variables – the frequency of purchases and the influence of leaflets on the selection of goods.

Table 3: Demographic characteristics of the age group of 46-65 year old

Demographic criteria	Characteristics of the age group of 46-65 year olds
Education	Secondary Level with school leaving exam (63%), Secondary Level without school leaving exam (18%), Higher (11%), Basic (8%)
Economic activity	Employee (68%), Disability pensioners (12%), Old-age pensioners (7%), Unemployed (6%), Working old-age pensioners (4%), Entrepreneur (3%)

Source: own processing, 2015

Chart4: Frequency of purchasing depending on the selection of goods from the leaflets

Source: own processing, 2015

Group of respondents over 65 years

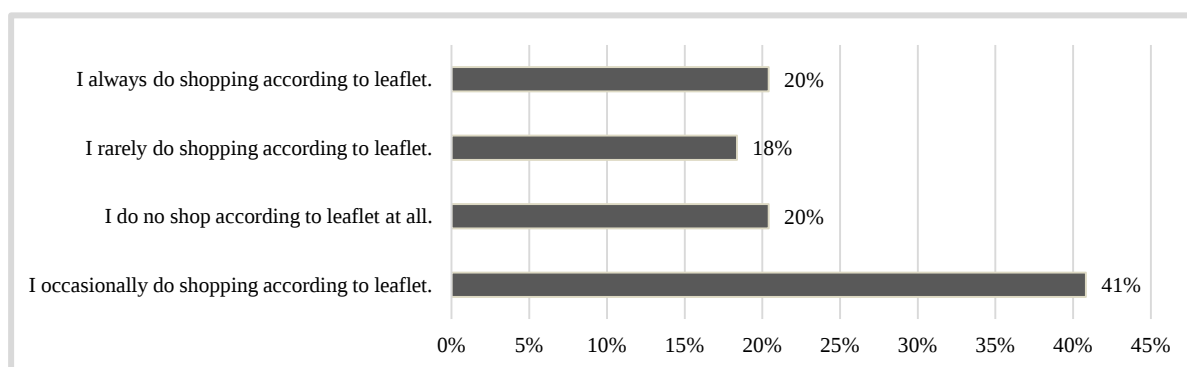
Last age group of respondents was formed by customers over 65 years. Nearly two thirds of them said they were receiving a pension and lived in a two-person household (see Table 4). Even this age group reacts strongly to promotions in the leaflet. As it is seen from Chart 5, this age group shows the most significant response rate. A total of 61% of respondents respond to leaflets provided by supermarkets or hypermarkets. It is mainly due to the amount of their pensions. These customers do shopping mostly several times a week and spend up to CZK 500.

Table 4: Demographic characteristics of the group over 65 years of age

Demographic criteria	Characteristics of the group over 65 years of age
Education	Secondary Level (45%), Secondary Level without school leaving exam (39%), Basic (10%), Higher (6%)
Economic activity	Old-age pensioners (73%), Working old-age pensioners (20%), Disability pensioners (7%)

Source: own processing, 2015

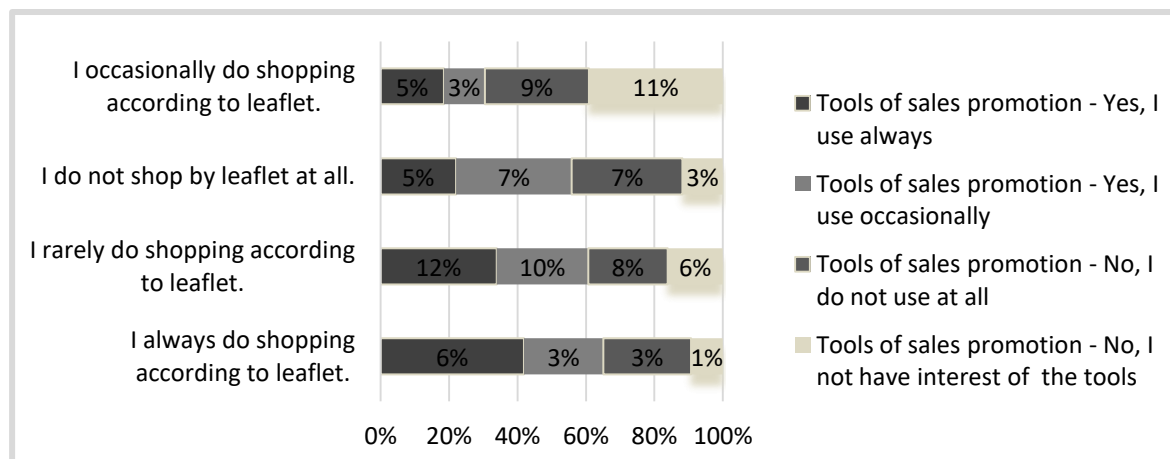
Chart 5: Purchase by leaflets of the groups over 65 years of age



Source: own processing, 2015

A total of 82% of customers of all interviewed age groups said that they did not just buy the goods listed in the action leaflet when shopping in the stores. On the other hand, customers occasionally using offers from a leaflet actively use sales promotion tools such as loyalty cards, tastings, etc. in these retail units. Customers never or rarely purchasing according to leaflets have no interest in the offered sales promotion tools. Therefore, we can state that there is a direct correlation between the interest in the action assortment in the leaflet and the sales promotion offer in the stores.

Chart 6: Comparison of the influence of the leaflets and sales promotion to shopping



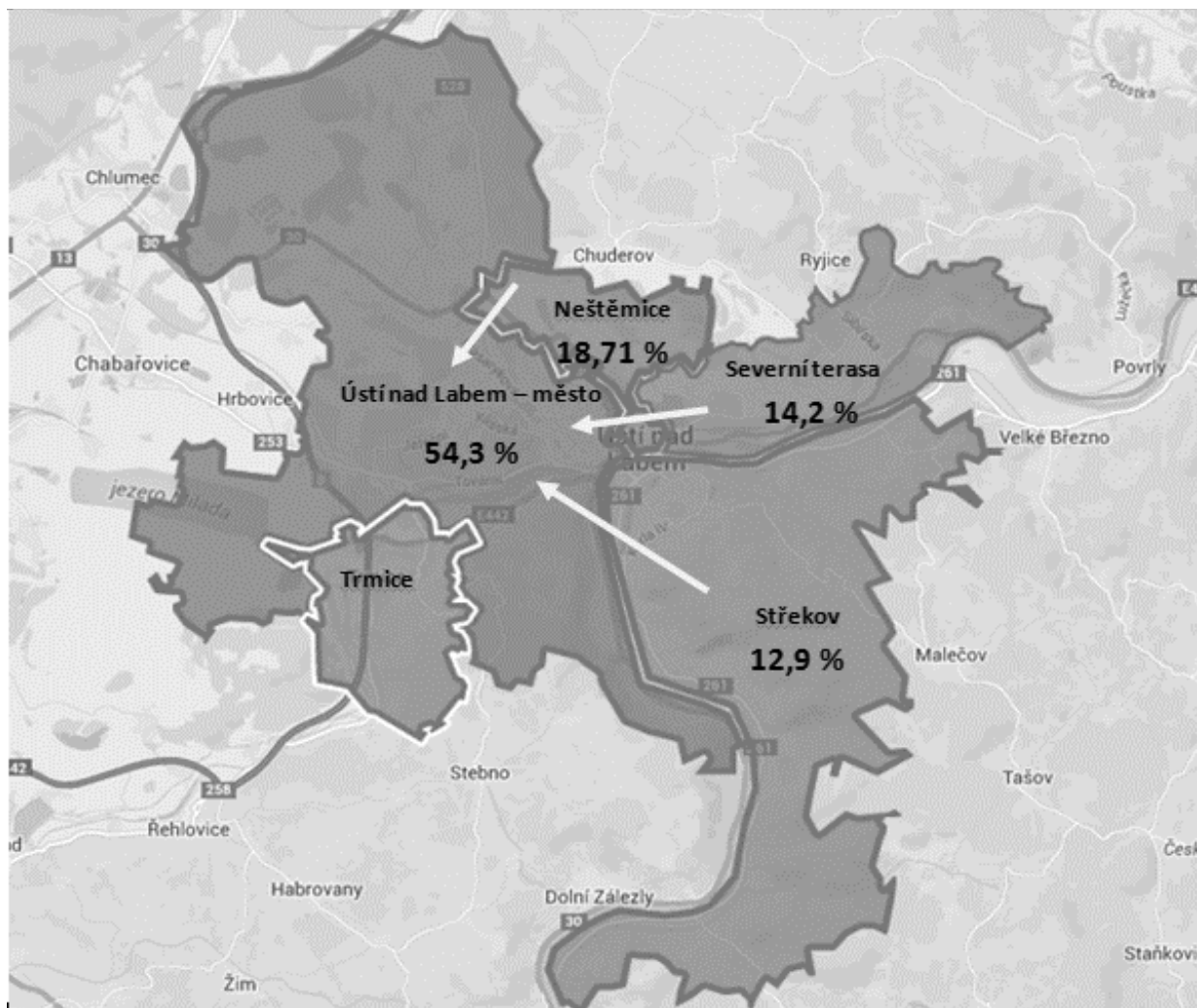
Source: own processing, 2015

3.2 Customers' segmentation according to behavioural conduct

Furthermore, results of the questionnaire survey investigated whether customers were willing to travel to another city district just because of the assortment in the leaflet offer. One half of the surveyed customers (54%) do shopping at the place of living – within the city's district. The other half of the customers commute to supermarkets in other districts' urban parts - Neštětice, Severní Terasa and Střekov. In terms of the hypermarket Globus, which is located in another city, the highest number of customers commutes there because of a leaflet offer, i.e. 12% from the district of Ústí nad Labem – City and 5% each from the rest of the municipal districts.

The migration of customers to particular supermarkets in the municipal district of Ústí nad Labem - City is shown in the picture 1. The map clearly shows that most people buy at the place of living and the migration from other districts is registered in a lesser extent. This is due to the fact that supermarkets are located in each municipal district and people have not such a need to move to another district because of leaflet assortment.

Picture 1: Shopping flow of customers due to promotions in leaflets



Source: Own processing, 2015

Information from a literature review, research studies and the results of our marketing research indicate that customers responding to leaflets need to know if the new offer is worth of travelling to buy the goods. On the other hand, customers have their favourite assortments and the price level they are willing to buy the goods for. Going to a different retail store depends mainly on the level of innovation used for the offered assortment in comparison with the price offer and the kind of marketing communication used by a particular shop. As it is seen from the survey, promotions and sales promotion tools are important parts of marketing communication, but they do not have a major impact on the process of choosing a retail store by a customer. The survey results show that geographic information is essential for better targeting of the elements of direct marketing to customers, help to divide customers into groups according to segmentation criteria - this means primarily demographic, geographic

and behavioural criteria. Based on this, a particular retail shop can adjust its offer as a part of the marketing mix to the segments of the study area.

4 Conclusion

In terms of the marketing approach, retail seeks a better understanding of the market and wants to adjust its marketing mix to it. It is necessary to spatially analyse a particular area to better target the market. Geographic information in the consumer behaviour analysis makes it possible to monitor customers' preferences, habits and purchasing behaviour based on the market segmentation. The socio-demographic characteristics of the area the customers live in and qualitative criteria related to the customer behaviour are important criteria for the spatial segmentation.

The aim of the article was to highlight the importance of the spatial data use in the communication policy, particularly in direct marketing. The example of the consumer behaviour spatial analysis in supermarkets in the district of Ústí nad Labem - City has shown the usefulness of the interconnection of two areas, particularly the geography with socio-demographic customer databases. This interconnection makes it possible for a retail unit to understand its attractiveness.

The results of the survey show that the geographic and demographic segmentation of the market is necessary for a better distribution of leaflet prints. Firstly, the area was explored in terms of the geographical segmentation - what size and geographical location has a district itself, how many people and what situation is there in terms of the number of retail units. It was also found that the behaviour of the customers varies in terms of socio - demographic segmentation, especially it is needed to put emphasis on the age and number of members in the household of customers. Overall, it was found that the attendance in the surveyed supermarket was not greatly influenced by the leaflets. Customers perceive leaflet actions, but they are not entirely influenced by them. The leaflet-related shopping migration to other districts was minimal in this survey. It was connected with the fact that supermarkets are evenly located on the territory in proportion to the population in a given district.

Information from a literature review and the data obtained by the survey prove that the geographic information is helpful for the leaflet distribution process. The urban area analysis makes it possible for a retail unit to focus for instance only on a certain geographical area and form an average profile of the geographic area, identify the distinctive customer group or capture features of a specific customer's environment.

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