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MASTER’S THESIS

THE IMPACT OF ELECTRONIC WORD-OF-MOUTH THROUGH THE CONSUMER DECISION JOURNEY

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AUTHORSHIP STATEMENT

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INTRODUCTION

If marketing has one goal, it is to reach consumers at the moments that most influence their decisions (Court, Elzinga, Mulder & Vetvik, 2009). Marketers have always sought those moments, also known as "touch points," when consumers are most open to influence. Over the years, touch points have been presumed through the metaphor of a "funnel." However, the way consumers shop and interact with brands has changed (Meyerson, 2019). As proposed by the traditional marketing funnel, starting wide at the top with a myriad of brands and narrowing down to purchase was suitable in the past. Now, the same approach is not sufficient. The internet has changed how consumers engage with brands (Edelman, 2010). There is an evident transformation of the economics of marketing, and many of the function's traditional strategies and structures are outdated. Following these outdated business trends is unsustainable for marketers. Consumers still expect a clear brand promise and offerings they value, but what has changed is when – at what touch points – the consumers are most open to influence and how companies can leverage that and interact with them at those points. That said, digitalisation nowadays has caused an ever-growing number of brand touch points and channels to emerge, which changed how consumers behave (Ho, 2015). Consumers integrate these new touch points and channels into their purchase journeys and adopt new patterns of consumption and purchasing (Hagberg, Sundstrom & Egels-Zandén, 2016).

In the past, marketers spent the majority of their marketing budgets on building brand awareness and at the point of purchase. But touch points of modern consumers have changed in both numbers and nature. Thus, a major adjustment to realign marketers' strategy and budgets with where consumers actually spend their time must take place. Companies have traditionally made use of paid-media push marketing at a few well-defined points along the funnel in order to build awareness, drive consideration, and influence purchase. But the metaphor fails to capture the shifting nature of consumer behaviour (Edelman, 2010).

There is a need for a more sophisticated approach to help marketers navigate these processes, which are less linear and far more complex than the funnel suggests. Court, Elzinga, Mulder, and Vetvik (2009) named this approach the consumer decision journey. The consumer journey concept entails all the processes consumers go through "across all stages and touch points" with the intention to make a decision and complete a purchase (Lemon & Verhoef, 2016). Consumer journey models offer marketers a better understanding of the consumer decision-making process in comparison to traditional linear models. Understanding the behaviour of their consumers better enables them to refine and personalise their marketing efforts to anticipate and satisfy the needs of individual consumers (Smith & Stokes, 2017).

Understanding how consumers make decisions is the first step. The difficult part is focusing strategies and spending across the wider range of influential touch points that occur in the consumer decision journey (Court, Elzinga, Mulder & Vetvik, 2009). Even though a stream of research comparing the impact of various paid-for media has already been made (Naik &

Peters, 2009), these broader touch points go beyond brand advertising to include traditional earned media such as peer-to-peer encounters with the brand, specifically word-of-mouth (hereafter: WOM) conversation (Stephen & Galak, 2012). Word-of-mouth activities have long played a major part in consumer purchasing decisions (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). Moreover, traditional WOM has proven to play a major role in consumer buying decisions by influencing consumer choice (Katz & Lazarfeld, 1955; Arndt, 1967; Engel, Blackwell & Kegerreis, 1969; Richins, 1983; Richins & Root-Shaffer, 1988). Past literature has also shown that WOM is more effective than traditional marketing tools of conventional advertising and personal selling (Katz & Lazarfeld, 1955; Engel, Blackwell & Kegerreis, 1969).

Since Web 2.0 has significantly changed the virtual landscape, new possibilities of spreading and receiving information emerged. The number of consumers using Web 2.0 tools, such as online forums, product review sites, and especially social media platforms, to spread their opinions and exchange product information is quickly increasing (Gupta & Harris, 2005). Web 2.0 has given more control, information, and power to the consumers (Constantinides, Lorenzo Romero & Gómez Boria, 2008, p. 1; Gillin, 2007) and resulted in the formation of electronic word-of-mouth (Kreis & Gottschalk, 2015). This phenomenon has not only changed marketers' tools and strategies for communication (Mangold & Faulds, 2009), it has altered the consumer decision-making process altogether.

The overarching goal resulting from the recent rise of social media is how it can be leveraged to generate value for brands (Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013). The increased popularity of social media such as Facebook and Twitter has led to the development of new business models in e-commerce, called social commerce, which in terms digitised the consumer decision journey. Its major aspect is conducting varying types of commercial activities on social media to make use of online social capital (Liang, Ho, Li & Turban, 2012). Social interaction is imperative for successful social commerce since consumers nowadays expect an interactive social experience while making purchase decisions. Many scholars argue that in order to deliver successful social commerce, a compelling consumer experience in which social interactions are fully embedded at every stage of the consumer decision-making process is needed (Cheung, Xiao & Liu, 2014; Huang & Benyoucef, 2013; Kim & Park, 2013; Zhou, Zhang & Zimmermann, 2013; Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013).

Finally, it is vital to understand the effect of social commerce on consumers' decision-making behaviours across different stages of the decision-making process. Although tracking consumers across decision stages is demanding, as consumers' decision processes are becoming increasingly complex due to the growth of consumer mediated environments (Edelman, 2010), it is critical to understand how the social interactions that occur in social commerce settings contribute to marketing potential (Wang & Yu, 2015).

The purpose of this study is to examine the effectiveness of electronic word-of-mouth communication in comparison to other various touch points all through the consumer decision journey, namely advertising, word-of-mouth, product websites, and physical stores. Marketers face the challenge of resource allocation across a range of touch points (Baxendale, Macdonald & Wilson, 2015). Hence understanding their relative impact in different stages of the consumer decision journey is important to marketers due to the scarcity of resources. This thesis proposes the following proposition:

- RP1: eWOM is the most influential touch point in comparison to advertising, WOM, product websites, and physical stores in each stage of the consumer decision journey.

In addition, marketers are also beginning to focus on the value of "earned" social media (Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013). A key issue for marketers resulting from the dramatic rise of social media networks is how these networks can be leveraged to generate value for firms. For example, Stephen and Galak (2012) find that socially earned media can have a long-term impact on sales and helps to drive more traditional earned media. The effects appear to be particularly pronounced for online communities, suggesting interesting opportunities for marketers who are thinking of increasing their use of computer-mediated social environments (hereafter: CMSEs) as part of their larger marketing plans. There is a need to examine whether the firm's facilitative role in influencing outcomes related to consumer decision-making in the context of social networks can vary in relation to different product and platform characteristics.

Therefore, this thesis proposes an additional proposition:

- RP2: Product and platform characteristics, proposed by Yadav, de Valck, Hennig-Thurau, Hoffman, and Spann (2013) in the contingency framework of social commerce, can strengthen the positive facilitative role of a firm's effort in influencing outcomes related to consumer decision-making.

Concerning the purpose and research propositions, we agree that gathering both qualitative and quantitative data is necessary in order to deliver some relevant and integral implications. This thesis aims to explain the relative impact of various touch points, including eWOM communication, on consumer behaviour all through the consumer decision journey. To determine the perceived impact, we will conduct quantitative research among individuals. To better understand why consumers perceive some channels as more useful or more reliable than others and consequently utilise different touch points through the consumer decision journey, we will also conduct several individual semi-structured interviews.

Building on the insights gathered from the qualitative and quantitative research as well as the literature review on the topics of the consumer decision-making process, consumer decision journey, electronic word-of-mouth, and social commerce, this thesis proposes some practical implications for marketers. These implications will help them make better and more efficient managerial decisions on allocating scarce resources among different media. What is more, by confirming whether product and platform characteristics can strengthen the positive facilitative role of a firm's effort in influencing outcomes related to the consumer decision-making process in the context of social networks, it will be possible to propose implications companies can build on, harvest the business potential of social commerce more effectively, and ensure social commerce initiatives receive sufficient managerial attention and resources in the future.

This master thesis is separated into eight chapters. In the 1st chapter, we review the existing literature on consumer behaviour from the field of marketing. To be exact, we take a closer look at the existing models that best frame consumer buying behaviour from the standpoint of the decision-making concept as well as the consumer journey concept. The latter concept is then further revised since it was used as the basis for our empirical research. In chapter two we continue with the overview of word-of-mouth literature as well as electronic word-of-mouth and the differences that arise between the two concepts. In chapter three we review the role of electronic word-of-mouth in the context of social commerce. Furthermore, we take a closer look at the contingency framework of social commerce, which was also used for the second part of our empirical research. In chapter four and chapter five we present our quantitative and qualitative research, respectively, intending to answer our research questions. Findings of the analysis of both quantitative and qualitative research are then summarised in chapter six. In chapter seven contributions, practical implications, limitations and future research directions are described. We conclude the findings and summarise the most important aspects of our master thesis in chapter eight.

1 LITERATURE REVIEW ON CONSUMER BEHAVIOUR

Consumer behaviour has always been a topic of discussion since knowing how and why consumers behave in a certain way making their buying decisions helps brands improve their marketing strategies and act more successfully on the market (Stankevich, Akhunjonov & Obrenovic, 2017). Thus, a challenge faced by all brands today is how to encourage the purchase behaviour of consumers in favour of their products or services over their competition. Therefore, understanding of buying behaviour sheds some light on the aspect of how consumers think, feel, and select among existing alternatives (e.g., brands, products, and retailers), how the consumer's environment (e.g., family, media, culture) influences them, and how their decision strategies and motivation differ between products. That all leads to understanding how marketers can improve their marketing strategies and effectively reach the consumer.

In order to fully understand the term "consumer behaviour", it is necessary to define the term. Business Dictionary proposes the following definition: "Consumer buying behaviour is the process by which individuals search for, select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants" (Stankevich, Akhunjonov & Obrenovic, 2017, p. 3). Another definition frequently used in the literature states: "Consumer behaviour is the study of individuals, groups, or organisations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." (Stankevich, Akhunjonov & Obrenovic, 2017, p. 3).

Behavioural decision theory has been one of the most active academic research spheres in marketing over the past decades. All of these studies emphasise the great value of consumer behaviour and the importance of the context of decision making. Understanding how these effects manifest in the marketplace and how to influence them can be crucial for brands.

Initial behavioural decision theories from the marketing field began in the 1960s, focusing on the consumer decision processes and experience when buying products. Integrated models were developed to explain the buying process in which consumers move from need recognition to purchase and usage of the purchased product. One of the most influential models in this regard was Howard and Sheth's (1969) model. There were also models suggesting how advertising works, including the well-known still-used attention–interest–desire–action (hereafter: AIDA) model and its later adaptations (Lavidge & Steiner, 1961). Important for business-to-business (B2B) marketing was the model proposed by Webster & Wind (1972), which discussed the buying process of business customers and the importance of the buying team (Sheth, 1973).

The work of these scholars has challenged predictions from economic theory and assumptions about rationality, leading to the emergence of the field of behavioural economics. In the following table (Table 1), core theories and models from the field of consumer behaviour and consumer decision-making process are shortly presented, including different conceptualisations and points of view by scholars starting from 1960 until nowadays.

Table 1: Consumer Behaviour Models

Simon model	Simon H., 1960	This model theorises the decision-making process in three stages: intelligence activity, design activity, and choice activity. The author argues that decision-making is a cognitive process separated into simple and sequential steps.
Nicosia model	Nicosia F.M., 1966	It focuses on the communication that transpires between brands and consumers. It utilises a flow of events through different stages that are distinguished as fields.
Engel, Kollat & Blackwell model	Engel J.F., Kollat D.T. & Blackwell R.D., 1968	This consumer model includes the following components: input, information processing, decision process, and variables influencing the decision process. The decision-making process consists of five following stages: need recognition, search, alternative evaluation, purchase, and outcomes.

Table 1: Consumer Behaviour Models (con.)

Theory of buyer behaviour	Sheth J. & Howard J.A., 1969	The theory of buyer behaviour defines the buyer behaviour of consumers over a period. Authors identify the elements of the consumer decision process, observe changes that happen over time as a result of their repetitive nature, and show how a combination of decision factors affects search processes and the incorporation of information from advertising and the social environment. This model suggests the following levels of consumer decision-making: extensive problem-solving, limited problem-solving, and habitual response behaviour.
An alternative conceptualisation for consumer behaviour and product performance	Narayana C.L. & Markin R.J., 1975	The authors conceptualise consumer behaviour by describing the term “evoked set” by including and categorising all the brands that may be in the consumer’s “awareness set,” both inert and inept set. They also present a conceptual framework of possible behaviour of consumers when they face a multiplicity of brands.
Mintzberg model	Mintzberg H., Raisinghani D. & Theoret A., 1976	The main hypothesis of this model is that a basic structure triggers these “unstructured” processes.
Keeney’s four-stage decision-making model	Keeney R.L., 1982	This four-stage model conforms to a staged approach: structure the decision problem, assess the possible influence of each alternative, determine preferences of consumers, and evaluate and compare alternatives. It depicts the anticipated complexities at each stage.
Rassuli & Harrell model	Rassuli K.M. & Harrell G.D., 1990	The standpoint of this model is that choice and purchase can be considered inputs into the process and not merely the output of the decision-making process. This way, one takes into consideration the feedback, from choice to other consumer-behaviour factors.
Sheth, Newman & Gross model	Sheth J.N., Newman B.I. & Gross B.L., 1991	The authors present five consumption values that influence consumer choice behaviour: functional, social, conditional, emotional, and epistemic values. According to their model, any of the consumption values may influence the decision.
Smith & Rupp’s model	Smith A. & Rupp W., 2003	The model by Smith and Rupp is an internet-based model that considers the external influences of website marketing, the socio-cultural environment, and psychological issues on online consumer’s tasks, followed by purchase and post-purchase behaviour.
The Marketing Spiral	Armano D., 2007	According to the marketing spiral theory, consumer behaviour is like a spiral that begins with interaction rather than communication. As the engagement increases, the spiral amplifies.
The Buying Decision Process: The Five Stages model	Kotler P. & Keller K. L. 2009	The traditional model of the consumer decision-making process encompasses five steps consumers move through to make a purchase.
McKinsey’s dynamic model of the consumer decision journey	Court D., Elzinga D., Mulder S. & Vetnik O.J., 2009	McKinsey`s model is more circular than sequential and considers four primary stages: initial consideration, active evaluation, purchase, and post-purchase.
A continuum of buying decision behaviour	Solomon M., Bamossy G., Askegaard S., Hogg M.K., 2006	This model explains the decision-making process as the amount of effort that goes into the decision. They find it appropriate to think of it as a continuum that starts with habitual decision-making and ends with lengthy problem-solving.

Source: Stankevich, Akhunjonov & Obrenovic (2017).

A great deal of attention has also been dedicated to investigating how a company's brand awareness and recognition influence consumer behaviour. Macdonald and Sharp (2000) studied the influence of familiarity in the consumer decision-making process. The findings of their study support the idea that brand awareness is a dominant choice tactic among other awareness tactics. When choosing from different brands, consumers tend to choose a familiar brand despite quality and price factors.

Another topic that has frequently been covered in behavioural theory is the distinction between high and low involvement purchasing. Belch & Belch (2009) investigated the difference between low- and high-involvement in terms of decision making and how the perceived purchasing risk influences the buying process.

All these broad, comprehending theories are still very influential to this day and hold a strong position in multichannel research, path-to-purchase modelling, and consumer experience management. Neslin et al. (2006) build on Howard and Sheth's (1969) model by proposing a four stages process from problem recognition to search to purchase and to after-purchase using multiple channels. Verhoef, Kannan, and Inman (2015) and Puccinelli et al. (2009) also strongly reflect the purchase journey in their deliverance of consumer experience. Schmitt (2003) follows up upon this process approach by stating that the main focus is understanding how the consumer experience can be improved through tracking the experience at touch points through the consumer decision-making process. Within the path-to-purchase models and consumer experience management, the so-called purchase or marketing funnel has generated a considerable amount of attention and appraisal, which is strongly linked to the AIDA model, developed in 1898 by St Elmo Lewi (Court, Elzinga, Mulder & Vetvik, 2009; De Haan, Wiesel & Pauwels 2016; Li & Kannan, 2014).

The recent focus on consumer decision journeys suggests that firms are expanding their thinking about marketing and contemplating how to design and manage the entire buying process the consumer goes through when purchasing a product/service (Lemon & Verhoef, 2016). The influence those early consumer decision-making process models had on consumer experience research is easily noticeable. Furthermore, the models provide a strong foundation for understanding consumer experience holistically, as a process consumer goes through; what we now call the consumer decision journey.

According to academic research, it is important to distinguish between two different standpoints and means to frame consumer buying behaviour. Throughout the literature review, we encounter recurring questions regarding which theoretical concept is most appropriate to explain consumers' paths to purchase. Part of the academia employs the decision-making concept (Teo & Yeong, 2003; Puccinelli et al., 2009; Darley, Blankson & Luethge, 2010; Punj, 2012;), whereas others adopt the consumer journey concept (Temkin, 2010; Wolny & Charoensuksai, 2014; Lemon & Verhoef, 2016). To fully understand the consumers' paths to purchase for the benefit of practical implications, the essence of both concepts is reviewed and taken into consideration.

1.1 Consumer Decision-making Process

Although earlier research presents models with various numbers of stages, the traditional model of the consumer decision-making process, also known as the "Five-stage model of the consumer buying process", involves five steps that consumers move through to purchase a product or service as seen in Figure 1. A marketer must understand these steps to communicate effectively to the consumer, successfully move the consumer from stage to stage, and achieve the final purchase (Kotler & Keller, 2009).

Figure 1: Consumer Decision Process by Kotler and Keller

Source: Kotler & Keller (2009).

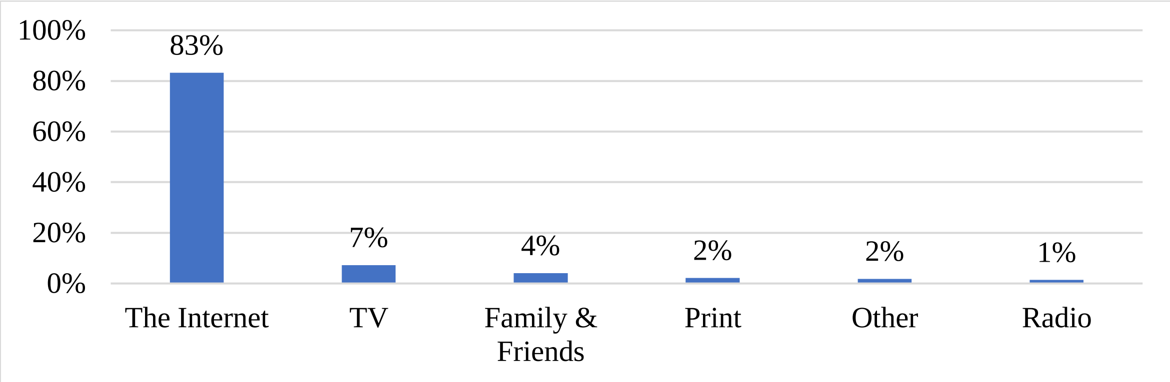
1.1.1 Need Recognition

The very first stage of the five-stage model is need/problem recognition when consumers realise that they need something (Kotler & Keller, 2009). Nowadays, marketers are trying to intentionally create an imbalance between the consumer's present status and their preferred status (Stankevich, Akhunjonov & Obrenovic, 2017). The imbalance generates a need and makes the consumer notice and buy a product or service. A need can arise immediately and can be as simple as a basic impulse. This is called an internal stimulus. An external stimulus is when a person is affected by outside influences. Marketers can be good at creating imbalance using sales promotions and advertising. When the consumer recognises they have an unfulfilled need and that a particular product can satisfy that, a want is created. At this stage of the decision-making process, marketers need to determine when their target audience develops those needs/wants to start advertising and achieve the greatest effect. Marketers can also have an important role in recognizing consumers' needs/problems or circumstances that trigger a need/want. What is more, marketers can create the circumstance/need by themselves – making consumers feel insecure about not having the product or creating a desired status for consumers.

1.1.2 Information Search

After the consumer has developed a need/want, the consumer starts to look for information about different alternatives they can purchase to satisfy the need/want. (Kotler & Keller, 2009). The second stage of the process is so-called information search. The consumer will look both internally and externally for information to help them make the right decision. Internal information comprises the utilisation of information from own memory, such as past experiences with the product/service, whereas external information refers to asking friends and family for their experience with the product/service. The consumer can also search for information through public sources, such as reviews, blogs, and social media. Another type of external information source would be marketing-controlled, sources such as brochures, television ads, etc. The source of information people in Slovenia usually turn to is presented in Figure 2.

Figure 2: Where do Slovenian consumers usually turn to when searching for information in general



Source: BrandPuls (2020).

Many factors influence the time the consumer spends searching for information (Kotler & Keller, 2009). It usually depends on the consumer's past experiences with the product, the risk that is involved in the buying process, and the level of general interest. Once the consumer has created a set of alternative products to choose from, they have created an evoked set, which consists of the most preferred alternatives. After this, further research usually takes place to shrink the number of alternatives. The process of searching for information is very important for the consumer. Marketers need to catch this moment and provide the consumer with relevant information and product promotion. Recommendations from friends and family and reviews will also be taken into consideration at this stage.

1.1.3 Evaluation of Alternatives

The third stage of the process is evaluating alternatives. The consumer compares the alternatives based on their most important attributes (e.g., price, quality, brand) and makes a final decision (Kotler & Keller, 2009). At this stage in the process, what matters the most are emotional experiences with products and surrender to advertising campaigns. It is important for marketers that the consumer is aware of their brand during the evaluation process. They also need to know based on which attribute the consumer will make their decision.

1.1.4 Purchase

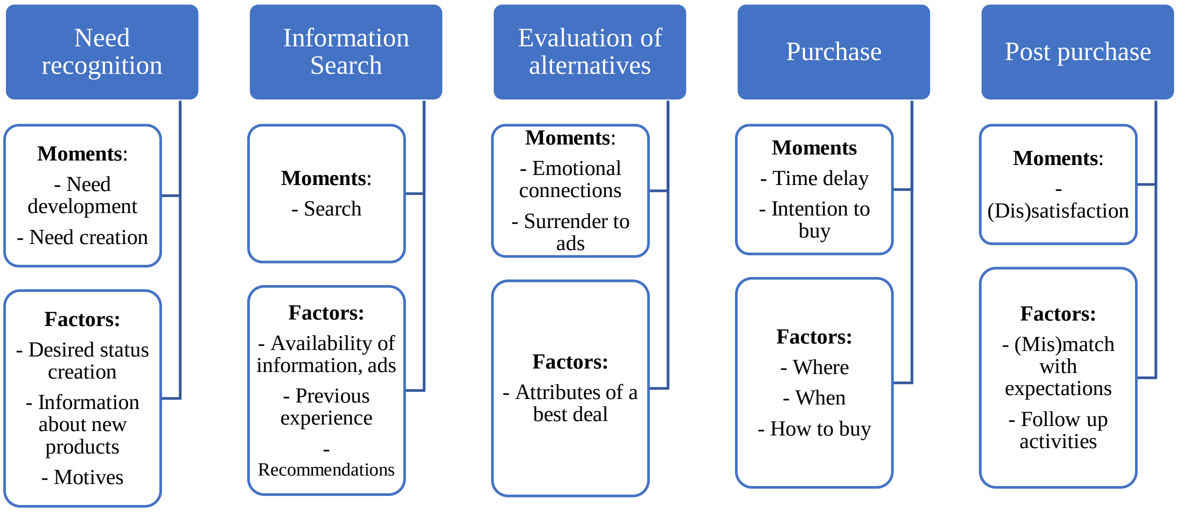
The process at this stage is individual for each consumer as they are looking for the best purchase. The meaning of the best purchase is based on attributes that are more relevant to each consumer, such as the price, quality, brand, product positioning, location consequences of using the product, etc. At one point, the consumer stops evaluating the evoked set and switches to the buying process – the fourth stage: purchase. Once the consumer has decided which brand to buy, they must still implement the decision and make the actual purchase. Even though initially the consumer makes a purchase intention to buy a certain product, the process may not always result in a purchase. Additional decisions may be needed with various factors influencing them, such as where to buy, when to buy, and how much money to spend on it. Frequently, there is a time delay between the emergence of a purchase decision and the actual purchase, particularly for purchases that are more complex and involve higher risk, such as automobiles, personal computers, and consumer durables. For nondurable products, which comprise many low involvement items, such as everyday goods, the time between the decision and the actual purchase is, on average, much shorter. At this stage, it is critical for marketers to hook the consumer in purchase intention and to achieve the actual purchase (Kotler & Keller, 2009).

1.1.5 Post-purchase Behaviours

In the fifth stage – post-purchase – the consumer evaluates and reviews the product and assesses if the product was the right choice for them and if their expectations were confirmed. If the product exceeds the consumer’s expectations, they potentially can become brand ambassadors influencing other potential customers in their decision-making process, increasing the chances of the product being purchased again. The same can be applied to negative feedback, which if it emerges, can restrain a potential customer's journey towards the product (Kotler & Keller, 2009).

In Figure 3, the framework of factors and moments that define all five stages of the decision-making process, developed by Stankevich, Akhunjonov, and Obrenovic (2017), is presented. It is a complete framework, consisting of main touch points that matter the most during all five stages of the consumer decision process and factors that are most influential in each subsequent stage:

Figure 3: Framework of factors and moments that influence decision-making



Source: Stankevich, Akhunjonov & Obrenovic (2017).

The consumer decision-making process has been for many years an underlying model helping brands better understand the path of consumers on their way to the purchase decision. For dozens of years, it was a vital theory. However, with the rise of new digital technologies, this concept proved limited, which made it not directly pertinent to the realities of online decision-making. The purchase decision is reached through the presented stages, but the process can no longer be described as a linear one. Thus, in reference to this model, a new one was established in 2009, which aimed to entail the way to the purchase decision holistically with a more circular approach, called Consumer Decision Journey (Court, Elzinga, Mulder & Vetvik, 2009).

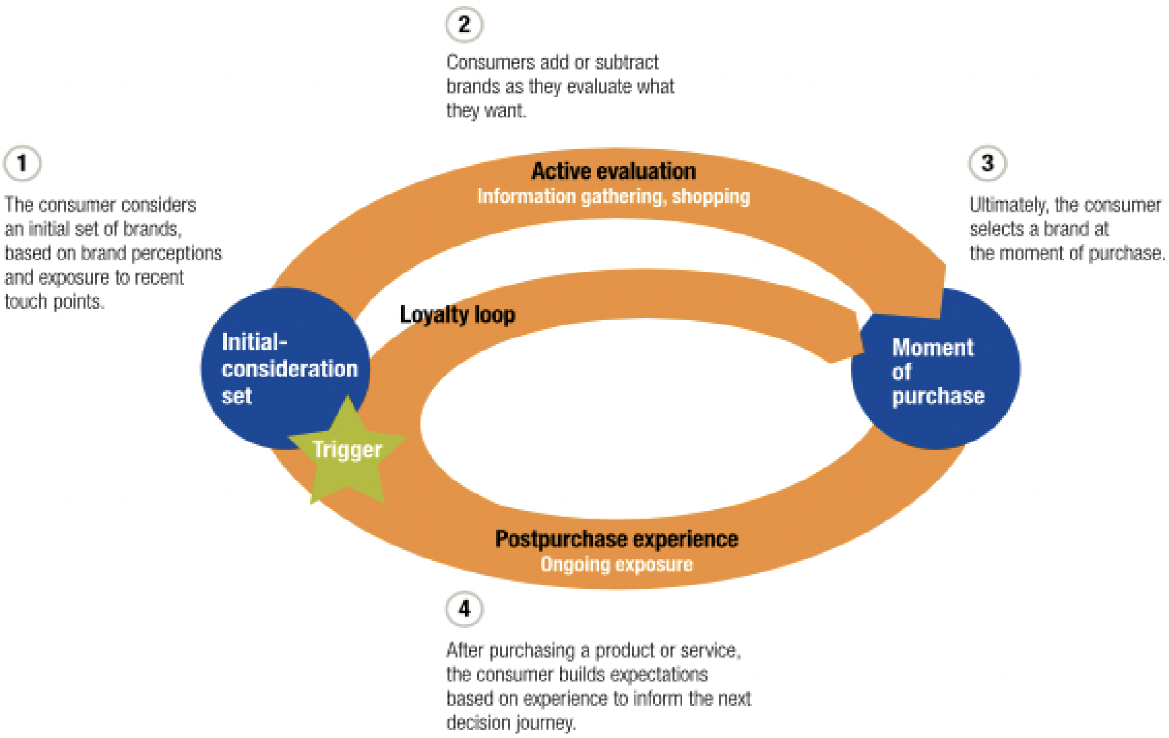
1.2 Consumer Decision Journey

We can define consumer decision journey as a consumer's journey with a brand over time across multiple touch points with the intent of purchasing a product. It is dynamic and iterative in nature and it flows from the initial stage of consideration to the post-purchase experience. The process is circular and it includes past experiences as well as external factors and other stimuli. In order to illustrate the consumer decision journey concept, we continue with an outline of three consumer journey models, that have generated substantial attention among theoretic practitioners. We review the models proposed by McKinsey & Company (Court, Elzinga, Mulder & Vetvik, 2009), Edelman & Singer (2015), and the ZMOT by Google (Google, 2011).

In June 2009, David Court and co-authors introduced a more nuanced view of how consumers interact with brands: the consumer decision journey model, which was proposed based on a study concerning purchase behaviour. Their research revealed that in contrast to systematically narrowing their choices, nowadays' consumers take a much more iterative and less reductive journey of four main stages that influence one another. Consumers start with an initial-consideration set of brands in mind, which is further expanded or narrowed during the active evaluation of the available information, followed by the actual purchase. The journey entwines in a full circle due to the post-purchase experience, which determines consumers' attitudes and the likeliness of subsequent purchase decisions, making the journey an ongoing cycle (Court, Elzinga, Mulder & Vetvik, 2009).

As described in Figure 4, the model is composed of four main stages:

Figure 4: Consumer Decision Journey by McKinsey



Source: Court, Elzinga, Mulder & Vetvik (2009).

According to McKinsey, the consumer's decision journey starts with a trigger or stimulus. When the consumer realises they are confronted with a specific problem or a need that needs to be satisfied, this triggers the formation of the consumer journey and starts the process of finding brands that can offer the best products or services to satisfy their need (Court, Elzinga, Mulder & Vetvik, 2009).

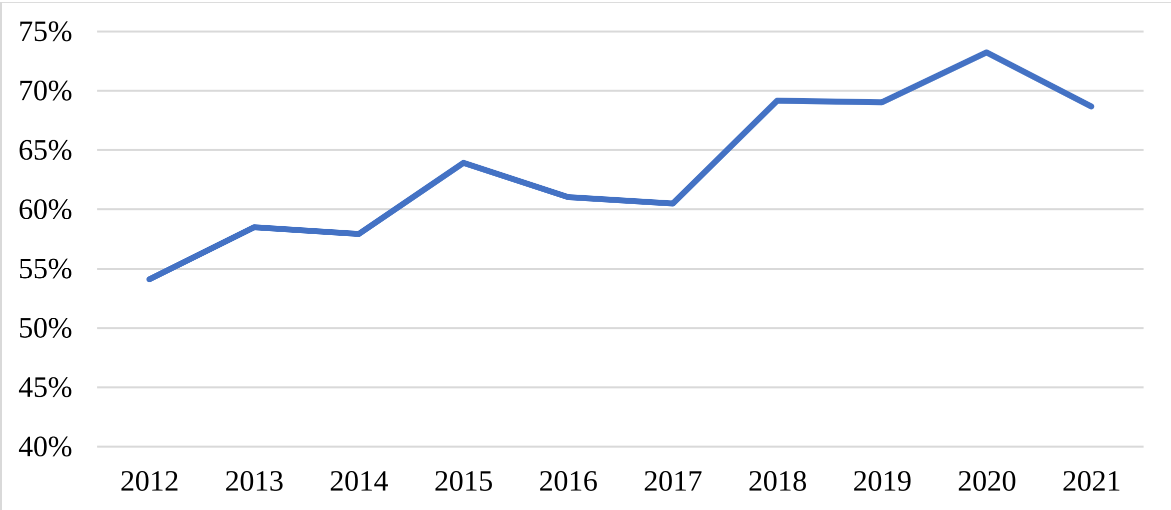
1.2.1 Initial-consideration

Every day people are exposed to a myriad of different brands, and with the expansion of new technologies, digital platforms have only added to the amount of exposure that they get as consumers. When the consumer realises the need for a particular product, some brands instantly come to mind, even before the search process begins, on account of before-mentioned impressions. This is called the initial-consideration set (Court, Elzinga, Mulder & Vetvik, 2009).

1.2.2 Active Evaluation

Active evaluation is the exploratory stage of the consumer decision journey. Consumers usually consider information from multiple sources, online and offline. Whereas some consumers prefer consulting their friends, others turn to review websites for information before making the purchase decision. Furthermore, it is highly likely that consumers go beyond their initial-consideration set and explore new options. The evaluation stage has gained significant importance since more and more consumers go online to get information and read online reviews before making a purchase (Court, Elzinga, Mulder & Vetvik, 2009). More than 67% of Slovenian consumers use the internet to gather useful information, as seen in Figure 5.

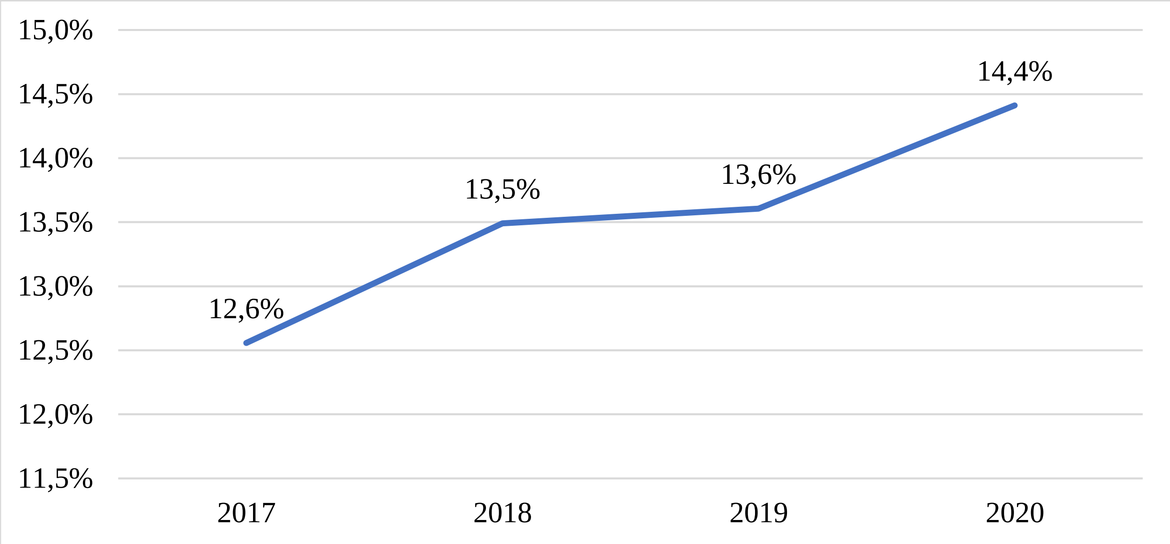
Figure 5: Percentage of Slovenian consumers that are using Internet to gather useful information



Source: BrandPuls (2020).

Furthermore, 14% of Slovenian consumers think the opinions of other consumers are important when deciding between similar products, and the percentage of them is steadily increasing every year (BrandPuls, 2020).

Figure 6: Percentage of Slovenian consumers that agree opinions of other are important when deciding between similar products



Source: BrandPuls (2020).

1.2.3 Moment of Purchase

After the information search, consumers are finally ready to make the final purchase decision. It can be both online and offline, and it may not even always result in an actual purchase (Court, Elzinga, Mulder & Vetvik, 2009).

1.2.4 Post-Purchase Experience

The post-purchase experience shapes the opinions of consumers for subsequent decisions in the category, making the journey an ongoing cycle. Although the notion that after-sales activities inspire loyalty and therefore repeat purchases is not new, not all loyalty is equal, according to McKinsey. Study distinguishes between active loyalists, who are not only loyal but also recommend a brand to others, and passive loyalists, who stay with the brand without being committed to it. Regardless of their claims of allegiance, passive loyalists are open to communication from competitors that give them a reason to switch (Court, Elzinga, Mulder & Vetvik, 2009).

1.3 Importance of Understanding the Consumer Decision Journey

The proposed model was first utilised by brands to optimise consumer relationships and increase profits at the end of the process. The digitalised online environment enabled brands to utilise their marketing potential better and draw closer to the consumer. Over time, understanding the purchasing experience as a journey became a crucial success factor operating in digital environments (Lemon & Verhoef, 2016).

Brands are challenged with accelerating channel and media fragmentation, and omnichannel management has become the new norm (Brynjolfsson, Hu & Rahman, 2013; Verhoef, Kannan & Inman, 2015). Moreover, peer-to-peer interactions via social media are creating considerable challenges and opportunities for brands (Leeflang, Spring, Van Doorn & Wansbeek, 2013; Libai et al., 2010). Knowing that consumer experiences are very social in nature, peers are influencing journeys as well. The control has shifted, and brands have less control over the experiences and journeys (Brynjolfsson, Hu & Rahman 2013; Rapp, Baker, Bachrach, Ogilvie & Beitelspacher, 2015). Because of the increased number of touch points and the reduced control over the journey, brands need to integrate multiple business functions, including creating and delivering positive consumer experiences. Thus, it has become progressively complex for brands to create, manage, and attempt to control and navigate the experience and journey of each consumer (Edelman & Singer, 2015; Rawson, Duncan & Jones, 2013). Understanding the decision process in this way suggests that each individual consumer has a unique journey and that each journey is industry-specific (Meyerson, 2019). In order to construct an industry-specific image of the journey, thorough market research needs to be utilised. Only then can the marketers understand it and invest properly in marketing initiatives (Meyerson, 2019).

The McKinsey model became a foundation for marketers to define how to turn consumers that are unaware of their brand into loyal customers. It is up to the brands to create an appealing experience throughout all journey stages (Riivits-Arkonsuo, Kaljund & Leppiman, 2014).

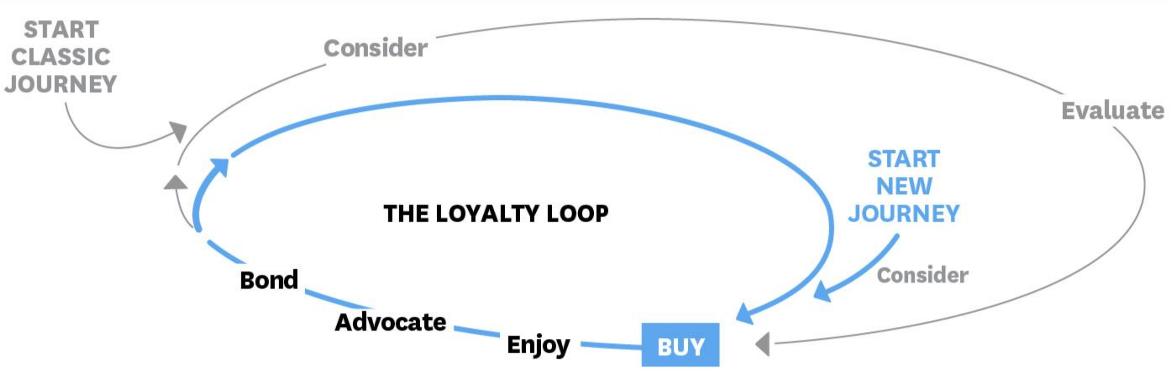
Marketers also believe that understanding the consumer decision journey is crucial to achieve success in digital environments since it allows brands to adjust their marketing efforts and strategies in that way to improve their performance regarding the improvement of consumer experience. As previously stated, the consumer decision model led to a formation of an additional tool that enables brands to analyse the consumer’s experience up to the final purchase, called consumer journey mapping. It allows brands to visualise important touch points during the purchasing process. During all stages, brands can pay close attention to different triggers and follow directions in order to respond to the consumer`s needs and bring the consumer successfully to the final purchase. With this tool, brands can deliver new service solutions and provide a cutting-edge purchase experience not necessarily linked to the product itself (Rosenbaum, Otalora & Ramirez, 2017). Consequently, this can result in higher sales and profits (Van der Veen & Van Ossenbruggen, 2015).

When following the traditional constructs, brands and marketers tend to invest a bulk of their budgets mostly at two touch points: consideration and buy. Consideration is the stage where marketers drive brand awareness. Buy is the stage when the purchase takes place. According to the consumer decision journey model, the most marketing opportunities for most industries are in the evaluation stage and in the "enjoy, advocate, bond" stage. This stage is where the consumers are most actively researching and engaging with the brand. Brands only need to invest time and money to respond to them (Meyerson, 2019).

1.4 Other Consumer Decision Journey Models

Conforming to another decision journey model proposed by Edelman and Singer (2015), consumers spend inconsiderable time in the consideration and evaluation stage. However, the latter stage is often entirely eliminated, scaling down the consumer decision journey. Instead, the authors suggest that consumers pass directly through the loyalty loop as brands aim to actively interact and bond with the consumers in order to create lock-in effects (Edelman & Singer, 2015), resulting in less brand switching and strong brand loyalty. This model contradicts the model of Court, Elzinga, Mulder, and Vetvik (2009), as it neglects the process of active evaluation and information research (Court, Elzinga, Mulder & Vetvik, 2009; Edelman & Singer, 2015).

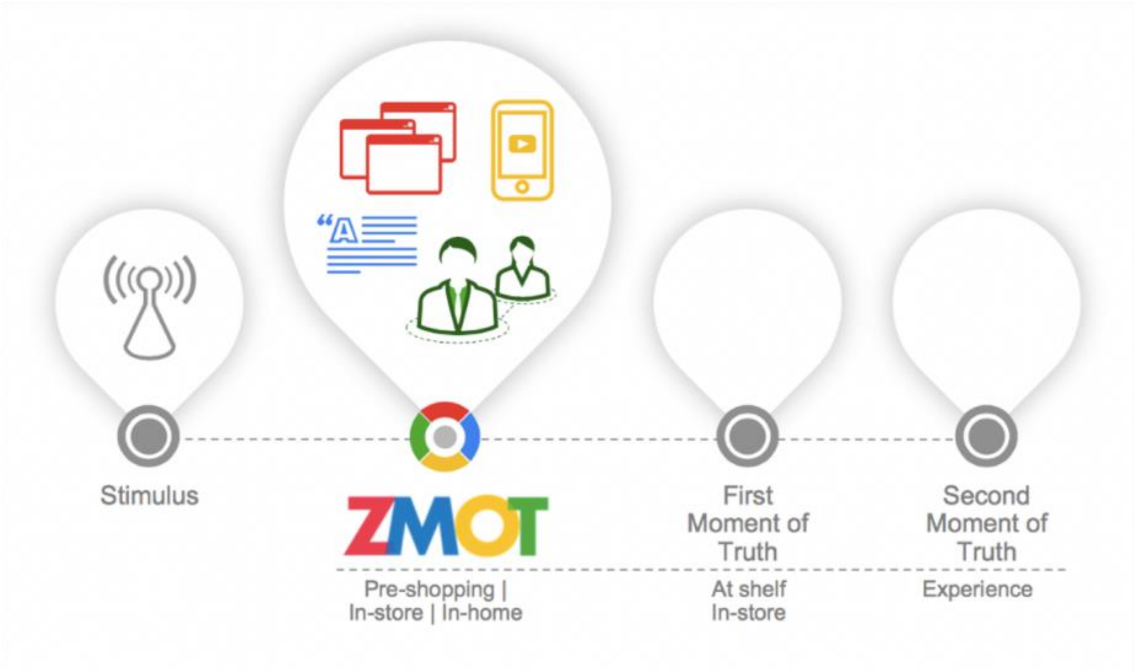
Figure 7: Consumer Decision Journey by Edelman and Singer



Source: Edelman & Singer (2015).

Google introduced the ZMOT model in 2011, intending to explain how consumers search for information in order to make purchase decisions. The so-called Zero Moment indicates the precise moment when the consumer is faced with a certain need, intent, or question that needs to be answered online (Google, 2011). According to later studies, the information search and ZMOT stages are gaining relevancy (Lecinski, 2014). As the number of searches on Google is increasing and smartphones are becoming ubiquitous, the search function is accessible anywhere at any given time. Each individual search represents an opportunity – a touch point for a brand to reach the potential customer and stray their journey towards them (Lecinski, 2014).

Figure 8: ZMOT Model by Google



Source: Google (2011).

Given the new perspective on consumer buying behaviour, brands should consider both their and consumer perspectives of the purchase journey (Lemon & Verhoef, 2016). They should seek to understand and identify key aspects of each stage. Moreover, they should begin to identify key touch points that occur all through the consumer journey and navigate those touch points in order to successfully bring the consumer to the end of the purchase journey.

1.5 Touch Points in the Consumer Journey

The term "touch point" appeared in the academic literature first as a synonym for a service encounter (Surprenant & Solomon, 1987). The term was later used as a substitute for a contact point, a moment of truth, or a service moment between consumers and brands (Clark, 2013; Koivisto, 2009; Stauss & Weinlich, 1997). Throughout this thesis, the term is used to refer to the contact point between a consumer and a brand (De Salles Canfield & Basso, 2016).

Throughout the consumer journey, present studies suggest different consumer touch points can be identified (Baxendale, Macdonald & Wilson, 2015; De Haan, Wiesel & Pauwels, 2016). Lemon and Verhoef (2016) identified four categories of consumer experience touch points: brand-owned, partner-owned, customer-owned and social/external/independent. The categories are not tied to a specific part of the consumer journey and can occur at each and every stage. Varying on the nature of the product/service or the consumers' own journey, the impact and importance of each individual touch point may differ in each stage. In order to identify the most critical touch points at each stage for each consumer, so-called attribution models have proven helpful. As soon as the most critical touch points are identified, brands need to determine how to influence them (Lemon & Verhoef, 2016).

1.5.1 Brand-owned Touch Points

Brand-owned touch points are consumer interactions with the brand, designed and managed by the brand, and are under the brand's control (Lemon & Verhoef, 2016). They comprise brand-owned media (e.g., website, advertising, social profiles, loyalty programmes) and brand-controlled elements of the marketing mix (e.g., product attributes, packaging, service, price, etc.).

Vast research has been conducted to study the effect of these touch points on sales and marketing share. Hanssens (2015) delivers an extensive overview of empirical generalisations on these studies. Research of the impact of perceptions of attributes of products and services on consumer satisfaction has received a considerable amount of attention (Baker, Grewal & Voss, 2002; Berry, Seiders & Grewal, 2002; Bitner, 1990; Oliver, 1993). In addition, a significant amount of research, including some of the recent studies by Baxendale, Macdonald, and Wilson (2015) and Hanssens, Pauwels, Srinivasan, Vanhuele, and Yildirim (2014), has revealed that advertising and promotion continue to affect consumer attitudes and their preferences. The effect of more direct brand touch points on consumer attitudes, such as direct marketing and loyalty programmes, has also received considerable attention in the CRM literature (Dorotic, Tammo, Bijmolt & Verhoef, 2012; Venkatesan & Kumar, 2004; Verhoef, 2003). There have also been extensive studies on search engine advertising and how it affects sales (De Haan, Wiesel & Pauwels, 2016; Skiera & Nabout, 2013).

1.5.2 Partner-owned Touch Points

Partner-owned touch points are consumer interactions with the brand that are jointly designed, managed, and controlled by the brand and one or more of its partners (Lemon & Verhoef, 2016). Partners can vary from marketing agencies, distribution partners, communication channel partners, etc. Some research proves the effect of partner-owned touch points on sales (Ataman, Mela & Van Heerde, 2008; Dorotic, Tammo, Bijmolt & Verhoef 2012). The study made by Lemon and Van Wangenheim (2009) even suggests that usage of a firm's loyalty partners leads to consumers spending more on the focal firm's services in the future.

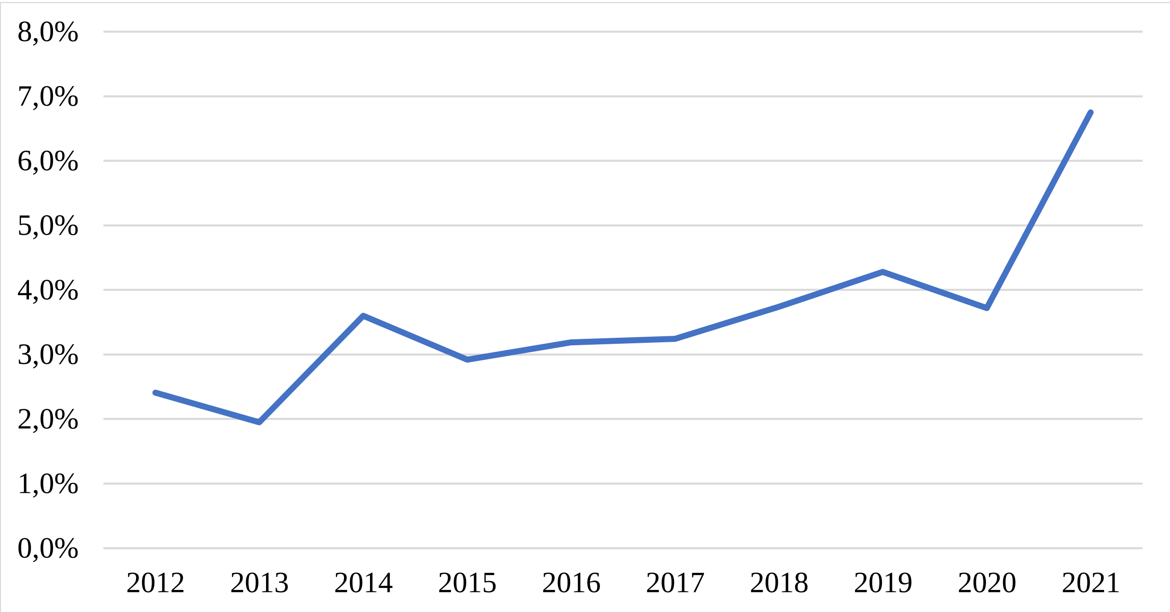
1.5.3 Consumer-owned Touch Points

Consumer-owned touch points are consumer actions that define the overall consumer experience and are not by any means controlled by any firm, its partners, or other firm-related factors (e.g., consumers thinking about their favourite brands prior to purchase). They are most prevalent during the post-purchase stage when consumption and usage starts. One could state that this touch point type reflects the classic role of the consumer in the early buying process model (Howard & Sheth, 1969). In the last decade, this role has extended as consumers have become the co-creators of value, independently or jointly with firms (Vargo & Lusch, 2004).

1.5.4 Social/external Touch Points

Social or External touch points refer to the importance of others in the consumer experience. Throughout the experience, consumers are exposed to external touch points (e.g., their friends and family, peer influences, other consumers, independent information sources, environments) that may influence their decision in the process. Family and friends may exert influence, solicited or unsolicited, in all stages of the experience. According to research by BrandPuls, Slovenian consumers are every year more inclined to buy similar products as the people in their close circles.

Figure 9: Percentage of Slovenian consumers buying similar products as their friends and family



Source: BrandPuls (2020).

Other consumers can also be very influential through proximity, especially during the purchase stage or for products and services where consumption occurs at the purchase or right afterwards (e.g., restaurants, hairdresser, sporting events, mobile apps) (Baxendale, Macdonald & Wilson, 2015; Dorotic, Tammo, Bijmolt & Verhoef, 2012). These influences can be substantial and comparable to or even bigger than the influences of advertising (Baxendale, Macdonald & Wilson, 2015).

1.5.5 Classification of Touch Points in regards to Different Stages of Purchase Process

According to Stokes (2018), touch points can be also grouped as they appear within the three different stages of the purchase process: pre-purchase, purchase, and post-purchase, as seen in Figure 10. The pre-purchase stage considers interactions between brands and consumers before the initial purchase intent. Through pre-purchase touch points, firms aim to heighten their brand awareness, shape their brand perception, and educate prospective consumers about their offering. The purchase stage covers touch points at which consumers decide to purchase a product or use a service and consequently initiate the brand-consumer relationship. The main goal of these touch points is to reinforce the purchase decision, facilitate ease of purchase, and instil confidence in the purchase. Post-purchase interactions between brands and consumers or product usage are referred to as post-purchase touch points. The main goal of these touch points is to strengthen the relationship between the brand and consumers, deliver on the brand promise, and consequently increase brand loyalty and invite repeat purchases.

Figure 10: Examples of touch points at each stage in the purchase process

Source: Stokes (2018).

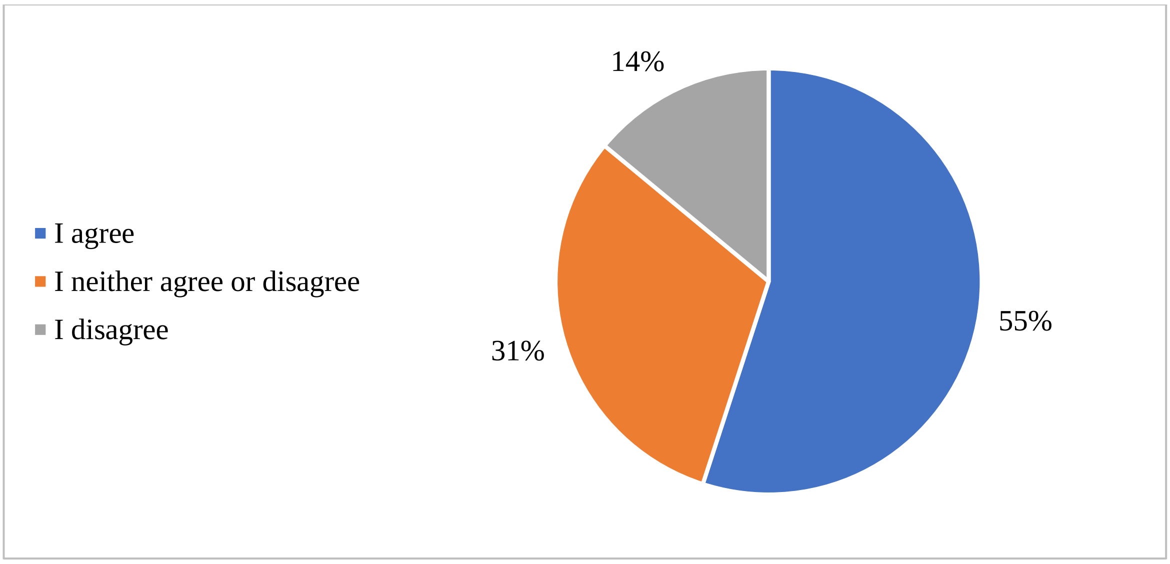
With the emergence of Web 2.0, consumers' exposure extended beyond offline touch points. Third-party information sources such as review sites (e.g., Yelp, TripAdvisor) and social media can also exert substantial influence on consumers. In marketing literature, social media has gained substantial attention; De Vries, Gensler, and Leeflang (2012) consider the formation of brand "likes." The effect of social media on sales, its interactions with the attitudes, and firm-owned touch points have also been examined (Onishi & Manchanda

2012; Pauwels, Aksehirli & Lackman 2016). Extensive research has also been conducted on the role of reviews in the purchase process (Chevalier & Mayzlin, 2006). Indisputably, this shift towards online channels has given more control, information, and power to consumers (Constantinides, Lorenzo Romero & Gómez Boria, 2008, p. 1; Gillin, 2007). The result of this shift is the phenomenon named electronic word-of-mouth (Kreis & Gottschalk, 2015).

2 WORD-OF-MOUTH AND ELECTRONIC WORD-OF-MOUTH

Word-of-mouth initiatives have long played an important role in consumer purchasing decisions (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). Word-of-mouth is defined as the act of exchanging product and service-related information among consumers. Moreover, it shapes their attitudes and behaviour towards products and services (Katz & Lazarsfeld, 1955). The word-of-mouth research dates back to the 1950s. Afterwards, the research on word-of-mouth concentrated on its place in the diffusion of information (Arndt, 1967; Sheth, 1971). Scholars observed people at decision making, searching for information and interpersonal sources in order to realise a purchase (Haywood, 1989; Feick & Price, 1987). Word-of-mouth has soon become one of the most frequently studied subjects, especially in the field of service marketing and service buying decisions (File, Cermak & Prince, 1994). As word-of-mouth is created and delivered from a trustworthy source (Feick & Price, 1987), consumers habitually rely on word-of-mouth more than traditional marketing when they search for information on which to base the purchase decision. According to data from BrandPuls (2021), more than 55% of Slovenian consumers agree that word-of-mouth is more important compared to traditional advertising when purchasing a product. Only 14% do not agree with that, while 31% neither agree nor disagree.

Figure 11: Percentage of Slovenian consumers that agree WOM information are more important that advertising, when buying



Source: BrandPuls (2020).

2.1 The Rise of Electronic Word-of-mouth

While the major part of word-of-mouth takes place offline, online platforms and networks have gained popularity and become a crucial alternative for exchanging opinions and diffusion of information (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004; Brown, Broderick & Lee, 2007; Edwards, 2013). With the virtual landscape being significantly altered by Web 2.0, new possibilities of spreading and receiving product-related information emerged. It became much easier for the consumer to distribute information via the internet, which led to an empowerment of the consumer (Edelman & Singer, 2015) and resulted in the formation of electronic word-of-mouth (Kreis & Gottschalk, 2015). Furthermore, the possibilities of Web 2.0 applications have not only changed marketers' tools and strategies for communication (Mangold & Faulds, 2009), they have changed the consumer decision-making process altogether.

The internet has enabled consumers to create, share and receive product-related information online, which had a significant impact on how brands engage in business transactions. Brands need to adapt to this participative environment and adjust their communication strategies to be more dynamic in order to be successful (Mangold & Faulds, 2009). Changes in the business environment due to electronic word-of-mouth shaped how conversations in the online marketplace take place and stressed the importance of opinion leaders, brand management, and the ability of brands to maintain control over their reputation and company-related communication. Electronic word-of-mouth is considered to have a pivotal role in determining the success of marketing and consumer buying behaviour online. Its effects influence the consumers' evaluation of products and services, final purchase decisions, and post-purchase activities (Daugherty & Hoffman, 2014).

According to literature, electronic word-of-mouth is mostly described as the evolvement of traditional word-of-mouth (Domma, 2011; Eilers, 2014; Hennig-Thurau, Gwinner, Walsh & Gremler, 2004; Lis & Korchmar, 2013). It can be understood as a form of social influence, as it is a process where the behaviour, feelings, and attitudes of individuals change through social interaction (Amblee & Bui, 2012). It has been a subject of many discussions due to the evolution of new technologies and all the implications that came with the use of Web 2.0. Scholars have studied the impact of electronic word-of-mouth on products sales (Chevalier & Mayzlin, 2006; Goldsmith & Horowitz, 2006), attitude towards brands (Lee & Youn, 2009), and consumer decision making (DeBruyn & Lilien, 2008).

Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) define the term electronic word-of-mouth as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the internet." The effect of positive word-of-mouth is generally stronger than that of negative, as it enhances the positive perception of a brand and influences consumer buying decisions (Xue & Zhou, 2010). Blogs, consumer reviews, websites, emails, and forums, in addition to social networking platforms, provide abundant ground for electronic word-of-mouth (Phelps, Lewis, Mobillo & Perry, 2004; Thorson & Rodgers, 2006; Dwyer, 2007; Hung & Li, 2007).

Academics started looking into motivation for engaging in electronic word-of-mouth in terms of both giving and receiving. Hennig-Thurau, Gwinner, Walsh, and Gremler (2004) provide a list of possible motivations behind the phenomenon, including reducing search time, learning how to consume a product, belonging to a virtual community, determination of social position, remuneration, learning about the new products, and risk reduction. Consumers partake in electronic word-of-mouth to reduce the uncertainty that comes with buying products and services by searching for product/service-related information online before making the final decision. Regardless of the motivation, it is indisputable that electronic word-of-mouth plays a significant role in the decision buying process.

2.2 Characteristics of Electronic Word-of-mouth

With the intention to explain the electronic word-of-mouth concept, academics turned to word-of-mouth models. Since traditional word-of-mouth and electronic word-of-mouth share a conceptual closeness, it allows for inferences between the two concepts (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). Even though, Brown, Broderick, and Lee (2007) suggest it is inadequate to explain electronic word-of-mouth with the existing theories since the two conceptions differ in their communication environments.

The use of the internet as the communication channel is the pivotal difference between the traditional approach to word-of-mouth and electronic word-of-mouth. Whereas traditional word-of-mouth is fleeting in nature, since it vanishes when spoken, electronic word-of-mouth does not disappear due to its digital inscription. Unlike traditional word-of-mouth, electronic word-of-mouth is infinite in its durability. Online content rarely vanishes from the web applications where it has been published. As soon as word-of-mouth is formulated on an online communication platform, it is visible to a large number of people for an unlimited time (Yang, Mai & Ben-Ur, 2012).

Furthermore, electronic word-of-mouth is more measurable than traditional word-of-mouth (Lee, Park & Han, 2008; Park & Kim, 2008). The presentation format, quantity, and persistence of electronic word-of-mouth have made it more observable. Electronic word-of-mouth information found online is much more voluminous in quantity than information acquired from traditional connections (Chatterjee, 2001). Therefore, it is easier for researchers to retrieve large sums of electronic messages and analyse their characteristics.

Another important characteristic of electronic word-of-mouth is that it is mostly driven by user-generated content rather than firm-generated content. This characteristic makes word-of-mouth generated on the internet more relevant and more trustworthy for the consumer than other communication techniques (Alhidari, Iyer & Paswan, 2015).

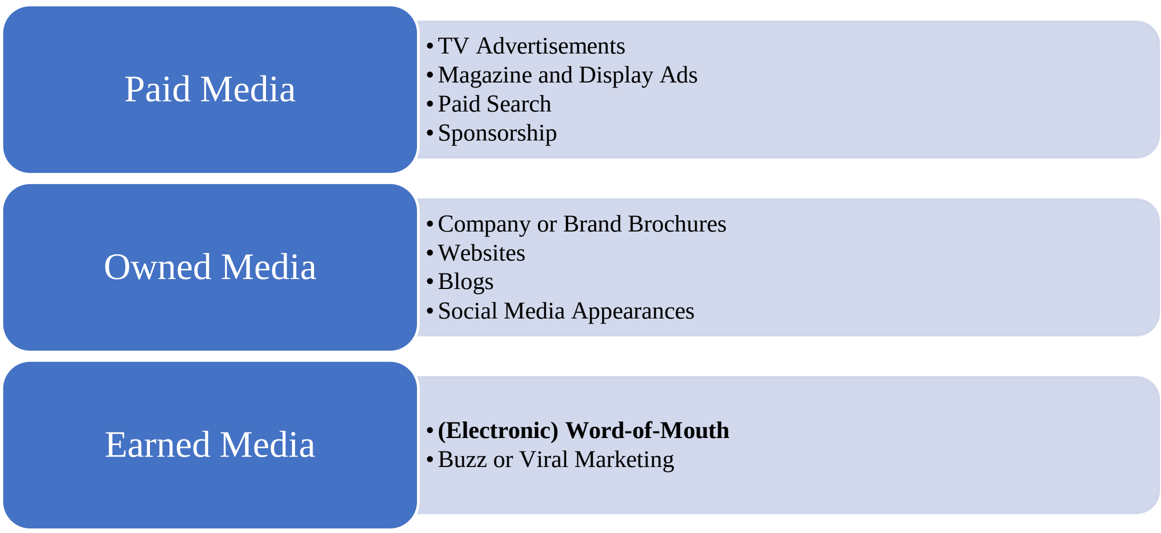
Electronic word-of-mouth is also less spontaneous and more goal-oriented as more work needs to go into the process of both creating it and searching for it. It is facilitated by technology and connects people who are familiar with each other as well as those who are not. Many academics quote the breadth of reach, relative speed, convenience, and lack of face-to-face social pressure of electronic word-of-mouth as more beneficial than traditional word-of-mouth in terms of influence on the decision-making process (Edwards, 2013).

Word-of-mouth has always had an influential role in consumer behaviour in the past. Nevertheless, its significance has most probably been exceeded by the prominence of electronic word-of-mouth in a progressively interconnected digital society, where social media and other digital applications represent the main channel for communication between firms and consumers (Meuter, Brown McCabe & Curran, 2013).

2.3 Classification of Electronic Word-of-mouth as Earned media

To fully comprehend the term, it is necessary to classify electronic word-of-mouth within different means of communication. Kotler and Keller (2016) provide three different types of media with unique characteristics: paid, owned, and earned media. Paid media are traditional communication channels that brands need to pay for in order to utilise them. TV, radio, and display ads are considered paid media. Owned media are channels that are owned by the brand itself, such as websites, social media accounts, and monthly newsletters. The third type of media is earned media, which entails the communication done by the stakeholders such as the press or consumers who communicate freely and proactively about brands and products. Thus, electronic word-of-mouth is considered to be earned media.

Figure 12: Paid, Owned and Earned Media



Source: Kotler & Keller (2016).

In the search for relevant information, electronic word-of-mouth has proven more credible and more trustworthy than paid media, such as TV advertisements and personal selling, or owned media, such as the company's website and their social accounts (Kotler & Keller, 2016).

2.4 Electronic Word-of-mouth and Social Channels

Referring to Cheung and Thadani (2012), the formation of social media channels has brought a new kind of communication between consumers. More and more people conform to online communication, such as social media channels, review sites, and discussion forums, where they share their experiences and exchange products and services-related information every day. It has created new possibilities for consumers to interact with each other and become active participants rather than passive observers through electronic word-of-mouth (Daugherty & Hoffman, 2014).

The fact that advertising on social channels is constantly increasing is a sign for brands to increase funds in monitoring and reacting to electronic word-of-mouth (Chu & Kim, 2011). Web 2.0 applications allow consumers to freely create and share information, especially on social network platforms where consumers are interconnected with personal friends, family, or acquaintances. It is not only simpler and faster for consumers to connect with each other, but with brands, too. Brands are furthermore affected by network effects and can utilise personal ties on social media to efficiently connect a wide range of potential customers (Lis & Korchmar, 2013, Knotzer, 2008). Electronic word-of-mouth has allowed for marketplace conversations to happen in a way unknown prior to the emergence of Web 2.0 (Booth & Matic, 2011; Mangold & Faulds, 2009).

Taking into consideration the enormous popularity of social media and social networking applications, it is hardly surprising that brands have become more invested in capturing the economic value from the infinite interactions consumers engage in every day online. As selling online continues to evolve into an increasingly more social activity, brands are focusing on the implications of the computer-mediated social environments.

Hoffman and Novak (1966) describe a computer-mediated environment as a "dynamic distributed network, potentially global in scope, together with associated hardware and software." It enables us to access hypermedia content and interact with others. However, as stated above, social commerce happens within a subset of CMEs – only the social ones. Their social aspect can be explained by relying on vast literature that has been built on the influential work of Rheingold (1993) on online communities in which individuals convene and interact via computer-mediated communication. Already almost two decades ago, several initiatives, such as Facebook, Twitter, and Pinterest, arose with substantial social characteristics – digital environments that are today referred to as the computer-mediated social environments.

Although academics are turning their attention to understanding why consumers use social media (Hoffman, Novak & Stein, 2012), there is little literature on optimizing social media and other networking environments for selling products and services. This literature is of high importance for brands since little is known about how interactions unfolding online contribute to effective commerce attempts. Attempts like that are generally associated with the term "social commerce" by managers (Mattioli, 2012) and scholars (Liang, Ho, Li & Turban, 2012). However, the need to develop a clear meaning of this term remains.

3 ELECTRONIC WORD-OF-MOUTH IN THE CONTEXT OF SOCIAL COMMERCE

Social commerce is a subgroup of electronic commerce or e-commerce, and it is gaining momentum among marketing practitioners. It involves "using social media that supports social interaction and user contributions, to assist in the online buying and selling of products and services" (Smith, 2013). Social commerce was first introduced by Yahoo! in 2005. It was used to define a set of online collaborative shopping tools, such as users' ratings, shared pick lists, and other user-generated content regarding product information (Rubel, 2005).

Social commerce is carried out through different social platforms, like Facebook, Pinterest, or Twitter. Consumers generate, post, and share content through reviews, recommendations, and comments on their social networking platforms. Marketing practitioners are aware of the capacity of social networking platforms to facilitate and shape electronic word-of-mouth, yet its effect has not been examined thoroughly. Understanding the effect of electronic word-of-mouth can help brands to formulate a more effective social commerce strategy (Barnes, 2015).

Defining electronic word-of-mouth just as a vehicle for facilitating product-related conversation online is no longer valid since it holds a central place in the occurrence of the new marketing phenomenon called social commerce. Conversations happening online that lead to buying are now called socially generated e-commerce, socially networking influenced e-commerce, social network-enabled e-commerce, etc. Regardless of the terminology, the concept of electronic word-of-mouth is being progressively integrated with this emerging marketing paradigm (Barnes, 2015).

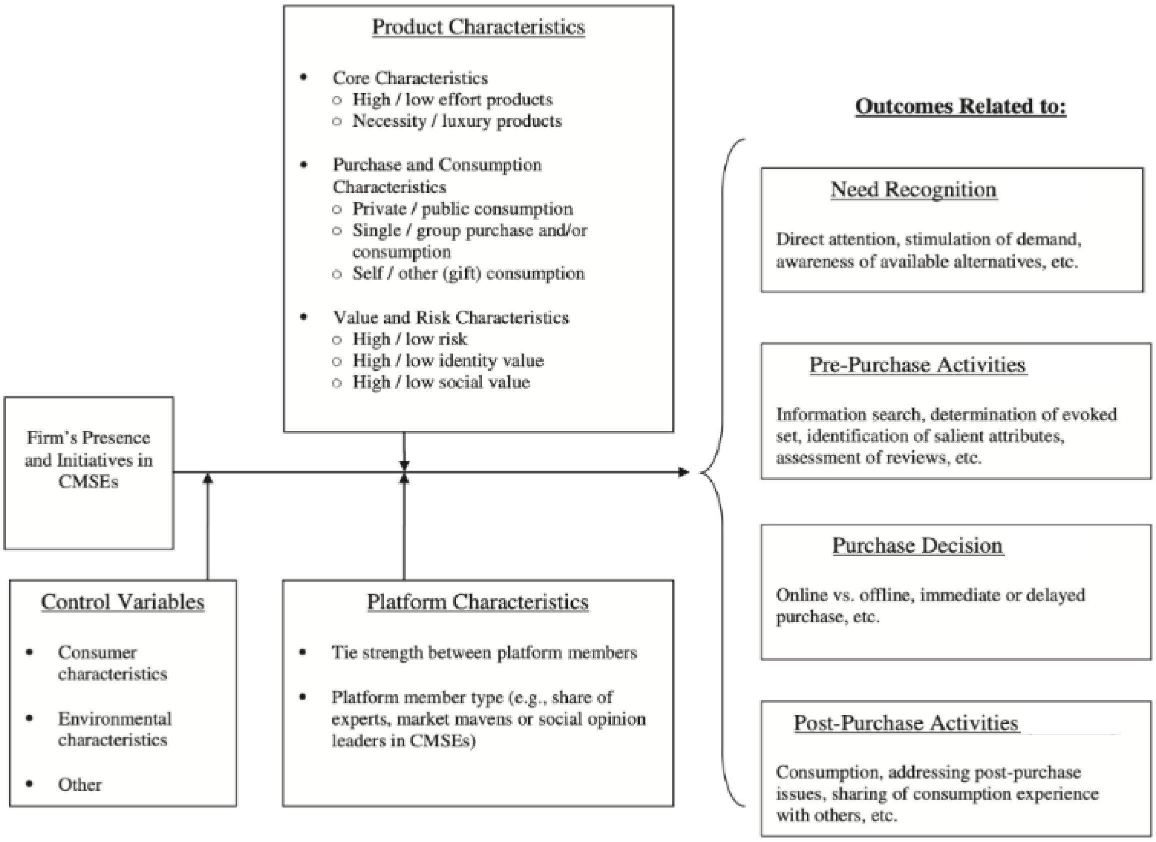
Both academics and marketing practitioners have quickly dived into the research of the new marketing paradigm of how social interactions assist sales, and consequently, a new stream of research has emerged around social commerce. Most of the references were gathered from trade articles, industry reports, blog posts, and publications from those in the field. Important questions for marketing strategy were presented: Are brands prepared to take advantage of the potential social e-commerce formation? Are they going in the right direction to manage electronic word-of-mouth on social networking sites to benefit from the emergence of social commerce? Nonetheless, the literature on the emergence of social commerce is still scarce, and so are marketing implications (Barnes, 2015).

This thesis attempts to identify further the main roles of electronic word-of-mouth as they appear in the social commerce environment where the role of electronic word-of-mouth and its influences all through the consumer decision journey play an important part.

3.1 CMSEs and Stages of Consumer Decision-making

Building on the notion that online social interactions or electronic word-of-mouth can create value for consumers, many unanswered questions remain regarding how and when such interactions facilitate actual transactions in the marketplace. To shine some light on the given concern, the contingency framework of assessing the market potential of social commerce proposed by Yadav, de Valck, Hennig-Thurau, Hoffman, and Spann (2013) is here presented. The proposed framework takes into consideration the following components: (1) firm's presence and initiatives in CMSEs; (2) outcomes related to consumers' decision-making as a result of the firm's presence and initiatives in CMSEs; and (3) factors that influence the relationships between our primary antecedent constructs and outcomes (Figure 13).

Figure 13: Contingency framework of social commerce



Source: Yadav, de Valck, Hennig-Thurau, Hoffman & Spann (2013).

There are two central arguments behind the framework that should be addressed. Firstly, social networks offer value to consumers in the form of social information — a grouping of two key elements of the uses and gratifications theory explaining the motivation behind why people use media (Katz, Blumler & Gurevitch 1974–75). Secondly, a firm's effort concerning social networks can provide a facilitative role in influencing outcomes related to consumer decision-making. The strength of this facilitative role varies with different product and platform characteristics. Both arguments are in accordance with theoretical work on the potential value created by computer-mediated environments. Therefore, contingency frameworks can be utilised to understand how this value can be created for consumers and firms who participate in these environments (Varadarajan & Yadav, 2002). In the framework proposed by Yadav, de Valck, Hennig-Thurau, Hoffman, and Spann (2013), consumers and environmental characteristics are used as illustrative control variables, while other factors might also play a role.

This thesis inspects how firms and brands can leverage CMSEs to support and influence different stages in consumers' purchase decision process: need recognition, pre-purchase activities, purchase decision, and post-purchase activities. For each stage, the thesis focuses on two important factors: the facilitative role the CMSEs might play and how this facilitative role might be strengthened or weakened by the characteristics of the product or social networks on which the product is featured.

3.1.1 The Role of CMSEs in the Need Recognition Stage

During the recognition stage, the consumer becomes conscious of a need or a problem that comes from an internal or external stimulus. Social environments can play an important part in terms of influencing perceived needs as an external signal. People take notice of products and services by observing their social contacts, which can result in adopting the same products and services (Rogers, 1962). Online social networks accommodate consumers with information about the purchases made by their friends, products liked, and places visited. Thus, it acts as a source of informational influence since the information from others expands consumers' knowledge (Park & Lessig, 1977).

Besides the informational influence on perceived needs, there is also the interpersonal influence that occurs at a normative level (Deutsch & Gerard, 1955). Value-expressive influence is when consumers want to be perceived by others through the acquisition and usage of different products and brands. Another example is utilitarian, where consumers conform to purchase decision that is influenced by expectations of others to achieve rewards or avoid punishment (Bearden, Netemeyer & Teel, 1989). Therefore, besides the informational influence arising from indication about the consumption behaviour of one's social network contacts, social indications such as Facebook likes can also be utilised to assess which products and brands are desirable in the eyes of others the consumer conforms to or identifies with.

There has been some research made to identify which products and brands are more likely to carry normative influence (Bearden & Etzel, 1982). To be precise, influence correlates with conspicuousness in terms of consumption setting; social influence is much stronger for publicly available products than privately-consumed products (Bourne, 1957).

There are different variations of influence depending on the level of consumer adoption. For an ordinary product that people use every day and that is owned by practically all consumers, the social influence is a bit lower, whereas it is higher for luxury products that are more exclusive in nature and owned by fewer consumers (Bourne, 1957). Hence, one can argue that in the need recognition stage, users online are more likely to pay attention to signals about other people's purchases and consumption experiences concerning publicly consumed products as well as products that are more exclusive.

The strength of the normative influence is determined by tie strength (Brown & Reingen, 1987). As De Bruyn and Lilien (2008) demonstrated, tie strength between communicators is crucial to create awareness on online social networks. Hence, an increase in social influence on perceived needs with stronger tie strength is expected. Some social networks, like Facebook and blogging communities, are conceived of relatively stronger links between members that have been forged mainly by regular offline or online social interactions or both. Other social networks, such as Twitter, Pinterest, and review websites, tend to be characterised by relatively weaker links between members since they offer fewer opportunities to construct strong social and emotional bonds with other members. Therefore, we expect that the level of tie strength found in networks also influences the social influence exerted by online social networks on perceived needs besides conspicuousness of consumption and adoption.

3.1.2 The Role of CMSEs in the Pre-purchase Stage

During the pre-purchase stage, consumers may search for information, evaluate different alternatives, or both. With the emergence of the internet, consumers can easily turn to online consumer-generated content that informs their pre-purchase activities. Due to the perceived trustworthiness of the information of consumer-generated content in comparison to brand-generated content, consumers are turning to the first source of information. They are assumed not to have any vested interest when sharing information about their product evaluation and consumption experience (Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013).

Consequently, online platforms that enable users to post reviews, ratings, and recommendations prosper. When asked where they most often search for information, more than 83% of Slovenian consumers answered they go online, whereas only 7% search for information on TV and 4% from friends and family. 80% of those searching for information online prefer searching for information on different websites, whereas only 7% search for information on social networks, 6% on forums, and 1% on blogs. Only 3% of users said they do not search for information online (BrandPuls, 2021). Recommendations from unknown or anonymous sources can be influential, but, as established before, social influence increases with tie strength. Hence, having access to the reviews and recommendations of one's social circle, the impact of social networks in the pre-purchase stage can be even more prominent.

Networks like Google and Facebook are great sources of information on various topics (e.g., product recommendations, reviews) that can influence the decision buying process. The impact of social networks on pre-purchase activities is stronger for some types of products. Consumers often seek help and information before their purchase to reduce some kind of perceived risk: financial, psychological, social, or other (Peter & Ryan, 1976). The vast majority of the academics believe that with higher perceived risk, more search activities are involved (Beatty & Smith, 1978; Dowling & Staelin, 1994). Hence, we expect to find an increase in search behaviour for consumer-generated product-related information online for products or services with a higher perceived risk.

When facing different types of perceived risk, consumers are likely to inform themselves and consult with different types of people (Goldenberg, Lehmann, Shidlovski & Barak, 2006). When consumers deal with purchases characterised by high performance or physical risk, they will highly likely turn for advice to field experts who attain specific knowledge (Rogers, 1962). When consumers deal with a purchase characterised by high social or psychological risk, they will likely turn to opinion leaders who can justify if the purchase will conform to the norms of the social group (GfK Roper Consulting, 2012). Lastly, when dealing with purchases characterised by high financial or convenience risk, consumers will probably consult with market mavens who have a broad understanding of the marketplace and possible alternatives (Feick & Price, 1987).

Field experts, opinion leaders, and market mavens are scattered across different types of social networks (Forrester Research Inc, 2003, 2009). Experts often manage blogs, create videos, and engage in dedicated communities to share their knowledge. Opinion leaders are most often found on social networks, such as Facebook, Instagram, and Twitter, whereas market mavens are often very active on discussion forums and review platforms (Forrester Research Inc, 2009). Conforming to the previously stated literature, marketers can follow and support consumers in their evaluation process by considering the perceived risk that is related to the pre-purchase stage and realign their strategies with the appropriate source of consumer-generated content.

3.1.3 The Role of CMSEs in the Purchase Decision Stage

During the purchase decision stage, consumers make important purchase decisions. They decide on which product to buy, the location, payment method, and other terms and conditions pertaining to the purchase. It is typical for the purchase stage that consumers evaluate the effort needed to attain the wanted product or service (Murphy & Enis, 1986). If the benefits do not outweigh the cost related to the purchase, consumers may not proceed with the actual purchase. According to Häubl, Dellaert, and Donkers (2010), consumers often make a substandard decision closer to purchase, especially when the product is complex and expensive. Hence, consumer-generated content in online networks can be of much use in terms of reducing perceived effort and increasing the chances of making the right decision.

A good representation of this context is sharing information between consumers regarding sales and special deals, particularly when brands provide incomplete information (e.g., dealing with dynamically changing prices). Airlines and hotels utilise yield management systems that use dynamic pricing based on available capacity, forecasted demand, and actual bookings (Talluri & Van Ryzin, 2004). Sharing such information via online networks can help consumers estimate future prices and recognise good deals in the marketplace (Hinz & Spann, 2008). Information like that may delay the purchase or lower the bidding price, thereby mitigating the brands' ability to discriminate against consumers regarding the price. Therefore, we expect the role of online networks to be of higher importance for high-effort products.

When information comes from consumers' social networks, it is likely to be perceived differently than if it comes from anonymous sources. Knowing the source is likely to result in a more personalised experience and higher perceived trustworthiness. New formats of sharing information within one's social network during the purchase stage have been introduced (e.g., live chat) that are very close equivalents of a joint (offline) shopping trip. With the help of these emerging social networks and new formats, consumers can get instant feedback on their purchases from people that know them personally. This is particularly helpful in the case of high-effort products, where additional feedback is needed. Therefore, with stronger social ties, a bigger influence in the purchase decision stage is expected (Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013).

Social networks can also play an important role when facilitating purchases that are characterised by strong social components. There are, for example, instances when consumers form a group with the intent of a group consumption or achieving a price reduction. In the context of group-buying decisions, social networks can facilitate the coordination of different consumption-related decisions. Another example of how social networks can facilitate social purchase is gift-giving. With new services, consumers can send gifts, gift vouchers and organise group gifts. Acknowledging these services are not confined only to online environments, social purchases are more likely to occur in social networks that are characterised by strong social ties (Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013).

3.1.4 The Role of CMSEs in the Post-purchase Stage

During the post-purchase stage, consumers may partake in various activities facilitated by social networks. Once the purchase is over, consumers often compare their actual purchase experience with their initial expectations (Churchill & Suprenant, 1982). Whether their expectations are exceeded or not reached, consumers might express their satisfaction or dissatisfaction to others via social networks, such as tweets, blog posts, ratings on review sites, and others (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). Consumers are also more than ever actively referring products and services to their social contacts. What is more, consumers might talk about their purchase experience online without any explicit reason for evaluating and recommending.

Different factors exist that motivate consumers to engage in sharing activities such as recommendation and reviewing online (Berger & Schwartz, 2011). In terms of individual goals, consumers may feel motivated to share their purchase experience with the intent of helping or educating others, sharing, validating an opinion, bonding, or expressing pride. Consumers' involvement in word-of-mouth activities in the post-purchase stage, such as trying to validate opinions or help others, occurs for an array of products and services. However, when their involvement is motivated by sharing, bonding, or expressing pride, it is more likely to occur for some type of products over the others.

Participating in word-of-mouth activities can also contribute to the construct and expression of someone's desired social identity (Kozinets, de Valck, Wojnicki & Wilner, 2010; Wojnicki & Godes, 2008). Existing research has shed some light on the notion that some products can better convey symbolic meanings that create and define the consumer's self-concept (McCracken, 1988). Some researchers (Holt, 2004) distinguish between cultural and iconic brands from other brandings tactics through the idea of identity value. The idea is based on the fact that brands that can translate greater identity value induce stronger emotional bonds with the consumers as they enable them to express themselves better (Mick & Buhl, 1992). Accordingly, products and services that offer strong identity value are more likely to provoke word-of-mouth conversation on social networks. By engaging in conversations about a product or service that is high in identity value, consumers signal their identity to their social network. Categories such as automotive, technology, entertainment, and lifestyle, are examples that include products of high identity value.

Without a doubt, different products offer different identity values to consumers. Marketing attempts to induce word-of-mouth by giving free products of high quality and high identity value to consumers might not always result in online conversations, even if consumers' expectations were exceeded. According to the online study made by Kozinets, de Valck, Wojnicki, and Wilner (2010), consumers engage in online conversations only if it fits the character narrative that they are trying to construct for themselves online. Therefore, in order for marketers to facilitate social networks' role in consumers' post-purchase activities, they should present their offering with clear social identity characteristics. However, when dealing with products of low identity value, marketers should strive to increase the "talkability" of their products by highlighting the products' social functions, such as bonding and sharing experiences.

4 QUANTITATIVE RESEARCH ON CONSUMER BEHAVIOUR AND EWOM

This research aims to answer whether there are differences in consumer perception of usefulness between different touch points all through different stages of the consumer decision journey, namely advertising, word-of-mouth, electronic word-of-mouth, product websites, and physical stores. Furthermore, there is a need to examine whether the firm's facilitative role in influencing outcomes related to consumer decision-making in the context of social networks can vary in relation to different product and platform characteristics.

4.1 Research Methodology

For the purpose of this research, two different approaches were utilised; an online survey was conducted as well as semi-structured interviews. The main reason to combine the two approaches was to get an overall understanding of how Slovenian consumers perceive different touch points and to see if different characteristics influence the facilitative role, and their decision making. Despite the fact that the latter approach could not alone be used to answer the research's questions, it provided a better insight into consumers' perception, on which we could then later build more relevant practical implication. First, results from quantitative data are analysed and compared with the conceptual framework in this chapter.

In order to get an overall understanding of how Slovenian consumers perceive different touch points and if different characteristics influence the firms' facilitative role, we have conducted an online survey on 1ka.si, which was shared among family and friends as well as on social media to get sufficient responses. The survey consists of 21 questions (Appendix 3) that we carefully selected with the intention to answer the research questions related to the McKinsey model of the Consumer decision journey (Court, Elzinga, Mulder & Vetvik, 2009) and the contingency framework of social commerce proposed by Yadav, de Valck, Hennig-Thurau, Hoffman, and Spann (2013). The survey received 106 complete answers in total. We have analysed questions separately to gain some overall insight into the consumer perception of different touch points. Moreover, different groups of characteristics have been tested separately for each stage of the consumer decision journey to find out whether firms can influence outcomes related to consumer decision-making in the context of social networks by adapting their social commerce activities.

The questionnaire partly consists of questions related to demographic characteristics. 70% of the respondents are women (Table 2). The given ratio was expected due to the fact that the percentage of females using Facebook is higher than the percentage of males using

Facebook in Slovenia (BrandPuls, 2021). What is more, their average time spent on social media channels is also longer.

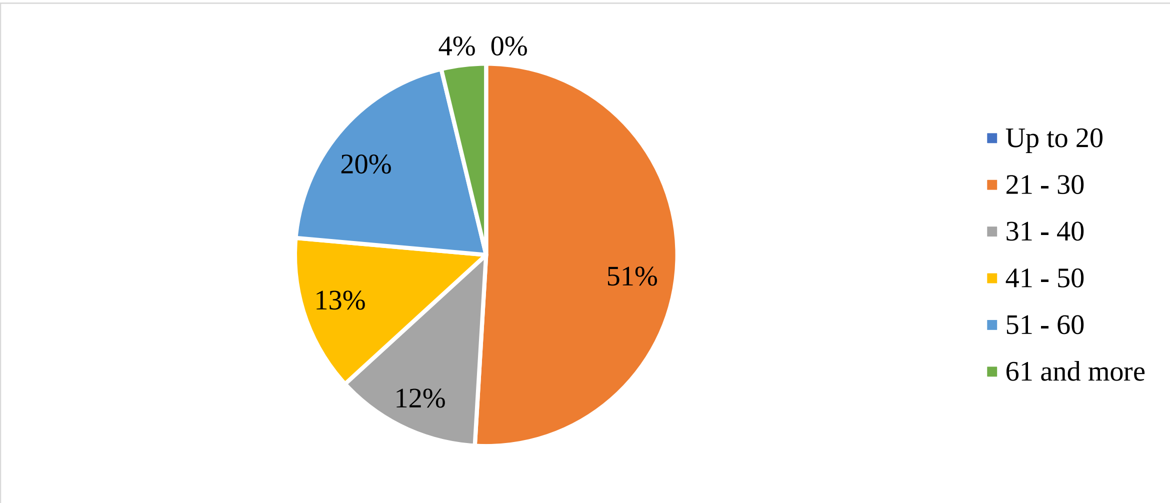
Table 2: The structure of the respondents by gender

Gender	Percentage
Male	30%
Female	70%

Source: Own work.

As seen in Figure 14, more than one-half of respondents belong to the age group 21–30 years old, while age group 31-40 years old, 41-50 years old, 51-60 years old represent 12%, 13%, and 20%, respectively. Conforming to data by BrandPuls 2021, this representation does not come as a surprise since these four age groups represent the majority of Facebook users. It would be beneficial to acquire information also from the age group up to 20 years old since this age group spends the biggest amount of time on the internet, mainly on different social media platforms (BrandPuls, 2021), and are therefore most engaged in online communication.

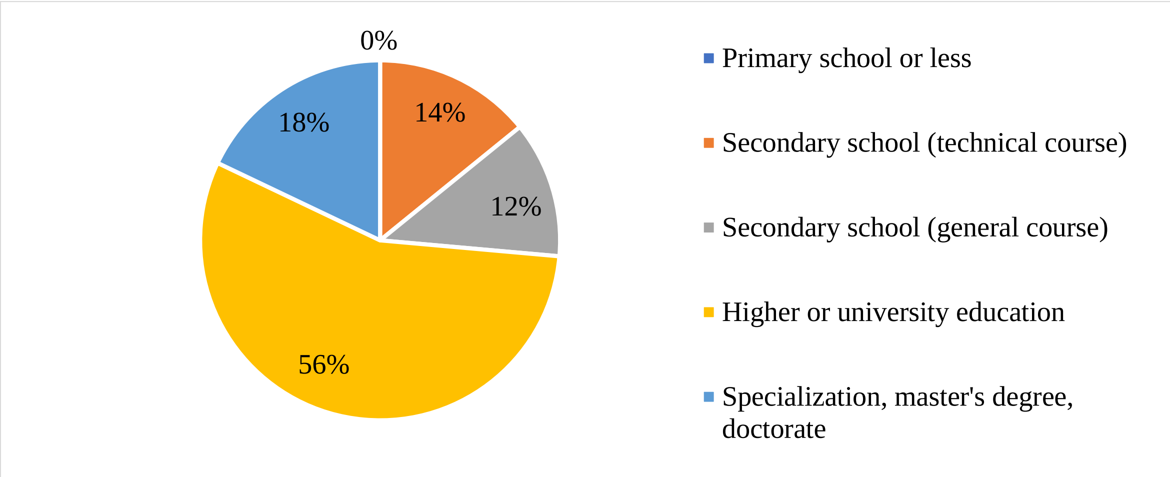
Figure 14: The age structure of the respondents



Source: Own work.

Out of all respondents, 56% of them have finished higher or university education (Figure 15), while 18% of them have finished some form of specialisation, master's degree, or doctorate. However, there are only 26% of them that have only finished secondary school. This distribution signals that the survey has been solved mainly by higher educated people. This is not in accordance with the statistics of the Slovenian population (Statistični urad Republike Slovenije, 2020), since in 2020, 53% of the population has finished secondary school, while only 25% of the population has achieved some kind of higher education. We can explain this discrepancy by addressing the fact that the majority of the respondents are younger than 41 years old (Figure 14), and to a great degree, younger generations tend to have a higher level of education (38% of the population below the age of 40 has finished some kind of higher education) in comparison to the older generations (21% of the population above 40 years old has finished higher education).

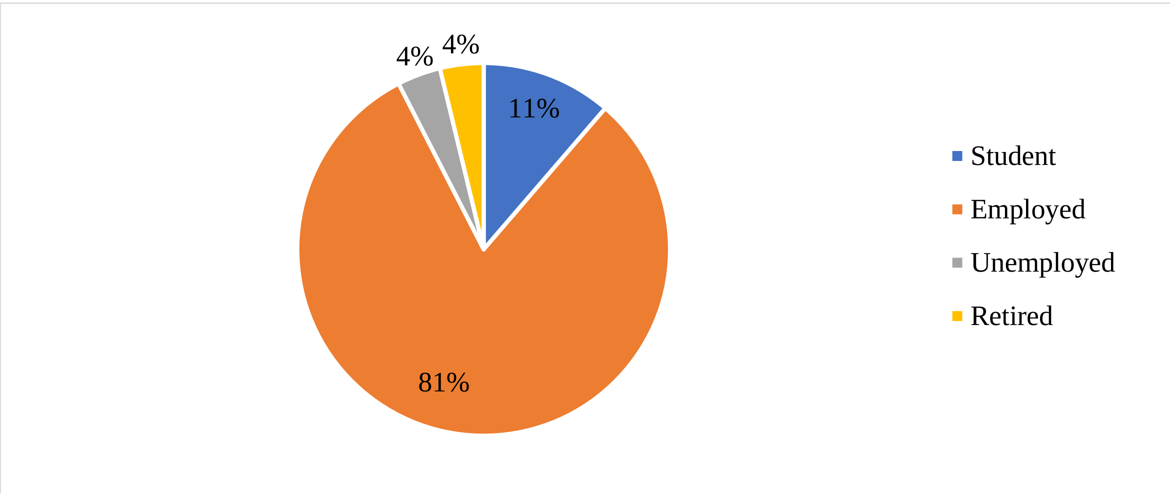
Figure 15: The educational structure of the respondents



Source: Own work.

81% of all respondents are employed, followed by 11% of students (Figure 16). Only 4% of respondents are unemployed, which is 1.6 percentage points lower than the official data for Slovenia in general for the 1st quarter of the year 2021 (Statistični urad Republike Slovenije, 2021).

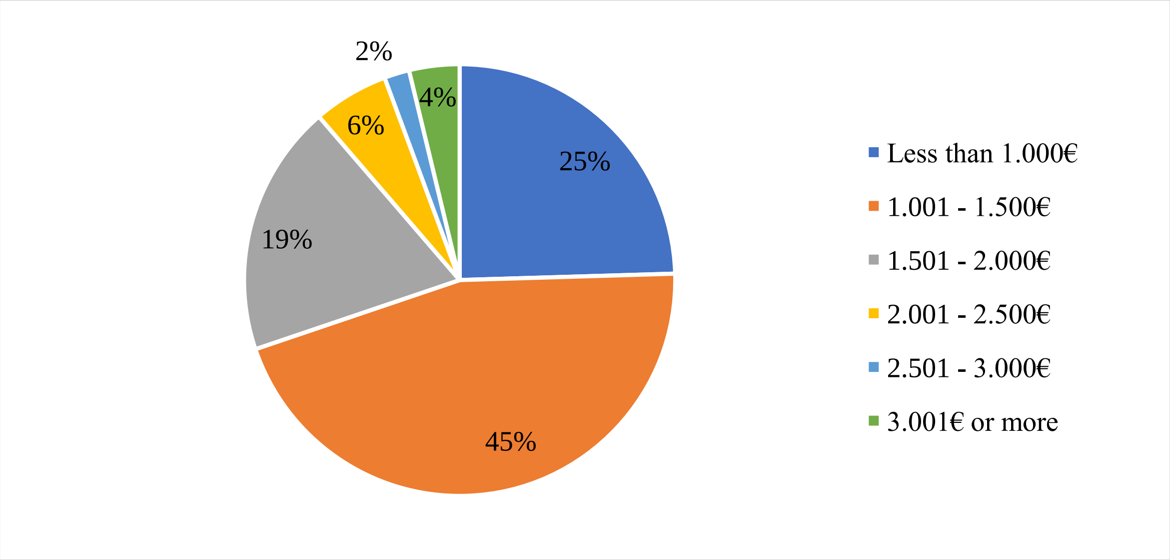
Figure 16: The employment status of the respondents



Source: Own work.

Out of all respondents, 25% get an average monthly net income of less than 1,000€, whereas 31% of respondents get an average monthly net income of more than 1,500€. There are 45% of them that get between 1,001€ and 1,500€. The data in Figure 17 suggests somehow higher average monthly net income than the Slovenian average monthly net income, which is 1,286.61€ (Statistični urad Republike Slovenije, 2021). This could be expected since the survey has been solved mainly by higher educated people (Figure 15).

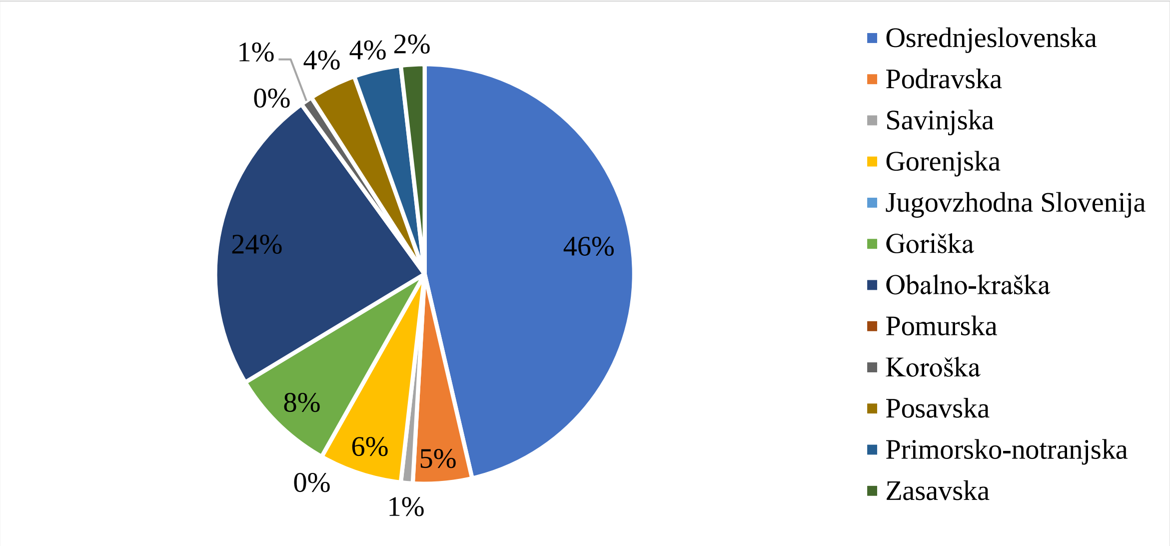
Figure 17: The average monthly net income of the respondents



Source: Own work.

46% of all respondents are from the Osrednjeslovenska region, followed by 24% of respondents from the Obalno-kraška region.

Figure 18: The structure of the respondents by region



Source: Own work.

Furthermore, additional analysis of the survey answers regarding the respondents' attitudes toward advertising, online consumption, and their shopping habits has been made in order to provide a better contextual understanding of our sample. The data showed that the general attitude of respondents towards advertising is not favourable; 69% of respondents claimed that they find the majority of advertising disturbing. In addition, 34% of respondents believe that advertising is claiming something it cannot fulfil, and 28% of them believe the intention of advertising is not to inform but to deceive the consumer. However, 19% of respondents do not find advertising disturbing. Nevertheless, only 22% of respondents think that consumers would be better off without advertising, which signals that the majority of the respondents see some value in advertising despite the general dislike towards it.

Concerning online consumption, all 106 of the respondents are frequent users of the internet; 96% of them use the internet every day, 3% of them a few times per week, and only 1% of them a few times per month. They are also frequent users of social media channels: 76% of respondents use social media channels every day, 14% of them a few times per week, whereas only 2% of them do not use social media channels. What is more, almost half of the respondents shop online at least once per month.

When asked if they search for information online before a bigger purchase, 38% of respondents said they always do that. 40% of them said often, and 17% of them said sometimes. Only 2% of respondents never search online for information before purchase. However, only 21% of respondents share their shopping experience online, whereas 41% of respondents share their shopping experience rarely, and 39% of them that never do that online.

4.2 Quantitative Results

For the purpose of this master thesis, quantitative results obtained from the survey conducted online were further analysed with the help of Statistical Package for the Social Sciences (hereafter: SPSS). We have analysed responses from our respondents and carried out different tests.

4.2.1 Comparison of Different Touch Points through Consumer Decision Journey

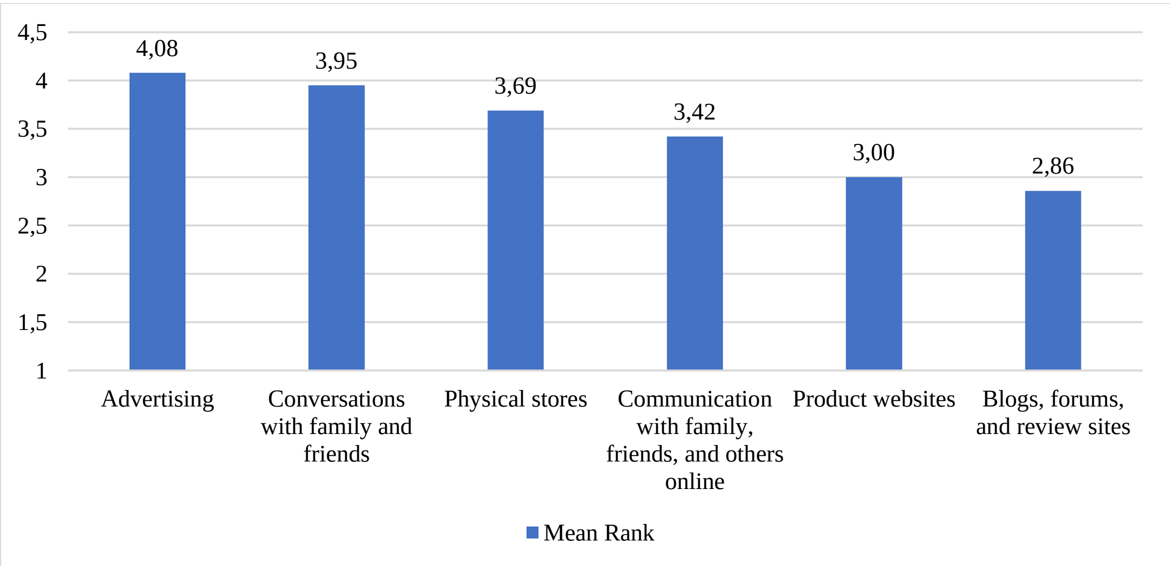
Marketers are constantly facing the challenge of resource allocation across a range of touch points (Baxendale, Macdonald & Wilson, 2015) to reach consumers at the moments that influence their decision-making the most. There is an ongoing need to make better and more efficient managerial decisions on how to allocate these scarce resources (Court, Elzinga, Mulder & Vetvik, 2009). We are interested in knowing how consumers perceive different touch points through different stages of the consumer decision journey to propose practical implications on resource allocation across different media.

With the help of SPSS, we have analysed responses from our respondents and carried out different tests to examine if there are any statistically significant differences in perception of different touch points through the consumer decision journey using the non-parametric Friedman statistical test to detect differences in…. Additionally, we have employed the Post hoc analysis with Related Samples Friedman's Two-Way Analysis of Variances by Ranks to examine where the differences actually occur.

4.2.1.1 Initial-consideration

Every day, consumers form impressions of brands from touch points such as advertisements, conversations with family and friends, store visits, etc. (Court, Elzinga, Mulder & Vetvik, 2009). Those accumulated impressions then become crucial as they shape the initial-consideration set. The consumer considers an initial set of brands based on brand perceptions and exposure to recent touch points. Therefore, we wanted to analyse where respondents find out about new brands, how memorable those brand signals in their opinion are, and whether there are differences between the influences of brand signals on respondents' attitudes towards a certain brand.

Figure 19: Comparison of mean ranks of different touch points in relation to question: I find out new brands mostly from



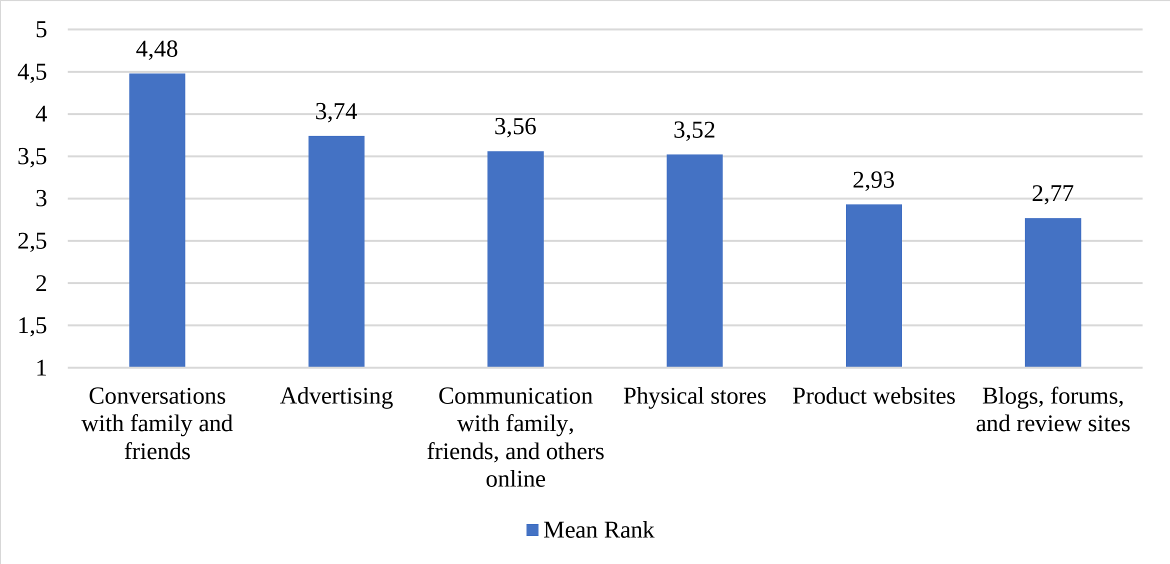
Source: Own work.

According to Figure 19, we can see that most of the respondents find out about new brands through advertising (Mean rank = 4.08) and via engaging in conversations with family and friends (Mean rank = 3.95). However, blogs, forums, and review sites mark the lowest score (Mean rank = 2.86). The respondents were most uniform with the answer of conversations with family and friends, whereas product websites got the most opposing answers.

The comparison of sources of where consumers find out about new brands and products shows significant differences, $\chi2(5) = 49.943$. $p < 0.001$.

A post hoc analysis with Related Samples Friedman's Two-Way Analysis of Variances by Ranks test was conducted, resulting in a significance level set at $p < 0.001$. Significant differences were found between advertising and blogs ($p = 0.017$), conversations and blogs ($p < 0.001$), physical stores and blogs ($p < 0.001$), conversations and websites ($p = 0.003$), and advertising and websites ($p < 0.001$). For more information, see Appendix D.

Figure 20: Comparison of mean ranks of different touch points in relation to question: The most I remember brands and products I get to know from



Source: Own work.

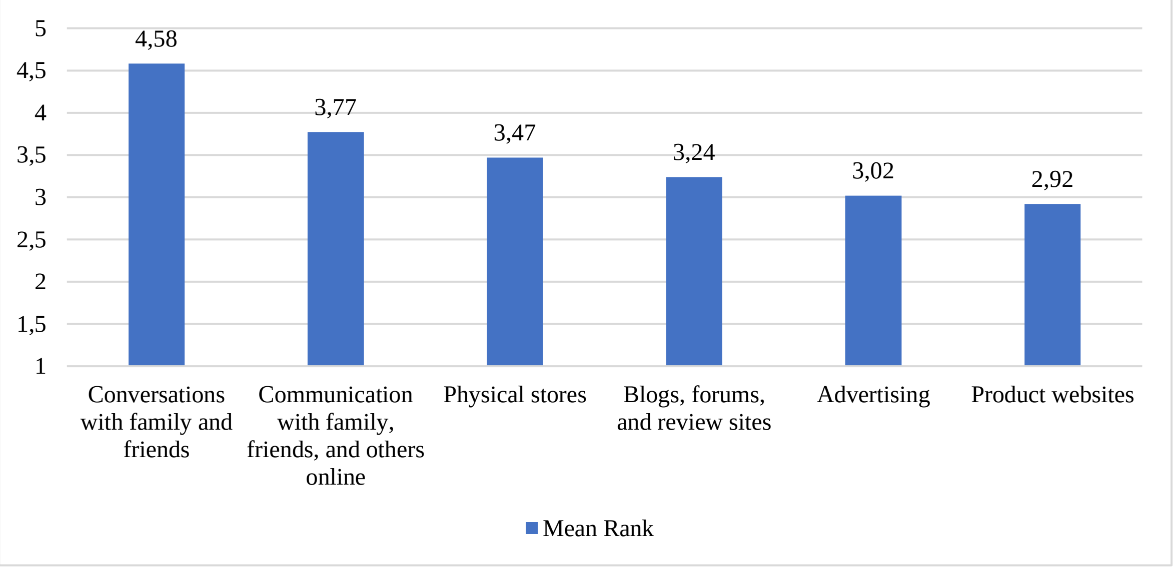
As can be seen in Figure 20, most respondents say they remember the most brands and products they find out by engaging in conversations with family and friends (Mean rank = 4.48), whereas brands they get to know via blogs, forums, and review sites are the least memorable (Mean rank = 2.77). These two touch points also note the lowest and highest differences between the given answers. Respondents were most uniform regarding memorability of brands known via conversations, whereas opinions regarding memorability of brands known via blogs, forums, and review sites are most contrary. Communication online scored 3rd place in terms of brand memorability with a Mean rank of 3.58.

We can say consumers perceive the memorability of brands depending on the source differently, given the significant difference, $\chi2(5) = 77.148$. $p < 0.001$.

A post hoc analysis with Related Samples Friedman's Two-Way Analysis of Variances by Ranks test was conducted, resulting in a significance level set at $p < 0.001$. There were significant differences found between physical stores and blogs ($p = 0.050$), communication online and blogs ($p = 0.031$), advertising and blogs ($p = 0.003$), conversations and blogs (p

< 0.001) advertising and product websites ($p = 0.027$), conversations and product websites ($p < 0.001$), conversations and physical stores ($p = 0.003$), and conversations and communication online ($p = 0.006$). For more information, see Appendix D.

Figure 21: Comparison of mean ranks of different touch points in relation to question: My brand perception is usually most influenced by information I get from



Source: Own work.

As shown in Figure 21, conversations with family and friends are perceived as most influential in terms of forming a perception towards a certain brand (Mean rank = 4.58), followed by communication online (Mean rank = 3.77), whereas product websites are perceived as least influential (Mean rank = 2.92). Similar to Figure 20, conversations with family and friends & blogs, forums, and review sites note the lowest and the highest differences between the results – respondents were most consistent in terms of their perception of information influence acquired via conversations, whereas opinions regarding the influence of information obtained by blogs and reviews are most opposite.

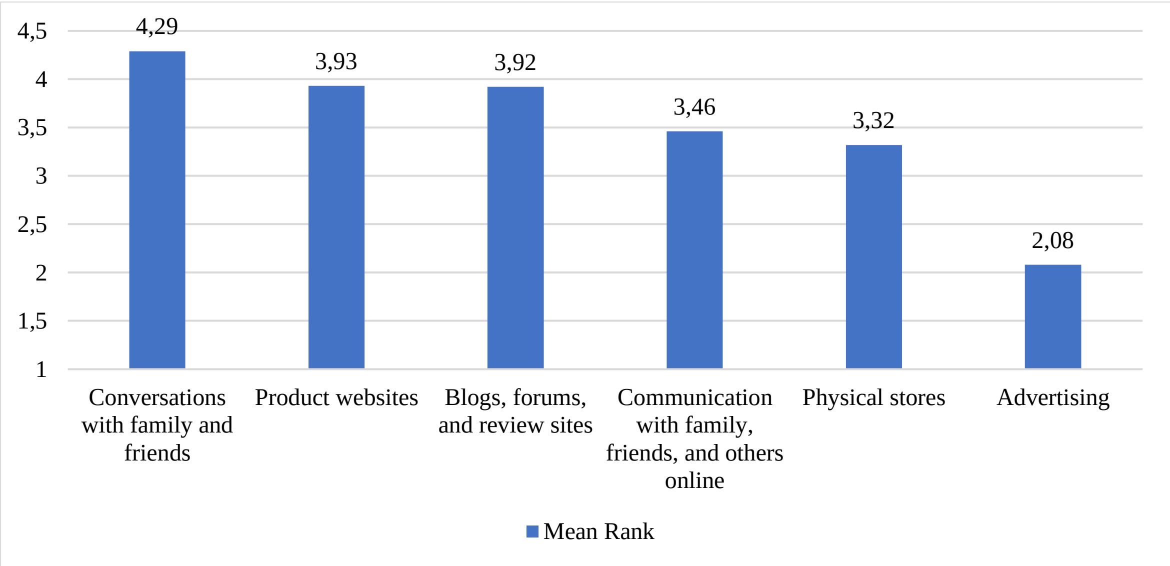
There are evident differences in consumers' perceived influence on brand perception regarding information from different touch points, the significant difference being $\chi2(5) = 77.376$. $p < 0.001$.

A post hoc analysis with Related Samples Friedman's Two-Way Analysis of Variances by Ranks test was conducted, resulting in a significance level set at $p < 0.001$. There were significant differences found between communication online and product websites ($p = 0.013$), conversations and product websites ($p < 0.001$), conversations and advertising ($p < 0.001$), conversations and blogs ($p < 0.001$), conversations and physical stores ($p = 0.003$), and conversations and communication online ($p = 0.022$). For more information, see Appendix D.

4.2.1.2 Active Evaluation

The funnel analogy suggests that consumers systematically narrow the initial-consideration set as they evaluate options (Court, Elzinga, Mulder & Vetvik, 2009). Contrary to the funnel metaphor, the number of brands under consideration during the active evaluation stage may now, in fact, expand rather than narrow as consumers search for information. What is more, there was a change in outreach from marketers to consumers to consumers to marketers. In today's decision journey, consumer-driven marketing is gaining importance as consumers are constantly seizing control of the process and actively pulling the information helpful to them. For this reason, we wanted to analyse where consumers turn to find relevant information before purchase. In addition, we wanted to examine the perceived trustworthiness of different touch points since consumers habitually rely on a trustworthy source when searching for information on which they base their purchase decision (Feick & Price, 1987).

Figure 22: Comparison of mean ranks of different touch points in relation to question: Before I make a purchase, I usually search for information via



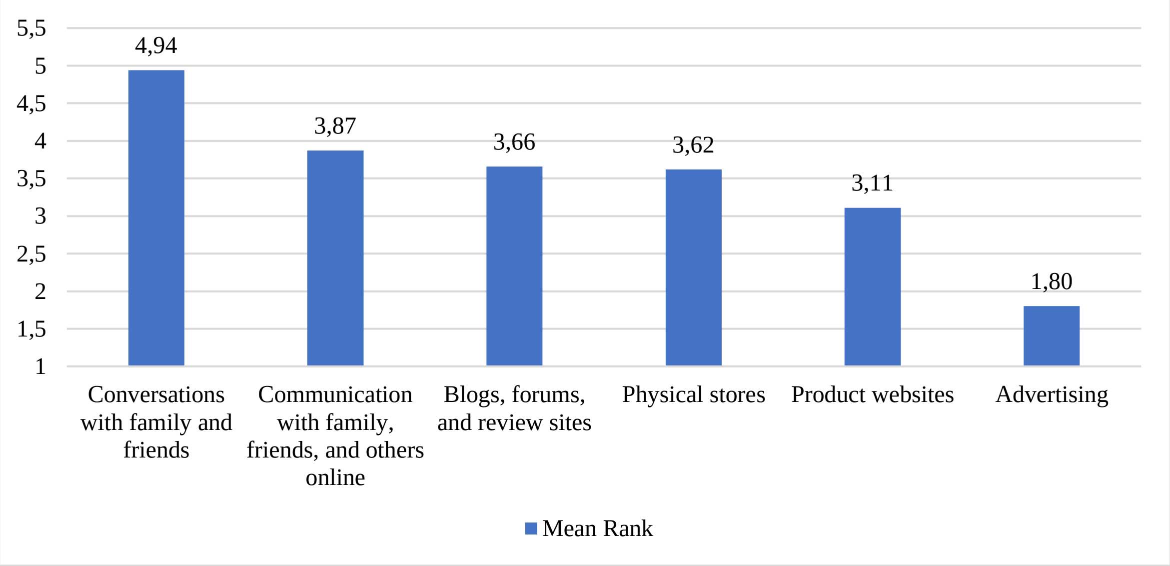
Source: Own work.

As shown in Figure 22, we can see that most respondents turn to family and friends for advice (Mean rank = 4.29), followed by product websites (Mean rank = 3.93) and blogs, forums, and review sites (Mean rank = 3.92). The least respondents turn to advertising before the purchase in the hope of finding additional information (Mean rank = 2.08).

There are evident differences in respect to where consumers turn to find information prior to purchasing a product or a service, the significant difference being $\chi2(5) = 121.056$. $p < 0.001$.

A post hoc analysis with Related Samples Friedman’s Two-Way Analysis of Variances by Ranks test was conducted, resulting in a significance level set at $p < 0.001$. There were significant differences found between advertising and all the rest of the touch points ($p < 0.001$), between conversations and physical stores ($p = 0.002$), and conversations and communication online ($p = 0.019$). For more information, see Appendix D.

Figure 23: Comparison of mean ranks of different touch points in relation to question: The most I trust information I get via



Source: Own work.

According to Figure 23, respondents believe the most information they acquire from talking with friends and family (Mean rank = 4.94), followed by communication online (Mean rank = 3.87). Advertising, however, marks the lowest score (Mean rank = 1.80) as respondents find it least trustworthy. Once more, the conversations with family and friends & blogs, forums, and review sites note the lowest and highest differences between the results.

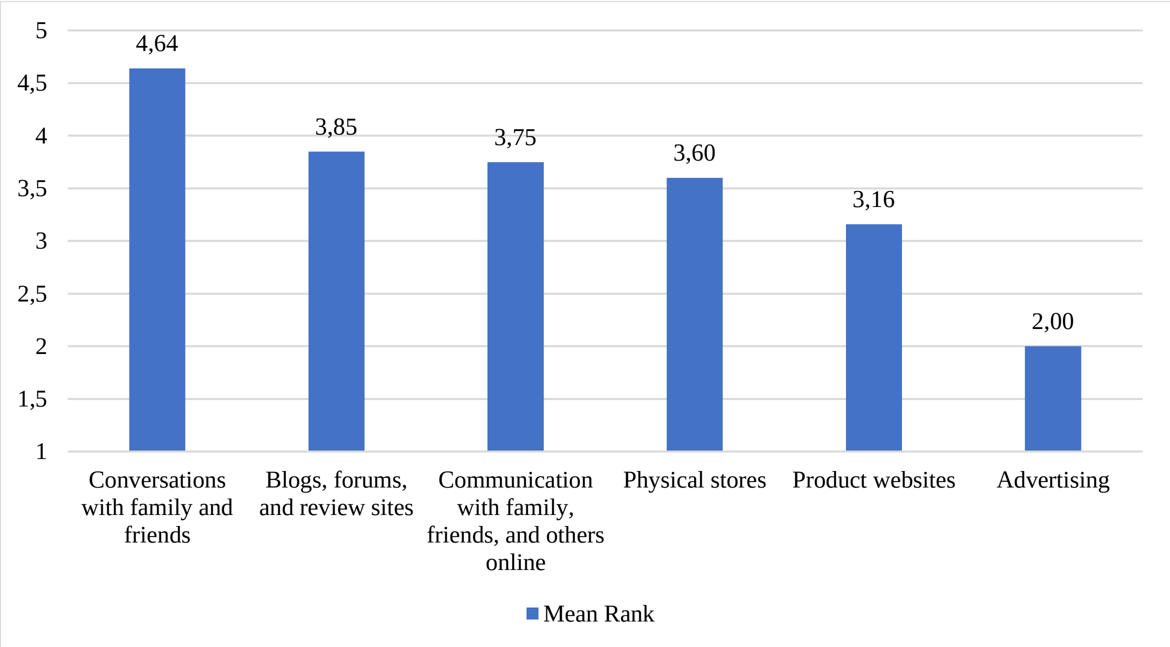
When comparing different touch points and the consumers' perceived trustworthiness of information from these touch points, we can say there are significant differences, $\chi2(5) = 200.414$. $p < 0.001$.

A post hoc analysis with Related Samples Friedman’s Two-Way Analysis of Variances by Ranks test was conducted, resulting in a significance level set at $p < 0.001$. Yet again, there were significant differences found between advertising and all the rest of the touch points ($p < 0.001$), as well as between conversations and other sources ($p < 0.001$, $p_{\text{communication online}} = 0.001$), and between communication online and physical store ($p < 0.001$). For more information, see Appendix D.

4.2.1.3 Moment of Purchase

After the information search, the consumer is ready to make the final purchase decision. The relationships between purchase intention and purchase have been well-established and validated in consumer behaviour research. For example, Chang, Cheung, and Lai (2005) found that purchase intention has a positive impact on purchase. Accordingly, we wanted to examine which source of information influences consumers' purchase intention the most, with the result of a higher probability of purchase.

Figure 24: Comparison of mean ranks of different touch points in relation to question: My purchase intent is usually most influenced by information I get from



Source: Own work.

As seen in Figure 24, most respondents perceive the information they get from conversations with family and friends as most influential in terms of purchase intention (Mean rank = 4.64), followed by blogs, forums, and review sites (Mean rank = 3.85), and communication online (Mean rank = 3.75). Following the previous trend, advertising was least influential in terms of purchase intention (Mean rank = 2.00). Other evident trends are the differences between answers, with conversations with family and friends & blogs, forums, and review sites again scoring the lowest and highest differences between the results.

The comparison of influence on purchase intent differs among different touch points with a significant difference, $\chi 2(5) = 152.325$. $p < 0.001$.

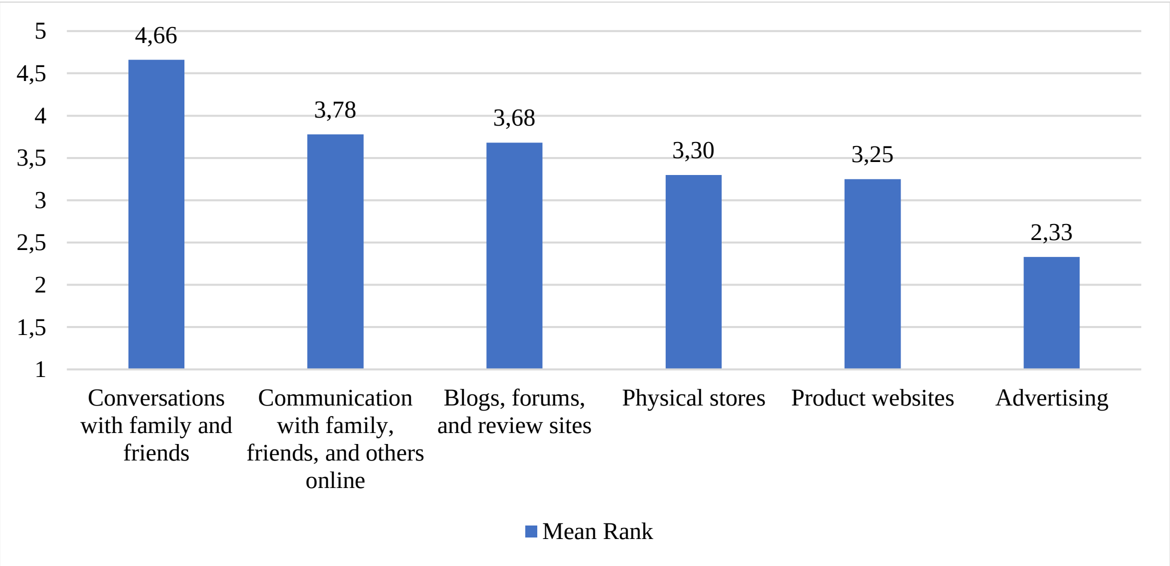
A post hoc analysis with Related Samples Friedman's Two-Way Analysis of Variances by Ranks test was conducted, resulting in a significance level set at $p < 0.001$. The trend continues with significant differences in advertising and all the rest of the touch points (p <

0.001), as well as between conversations and other sources ($p_{product\ websites} < 0.001$, $p_{physical\ stores} = 0.001$, $p_{communication\ online} = 0.007$, $p_{blogs} = 0.031$). For more information, see Appendix D

4.2.1.4 Post-Purchase

The post-purchase experience shapes the opinions of consumers for subsequent decisions in the category, making the journey an ongoing cycle (Court, Elzinga, Mulder & Vetvik, 2009). Consumers evaluate and review the product; whether the product was the right choice for them, their expectations were confirmed, etc. Consumers might feel compelled to question whether they made the right decision and resort to additional information to justify their purchase. What is more, consumers might recommend the brand to others. Considering these two facts, we wanted to know on which channels the journey continues once the purchase is over.

Figure 25: Comparison of mean ranks of different touch points in relation to question: To justify my purchase, I usually utilise information from



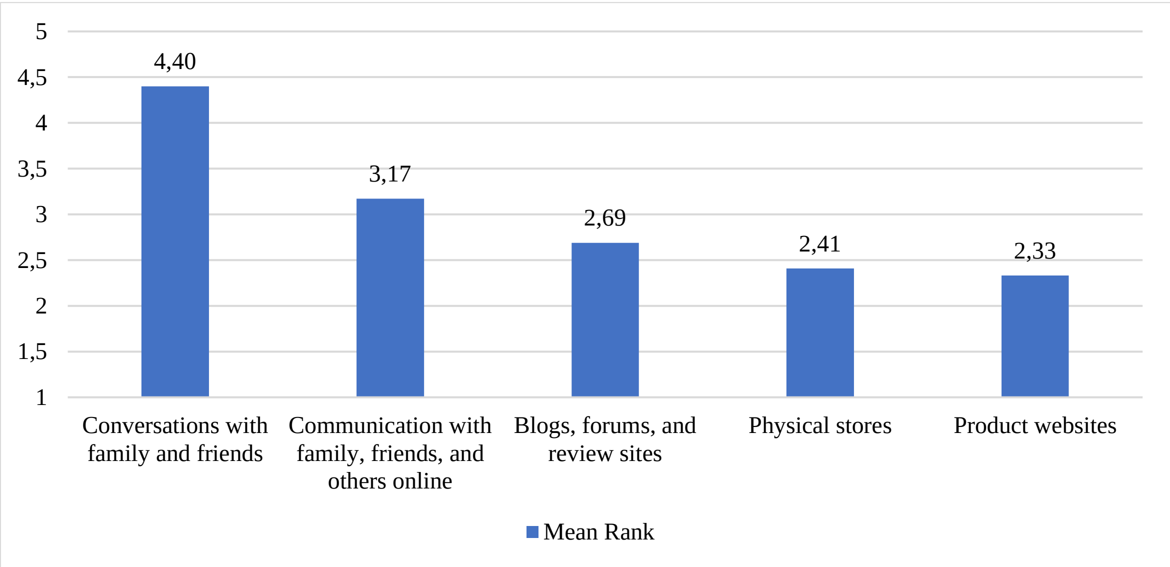
Source: Own work.

As shown in Figure 25, most respondents utilise information from conversations with family and friends to evaluate and justify their purchase (Mean rank = 4.66), followed by communication online (Mean rank = 3.78), and blogs, forums, and review sites (Mean rank = 3.68). Advertising marks the lowest score (Mean rank = 2.33). The differences within the group here are the smallest, meaning the respondents were most uniform regarding how they justify their purchase if they do so.

When comparing which touch points consumers utilise to evaluate and justify their purchase after the actual purchase, significant differences are shown, $\chi2(5) = 142.142$. $p < 0.001$.

A post hoc analysis with Related Samples Friedman`s Two-Way Analysis of Variances by Ranks test was conducted, resulting in a significance level set at $p < 0.001$. Despite lower significance level, we continue with the significant differences being found between advertising and all the rest of the touch points ($p_{product\ websites} = 0.005$, $p_{physical\ stores} = 0.003$, $p_{communication\ online} < 0.001$, $p_{conversations} < 0.001$, $p_{blogs} < 0{,}001$) as well as between conversations and other sources ($p_{physical\ stores} < 0.001$, $p_{communication\ online} = 0.009$, $p_{product\ websites} < 0.001$, $p_{blogs} = 0.002$). For more information, see Appendix D.

Figure 26: Comparison of mean ranks of different touch points in relation to question: After the purchase I usually share my experience via



Source: Own work.

As shown in Figure 26, we can see that respondents are most willing to share their purchase experience with family and friends through a conversation (Mean rank = 4.40), followed by communication online (Mean rank = 3.17). In this instance, the lowest score belongs to product websites (Mean rank = 2.33), meaning respondents are not fond of leaving testimonials on product websites. Yet again, the differences between answers were biggest between conversations and blogs, forums, and review sites.

The comparison of touch points consumers utilise to share their purchase shows a significant difference, $\chi2(5) = 186.184$. $p < 0.001$.

A post hoc analysis with Related Samples Friedman's Two-Way Analysis of Variances by Ranks test was conducted, resulting in a significance level set at $p < 0.001$. There were significant differences found between conversations and all the rest of the touch points ($p_{product\ websites} < 0.001$, $p_{physical\ stores} < 0.001$, $p_{communication\ online} < 0.001$, $p_{blogs} < 0.001$) as well as between communication online and product websites ($p = 0.001$), and also physical stores ($p = 0.004$). For more information, see Appendix D.

4.2.2 Analysis of Different Characteristics of the Product and Online Platforms

According to the Contingency framework of social commerce proposed by Yadav, de Valck, Hennig-Thurau, Hoffman, and Spann (2013), networks can provide a facilitative role in influencing outcomes related to consumer decision-making, with the strength of this facilitative role varying concerning different product and platform characteristics. We are interested in knowing how this facilitative role might be strengthened by the characteristics of the product or social networks on which the product is featured during different stages in consumers' purchase decision process. We have also applied a one-sample t-test to determine whether there are statistically significant differences among different independent characteristics

In the need recognition stage, social networks act as a source of inspiration and referral for the consumer's pending purchase (Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013). The contingency framework suggests that consumers online in the need recognition stage are more likely to pay attention to signals about other people's purchases and consumption experiences concerning publicly consumed products as well as products that are more exclusive. What is more, it implies that the social influence increases with stronger tie strength.

Table 3: Product and platform characteristics within Need recognition

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
I am more likely to pay more attention to signals about other people's purchases that are more exclusive.	106	2.51	1.140	.111
I am more likely to pay more attention to signals about other people's purchases that are publicly consumed.	106	2.39	.952	.092
I am more likely to pay more attention to signals about purchases from people I personally know.	106	3.85	.814	.079

Source: Own work.

As shown in Table 3, we can see that the respondents' answers suggest they do not pay more attention to signals about other people's purchases concerning more exclusive products ($M = 2.51$). Given the significance level of $p < 0.001$, we can say consumers do not pay more attention to signals about other people's purchases concerning more exclusive products.

Nor do the respondents pay more attention to signals about other people's purchases concerning publicly consumed products ($M = 2.39$). Given the significance level of $p < 0.001$, we can say consumers do not pay more attention to signals about other people's purchases concerning publicly consumed products.

We can see that the respondents pay more attention to signals from people they know (M = 3.85). Given the significance level of $p < 0.001$, we can say that social influence increases with stronger tie strengths.

In the information search stage, social networks act as a source of information and approval for the planned purchase (Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013). During this stage, the contingency framework suggests that with higher perceived risk, there will be an increase in search behaviour for consumer-generated product information. Facing different types of perceived risk, consumers are likely to inform themselves and to consult with different types of people (Goldenberg, Lehmann, Shidlovski & Barak, 2006). When dealing with a purchase that is high in social or psychological risk, consumers will likely turn to opinion leaders. When dealing with a purchase that is high in performance or physical risk, consumers will likely turn for advice to field experts who attain specific knowledge. Building on the theory by Brown and Reingen (1987) regarding the strength of the normative influence and how it is determined by tie strength, we wanted to also include it as a contingency factor within the stage of pre-purchase activities.

Table 4: Product and platform characteristics within Pre-purchase activities

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
When dealing with purchases characterised by high social or psychological risk, I am more likely to pay more attention to signals from opinion leaders.	106	2.16	.997	.097
When dealing with purchases characterised by high performance or physical risk, I am more likely to pay more attention to signals from field experts.	106	4.08	.765	.074
I am more likely to believe signals from people I personally know.	106	3.84	.852	.083
When dealing with purchases characterised by high risk, I spend more time searching for consumer-generated product-related information.	106	3.90	.915	.089

Source: Own work.

According to Table 4, respondents do not turn to influencers when dealing with a purchase that may affect how their social circle sees them (M = 2.16). Given the significance level of $p < 0.001$, we can say that consumers do not turn to opinion leaders when dealing with a purchase that is high in social or psychological risk.

What the respondents search for is content from field experts when dealing with a purchase that is high in performance risk (M = 4.08). Given the significance level of $p < 0.001$, we can say that is highly likely consumers will turn for advice to field experts who attain specific knowledge when dealing with a purchase that is high in performance or physical risk.

When dealing with bigger purchases, the respondents dedicate more time to search for information (M = 3.84). Given the significance level of $p < 0.001$, we can say that with higher perceived risk, there will be an increase in search behaviour for consumer-generated product information.

What is more, the respondents trust content from people they know more compared to content from people they do not know (M = 3.84). Given the significance level of $p < 0.001$, we can say that with stronger tie strength, social influence also increases during the information search.

Within the purchase stage, social networks act as a source of information about where to buy, when to buy, etc. The contingency framework suggests that for high-effort products, the role of online networks is of higher importance since consumer-generated content can be of much use in terms of reducing perceived effort and increasing the chances of making the right decision. With the help of new emerging social networks and new formats, consumers can get instant feedback on their purchases from people they know personally. Therefore, we can expect that the stronger the social ties, the bigger the influence in the purchase decision stage. Social networks can also play an important role when facilitating purchases that are characterised by strong social components (e.g., group gifts) hence the higher the importance of social networks.

Table 5: Product and platform characteristics within Purchase decision

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Instant feedback from family and friends online (e.g., Messenger) makes my purchase easier.	106	3.59	1.012	.098
I find social networks more helpful when buying something together with friends (e.g., group purchase) than when dealing with an individual purchase.	106	3.55	1.148	.111
I am more likely to buy a product recommended by someone I personally know than with a recommendation from an unknown person.	106	3.98	.768	.075

Source: Own work.

As seen in Table 5, respondents believe that instant feedback on social media makes their purchases easier (M = 3.59). Given the significance level of $p < 0.001$, we can say that instant feedback on social networks makes the purchase easier, hence the role of online networks being of higher importance when dealing with high-effort products.

Respondents also believe that the probability of buying something that their friends suggested is higher compared to buying something a person they do not know personally has suggested (M = 3.98). Given the significance level of $p < 0.001$, we can say that with stronger tie strength, social influence also increases during the purchase stage.

Respondents also said that when they buy something together with friends, social networks are more helpful compared to individual purchases (M = 3.55). Given the significance level of $p < 0.001$, we can say that with purchases that are characterised by strong social components (e.g., group gifts), social networks are of higher importance.

In the post-purchase stage, social networks act as a sounding board for consumption experiences, signalling your identity, sharing experience, helping others, etc. (Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013). The contingency framework suggests that products and services offering strong identity and social value are more likely to provoke word-of-mouth conversation on social networks. What is more, the framework suggests that consumers engage in online conversations more if the identity value of product offerings fits the character narrative they are trying to construct for themselves online.

Table 6: Product and platform characteristics within Post-purchase activities

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
I am more likely to share a group purchase experience than an individual one.	106	2.89	1.124	.109
I am more likely to share a purchase experience if I can personally identify with the product.	106	2.92	1.177	.114
I am more likely to share a purchase experience if the product identity fits the character narrative I am trying to construct for myself online.	106	3.09	1.167	.113

Source: Own work.

As seen in Table 6, respondents do not rather share group experiences compared to individual ones (M = 2.89). Given the significance level of $p = 0.302$, we cannot say that products and services that offer social value are less likely to provoke word-of-mouth conversations on social networks.

Respondents also stated that purchasing a product they can identify with will not increase the probability of sharing their experience on social networks (M = 2.92). Given the significance level of $p = 0.510$, we cannot say that products and services that offer a strong identity are less likely to provoke word-of-mouth conversations on social networks.

Lastly, the respondents agree that if they share similar values with the product, they like to express them to the public; therefore, the probability of them sharing their experience on social networks is higher (M = 3.09). Given the significance level of $p = 0.407$, we cannot say that consumers engage in online conversations more if the identity value of product offerings fits the character narrative they are trying to construct for themselves online.

5 QUALITATIVE RESEARCH ON CONSUMER BEHAVIOUR AND EWOM

In order to better understand how consumers perceive different touch points, why they perceive some of them as more useful or more reliable than others, and consequently utilise different touch points through the consumer decision journey, we conducted 10 semi-structured interviews. All the interviews were individual and took place in August 2021. Since the research problem is not limited to a particular category of people but the Slovenian population as a whole, we tried to include individuals that best represent the sample of survey respondents we have interviewed.

5.1 Research Methodology

In order to provide a description as broad as possible, 10 interviewees were interviewed. These 10 interviewees include both women and men, students, and those who work. The majority of the interviewees belong to the age group 21–30 years old (50%) since they also represent the biggest share of the survey respondents. Choosing a higher number of interviewees was done to gain a deeper understanding of the data collected. In Table 7, one can see the variables that have been taken into consideration when choosing interview respondents.

Table 7: Sample selection

Respondent	Gender	Age	Current status
1	Female	20	Student
2	Female	23	Student
3	Female	25	Employed
4	Male	26	Employed
5	Male	27	Employed
6	Male	28	Employed
7	Male	31	Employed
8	Female	41	Employed
9	Female	52	Employed
10	Female	56	Employed

Source: Own work.

Firstly, an analysis of their last bigger purchase will be discussed in this section. Afterwards, the analysis will turn to four different topics in regards to electronic word-of-mouth and other touch points as follows:

- comparison of different types of electronic word-of-mouth through different stages of consumer decision journey,
- comparison of electronic word-of-mouth and word-of-mouth through different stages of consumer decision journey,
- comparison of electronic word-of-mouth and other touch points through different stages of consumer decision journey,
- comparison of the importance of electronic word-of-mouth now and in the past.

5.2 Qualitative Results

Interviewees were asked to think about their last bigger purchase to include as many stages of the consumer decision journey as possible in this research, hence providing a better and more in-depth representation of their journeys as a whole. Moreover, we have asked them to think about specific touch points that most influenced their decision-making throughout their journey. Purchases included buying a new car, glasses, furniture, home appliances, booking a holiday, etc.

Six out of 10 interviewees said that it was some kind of electronic word-of-mouth communication that most influenced their initial consideration. Five of these six interviewees were influenced by social media posts, while one was influenced by online blogs. Electronic word-of-mouth was thus the most popular answer, followed by a conversation with family and friends (5) and TV shows (2). “While scrolling through Pinterest and Instagram, I saw some amazing photos of different models. The pictures nowadays are so redone and visually appealing, it is practically impossible not to want the things you see on social media.” (Interviewee 1). “We found the idea to go to Beograd from posts on social media since it seemed like it could be fun.” (Interviewee 2). “I got influenced by photos of my co-worker since she was regularly posting beautiful photos of her vacation in Mexico on Facebook.” (Interviewee 3). “Since it was hard to get any relevant information on the Slovenian market, I was following others who also cycle via blogs and on Instagram. Through their blogs, I found out about these bicycles and their quality. Since then, I knew I need to have that bike.” (Interviewee 8). The majority of responses concerning sources of inspiration and referral had to do with a visual appeal or the quality of a certain product or service that the communication translated.

During the evaluation stage of searching for information, six of out 10 interviewees utilised some kind of electronic word-of-mouth communication. Five out of six interviewees turned to review sites, whereas two of them searched for additional information on social media channels. Nine out of 10 interviewees visited product websites, four of them engaged in conversations with their family and friends, and only three of them visited the physical store. Reasons behind the selection of different sources differ. “Once I knew which product I wanted, I checked the reviews to justify the price I will pay to the provider.” (Interviewee 4). “While searching for information, I also turned to review websites to see what other users think about the bike and what their opinions are.” (Interviewee 8). Interviewees turned to review websites mostly to reduce the risk of making the wrong purchase and get a better estimation of the price they should pay for a specific product or service. Given the responses, it was very apparent that the number of reviews itself increased the influence on purchase intention among interviewees. “We did not care about the opinions of others; we just wanted to see the pictures and how it would look.” (Interviewee 9). “The first thing I did, I checked their product website to see the characteristics of the bike.” (Interviewee 8). “Since I did not have much time, I went straight online and checked for air conditioning on Mimovrste.com, where I compared different products and models. In the end, I made the decision based on the appearance of the AC from pictures and also based on the number of recent purchases.” (Interviewee 7). Interviewees visited product websites mostly because of the appealing and in-depth presentation of the product or service they were looking for and the product selection provided on the website. However, there was an instance when the interviewee left the product website due to the excessive number of products available. “I think I also checked their website, but since there was too much to choose from, I decided to visit the physical store.” (Interviewee 5). Another concern regarding the latter product was its intangibility since interviewees could not touch the actual product. That exact reason was the main driver behind the decision to visit a physical store. “I did not want to buy the glasses online since you cannot try them on, whereas in a store you can try as many and take as much time as you want. I think it is much easier this way.” (Interviewee 1). In terms of conversations with family and friends, the trustworthiness of information was the main reason for interviewees to exploit it.

Six out of 10 interviewees finished their purchase online, whereas four of them visited the physical store and made the purchase. The main mentioned reason for purchasing something online was its accessibility and ease, whereas the four interviewees that chose to make the purchase in-store wanted to see the product live. What is more, during the in-store visit, two of the interviewees expressed that the knowledge and technical proficiency of the salesperson tremendously helped and accelerated the purchase itself. “When I came to the store, the salespeople were constantly available, and they had very good technical knowledge of bikes and cycling in general, which made my purchase very easy.” (Interviewee 8).

Out of 10 interviewees, six engaged in electronic word-of-mouth activities after the final purchase. Five out of six interviewees shared their purchases on social media, and one of them turned to review sites to acquire additional information regarding the purchase. “After the purchase, I did not share my purchase experience online. But I did post a picture of the bike on my Instagram profile that I use for cycling-related content.” (Interviewee 8). “I sent some photos of the new glasses I had bought to my friends on Messenger, but I did not upload anything on my FB wall. I just wanted to share it with my friends.” (Interviewee 1). None of the five interviewees that shared their purchase on social media did that to review or express satisfaction or dissatisfaction with the purchase. They just wanted to share the purchase with their friends and utilise social media as it makes it easy to share news or did it in order to influence their status on social channels. “The whole time we were there, we took photos and posted them on Snapchat, so others could see that we were having fun.” (Interviewee 2). “If I were to buy a car, I do not think I would share the experience online. Maybe only on Instagram, but not to praise the car, but because of the status symbol.” (Interviewee 6). Two of the interviewees visited product websites for additional information, while six of the interviewees shared their experiences with family and friends via conversations for the reason of sharing and bonding.

As stated above, we asked the interviewees how they perceive different types of electronic word-of-mouth through different stages of the consumer decision journey in order to better understand why one should engage in such activities and what characteristics strengthen the influence of these touch points.

With regards to the initial consideration, the majority of answers were related to posts on social media. There were a few interviewees whose brand awareness and brand perception were very much affected by posts on social media, especially among the younger interviewees. “I was very much affected by posts on social media. This is why I also deleted my account later. There are just too many beautiful photos of things you cannot afford, which makes you feel bad.” (Interviewee 1). A common answer among the interviewees was that appealing pictures and videos strengthen the influence of social posts. The majority of the respondents also claimed that being familiar with the person who posted something made them more aware of it. “I think I paid more attention to posts from people I knew. The same goes for influencers – the ones I followed for a longer time and were more precious to me, I was more aware of.” (Interviewee 1). The same was said about them having previous experience or knowledge about the product or service. “If I see someone is using something on social media and I know that this person has experience from a certain field, then I would say the product is good.” (Interviewee 8). Only one interviewee expressed that blogs also influence their perception towards a product or service, especially if they contain videos. In terms of information search, the majority of interviewees conform to online reviews and ratings from other consumers, especially when dealing with bigger and more complex purchases. The perceived influence of online reviews among interviewees increases with the number of reviews and guaranteed technical proficiency of the respondents. “While searching for the information online, I find online reviews very helpful. Especially if there are many of them since I trust them more.” (Interviewee 7). However, social tie strength is not of high importance here. Concerning the post-purchase stage, the vast majority of interviewees do not share their experiences online and do not engage in post-purchase activities. Only a few interviewees utilise messaging tools, such as Messenger, to share the experience with their friends privately, and only a few post pictures and videos of their purchases on social media channels to share or influence their social status online.

We also wanted to know how interviewees distinguish between electronic word-of-mouth and word-of-mouth activities through different stages of the consumer decision journey.

The majority of the interviewees believe the information they acquire through conversations with family and friends more than conversations happening online. “I trust conversations in real-life more since you can see their immediate reaction.” (Interviewee 1). “Social media is more influential when it comes to generating needs, but I would say I trust conversations in real-life more than conversations that happen online. Anyone can easily make a lie on the internet.” (Interviewee 2). They can see the person and their actual response while talking, hence higher trust. However, while a few interviewees believe such information influences their purchase intention the most, a major part of interviewees still think that they can find more information online and prefer consumer reviews when searching for information. It is easier to find a variety of opinions online than talking one on one. Some of the interviewees expressed that even though they believe their family and friends the most, they do not like to discuss purchasing with them as they feel pushed into a decision; therefore, they prefer to go online. “I would say I listen to others, but I prefer online information. I really do not like it when someone is trying to impose their opinion on me.” (Interviewee 8). Another interviewee explained that electronic word-of-mouth is more important due to its infinity in durability. “I find electronic word-of-mouth very important since it stays somewhere forever. It means I do not need to remember all the information at that exact time and place, but I can save it under my bookmarks or within my conversations on Messenger and return to it later.” (Interviewee 3). Knowing that online communication does not vanish and we can always return to it makes it more flexible and consequently more useful. Sharing the experience with others in a conversation with family and friends is still more common due to a slight overall dislike of sharing information online among interviewees. Interviewees explained that the chances of sharing are higher if the experience itself was really amazing and different or if they were really disappointed. Especially if they were really disappointed. “I do not share my shopping experience with others, usually. Maybe just if I am really disappointed. If I were really happy, I would not, I think.” (Interviewee 1). “I am not sure if I were to write a blog after the purchase, maybe if the experience was really bad, but I am not sure.” (Interviewee 6). However, some interviewees expressed that sharing something online with others is still easier since they always have their phones with them.

With the aim of understanding how the interviewees in general perceive different touch points, we examined their comparison of different touch points through different stages of the consumer decision journey.

Relative to initial-consideration and exposure to different brands, the majority of interviewees said that they find out about new brands mostly via advertising, on social media channels, product websites, and in physical stores. “I would say that I find out about new brands mostly via advertising and that ads usually make me start searching for additional information. Especially if the ad is good and it has a good story behind it.” (Interviewee 7). Even though advertising can be influential for brand perception, most of the interviewees do not trust advertising. “I would not say advertising influences my decisions in any way since I do not trust it. I think that brands are trying to facilitate things and make them something they are not. With advertising, they are trying to impose information on the consumer, which they think would benefit the consumer. Because of that, I do not like advertising, and I would cancel everything if I could." (Interviewee 6). Although appealing photos and videos on social media and product websites influence brand perception, some of the interviewees expressed that the tangibility of seeing products live makes in-store visits the most influential channel. In terms of information search and consequently also purchase intention, the majority of interviewees said they are turning to online reviews, product websites, or engaging in conversations with family and friends. Interviewees find online reviews useful due to the variety of different opinions and the overall quantity, which decreases the risk associated with the purchase. They also expressed that product websites usually provide them with appealing content as well as a high degree of technical data and a variety of different products, whereas conversations with family and friends, as stated before, are important when searching for information due to the overall trustworthiness of data. As for sharing their experience with others, interviewees are not keen on sharing it with others. If yes, they do it within the comfort of their social circle via conversation or through social media.

Lastly, we wanted to know whether the interviewees' attitude towards electronic word-of-mouth is in any way different now, in comparison to a few years ago.

Nine out of 10 interviewees agree that electronic word-of-mouth communication is more important to them in comparison to a few years ago and that it will get even more important in time. "Everything is already online, and that is why it is so important." (Interviewee 2). Some of the interviewees believe that people started sharing more information online and that this new pool of information can be beneficial for consumers in their purchase decision-making. "I think people did not shop as much online as they do now, and there were not so many reviews. I think consumer reviews are gaining on importance since there is more and more of them." (Interviewee 5). Additionally, some of them noticed how online retailers started integrating consumers' reviews, comments, and ratings onto their websites in order to help the consumer with purchase decision. Nonetheless, quite a few of the interviewees are somehow anxious regarding the rising phenomenon of social media since they consider information on it as fake and misleading. "In my opinion, the importance of electronic word-of-mouth is much bigger since so many people use the internet. I believe it is also very common among the younger generations. I would not say that I get so much influenced by it, but the sad reality is that there will be more and more of it." (Interviewee 8). "Of course, the importance is higher since we live in a digital world. But I would have to say that I am still quite reserved regarding some posts. If somebody posts something publicly, I am somehow sceptical about it. I usually have some negative feelings towards it." (Interviewee 1). "I am not sure about it. I am not aware of it since I do not pay attention to it. Also, in a few years, I am not sure that is going to change. Everything seems fake to me." (Interviewee 9).

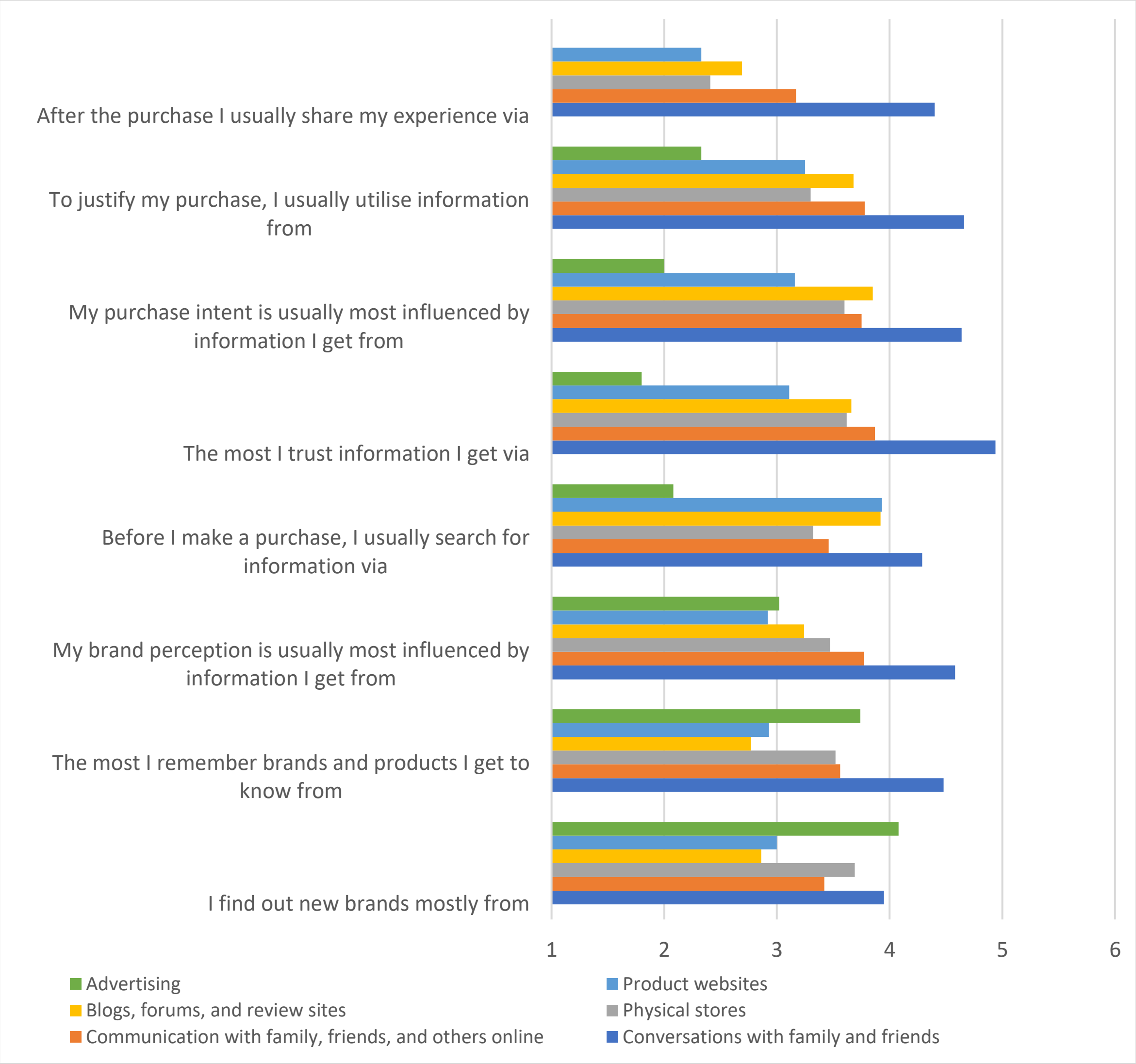
6 FINDINGS ON CONSUMER BEHAVIOUR AND EWOM

Results from both quantitative and qualitative research have been taken into consideration in the hope of answering our research questions and proposing implications that would benefit both marketers and academia.

6.1 Comparison of Different Touch Points through Consumer Decision Journey

As we found out from the analysis of our online survey, the perceived usefulness of different touch points through the consumer decision journey differs among the respondents (Figure 27). What is more, the perceived usefulness of different touch points differs among different stages of the consumer decision journey.

Figure 27: Comparison of mean ranks of different touch points through consumer decision journey



Source: Own work.

According to the survey, we could say that the respondents consider word-of-mouth as the most influential in terms of its influence on the initial-consideration set. Respondents find out about new brands primarily through advertising, followed by discovering through conversations with family and friends. They also consider brands they find out about by engaging in conversations with family and friends the most memorable. Conversations with family and friends are also the most influential in terms of forming a perception towards a certain brand. As found in the interviews, people trust their friends and family more. The availability of instant and seen responses from the other person makes this form of exchanging communication more real, transparent, and hence trustworthy. Firms should therefore invest their marketing efforts into encouraging conversations and creating buzz among consumers by creating an unbeatable consumer experience strategy, being different, and creating loyal consumers that act as passionate advocates. Although respondents find out new brands primarily through advertising, neither memorability nor its influence on brand perception is comparable to word-of-mouth. As seen from the survey and interviews, respondents do not trust advertising. Some of them believe that advertising claims something it cannot fulfil and that its intention is not to inform but to deceive the consumer. Having said that, firms should not leave advertising out of their marketing strategies since it is the main channel where consumers find out about new brands. Brand awareness matters since brands that are in the initial-consideration set can be up to three times more likely to be purchased than brands that are not in it (Court, Elzinga, Mulder & Vetvik, 2009). In addition to that, firms should include appealing photos and videos in their advertising communication as well as consider storytelling to guarantee a more memorable and influential outcome. Both online communication with other consumers and physical stores are also relatively important in terms of influencing the initial-consideration set. Concerning online communication with other consumers, we found out in the interviews that the visual appeal of images and videos, as well as the social tie strength and the perceived knowledge of the other person about the product, exert influence on respondents. Regarding word-of-mouth initiatives, firms should think about encouraging online user-generated content to make their brand visible online, by means as said above in regards to word-of-mouth. As tangibility and the possibility of seeing and feeling products in real-life drive influence when visiting a physical store, firms should strive towards integrating tangibility into their websites, making an online visit equivalent to a shopping trip to the physical store by adding real-life product photos, virtual walkthroughs, virtual try-on, etc.

Concerning the evaluation stage, when consumers search for information, respondents also perceive word-of-mouth as the most important source of information. Most of them engage in conversations with family and friends when searching for product information and find this information the most trustworthy. Hence, initiatives focused on encouraging conversations and creating brand ambassadors should be of high importance for brands. As found out from the interviews, the importance of this information usually increases with social tie strength, perceived technical proficiency of the person they speak with, and whether the other person had previous experience with the product or service. Other important sources of information in this stage are blogs, forums, and review sites, as well as product websites. Respondents said they visit blogs and reviews because of the width of opinions that enables them to make an informed decision. Moreover, with a higher quantity of reviews and ratings, the influence increases. We should also stress the durability of such information, which enables them to always come back and review the information again, consequently helping them towards the final purchase. Considering this, firms should think about investing their marketing budgets in CRM programmes to manage interactions with their customers better and have an in-depth understanding of their perception of the purchase experience. Supplementary to this, they should implement strategies focused on acquiring testimonials and reviews from their customers regarding the purchase experience and integrating them into their website. Referring to product websites, respondents visit product websites mostly because of the appealing and in-depth product presentation. In addition to that, product websites provide them with a large selection of products to choose from, and they can do that from the comfort of their home. Considering all of this, firms should push toward getting as many product ratings on their site as possible and guaranteeing an attractive and easy-to-use online experience for consumers. When analysing which source they trust the most, communication online with others came second after word-of-mouth. Again, this is mainly due to social tie strength and familiarity with other people. Respondents also relatively trust online blogs and reviews as well as information they get from physical stores, especially if they perceive the salesperson as an expert with a high degree of technical proficiency. Having said that, firms should pursue to provide their customers with a point of contact that carries technical knowledge throughout the stage of information search until the final purchase, both offline and online (e.g., chatbot, live chat). In terms of online blogs and reviews, firms should invest in collaborating with individuals with a high degree of technical proficiency to deliver quality content that their consumers search for. However, as advertising marks its overall lowest scores, it should not be in firms' focus concerning the active evaluation stage.

As concerns the purchase stage, it is the firm's duty to make the purchase as comfortable as possible. Respondents said that word-of-mouth also influences their purchase intent the most, thus resulting in a higher probability of successful purchase (Chang, Cheung & Lai, 2005). Blogs and reviews, as well as physical stores and communication online with others, also influence purchase intent due to reasons already mentioned above. Therefore, the same initiatives also stand and are advised in relation to the purchase stage. Regarding the survey, we found out that communication online with others can be very helpful in this stage, especially since it enables instant feedback from friends and family. Thus, firms should strive towards integrating various initiatives into their purchase experience to facilitate information sharing during the purchase stage. When deciding whether to shop online or make the purchase in-store, the drivers behind each decision differ. As found from the interviews, the majority of the interviewees prefer to make a purchase online due to the overall accessibility and ease of it, whereas the interviewees that decide on purchasing an item in-store usually do it because they want to see the product live. What is more, the interviewees expressed that the assistance of a salesperson with a high degree of technical proficiency plays an integral role when making the purchase in-store. The same initiatives regarding the tangibility of product websites and technical points of contact apply here.

Regarding the post-purchase activities, the majority of respondents engage in conversation with family and friends to justify their purchase or share their purchase experience. A smaller part of them engages in communication online with others or turn to blogs and reviews in order to share their experience. The differences among the rest of the touch points are rather small since not many respondents engage in a search for additional information to justify their purchase, nor do they share their experience with others. Most of them are not fond of sharing their experience outside their closer social circle, therefore not so many do it online. The ones that do, share it because it is easier to share their purchase with others, and a few of them share their experience for the purpose of influencing their socials status on social channels. Taking into consideration that word-of-mouth activities, both offline and online, are one of the main drivers of decision-making through different stages of the consumer decision journey, firms should turn their attention and marketing budgets towards post-purchase activities to create much needed (electronic) word-of-mouth. Besides investing in CRM programmes and strategies focusing on acquiring testimonials and reviews, they should think about creating referral programmes and offering incentives to their customers in order to share their experiences. Each customer and each shopping experience should be treated as a vessel for communication towards prospective customers and as a source of many more future purchase experiences.

6.2 Analysis of Different Characteristics of the Product and Online Platforms

According to the results of the survey, there are some characteristics of the product or social networks that might strengthen the firm's facilitative role in influencing outcomes related to consumer decision-making during different stages of consumers' purchase decision process. With the aim to align our results in relation to the McKinsey model of the Consumer decision journey (Court, Elzinga, Mulder & Vetvik, 2009), we can consider different stages of consumers' purchase decision process within the Contingency framework of social commerce proposed by Yadav, de Valck, Hennig-Thurau, Hoffman, and Spann (2013) as four stages of the consumer decision journey: initial-consideration, active evaluation, the moment of purchase, and post-purchase experience.

In terms of inspiration and referral for consumer's initial-consideration set prior to information search, we found out that tie strength between communicators in online social networks is an important determinant of generating awareness. It makes respondents more attentive to posts of others, hence stronger influence. We suggest firms' activities should focus on encouraging conversations on social networks that are characterised by relatively stronger links between members, such as Facebook, blogging communities, and discussion forums. Firms might increase their chances of sparking conversations by adding engaging and relevant content to their social networks. They should also provide their consumers with means that enable or even stimulate consumers to share content or a purchase with their social networks of friends.

However, our analysis does not support the theory claiming consumers online are more likely to pay attention to signals of other people's purchases and consumption experiences concerning publicly consumed products and products that are more exclusive. The respondents said they do not pay more attention to posts regarding purchases that are more exclusive or publicly consumed.

As expected, we found out that search behaviour for consumer-generated product information online during the active evaluation stage increases with perceived risk. Having that in mind, when searching online for consumer-generated content to inform their pre-purchase activities, respondents do not turn to influencers when dealing with a purchase that may affect how they are perceived by their social circle. However, they turn to content from experts with knowledge in a particular product category when dealing with a purchase that is high in performance risk. Therefore, we suggest firms in such categories should focus their attention on social networks where such experts share their knowledge via blogs and videos, such as specialised communities, FB groups, etc. Furthermore, firms should invest their marketing budgets towards collaborations with such individuals to create a relevant source of consumer-generated content that consumers can benefit from.

Social tie strength is also important in the active evaluation stage since respondents trust content on social networks that comes from people they know more than from people they are not familiar with. When they can access reviews and recommendations of people in their social circle, the impact of social networks can be even more pronounced. Hence, firms should strive towards integrating their product websites with social networks and embedding social information from Facebook friends in their product websites.

In terms of the moment of purchase, when consumers make important choices, such as which specific product to buy, the retailer they wish to purchase from, the timing of the purchase, etc., we found out that instant feedback on social networks makes the purchase for respondents easier. Thus, firms should strive towards implementing various initiatives to facilitate information sharing within one's social circle during the purchase stage by offering features that lead to the equivalent of a joint shopping trip in a store. In addition, we discovered that social networks are more influential when dealing with purchases characterised by strong social components, e.g., group gifts. Firms should take advantage of this notion by enabling consumers to send gifts, gift vouchers, or organise a group gift via social networks, etc.

As determined from the analysis, social tie strength also influences decision-making concerning the purchase decision. Respondents perceive information from their social network compared to user-generated content from anonymous consumers as more trustworthy. For this reason, we believe firms should strive to integrate social networks characterised by strong social links into their purchase experience as well as utilise other social commerce approaches we have identified in the paragraph above regarding information sharing.

Concerning the post-purchase experience, we have discovered we cannot confirm that any of the characteristics proposed by Yadav, de Valck, Hennig-Thurau, Hoffman, and Spann (2013) strengthen the facilitative role in influencing outcomes related to consumer decision-making. We cannot confirm whether respondents rather share group experiences than individual ones, nor can we confirm whether they rather share their purchase experience of a product they can identify with than that of a product with similar values they would like to express to the public on social networks.

7 DISCUSSION

We have based further discussion on the contribution value of this master thesis for both practitioners and academia. This chapter presents practical outcomes firms can benefit from when conforming their marketing efforts according to the consumer decision journey model and when taking into consideration the findings related to the effectiveness of different touch points as well as firms' social commerce initiatives. Lastly, we present limitations associated with this research as well as ideas for further research.

7.1 Contributions

Throughout the course of both theoretic research and empirical analysis, we have gathered further knowledge on the topic, which we aim to link with our intended contributions and provide more in-depth implications for both practitioners and academia. We see the biggest contribution of this thesis in providing a better understanding of how and what motivates consumers to move from one stage of the consumer decision journey to another and how different touch points and marketing efforts can influence decision-making throughout this journey. Marketers are constantly facing the challenge of resource allocation across a range of touch points (Baxendale, Macdonald & Wilson, 2015) in order to reach consumers at the moments that influence their decision-making the most. Hence, understanding their relative impact is important. We believe our contribution has shed some light on the given topic and will help marketers determine their overall media spend and its allocation across a wider range of touch points that occur in the consumer decision journey. Companies have traditionally made use of paid-media push marketing at a few well-defined points along the funnel in order to build awareness, drive consideration, and influence purchase (Edelman, 2010). With the dramatic rise of social networks, marketers have started to focus also on the value of "earned" social media and how it can be leveraged to generate value for firms (Yadav, de Valck, Hennig-Thurau, Hoffman & Spann, 2013). We have searched the literature and made our own empirical analysis to determine which characteristics can influence the facilitative role of social networks in influencing outcomes related to consumer decision to help firms realign their marketing strategies to capitalise on social interactions that happen and thus guaranteeing a better return on their marketing efforts.

7.2 Practical Implications

Regardless of the industry or brand, every marketer shares the same essential goal: to reach consumers at key moments that will most influence their decision. Building on the McKinsey model of consumer decision journey, this research considered the impact of electronic word-of-mouth as well as other touch points all through the consumer decision journey. McKinsey's consumer decision journey provides an exceptional framework for coordinating the range of touch points and behaviours consumers exhibit when making a purchase decision. Much less linear in comparison to the traditional funnel, the consumer decision journey allows for all of the complexity of real-life purchasing.

For years, the space between different stages of the buying process was a black box for marketers. There is no one right answer, but taking into consideration some general tendencies, we can shed some light on some processes. A lot of academic research had previously been done, hence this thesis presented various theories and models. The traditional five-stage decision model proposed by Kotler and Keller (2009) serves as a foundation for modern concepts such as consumer decision journey by McKinsey's model. Regardless of the critics it received, nobody can deny the relevance of the consumer decision journey model. We believe adopting the model as a framework among moments that matter the most in the decision-making process should be of high relevance for marketers with the intention to truly understand their customers and propose relevant marketing strategies.

Developing a deep understanding of how consumers make decisions is the first step. The difficult part is focusing strategies and funds on the most influential touch points. Marketing efforts must be adapted, perhaps from focusing on the initial consideration and brand awareness to the active evaluation stage by building internet properties that would be beneficial for consumers to understand the brand and what it offers better while they actively evaluate it. Marketers need to think beyond push marketing and start investing in vehicles that enable them to interact with consumers as they learn about brands. The core of consumer-driven marketing is the internet since consumers seek information, reviews, and recommendations online. Focusing on this point in the consumer decision journey demands a mindset shift from buying media to generating properties that attract consumers: programmes that foster word-of-mouth, both online and offline, attractive and useful digital assets such as websites about products, etc. Additionally, marketers need to rethink their post-purchase activities by focusing on active rather than passive loyalists that will engage in word-of-mouth activities.

Due to the complexity of consumer decision journeys, as was also evident from the empirical evidence, companies need to adapt their ways of measuring consumer attitudes towards different touch points and the effectiveness of marketing expenditures across different stages of the consumer decision journey. Marketers need to know which particular parts of the consumer journey have the most impact on attitudes and decision behaviours. They also need to know which of these crucial touch points are not working well. With the results of the empirical analysis, we believe all consumer-centric firms can benefit from this adaptation. We want our research to be an initiative for firms to start thinking differently. The first step of each firm towards more effective marketing should be to analyse and map the consumer decision journeys of their customers. Only then would they have enough information to make informed and smart decisions regarding resource allocation.

We continue around the value-creation potential of social commerce on a general conceptualisation that takes into consideration various stages of the decision-making process. The contingency framework proposed by Yadav, de Valck, Hennig-Thurau, Hoffman, and Spann (2013) focuses on moderating the impact of two factors that can possibly influence the effectiveness of firms' social commerce initiatives: product characteristics and characteristics of social networks. The propositions in this thesis span the four different stages of the consumer decision journey to guide practitioners and academia to develop a more comprehensive understanding of the potential of social commerce.

Our empirical research was built on the given framework that seeks to measure the impact of social commerce across different stages of the consumer decision journey. There is an evident need for that, especially due to the relative newness of social commerce phenomena, scarcity of empirical evidence, and growing demand from marketers for numbers that can justify the allocation of marketing resources in social commerce initiatives. With the intention of ensuring that social commerce initiatives receive sufficient funds, we have tried to provide compelling evidence that such initiatives influence consumer decision-making. Building on the insights developed by our research, firms can harvest the potential of social commerce more effectively hence increasing the consumers' value perception across different stages of the consumer decision journey.

7.3 Limitation and Research Directions

The results and conclusions of this research should be acknowledged with some limitations.

Increasing the research sample in size would guarantee a more significant relationship between data acquired by the online survey resulting in more accurate results. Considering the fact that empirical analysis was carried out on a convenience sample, which does not represent the Slovenian population in general, random sampling should be utilised for future research to get a representative sample of the Slovenian population. In addition, a higher level of sample heterogeneity in the form of a wider span of ages could enhance the generalizability of the findings.

Furthermore, had the number of interviewees attending the research been higher, the results would probably have fostered even more versatile information. If the studied group had been more heterogeneous, additional consumer personas could have been recognised and given their own consumer journey, thus providing a better apprehension of possible journeys.

Through literature review and empirical evidence, we have learned that consumer journeys differ among different industries. This study focused on bigger purchases in general, limiting the direct transferability of findings to a specific context. We believe the responses and cases presented were diverse and addressed the difference between consumer behaviour in relation to different contexts. The gathered knowledge led to implications beyond specific industries as our findings provide a new and more general perspective. As different industries are associated with different touch points throughout the consumer decision journey, consideration is advised when reviewing the implications of the research. In accordance with everything established, we suggest conducting further research for specific industries. Only then will marketers be able to better adjust their marketing efforts in accordance with the industry specifics.

By examining the data from the interviews, we found differences among consumers from different age groups. Even though interviewees' journeys differed in an industry context and the sample size was not representative of the population in general, age-specific characteristics arose. In hindsight, we believe the overall results would be different if the survey had included people from the younger age group. Due to their immediate and more intense involvement with social networks, we predict electronic word-of-mouth activities would be of higher importance for them in comparison to other age groups. In line with that, we see the need to examine differences in consumer decision journeys as well as influence of different touch points among different age groups.

A further limitation and research direction also address the possibility of touch point endogeneity. In common with most research on the impact of touch points from advertising to word-of-mouth, we have considered touch points as an independent. However, this simplification may bias the perceived usefulness of different touch points. Psychographic or lifestyle variables might impact the perception of touch points. By omitting any relevant segment variables, we may be introducing bias into the estimate of perception of touch points. Thus, this issue deserves focused attention in future research.

Lastly, conforming to the possible overlap in terms of the valence of information across environments, this research does not account for the overlap between social commerce and other information sources, hence the possibility of exaggerating the influence of social commerce and producing potentially biased results. Where our research analyses different stages involved in social commerce processes separately, it is vital to understand the spill over effects of social commerce across different stages of consumer decision journey between touch points.

CONCLUSION

With this master thesis, we have critically reviewed the existing literature in relation to consumer behaviour, electronic word-of-mouth, and social commerce, all of which we presented at the beginning of this master thesis. The theoretical background provided us the opportunity to develop quality quantitative and qualitative research for the purpose of finding the answers to our research questions.

The objective of this thesis was to empirically assess the perceived effectiveness of electronic word-of-mouth and other touch points in relation to different stages of the consumer decision journey: initial-consideration, active evaluation, the moment of purchase, and post-purchase experience. We found that consumers perceive word-of-mouth activities as the most influential through the four stages of the consumer decision journey.

Despite the fact that consumers find out about new brands mostly from advertising, the information they get from engaging in conversations with family and friends is far more memorable and influential in terms of brand perception. Nonetheless, brand awareness matters since brands that are in the initial-consideration set can be up to three times more likely to be purchased than brands that are not. Hence, advertising should not be left out of marketing strategies when striving towards brand awareness.

We discovered that when consumers search for information, they turn to family and friends for advice since they trust them the most. Besides that, consumers also find product websites and review sites important when searching for information. The importance of review sites is due to their width of consumers' opinions and overall quantity, reducing the perceived risk, whereas product websites are important on account of their appealing and technically proficient product representation and also the ease of scrolling through their offering.

Furthermore, we found out that touch points that consumers trust the most influence their purchase intent the most. Besides word-of-mouth activities, consumers perceive review sites and online communication with friends and family as most influential in terms of purchase intent, followed by physical stores. To make purchasing more comfortable for consumers, firms should strive towards integrating various initiatives into their purchase experience to facilitate information sharing during the purchase stage. What is more, a strong point of contact with a high degree of technical proficiency plays an integral role in guaranteeing a successful purchase experience.

In regards to post-purchase experience, people turn to their friends and family for justification or to share their experience, with online communication in second place. Taking into consideration that word-of-mouth activities, both offline and online, are one of the main drivers of decision-making throughout the journey, firms should turn their attention and marketing budgets towards post-purchase initiatives with the intent of fostering much needed (electronic) word-of-mouth.

In addition, we wanted to provide practitioners and academia with empirical evidence with the intention of better understanding the potential of social commerce. We wanted to know which characteristics can strengthen the firm's facilitative role in influencing outcomes related to consumer decision-making during the consumer decision journey.

In terms of inspiration and referral for consumer's purchase, we learned that social tie strength between communicators is an important determinant of generating awareness in online social networks. Additionally, social tie strength also proved influential during the search for information or at the moment of purchase. Furthermore, we learned that search behaviour online for consumer-generated product information increases with perceived risk and that information from other consumers who pertain technical knowledge is of higher importance when dealing with purchases that are high in performance risk. In regards to the moment of purchase, firms should not forget about the fact that instant feedback on social networks makes the purchase for consumers easier. What is more, when dealing with purchases that are characterised by strong social components, social networks proved more beneficial.

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APPENDICES

Appendix 1: Povzetek (Summary in Slovene language)

Tekom magistrske naloge smo kritično pregledali obstoječo literaturo iz področja vedenja potrošnikov, elektronskega ustnega izročila in družbenih omrežij ter njihovega vpliva na poslovne rezultate. Teoretično ozadje nam je dalo priložnost za izvedbo kakovostne kvantitativne in kvalitativne raziskave, preko katere smo dobili odgovore na naša raziskovalna vprašanja.

Naš cilj je bil empirično oceniti zaznano učinkovitost elektronskega ustnega izročila in drugih točk dotika tekom različnih faz porabnikove poti do nakupne odločitve. Ugotovili smo, da potrošniki zaznavajo ustno izročilo kot najbolj pomembno in vplivno tekom vseh štirih faz porabnikove poti.

Vedoč, da potrošniki nove blagovne znamke spoznajo predvsem preko oglaševanja, so informacije, ki jih pridobijo iz pogovorov z družino in s prijatelji, veliko bolj zapomljive in imajo večji vpliv na percepcijo blagovne znamke. Kljub temu je prepoznavnost blagovne znamke zelo pomembna, saj je verjetnost, da bo potrošnik izbral blagovno znamko, ki jo pozna že pred začetkom nakupnega procesa do trikrat večja, kot če blagovne znamke ne bi poznal. Zato je pomembno, da je oglaševanje del trženjskih strategij z namenom zagotavljanja prepoznavnosti blagovne znamke.

Pri iskanju informacij smo ugotovili, da se potrošniki za nasvet največkrat obračajo na družino in prijatelje, saj jim najbolj zaupajo. Poleg tega so potrošnikom pri iskanju informacij pomembne tudi spletne strani z izdelki in spletna mesta z ocenami izdelkov. Spletna mesta z ocenami izdelkov zaradi širine mnenj potrošnikov in količine le-teh zaznano zmanjšujejo tveganje povezano z nakupom. Spletna mesta izdelkov pa so pomembna zaradi privlačne predstavitve izdelkov, tehničnih specifikacij izdelkov ter enostavnosti brskanja med ponudbo.

Ravno tako smo ugotovili, da prav točke dotika, ki jim potrošniki najbolj zaupajo, tudi najbolj vplivajo na njihovo nakupno namero ter posledično nakup. Poleg ustnega izročila potrošniki menijo, da spletna mesta z ocenami izdelkov in spletna komunikacija z družino in prijatelji najbolj vplivajo na njihovo nakupno namero. Sledijo fizične trgovine. Z namenom zagotavljanja enostavne nakupne izkušnje bi si morala podjetja prizadevati za vključitev različnih pobud, ki bi olajšale izmenjavo informacij med fazo nakupa. Še več, močna stična točka med potrošnikom ter blagovno znamko z visoko stopnjo tehničnega znanja (npr. prodajalec) igra pomembno vlogo pri zagotavljanju uspešnega nakupa.

Kar zadeva dejavnosti po nakupu, se ljudje z namenom, da upravičijo svoj nakup oz. da delijo svojo izkušnjo z drugimi, največkrat obrnejo na prijatelje in družino. Sledi spletna komunikacija z drugimi. Ob upoštevanju, da je tako ustno izročilo kot tudi elektronsko ustno izročilo eden od glavnih vplivov pri odločanju na porabnikovi poti, bi morala podjetja svojo pozornost in trženjske investicije usmeriti v pobude, ki bi spodbujale nastanek le-teh.

Poleg tega smo želeli zagotoviti empirične dokaze z namenom boljšega razumevanja potenciala, ki ga nosijo vsebine potrošnikov na spletu. Želeli smo raziskati, katere produktne značilnosti ter značilnosti družbenih omrežij pripomorejo k večjemu vplivu na rezultate v zvezi z odločanjem na porabnikovi poti do nakupne odločitve.

Ugotovili smo, da je moč vezi med potrošniki pomemben dejavnik pri zagotavljanju vidnosti objav na družbenih omrežjih. Poleg tega igrajo vezi med potrošniki pomembno vlogo tudi med samim iskanjem informacij ter v fazi nakupa. Izvedeli smo tudi, da so nakupi, ki jih zaznamuje večje tveganje, povezani z obsežnejšim iskanjem informacij ostalih potrošnikov. Ravno tako se potrošniki v fazi iskanja poslužujejo informacij potrošnikov, ki imajo določena tehnična znanja, v kolikor gre za tehnično zahtevnejši nakup. Z obzirom na fazo nakupa blagovne znamke ne smejo pozabiti na dejstvo, da potrošnikom takojšnja povratna informacija družine in prijateljev olajša nakup. Pomembno je tudi upoštevati, da imajo družbena omrežja pomembnejšo vlogo pri nakupih, ki jih definirajo močne družbene komponente (npr. skupinsko nakupovanje).

Appendix 2: Anketni vprašalnik

Potrošnikove nakupne navade

Vprašalnik

Pozdravljeni, sem študent magistrskega programa IMB na Ekonomski fakulteti v Ljubljani ter sem v postopku pripravljanja zaključne magistrske naloge. Pred vami je vprašalnik, s pomočjo katerega želim pridobiti boljši vpogled v potrošnikovo pot do nakupne odločitve – proces, v katerega vstopi posameznik z namenom nakupa produkta oziroma storitve. Vljudno vas prosim, da izpolnite vprašalnik in mi tako pomagate pri moji raziskavi. Izpolnjevanje vprašalnika vam bo vzelo 10 min časa, zbrani podatki pa bodo anonimni in uporabljeni izključno v raziskovalne namene. Prosim vas, da vprašalnik izpolnite v celoti in podate iskrene odgovore. Za sodelovanje se vam že vnaprej zahvaljujem

Pomislite na različne blagovne znamke in produkte, ki jih poznate.

Q1: Največ blagovnih znamk in produktov spoznam preko:

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Oglaševanja	○	○	○	○	○
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	○	○	○	○	○
Pogovora v živo z družino, s prijatelji in drugimi	○	○	○	○	○
Blogov, forumov in spletnih strani z ocenami izdelkov	○	○	○	○	○
Spletnih strani blagovnih znamk	○	○	○	○	○
Fizičnih trgovin	○	○	○	○	○
Drugo:	○	○	○	○	○

Q2: Najbolj si zapomnim blagovne znamke in produkte, ki jih spoznam preko:

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Oglaševanja	○	○	○	○	○

Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	◯	◯	◯	◯	◯
Pogovora v živo z družino, s prijatelji in drugimi	◯	◯	◯	◯	◯
Blogov, forumov in spletnih strani z ocenami izdelkov	◯	◯	◯	◯	◯
Spletnih strani blagovnih znamk	◯	◯	◯	◯	◯
Fizičnih trgovin	◯	◯	◯	◯	◯
Drugo:	◯	◯	◯	◯	◯

Q3: Na percepcijo o določeni blagovni znamki oz. produktu običajno najbolj vplivajo informacije preko:

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Oglaševanja	◯	◯	◯	◯	◯
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	◯	◯	◯	◯	◯
Pogovora v živo z družino, s prijatelji in drugimi	◯	◯	◯	◯	◯
Blogov, forumov in spletnih strani z ocenami izdelkov	◯	◯	◯	◯	◯
Spletnih strani blagovnih znamk	◯	◯	◯	◯	◯
Fizičnih trgovin	◯	◯	◯	◯	◯
Drugo:	◯	◯	◯	◯	◯

Sedaj razmislite o večjem nakupu, ki ste ga opravili nedavno, pri katerem ste se posluževali iskanja informacij pred samim nakupom izdelka.

___

Q4: Preden opravim nakup, običajno preverim informacije o blagovni znamki oz. izdelku preko:

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Oglaševanja	◯	◯	◯	◯	◯
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih	◯	◯	◯	◯	◯

omrežjih, Messenger, influencerji, e-pošta, itd.)					
Pogovora v živo z družino, s prijatelji in drugimi	◯	◯	◯	◯	◯
Blogov, forumov in spletnih strani z ocenami izdelkov	◯	◯	◯	◯	◯
Spletnih strani blagovnih znamk	◯	◯	◯	◯	◯
Fizičnih trgovin	◯	◯	◯	◯	◯
Drugo:	◯	◯	◯	◯	◯

Q5: Najbolj zaupam informacijam, ki jih pridobim preko:

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Oglaševanja	◯	◯	◯	◯	◯
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	◯	◯	◯	◯	◯
Pogovora v živo z družino, s prijatelji in drugimi	◯	◯	◯	◯	◯
Blogov, forumov in spletnih strani z ocenami izdelkov	◯	◯	◯	◯	◯
Spletnih strani blagovnih znamk	◯	◯	◯	◯	◯
Fizičnih trgovin	◯	◯	◯	◯	◯
Drugo:	◯	◯	◯	◯	◯

Q6: K moji končni izbiri blagovne znamke oz. izdelka najbolj pripomorejo informacije, ki jih pridobim preko:

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Oglaševanja	◯	◯	◯	◯	◯
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	◯	◯	◯	◯	◯
Pogovora v živo z družino, s prijatelji in drugimi	◯	◯	◯	◯	◯
Blogov, forumov in spletnih strani z ocenami izdelkov	◯	◯	◯	◯	◯
Spletnih strani blagovnih znamk	◯	◯	◯	◯	◯
Fizičnih trgovin	◯	◯	◯	◯	◯
Drugo:	◯	◯	◯	◯	◯

Q7: Da ocenim in upravičim svoj nakup se po nakupu običajno poslužujem informacij preko:

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Oglaševanja	◯	◯	◯	◯	◯
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	◯	◯	◯	◯	◯
Pogovora v živo z družino, s prijatelji in drugimi	◯	◯	◯	◯	◯
Blogov, forumov in spletnih strani z ocenami izdelkov	◯	◯	◯	◯	◯
Spletnih strani blagovnih znamk	◯	◯	◯	◯	◯
Fizičnih trgovin	◯	◯	◯	◯	◯
Drugo:	◯	◯	◯	◯	◯

Q8: Po nakupu se običajno poslužujem naslednjih kanalov, da delim svojo uporabniško izkušnjo z ostalimi:

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	○	○	○	○	○
Pogovora v živo z družino, s prijatelji in drugimi	○	○	○	○	○
Blogov, forumov in spletnih strani z ocenami izdelkov	○	○	○	○	○
Spletnih strani blagovnih znamk	○	○	○	○	○
Fizičnih trgovin	○	○	○	○	○
Drugo:	○	○	○	○	○

Naslednji sklop vprašanj se nanaša na komunikacijo o produktih med potrošniki na spletu (npr. objave na družbenih omrežjih, Messenger, spletne strani z ocenami izdelkov itd.).

Q9: Prosim, obkrožite odgovor, ki najbolj ustreza stopnji vašega strinjanja oz. nestrinjanja s trditvijo.

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Več pozornosti posvetim objavam luksuznih izdelkov drugih potrošnikov kot tistim za vsakdanjo rabo.	○	○	○	○	○
Več pozornosti posvetim objavam izdelkov drugih potrošnikov, skozi katere izražajo svoj status v družbi (oblačila, tehnologija, avtomobili itd.), kot pa tistim, ki o posamezniku ne povedo veliko .	○	○	○	○	○
Več pozornosti posvetim objavam tistih ljudi, ki jih osebno poznam.	○	○	○	○	○
Ko kupujem izdelke, ki lahko vplivajo na to, kako me družba vidi, sem bolj pozoren na vsebine influencerjev kot pri ostalih nakupih.	○	○	○	○	○

	Nikakor se ne strinjam	Ne strinjam se	Niti se ne strinjam, niti se strinjam	Strinjam se	Popolnoma se strinjam
Ko kupujem tehnično zahtevnejše izdelke, sem bolj pozoren na vsebine s strani strokovnjakov kot pri ostalih nakupih.	○	○	○	○	○
Objavam ljudi, ki jih osebno poznam, bolj zaupam kot objavam tistih, ki jih ne poznam.	○	○	○	○	○
Pri večjih nakupih več časa posvetim iskanju informacij ostalih potrošnikov na spletu.	○	○	○	○	○
Hitra povratna informacija svojih prijateljev preko spleta (npr. Messenger) mi olajša nakup.	○	○	○	○	○
Ko nakupujem skupaj s prijatelji (npr. skupinsko darilo), so mi družbena omrežja (npr. Messenger) bolj v pomoč kot pri individualnih nakupih.	○	○	○	○	○
Večja je verjetnost, da se odločim za nakup izdelka, ki ga je predlagal prijatelj kot pa nekdo, ki ga ne poznam.	○	○	○	○	○
Skupinsko izkušnjo z izdelkom/storitvijo (npr. skupinski izlet) prej delim na družbenih omrežjih kot izkušnjo, ki sem jo sam doživel.	○	○	○	○	○
Nakup izdelka, s katerim se lahko povežem na čustveni ravni, bom prej delil na družbenih omrežjih.	○	○	○	○	○
V kolikor delim z izdelkom določene vrednote, ki jih želim izraziti navzven, je večja verjetnost, da delim svojo izkušnjo na družbenih omrežjih.	○	○	○	○	○

Q10: Odnos do oglaševanja

Možnih je več odgovorov

☐ Večina oglasov je precej motečih
☐ Večina oglasov trdi nekaj, česar ni mogoče izpolniti
☐ Namen večine oglasov je zavajati, ne informirati
☐ Porabniki bi bili na boljšem, če večine oglasov ne bi bilo
☐ Oglasi me ne motijo
☐ Rad/a gledam večino oglasov

Q11: Kako pogosto uporabljate internet?

○ Vsak dan
○ Večkrat tedensko
○ Večkrat mesečno
○ Enkrat mesečno
○ Manj kot enkrat mesečno
○ Nikoli

Q12: Kako pogosto uporabljate družbena omrežja?

○ Vsak dan
○ Večkrat tedensko
○ Večkrat mesečno
○ Enkrat mesečno
○ Manj kot enkrat mesečno
○ Nikoli

Q13: Kako pogosto nakupujete preko spleta?

○ Vsak dan
○ Večkrat tedensko
○ Večkrat mesečno
○ Enkrat mesečno
○ Manj kot enkrat mesečno
○ Nikoli

Q14: Kako pogosto poiščete informacije o produktu/storitvi na spletu pred samim nakupom (večji nakup)?

○ Nikoli
○ Redko
○ Včasih
○ Pogosto
○ Vedno

Q15: Kako pogosto delite vašo nakupno izkušnjo na spletu z ostalimi (večji nakup)?

○ Nikoli
○ Redko
○ Včasih
○ Pogosto
○ Vedno

Q16: Spol:

○ Moški
○ Ženski

Q17: V katero starostno skupino spadate?

○ do 20 let
○ 21 - 30 let
○ 31 - 40 let
○ 41 - 50 let
○ 51 - 60 let
○ 61 let ali več

Q18: Kakšna je vaša najvišja dosežena formalna izobrazba?
○ Osnovna šola ali manj
○ Srednja šola (tehnična smer)
○ Srednja šola (gimnazija)
○ Visokošolska ali univerzitetna izobrazba
○ Specializacija, magisterij, doktorat

Q19: Kakšen je vaš trenutni status?
○ Dijak
○ Študent
○ Zaposlen
○ Brezposeln
○ Upokojen

Q20: Vaša povprečna neto plača
○ Manj kot 1.000 €
○ 1.001 € - 1.500 €
○ 1.501 € - 2.000 €
○ 2.001 € - 2.500 €
○ 2.501 € - 3.000 €
○ 3.001 € ali več

Q21 - V kateri regiji prebivate?
Kohezijski regiji Slovenije
○ Osrednjeslovenska
○ Podravska
○ Savinjska
○ Gorenjska
○ Jugovzhodna Slovenija
○ Goriška
○ Obalno-kraška
○ Pomurska
○ Koroška
○ Posavska
○ Primorsko-notranjska
○ Zasavska

Appendix 3: Quantitative results

Q1: Največ blagovnih znamk in produktov spoznam preko:

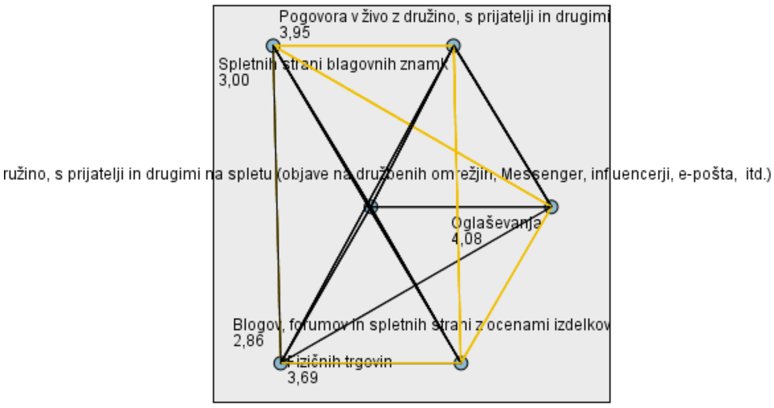
Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
Oglaševanja	106	3.65	.916	1	5
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	106	3.30	1.034	1	5
Pogovora v živo z družino, s prijatelji in drugimi	106	3.66	.827	1	5
Blogov, forumov in spletnih strani z ocenami izdelkov	106	2.90	1.121	1	5
Spletnih strani blagovnih znamk	106	3.03	1.207	1	5
Fizičnih trgovin	106	3.52	.875	1	5

Ranks	
	Mean Rank
Oglaševanja	4.08
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	3.42
Pogovora v živo z družino, s prijatelji in drugimi	3.95
Blogov, forumov in spletnih strani z ocenami izdelkov	2.86
Spletnih strani blagovnih znamk	3.00
Fizičnih trgovin	3.69

Test Statistics[a]	
N	106
Chi-Square	49.943
df	5
Asymp. Sig.	.000

a. Friedman Test

Pairwise Comparisons



Each node shows the sample average rank.

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
Blogov, forumov in spletnih strani z ocenami izdelkov-Spletnih strani blagovnih znamk	-,142	,257	-,551	,582	1,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,561	,257	2,184	,029	,434
Blogov, forumov in spletnih strani z ocenami izdelkov-Fizičnih trgovin	-,835	,257	-3,249	,001	,017
Blogov, forumov in spletnih strani z ocenami izdelkov-Pogovora v živo z družino, s prijatelji in drugimi	1,090	,257	4,240	,000	,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Oglaševanja	1,222	,257	4,754	,000	,000
Spletnih strani blagovnih znamk-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,420	,257	1,634	,102	1,000
Spletnih strani blagovnih znamk-Fizičnih trgovin	-,693	,257	-2,698	,007	,105
Spletnih strani blagovnih znamk-Pogovora v živo z družino, s prijatelji in drugimi	,948	,257	3,689	,000	,003
Spletnih strani blagovnih znamk-Oglaševanja	1,080	,257	4,203	,000	,000
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Fizičnih trgovin	-,274	,257	-1,065	,287	1,000
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Pogovora v živo z družino, s prijatelji in drugimi	-,528	,257	-2,056	,040	,597
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Oglaševanja	,660	,257	2,570	,010	,153
Fizičnih trgovin-Pogovora v živo z družino, s prijatelji in drugimi	,255	,257	,991	,322	1,000
Fizičnih trgovin-Oglaševanja	,387	,257	1,505	,132	1,000
Pogovora v živo z družino, s prijatelji in drugimi-Oglaševanja	,132	,257	,514	,607	1,000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

Q2: Najbolj si zapomnim blagovne znamke in produkte, ki jih spoznam preko:

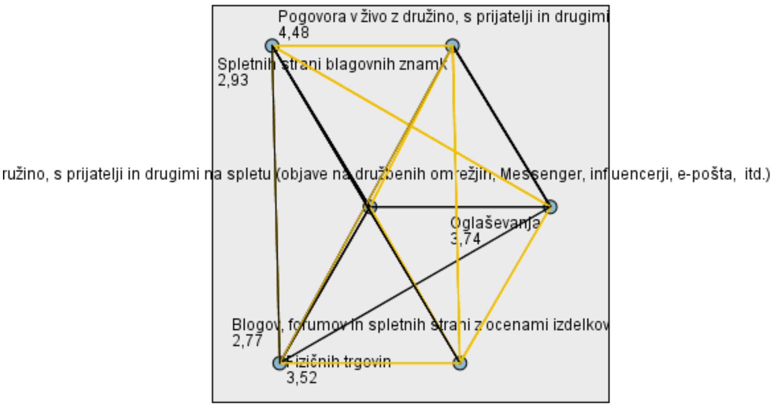
	N	Mean	Std. Deviation	Minimum	Maximum
Oglaševanja	106	3.48	.958	1	5
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	106	3.40	1.011	1	5
Pogovora v živo z družino, s prijatelji in drugimi	106	3.96	.729	1	5
Blogov, forumov in spletnih strani z ocenami izdelkov	106	2.90	1.121	1	5
Spletnih strani blagovnih znamk	106	3.03	1.037	1	5
Fizičnih trgovin	106	3.35	.957	1	5

Ranks	
	Mean Rank
Oglaševanja	3.74
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	3.56
Pogovora v živo z družino, s prijatelji in drugimi	4.48
Blogov, forumov in spletnih strani z ocenami izdelkov	2.77
Spletnih strani blagovnih znamk	2.93
Fizičnih trgovin	3.52

Test Statistics[a]	
N	106
Chi-Square	77,148
df	5
Asymp. Sig.	.000

a. Friedman Test

Pairwise Comparisons



Each node shows the sample average rank.

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
Blogov, forumov in spletnih strani z ocenami izdelkov-Spletnih strani blagovnih znamk	-,165	,257	-,642	,521	1,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Fizičnih trgovin	-,755	,257	-2,937	,003	,050
Blogov, forumov in spletnih strani z ocenami izdelkov-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,792	,257	3,084	,002	,031
Blogov, forumov in spletnih strani z ocenami izdelkov-Oglaševanja	,967	,257	3,763	,000	,003
Blogov, forumov in spletnih strani z ocenami izdelkov-Pogovora v živo z družino, s prijatelji in drugimi	1,708	,257	6,645	,000	,000
Spletnih strani blagovnih znamk-Fizičnih trgovin	-,590	,257	-2,294	,022	,326
Spletnih strani blagovnih znamk-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,627	,257	2,441	,015	,220
Spletnih strani blagovnih znamk-Oglaševanja	,802	,257	3,120	,002	,027
Spletnih strani blagovnih znamk-Pogovora v živo z družino, s prijatelji in drugimi	1,542	,257	6,002	,000	,000
Fizičnih trgovin-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,038	,257	,147	,883	1,000
Fizičnih trgovin-Oglaševanja	,212	,257	,826	,409	1,000
Fizičnih trgovin-Pogovora v živo z družino, s prijatelji in drugimi	,953	,257	3,708	,000	,003
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Oglaševanja	,175	,257	,679	,497	1,000
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Pogovora v živo z družino, s prijatelji in drugimi	-,915	,257	-3,561	,000	,006
Oglaševanja -Pogovora v živo z družino, s prijatelji in drugimi	-,741	,257	-2,882	,004	,059

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

Q3: Na percepcijo o blagovni znamki oz. produktu običajno najbolj vplivajo informacije preko:

	N	Mean	Std. Deviation	Minimum	Maximum
Oglaševanja	106	3.03	1.046	1	5
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	106	3.49	.939	1	5
Pogovora v živo z družino, s prijatelji in drugimi	106	3.97	.786	1	5
Blogov, forumov in spletnih strani z ocenami izdelkov	106	3.18	1.111	1	5
Spletnih strani blagovnih znamk	106	2.96	.955	1	4
Fizičnih trgovin	106	3.25	1.031	1	5

Ranks

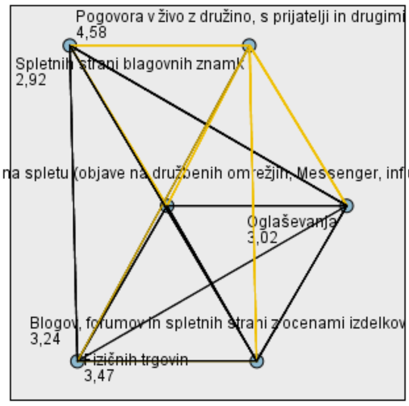
	Mean Rank
Oglaševanja	3.02
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	3.77
Pogovora v živo z družino, s prijatelji in drugimi	4.58
Blogov, forumov in spletnih strani z ocenami izdelkov	3.24
Spletnih strani blagovnih znamk	2.92
Fizičnih trgovin	3.47

Test Statistics[a]

N	106
Chi-Square	77,376
df	5
Asymp. Sig.	.000

a. Friedman Test

Pairwise Comparisons



Each node shows the sample average rank.

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
Spletnih strani blagovnih znamk-Oglaševanja	,104	,257	,404	,686	1,000
Spletnih strani blagovnih znamk-Blogov, forumov in spletnih strani z ocenami izdelkov	,325	,257	1,267	,205	1,000
Spletnih strani blagovnih znamk-Fizičnih trgovin	-,557	,257	-2,166	,030	,455
Spletnih strani blagovnih znamk-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,854	,257	3,322	,001	,013
Spletnih strani blagovnih znamk-Pogovora v živo z družino, s prijatelji in drugimi	1,670	,257	6,498	,000	,000
Oglaševanja -Blogov, forumov in spletnih strani z ocenami izdelkov	-,222	,257	-,863	,388	1,000
Oglaševanja -Fizičnih trgovin	-,453	,257	-1,762	,078	1,000
Oglaševanja -Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	-,750	,257	-2,919	,004	,053
Oglaševanja -Pogovora v živo z družino, s prijatelji in drugimi	-1,566	,257	-6,094	,000	,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Fizičnih trgovin	-,231	,257	-,899	,368	1,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,528	,257	2,056	,040	,597
Blogov, forumov in spletnih strani z ocenami izdelkov-Pogovora v živo z družino, s prijatelji in drugimi	1,344	,257	5,231	,000	,000
Fizičnih trgovin-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,297	,257	1,156	,248	1,000
Fizičnih trgovin-Pogovora v živo z družino, s prijatelji in drugimi	1,113	,257	4,332	,000	,000
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Pogovora v živo z družino, s prijatelji in drugimi	-,816	,257	-3,176	,001	,022

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

Q4: Preden opravim nakup, običajno preverim informacije o blagovni znamki oz. izdelku preko:

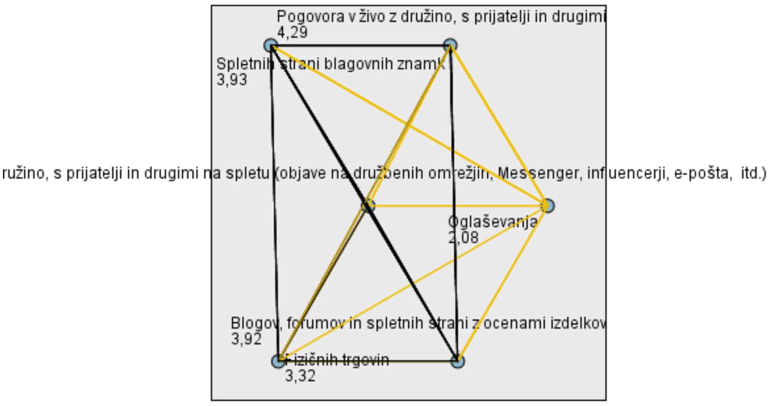
	N	Mean	Std. Deviation	Minimum	Maximum
Oglaševanja	106	2.28	1.102	1	5
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	106	3.37	1.081	1	5
Pogovora v živo z družino, s prijatelji in drugimi	106	3.89	.785	1	5
Blogov, forumov in spletnih strani z ocenami izdelkov	106	3.72	1.067	1	5
Spletnih strani blagovnih znamk	106	3.67	.963	1	5
Fizičnih trgovin	106	3.22	1.104	1	5

Ranks	
	Mean Rank
Oglaševanja	2.08
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	3.46
Pogovora v živo z družino, s prijatelji in drugimi	4.29
Blogov, forumov in spletnih strani z ocenami izdelkov	3.92
Spletnih strani blagovnih znamk	3.93
Fizičnih trgovin	3.32

Test Statistics[a]	
N	106
Chi-Square	121,056
df	5
Asymp. Sig.	.000

a. Friedman Test

Pairwise Comparisons



Each node shows the sample average rank.

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
Oglaševanja -Fizičnih trgovin	-1,241	,257	-4,828	,000	,000
Oglaševanja -Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	-1,382	,257	-5,378	,000	,000
Oglaševanja -Blogov, forumov in spletnih strani z ocenami izdelkov	-1,835	,257	-7,140	,000	,000
Oglaševanja -Spletnih strani blagovnih znamk	-1,849	,257	-7,195	,000	,000
Oglaševanja -Pogovora v živo z družino, s prijatelji in drugimi	-2,212	,257	-8,609	,000	,000
Fizičnih trgovin-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,142	,257	,551	,582	1,000
Fizičnih trgovin-Blogov, forumov in spletnih strani z ocenami izdelkov	,594	,257	2,313	,021	,311
Fizičnih trgovin-Spletnih strani blagovnih znamk	,608	,257	2,368	,018	,268
Fizičnih trgovin-Pogovora v živo z družino, s prijatelji in drugimi	,972	,257	3,781	,000	,002
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Blogov, forumov in spletnih strani z ocenami izdelkov	-,453	,257	-1,762	,078	1,000
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Spletnih strani blagovnih znamk	-,467	,257	-1,817	,069	1,000
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Pogovora v živo z družino, s prijatelji in drugimi	-,830	,257	-3,231	,001	,019
Blogov, forumov in spletnih strani z ocenami izdelkov-Spletnih strani blagovnih znamk	-,014	,257	-,055	,956	1,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Pogovora v živo z družino, s prijatelji in drugimi	,377	,257	1,468	,142	1,000
Spletnih strani blagovnih znamk-Pogovora v živo z družino, s prijatelji in drugimi	,363	,257	1,413	,158	1,000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

Q5: Najbolj zaupam informacijam, ki jih pridobim preko:

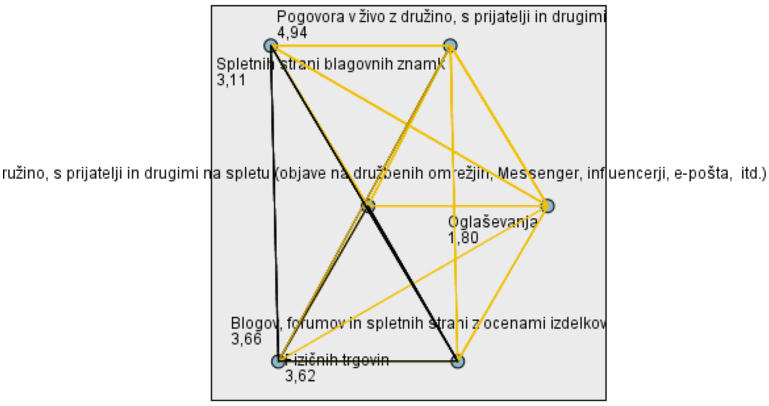
	N	Mean	Std. Deviation	Minimum	Maximum
Oglaševanja	106	2.12	.912	1	5
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	106	3.50	.969	1	5
Pogovora v živo z družino, s prijatelji in drugimi	106	4.21	.700	1	5
Blogov, forumov in spletnih strani z ocenami izdelkov	106	3.41	1.145	1	5
Spletnih strani blagovnih znamk	106	3.03	1.046	1	5
Fizičnih trgovin	106	3.39	.942	1	5

Ranks	
	Mean Rank
Oglaševanja	1.80
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	3.87
Pogovora v živo z družino, s prijatelji in drugimi	4.94
Blogov, forumov in spletnih strani z ocenami izdelkov	3.66
Spletnih strani blagovnih znamk	3.11
Fizičnih trgovin	3.62

Test Statistics[a]	
N	106
Chi-Square	200,414
df	5
Asymp. Sig.	.000

a. Friedman Test

Pairwise Comparisons



Each node shows the sample average rank.

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
Oglaševanja -Spletnih strani blagovnih znamk	-1,316	,257	-5,121	,000	,000
Oglaševanja -Fizičnih trgovin	-1,821	,257	-7,085	,000	,000
Oglaševanja -Blogov, forumov in spletnih strani z ocenami izdelkov	-1,863	,257	-7,250	,000	,000
Oglaševanja -Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	-2,075	,257	-8,076	,000	,000
Oglaševanja -Pogovora v živo z družino, s prijatelji in drugimi	-3,142	,257	-12,225	,000	,000
Spletnih strani blagovnih znamk-Fizičnih trgovin	-,505	,257	-1,964	,050	,743
Spletnih strani blagovnih znamk-Blogov, forumov in spletnih strani z ocenami izdelkov	,547	,257	2,129	,033	,499
Spletnih strani blagovnih znamk-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,759	,257	2,955	,003	,047
Spletnih strani blagovnih znamk-Pogovora v živo z družino, s prijatelji in drugimi	1,825	,257	7,104	,000	,000
Fizičnih trgovin-Blogov, forumov in spletnih strani z ocenami izdelkov	,042	,257	,165	,869	1,000
Fizičnih trgovin-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,255	,257	,991	,322	1,000
Fizičnih trgovin-Pogovora v živo z družino, s prijatelji in drugimi	1,321	,257	5,140	,000	,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,212	,257	,826	,409	1,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Pogovora v živo z družino, s prijatelji in drugimi	1,278	,257	4,974	,000	,000
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Pogovora v živo z družino, s prijatelji in drugimi	-1,066	,257	-4,148	,000	,001

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

Q6: K moji končni izbiri blagovne znamke oz. izdelka najbolj pripomorejo informacije, ki jih pridobim preko:

	N	Mean	Std. Deviation	Minimum	Maximum
Oglaševanja	106	2.31	.970	1	5
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	106	3.42	.975	1	5
Pogovora v živo z družino, s prijatelji in drugimi	106	3.96	.729	1	5
Blogov, forumov in spletnih strani z ocenami izdelkov	106	3.44	1.105	1	5
Spletnih strani blagovnih znamk	106	3.08	1.002	1	5
Fizičnih trgovin	106	3.34	1.022	1	5

Ranks

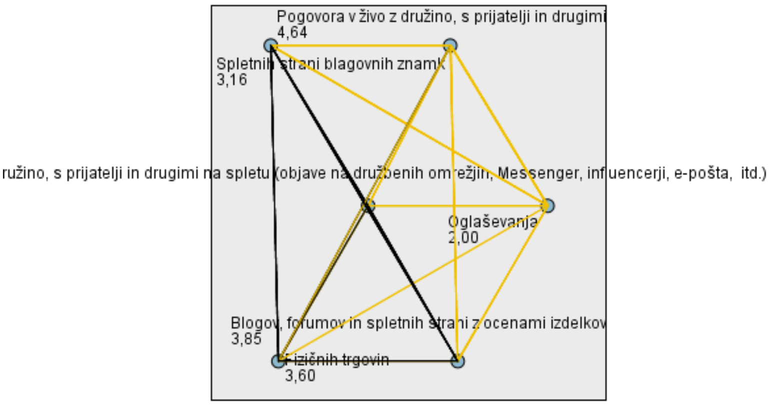
	Mean Rank
Oglaševanja	2.00
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	3.75
Pogovora v živo z družino, s prijatelji in drugimi	4.64
Blogov, forumov in spletnih strani z ocenami izdelkov	3.85
Spletnih strani blagovnih znamk	3.16
Fizičnih trgovin	3.60

Test Statistics[a]

N	106
Chi-Square	152,325
df	5
Asymp. Sig.	.000

a. Friedman Test

Pairwise Comparisons



Each node shows the sample average rank.

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
Oglaševanja -Spletnih strani blagovnih znamk	-1,156	,257	-4,497	,000	,000
Oglaševanja -Fizičnih trgovin	-1,594	,257	-6,204	,000	,000
Oglaševanja -Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	-1,741	,257	-6,773	,000	,000
Oglaševanja -Blogov, forumov in spletnih strani z ocenami izdelkov	-1,844	,257	-7,177	,000	,000
Oglaševanja -Pogovora v živo z družino, s prijatelji in drugimi	-2,637	,257	-10,261	,000	,000
Spletnih strani blagovnih znamk-Fizičnih trgovin	-,439	,257	-1,707	,088	1,000
Spletnih strani blagovnih znamk-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,585	,257	2,276	,023	,343
Spletnih strani blagovnih znamk-Blogov, forumov in spletnih strani z ocenami izdelkov	,689	,257	2,680	,007	,110
Spletnih strani blagovnih znamk-Pogovora v živo z družino, s prijatelji in drugimi	1,481	,257	5,764	,000	,000
Fizičnih trgovin-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,146	,257	,569	,569	1,000
Fizičnih trgovin-Blogov, forumov in spletnih strani z ocenami izdelkov	,250	,257	,973	,331	1,000
Fizičnih trgovin-Pogovora v živo z družino, s prijatelji in drugimi	1,042	,257	4,057	,000	,001
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Blogov, forumov in spletnih strani z ocenami izdelkov	-,104	,257	-,404	,686	1,000
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Pogovora v živo z družino, s prijatelji in drugimi	-,896	,257	-3,488	,000	,007
Blogov, forumov in spletnih strani z ocenami izdelkov-Pogovora v živo z družino, s prijatelji in drugimi	,792	,257	3,084	,002	,031

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

Q7: Da ocenim in upravičim svoj nakup se po nakupu običajno poslužujem informacij preko:

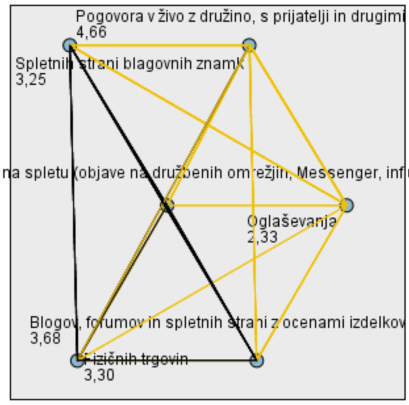
	N	Mean	Std. Deviation	Minimum	Maximum
Oglaševanja	106	2.11	.919	1	5
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	106	2.97	1.055	1	5
Pogovora v živo z družino, s prijatelji in drugimi	106	3.62	.889	1	5
Blogov, forumov in spletnih strani z ocenami izdelkov	106	2.92	1.127	1	5
Spletnih strani blagovnih znamk	106	2.64	1.088	1	5
Fizičnih trgovin	106	2.67	1.127	1	5

Ranks	
	Mean Rank
Oglaševanja	2.33
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	3.78
Pogovora v živo z družino, s prijatelji in drugimi	4.66
Blogov, forumov in spletnih strani z ocenami izdelkov	3.68
Spletnih strani blagovnih znamk	3.25
Fizičnih trgovin	3.30

Test Statistics[a]	
N	106
Chi-Square	142,142
df	5
Asymp. Sig.	.000

a. Friedman Test

Pairwise Comparisons



Each node shows the sample average rank.

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
Oglaševanja -Spletnih strani blagovnih znamk	-,920	,257	-3,579	,000	,005
Oglaševanja -Fizičnih trgovin	-,967	,257	-3,763	,000	,003
Oglaševanja -Blogov, forumov in spletnih strani z ocenami izdelkov	-1,354	,257	-5,268	,000	,000
Oglaševanja -Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	-1,448	,257	-5,635	,000	,000
Oglaševanja -Pogovora v živo z družino, s prijatelji in drugimi	-2,330	,257	-9,068	,000	,000
Spletnih strani blagovnih znamk-Fizičnih trgovin	-,047	,257	-,184	,854	1,000
Spletnih strani blagovnih znamk-Blogov, forumov in spletnih strani z ocenami izdelkov	,434	,257	1,689	,091	1,000
Spletnih strani blagovnih znamk-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,528	,257	2,056	,040	,597
Spletnih strani blagovnih znamk-Pogovora v živo z družino, s prijatelji in drugimi	1,410	,257	5,488	,000	,000
Fizičnih trgovin-Blogov, forumov in spletnih strani z ocenami izdelkov	,387	,257	1,505	,132	1,000
Fizičnih trgovin-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,481	,257	1,872	,061	,918
Fizičnih trgovin-Pogovora v živo z družino, s prijatelji in drugimi	1,363	,257	5,305	,000	,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,094	,257	,367	,714	1,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Pogovora v živo z družino, s prijatelji in drugimi	,976	,257	3,800	,000	,002
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.) -Pogovora v živo z družino, s prijatelji in drugimi	-,882	,257	-3,432	,001	,009

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

Q8: Po nakupu se običajno poslužujem naslednjih kanalov, da delim svojo uporabniško izkušnjo z ostalimi:

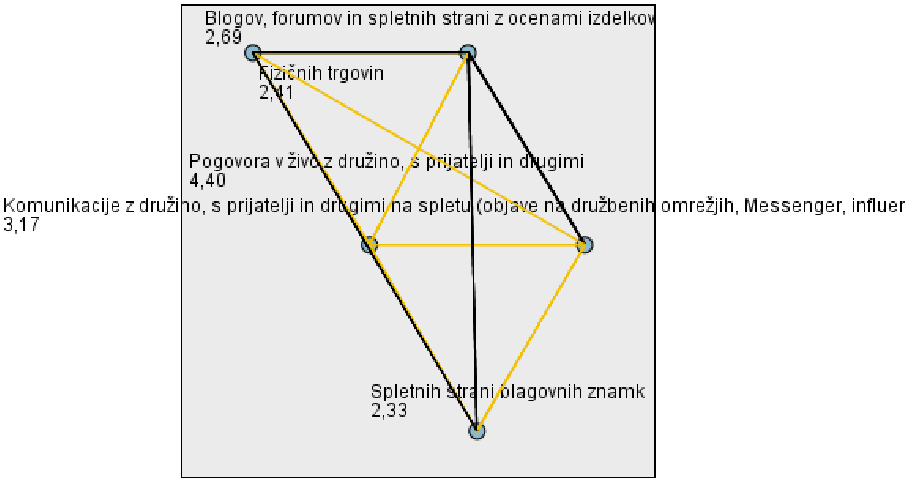
	N	Mean	Std. Deviation	Minimum	Maximum
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	106	2.90	1.287	1	5
Pogovora v živo z družino, s prijatelji in drugimi	106	4.05	.855	1	5
Blogov, forumov in spletnih strani z ocenami izdelkov	106	2.32	1.159	1	5
Spletnih strani blagovnih znamk	106	2.08	1.075	1	5
Fizičnih trgovin	106	2.15	1.153	1	5

Ranks	
	Mean Rank
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	3.17
Pogovora v živo z družino, s prijatelji in drugimi	4.40
Blogov, forumov in spletnih strani z ocenami izdelkov	2.69
Spletnih strani blagovnih znamk	2.33
Fizičnih trgovin	2.41

Test Statistics[a]	
N	106
Chi-Square	186,184
df	4
Asymp. Sig.	.000

a. Friedman Test

Pairwise Comparisons



Each node shows the sample average rank.

Sample1-Sample2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj.Sig.
Spletnih strani blagovnih znamk-Fizičnih trgovin	-,075	,217	-,347	,728	1,000
Spletnih strani blagovnih znamk-Blogov, forumov in spletnih strani z ocenami izdelkov	,363	,217	1,672	,094	,945
Spletnih strani blagovnih znamk-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,840	,217	3,866	,000	,001
Spletnih strani blagovnih znamk-Pogovora v živo z družino, s prijatelji in drugimi	2,071	,217	9,534	,000	,000
Fizičnih trgovin-Blogov, forumov in spletnih strani z ocenami izdelkov	,288	,217	1,325	,185	1,000
Fizičnih trgovin-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,764	,217	3,518	,000	,004
Fizičnih trgovin-Pogovora v živo z družino, s prijatelji in drugimi	1,995	,217	9,187	,000	,000
Blogov, forumov in spletnih strani z ocenami izdelkov-Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)	,476	,217	2,194	,028	,283
Blogov, forumov in spletnih strani z ocenami izdelkov-Pogovora v živo z družino, s prijatelji in drugimi	1,708	,217	7,862	,000	,000
Komunikacije z družino, s prijatelji in drugimi na spletu (objave na družbenih omrežjih, Messenger, influencerji, e-pošta, itd.)-Pogovora v živo z družino, s prijatelji in drugimi	-1,231	,217	-5,669	,000	,000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.
Asymptotic significances (2-sided tests) are displayed. The significance level is ,05.

Q9: Prosim, obkrožite odgovor, ki najbolj ustreza stopnji vašega strinjanja oz. nestrinjanja s trditvijo.

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower	Upper
Več pozornosti posvetim objavam luksuznih izdelkov drugih potrošnikov kot tistim za vsakdanjo rabo.	-4.430	105	.000	-.491	-.71	-.27
Več pozornosti posvetim objavam izdelkov drugih potrošnikov, skozi katere izražajo svoj status v družbi (oblačila, tehnologija, avtomobili itd.), kot pa tistim, ki o posamezniku ne povedo veliko.	-6.632	105	.000	-.613	-.80	-.43
Več pozornosti posvetim objavam tistih ljudi, ki jih osebno poznam.	10.738	105	.000	.849	.69	1.01
Ko kupujem izdelke, ki lahko vplivajo na to, kako me družba vidi, sem bolj pozoren na vsebine influencerjev kot pri ostalih nakupih.	-8.675	105	.000	-.840	-1.03	-.65
Ko kupujem tehnično zahtevnejše izdelke, sem bolj pozoren na vsebine s strani strokovnjakov kot pri ostalih nakupih.	14.480	105	.000	1.075	.93	1.22
Objavam ljudi, ki jih osebno poznam, bolj zaupam kot objavam tistih, ki jih ne poznam.	10.142	105	.000	.840	.68	1.00
Pri večjih nakupih več časa posvetim iskanju informacij ostalih potrošnikov na spletu.	10.087	105	.000	.896	.72	1.07
Hitra povratna informacija svojih prijateljev preko spleta (npr. Messenger) mi olajša nakup.	6.046	105	.000	.594	.40	.79
Ko nakupujem skupaj s prijatelji (npr. skupinsko darilo), so mi družbena omrežja (npr. Messenger) bolj v pomoč kot pri individualnih nakupih.	4.909	105	.000	.547	.33	.77
Večja je verjetnost, da se odločim za nakup izdelka, ki ga je predlagal prijatelj kot pa nekdo, ki ga ne poznam.	13.150	105	.000	.981	.83	1.13
Skupinsko izkušnjo z izdelkom/storitvijo (npr. skupinski izlet) prej delim na družbenih omrežjih kot izkušnjo, ki sem jo sam doživel.	-1.037	105	.302	-.113	-.33	.10
Nakup izdelka, s katerim se lahko povežem na čustveni ravni, bom prej delil na družbenih omrežjih.	-.660	105	.510	-.075	-.30	.15
V kolikor delim z izdelkom določene vrednote, ki jih želim izraziti navzven, je večja verjetnost, da delim svojo izkušnjo na družbenih omrežjih.	.832	105	.407	.094	-.13	.32

Appendix 4: Summary of interviews with consumers

Interviewee 1 (F, 20)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Nakup korekcijskih očal na začetku študijskega leta.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožil celoten proces vse do samega zaključka. Bodite pozorni na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Planirala sem nakup očal, ker sem imela druga očala že dalj časa in mi ni bilo všeč, kako so videti. Želela sem očala, ki bi mi bila všeč. Malo tudi zaradi dioptrije, ampak načeloma zaradi videza. Čez poletje sem delala, tako da sem si lahko privoščila nova očala. Šla sem v Sežano z že določeno idejo v glavi. Malenkost sem bila razočarana, ker ni bilo veliko izbire in mogoče ni bilo tistega, kar sem si predstavljala. Saj je bilo približno, ampak ne ravno. Če gledam za nazaj, bi šla raje v Trst in si izbrala ena taka očala, ki bi mi bila zares všeč. Saj se mi zdi to nakup, za katerega porabiš več časa, več denarja.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Torej, očala sem rabila, ker sem imela samo en okvir in sem ga poškodovala. Ampak največjo željo sem dobila, ko sem bila na Instagramu in videla kakšne zares lepe modele. Glede na to, da sem delala, sem si potem lahko privoščila očala po poletju. Pač nisem želela hoditi po svetu kot en brezdomec, ravno tako sem si tudi želela en nov modni dodatek. Potem sem začela gledati modele na Pinterestu, kjer so tudi povezave do njihovih spletnih trgovin. Ravno tako tudi na Instagramu. Nato sem šla z idejo v Sežano k svojemu optiku, kjer običajno kupim očala. Na spletu nisem želela kupiti očal, ker jih ne moreš preizkusiti. Medtem ko v trgovini lahko sto let testiraš očala pred ogledalom. Lažje se mi je zdelo, če grem v trgovino. V trgovino sem šla sama. Tam mi je prodajalka predstavila več modelov, ampak sem že imela začrtano v svoji glavi, kaj bi rada imela. Tako da sem se sama odločila za model. Nova očala sem potem preko Messengerja poslala prijateljicam. Ravno tako sem jih pokazala prijateljem in sošolcem v živo. Nisem pa objavila nobene slike očal na družbenih omrežjih.

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Ne.

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Name so objave na družbenih omrežjih zelo vplivale, zaradi tega sem si tudi kasneje izbrisala Instagram. Če gledam modo, vidim, kaj imajo drugi, in potem si še jaz česa želim. Slike so vse bolj obdelane in privlačne in če nimaš denarja za nakup, se potem zares slabo počutiš. Se mi pa tudi zdi, da sem bila malo bolj pozorna na objave ljudi, ki jih poznam. Ravno tako na *influencerje* (vplivneže), ki sem jih že več časa spremljala in so mi bili bolj pri srcu. Se mi zdi, da jim bolj zaupam, kot pa če je kar nekdo. Zanimivo mi je drugače brati *reviewje* (ocene) izdelkov. Pač pogledam spletna mesta izdelkov in potem preberem spodaj komentarje. Ker sem vizualen tip, me v nakup najbolj prepričajo zares lepe slike izdelkov, takoj *palim* na to. Sama pa ne delim tega z drugimi na spletu, mogoče, če bi bila zares razočarana. Če pa bi bila zelo pozitivno presenečena, ne bi. To priznam. Mogoče samo svojim prijateljicam pošljem kakšno sliko preko Messengerja.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Pogovor v živo bi rekla, da mi precej več pomeni, ker takoj vidiš odziv ljudi. Medtem ko spoznam več izdelkov zagotovo na spletu. Drugače ko iščem informacije, vedno najprej preverim *reviewje* (ocene), kljub temu da bolj zaupam pogovoru z družino in prijatelji. Ampak se na koncu še vedno pogosto odločim na podlagi slik. Če že kaj delim z drugimi, delim po navadi v živo, čeprav tudi preko Messengerja rada kdaj delim s svojimi prijateljicami, še posebej kakšen *voice message* (glasovno sporočilo).

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Bi rekla, da še vedno največ blagovnih znamk spoznam preko družbenih omrežij, medtem ko mi največjo željo vzbudijo spletne strani določenih izdelkov, ker imajo vizualno zares privlačne fotografije in me to najbolj prepriča. Ravno zaradi tega informacije najpogosteje iščem na spletnih straneh izdelkov. Že od kakovostne spletne strani precej izveš, za kakšen produkt gre.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

Ja, ja, seveda. Ker živimo v digitalnem svetu. Bi pa rekla, da sem vseeno zadržana glede določenih objav. Takoj, ko nekdo nekaj javno objavi, sem mogoče malo skeptična, imam nek negativen pristop do tega. Zasebnim sporočilom bolj zaupam.

Je še kaj, kar bi radi dodali glede elektronskega ustnega izročila?

Mogoče nisem najboljši primer, ker sem si izbrisala Instagram račun in tako nisem najboljši primer dvajsetletnice. Kot sem rekla, mi vizualnost veliko pomeni in slike na Instagramu postajajo vse bolj privlačne in posledično sem preživela preveč časa na Instagramu in se obremenjevala s tem, kaj drugi imajo in česa jaz nimam in sem si ga potem preprosto izbrisala. Sem ga že večkrat prej ugasnila za nekaj tednov, ampak tokrat sem si rekla, da gremo enkrat naredit konec.

Interviewee 2 (F, 23)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Potovanje v Beograd s prijateljico pred nekaj meseci.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožil celoten proces vse do samega zaključka. Bodite pozorni na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Zaželela sem si potovati in s prijateljico sva prišli na idejo o Beogradu. Potem sva izbrali točno lokacijo in termin ter rezervirali izbrano namestitev.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Idejo za Beograd sva dobili najprej na družbenih omrežjih, kjer sva videli objave in je bilo videti precej *fun* (zabavno). Potem sva vprašali še druge kolege, ki poznajo destinacijo tako na spletu kot v živo. Nato sva začeli gledati cene na Booking.com, pogledali sva tudi ocene ostalih potrošnikov ter se na podlagi vsega skupaj odločili. Družbenih omrežij pri tem koraku nisva uporabljali, sva jih pa uporabljali, ko sva bili v Beogradu – ko sva spraševali lokalce, kaj nama priporočajo, da si ogledava. Ravno tako sva tekom celotnega potovanja naredili veliko slik in jih delili na Snapchatu, tako da bi drugi videli, da sva se zabavali.

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Ne.

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Največ blagovnih znamk oziroma izdelkov spoznam na družbenih omrežjih. Ampak ne od svojih prijateljev, ampak od drugih, npr. *influencerjev* (vplivnežev). Ravno tako se mi zdi, da ravno objave na družbenih omrežjih, tako prijateljev kot *influencerjev* (vplivnežev), najbolj vplivajo na mojo željo po določenem izdelku. Če recimo iščem podatke na spletu, si včasih pogledam *reviewje* (ocene), ko npr. nakupujem nov telefon. Če je dražji izdelek, si zagotovo več pogledam. Bi pa vseeno rekla, da me objave dejanskih ljudi oziroma *reviewji* (ocene) bolj prepričajo v nakup kot objave *influencerjev (*vplivnežev), ker vem, da gre tam za oglaševanje. Še posebej, če osebo poznam, ji bolj zaupam. Tudi če sama kaj kupim, to zelo rada delim z drugimi na družbenih omrežjih, tako da se počutim bolj *kul*.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Družbena omrežja mi mogoče res ustvarijo nekoliko večjo željo, medtem ko, kot sem že rekla, pogovoru v živo bolj zaupam kot objavam na spletu. Če se npr. pogovarjam s prijateljem v živo, mu bolj zaupam, kot če se pogovarjava preko spleta, saj se na spletu lahko vsak hitro zlaže.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Največ blagovnih znamk spoznam na internetu, na družbenih omrežjih. Ravno tako bolj vplivajo na mojo željo po nečem kot pogovor z družino ali oglaševanje. Ko iščem informacije, poleg družbenih omrežij včasih preverim tudi spletne strani izdelkov ali pa vprašam koga v živo. Mogoče najbolj verjamem ljudem v živo, nato objavam na spletu ter na koncu *influencerjem* (vplivnežem) ter oglaševanju. Ravno tako bi rekla, da mi je mnenje staršev celo bolj pomembno pri nakupu kot mnenje ostalih ljudi. Če delim svoje izkušnje, jih delim na spletu, ker je tam najbolj enostavno in mi je najbolj blizu.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

To itak. V zadnjem času se mi zdi, da so postale tovrstne zadeve zelo pomembne – vsi so obsedeni z Instagramom in *followerji* (sledilci). Vse več stvari je na internetu.

Je še kaj, kar bi radi dodali glede elektronskega ustnega izročila?

Ne.

Interviewee 3 (F, 25)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Nakup letalskih vozovnic za Mehiko pred dvema mesecema.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožil celoten proces vse do samega zaključka. Bodite pozorni na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Letos sem želela iti na daljše potovanje, tako da sva s prijateljico začeli iskati letalske vozovnice. Poznam že več ljudi, ki so se odločili za obisk Mehike. Konkretno sodelavka, ki je letos že obiskala Mehiko in mi je svetovala glede izbire letališča. Karte sva začeli iskati za omenjeni letališči (Gradec - Mehika). Ceno sva primerjali z ostalimi kolegi, ki so že bili v Mehiki. Tako sva dobili občutek, ali je cena ugodna ali ne. Potem sva raziskali še druge opcije po spletnih straneh ostalih ponudnikov (npr. Turkish Airlines), kjer sva upoštevali različne dejavnike. Nakar sva se na podlagi pridobljenih informacij odločili za drugo izbiro letališč zaradi ugodnejše cene. Nato sva kupili vozovnice pri omenjenem ponudniku.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Za sam obisk Mehike so me najbolj prepričale slike prijateljice, ki jih je redno objavljala na Facebooku iz njenega dopusta v Mehiki. Takrat me je prvič zamikalo. Ravno tako so k obisku Mehike pripomogle informacije druge prijateljice, ki je obiskala Mehiko letos maja, da so koronski ukrepi relativno ugodni. Torej želje ni vzbudilo nobeno oglaševanje, ampak zgolj moj socialni krog prijateljev na spletu. Sledilo je iskanje informacij. Tega se vedno tako lotim, da najprej napišem svojim prijateljem na spletu, v živo tega nikoli ne delam. Potem sem brala tudi bloge, ko sva se s prijateljico odločali o dolžini dopusta. Ravno tako sem preverila tudi ocene posameznih destinacij na Tripadvisorju. Za sam nakup letalske vozovnice pri Turkish Airlines me je na koncu prepričala pretekla izkušnja s to letalsko družbo, ravno tako pa tudi njihova politika glede vračila denarja ob nezmožnosti letenja zaradi covida. Slednjo informacijo sva s prijateljico dobili v Facebook skupini, v katero so vključeni ljudje, ki veliko potujejo in delijo svoje informacije z drugimi. Po samem potovanju izkušnje nisem delila, je pa najino izkušnjo delila prijateljica znotraj prej omenjene Facebook skupine.

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Ne.

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Jaz svojih izkušenj na spletu načeloma ne delim z drugimi. Bi pa rekla, da pri večjih nakupih nad 50 EUR, skoraj vedno pogledam ocene ostalih potrošnikov, bloge, YouTube videe, objave na Facebooku, povprašam ljudi, za katere vem, da so imeli že podobno izkušnjo. Če govoriva o želji, bi dejala, da blogi oziroma video blogi pri meni ustvarijo največjo željo. Na sam nakup pa bi rekla, da vplivajo izkušnje drugih oziroma njihove objave. Ne morem reči, da objave ljudi, ki jih poznam, bolj vplivajo name kot objave ostalih. Zagotovo pa bolj zaupam objavam tistih, ki imajo določena tehnična znanja iz področja.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Elektronsko ustno izročilo mi je bolj pomembno, ker za vedno nekje ostane. Ne pomeni nujno, da si morem v tistem danem trenutku vse zapomniti, ampak da si lahko shranim informacije med zavihke, se kasneje vrnem, *scrollam* (brskam) po pogovorih, desetkrat ponovno preberem itd.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Splošno gledano bi rekla, da sem pri novih izdelkih na trgu precej pozorna na oglaševanje. Še posebej, če so oglasi oz. oglasni panoji zanimivo pripravljeni. Ampak ne vem, koliko zares zaupam oglaševanju, saj sem bila naučena, da gre v veliki meri za čustveno manipulacijo potrošnikov. Skušam ne pasti v te pasti.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

Po mojem je postalo precej bolj pomembno. Npr. Asos uporabljam že vrsto let, medtem ko so komaj lani dodali možnost ocenitve izdelka z oceno ter pisnim komentarjem pa so eni večjih prodajalcev. Ravno tako tudi drugi po zaključku nakupne izkušnje pošljejo elektronsko pošto oziroma te nagovorijo k temu, da oceniš izkušnjo. To se mi zdi pomembno, saj mi tovrstne informacije precej olajšajo nakup. Je bolj pomembno, kot je bilo pred leti, in vedno bolj bo pomembno.

Je še kaj, kar bi radi dodali glede elektronskega ustnega izročila?

Ne.

Interviewee 4 (M, 26)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Nakup novega telefona pred enim tednom.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožil celoten proces vse do samega zaključka. Bodite pozorni na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Potreboval sem nov telefon, saj sem uporabljal telefon svojega prijatelja. Nakar sem izvedel, da lahko preko svojega podjetja enostavno kupim nov telefon na obroke. Nato sem na njihovi spletni strani preveril telefone, ki so bili telefoni meseca zadnjih treh mesecev. Odločil sem se za Samsungov telefon, saj je bil med ponujenimi najboljši.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Že pred začetkom procesa sem vedel, da želim Samsungov telefon, saj sem mnenja, da imajo največ ponudbe po ugodni ceni. Ravno tako sem mnenja, da je Samsung dobra blagovna znamka, saj sem njihov telefon že imel. Ravno tako sem se že večkrat s prijatelji in znanci pogovarjal o kakovosti Samsungovih telefonov, včasih tudi na družbenih omrežjih. Informacije večinoma poiščem na spletnih straneh blagovnih znamk, včasih tudi pogledam ocene določenih izdelkov, ampak že po tem, ko se odločim za napravo. Zgolj zato, da upravičim ceno pri določenem trgovcu. Ko sem upravičil ceno, sem opravil nakup. Po samem nakupu sem se o nakupu novega telefona tudi pogovoril s prijatelji in punco.

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Ne.

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Svoje izkušnje skoraj nikoli ne delim na spletu, bi pa rekel, da občasno pred nakupom večjih izdelkov pogledam, kakšen *rating* (oceno) ima določen izdelek. Večja kot je cena izdelka, večja je verjetnost, da bom preveril tovrstne podatke. Ne poslužujem se ocen ostalih uporabnikov. Ravno tako se mi ne zdi, da bi tovrstne informacije na kakršen koli način vplivale na mojo željo po določenem izdelku. Mnenja sem tudi, da ne spoznam veliko novih blagovnih znamk iz tovrstnih virov. Nasploh se mi zdi, da nisem naklonjen informacijam ostalih potrošnikov na spletu in jih ne iščem.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Če primerjam pogovor v živo in komunikacijo na spletu, bi rekel, da imam pri pogovoru v živo osebo pred seboj in je celotna zadeva precej bolj otipljiva in verodostojna. Na družbenih omrežjih se raje ne spuščam v pogovor. Res mi ni najbolj do komunikacije na spletu. Ravno tako objave slik in videov ne vplivajo name.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Zdi se mi, da največ novih blagovnih znamk spoznam v fizičnih trgovinah, prav tako se mi zdi, da mi fizične trgovine vzbudijo največjo željo po določenem izdelku. To, da imam stvar pred sabo in je otipljiva, da jo lahko vidim in približno testiram, mi največ pomeni. Rekel bi, da največ informacij poiščem na spletnih straneh blagovnih znamk, medtem ko mi je velikokrat v pomoč tudi pogovor z družino in prijatelji. Zdi se mi, da tako spletnim stranem in pogovoru bolj zaupam, kot komunikaciji na spletu, še posebej ker večine ljudi ne poznam. Uporabniško izkušnjo redko delim, pa še to zgolj s prijatelji med pogovorom.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

Zagotovo. Tudi v prihodnje bo imelo vse večji pomen. Ljudje postajajo vse bolj navajeni deliti stvari z drugimi, bolj jim je udobno. Sam nisem še tam, ampak sem prepričan, da bom v prihodnje več delil kot danes. Ravno tako se mi zdi pomembno, da je vse več informacij, saj količina ocen vpliva na odločitev. Prej sem bom odločil za izdelek, ki ima tisoč ocen, kot pa za drugega, ki jih ima zgolj pet.

Je še kaj kar bi radi dodali glede elektronskega ustnega izročila?

Ne.

Interviewee 5 (M, 27)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Nakup nove preproge pred enim mesecem.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožil celoten proces vse do samega zaključka. Bodite pozorni na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Odločil sem se za novo preprogo, ker je bila prejšnja precej umazana. Ravno tako so pred tem moji prijatelji začeli kupovati novo pohištvo zaradi selitve. Nato sem šel v nabavo. Najprej sem obiskal Rutar v živo, ker sem tam kupoval že v preteklosti. Nad njihovo ponudbo sem bil razočaran, ker niso imeli preproge, ki bi mi bila všeč. Nato sem šel domov in nadaljeval z iskanjem preko spleta na spletni strani Ikea.si, kjer sem opazil, da imajo preproge, ki so mi všeč. Nato sem obiskal še njihovo trgovino in opravil nakup.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Torej, imel sem željo, da bi nekaj kupil. Odločil sem se za Rutar na podlagi preteklih izkušenj. Zdi se mi, da sem predhodno celo pogledal njihovo ponudbo na spletu, ampak je bilo preveč izbire in sem raje obiskal fizično trgovino. Po neuspelem obisku Rutarja sem obiskal spletno mesto Ikea.si, kjer sem v ožji izbor izbral tri preproge, ki sem jih tudi v živo pokomentiral s svojimi prijatelji in bratom. Nato sva šla s punco v Ikeo, kjer sva si v živo ogledala vse tri preproge. Ene ni bilo, med drugima dvema pa sem bil neodločen, tako da sem vzel obe in ju doma testiral glede na to, katera je najbolj ustrezala sobi. S punco sva testirala obe preprogi in se skupaj odločila za eno.

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Ne.

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Rekel bi, da se *reviewjev* (ocen) najbolj poslužujem. Torej pred večjim nakupom običajno preverim ocene ostalih potrošnikov na spletu. Ampak samo preden opravim dejanski nakup. Objav ostalih potrošnikov ne opazim toliko zaradi velike količine oglaševanja na spletu. Bi pa rekel, da objavam ljudi, ki jih poznam, nekako zaupam. Zelo poredko se zgodi, da bi opazil, da bi moji prijatelji delili kakšno oceno izdelka na družbenih omrežjih. Ocene izdelkov se mi zdijo koristne, ker so to ljudje, ki so že kupili izdelek, in lahko dejansko povedo, kakšen je. Še posebej, če osebo osebno poznam, bi rekel, da bolj vpliva name. Ravno tako vpliva name dejstvo, da ima oseba veliko znanja iz omenjenega področja. Drugače objave mojih prijateljev name nimajo velikega vpliva, ravno tako ne vplivneži.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Zdi se mi, da so ocene izdelkov ostalih potrošnikov na spletu precej bolj dostopne kot ostali viri informacij in kot take zelo pomembne v procesu iskanja informacij. Dobiš zelo velik spekter informacij, medtem ko pri pogovoru z npr. prijateljem dobiš zgolj eno mnenje. Pomembno mi je, da je količina informacij velika oziroma da prihaja iz različnih virov.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Če govorimo o generiranju želje, se mi zdi, da mi največjo željo po nakupu izdelka še vedno generirajo ocene izdelkov na spletu. Imam tako navado, da enkrat mesečno preverim izdelke na Mimovrste.com, in preverim najbolj popularne izdelke v danem trenutku. Tako da vidim, kaj drugi kupujejo in/ali so bili zadovoljni. Težko si predstavljam, da bi se s prijateljem pogovarjal o tem, kaj si bom kupil itd. Nasploh bi rekel, da če imam na razpolago veliko mnenj potrošnikov, mi to vzbudi pozitivno mnenje glede določenega izdelka. Pred kratkim sem npr. želel kupiti avto radio. Pogledal sem si več spletnih strani, kjer so ocenjeni najboljši radiji, in tiste, ki so bili na več seznamih, prej vzel v obzir kot druge. Drugače bi tudi rekel, da če npr. nakupujem nov računalnik in imam prijatelja, ki ima veliko znanja iz tega področja, bom njegovo mnenje bolj upošteval. Če vzamemo npr. klimatsko napravo. Trenutno sem v procesu iskanja nove klime in imam kolega, ki je šel sam skozi celoten postopek in porabil veliko časa za najboljši nakup. V tem primeru bi mi bilo njegovo mnenje bolj pomembno kot ocene ostalih potrošnikov, saj imam človeka, ki se močno zanima za to in se na to spozna. Verjel bi mu bolj kot lastnim raziskavam mnenj ostalih potrošnikov. Če pa kupujem stvar, s katero nobeden od prijateljev nima izkušenj, bom dal veliko večjo prednost ocenam ostalih potrošnikov na spletu.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

Po mojem mi je vse bolj pomembno. Zdi se mi, da ljudje niso toliko nakupovali preko spleta in ni bilo toliko ocen izdelkov, kot jih imamo danes. Zdi se mi, da imajo ocene vse večjo suverenost, saj jih je vedno več in so zaradi tega toliko bolj relevantne. Prej bom izbral izdelek, ki ima dva tisoč ocen kot pa drugi, ki jih ima pet. Ravno zaradi tega tudi vse bolj zaupam ocenam izdelkov. Pred leti, ko ni bilo toliko ocen na spletu, verjamem, da bi šel raje do prijatelja.

Je še kaj, kar bi radi dodali glede elektronskega ustnega izročila?

Ocene izdelkov so mi najbolj pomembne.

Interviewee 6 (M, 28)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Izbira poletnega dopusta meseca maja.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožil celoten proces vse do samega zaključka. Bodite pozorni na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Že nekaj časa sem želel na dopust, ampak zaradi situacije s službo do zadnjega nisem vedel, ali bom lahko šel zraven. Željo sem imel na podlagi preteklih izkušenj, saj sem bil že večkrat na jadranju. Zadeva se je na koncu izšla tako, da so kolegi kupili vse v naprej, jaz sem na koncu samo dal denar.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Glede dopusta in potovanj se precej zanašam na prijatelje, družino in znance – torej na tiste, ki so že bili prehodno na določeni destinaciji. Sam po navadi ne delam večjih raziskav na spletu pred samim dopustom. Že to, da imajo prijatelji željo nekam iti, je zame dovolj. Ideja dopustovanja s prijatelji je pri meni zelo velika in ne potrebujem veliko, da začnem z iskanjem informacij. Le-te sem kasneje preveril pri kolegu, ki je oddajal barko, ter ga povprašal glede dodatnih informacij.

Glede iskanja informacij bi se mogoče še dotaknil naslednje zadeve. Ravno sem v procesu iskanju novega avtomobila, kjer je prisotno precej več iskanja informacij. Že od prej sem imel izoblikovano idejo, kateri model avta želim na podlagi informacij, ki sem jih dobil od družine in znancev iz pogovora. Ravno tako sem precej informacij pridobil iz oddaje TopGear. Torej, načeloma sem bil že odločen glede izbire avtomobila, ampak sem zaradi slabe ponudbe (Avtonet) moral postaviti svojo prvotno izbiro pod vprašaj. Tako da sem začel gledati tudi alternative, med katerimi sem izbiral na podlagi različnih dejavnikov. Nikoli pa nisem bral blogov oziroma ocen strokovnjakov iz področja. Če potegnem črto, so na nakup avtomobila najbolj vplivali pogovori s prijatelji in sodelavci. Dva sodelavca sta recimo zelo v tem in mi odkrito povesta svoje mnenje glede posameznih avtomobilov. Glede na to, da se na avtomobile nekoliko bolj spoznata, cenim njuno mnenje še toliko bolj. Nakupa novega avtomobila na spletu ne bi delil. Mogoče na Instagramu, ampak ne z namenom, da bi pohvalil sam avtomobil, ampak zaradi statusnega simbola v družbi. Ravno tako ne bi nikoli napisal bloga - če bi bila izkušnja slaba, bi verjetno prej napisal, ampak tudi v to nisem prepričan. Bi pa zagotovo delil izkušnjo s prijatelji preko pogovora. Rad bi tudi omenil statusni simbol – recimo, uporabljam iPhone že več let. Na začetku je bil zagotovo status razlog za nakupom. Sedaj sem zaradi uporabniške izkušnje in funkcionalnosti zaprisežen lastnik iPhona.

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Ne**.**

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Zdi se mi, da na začetku procesa so najbolj pomembne informacije prijateljev in družine. Če recimo nimajo vseh informacij, bi potem šel naprej iskat informacije. Ampak ne na strani z ocenami izdelkov in bloge, ampak kar na spletno stran blagovne znamke. Iphone sem npr. takoj preveril pri njih, saj imajo dobre informacije, lepo so predstavljeni njihovi izdelki. Ravno tako pri avtomobilih imaš vse informacije posamezne blagovne znamke na enem kupu. In informacijam verjamem, saj gre za globalne znamke, ki jih poznam, jim zaupam in verjamem v njihovo verodostojnost.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Pogovor v živo oziroma komunikacija na spletu mi ne predstavlja večje razlike, ker se tudi na spletu pogovarjam večino zgolj z ljudmi, ki jih poznam. Rekel bi, da mi je pogovor v živo in preko Messengerja skoraj enak. Ne bi rekel, da je slednje kaj manj vredno. Bi pa kljub temu rekel, da je mogoče pogovor v živo vseeno nekoliko bolj pristen in dam več teže na to, medtem ko če je kakšna atraktivna stvar na spletu – slike/videi, da pritegnejo mojo pozornost, grem potem to naprej raziskovat. Ampak ne blogi in ocene ostalih potrošnikov. To zelo redko obiščem.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Fizične trgovine pridejo na koncu na vrsto, ko imam že vse podatke s strani prijateljev, spletnih strani proizvajalcev in drugih na spletu. Mogoče kot pika na i, da potrdim svoje prepričanje, grem v fizične trgovine, da jih vidim v živo. Oglaševanje bi rekel, da ne vpliva toliko name, saj ne verjamem oglaševanju, če ga primerjam z informacijami, ki jih pridobim od ostalih, oziroma na spletnih straneh. Zdi se mi, da blagovne znamke velikokrat *nabijejo* in olepšajo stvari. Zakaj verjamem bolj spletnim stranem kot oglaševanju? Ker na prvem poiščem sam informacije, ko jih sam želim, medtem ko mi z oglaševanjem oni vsiljujejo informacije, za katere menijo, da mi bodo všeč. Ravno tako se mi zdi, da ne maram oglaševanja in bi vse skupaj ukinil, če lahko.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

Bi si lahko predstavljal da ja, saj je vse več stvari na spletu, vse več uporabnikov in se vse odvija v tej smeri. 10 let nazaj ni bilo tako, ko smo vsi še nekako spoznavali to in je bilo mogoče nekoliko več dvomov. Če povzamem, bi rekel da je pomembnost večja kot je bila in vse bolj bo.

Je še kaj, kar bi radi dodali glede elektronskega ustnega izročila?

Ne bi rekel, da sem oseba, ki veliko nakupuje na spletu oziroma zapravlja denar. Tako da me zelo malokrat pritegnejo oglasi in informacije, ki mi nekaj vsiljujejo. Načeloma vedno izhajajo moje želje oziroma nakupne izkušnje iz ostalih faktorjev – pretekle izkušnje, statusni simbol, prijatelji in družina.

Interviewee 7 (M, 31)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Prenosni hladilec zraka pred dobrim mesecem.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožil celoten proces vse do samega zaključka. Bodite pozorni na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Imam psa, ki je precej občutljiv na vročino, sam pa v svojem stanovanju nisem imel klime. V času vročinskega vala sem videl, da moram nekaj storiti. Istočasno je tudi moja prijateljica naročila podobno napravo, tako da sem imel še večjo motivacijo za nakup. Obiskal sem

Mimovrste.com in začel brskati med različnimi alternativami – izbrane izdelke sem nato še preveril na spletu, če je mogoče kakšen *review* (ocena). Ker na koncu nisem bil čisto odločen, sem izbral dva hladilca v dveh različnih spletnih trgovinah, saj sta mi oba omogočala brezplačno vračilo. Ko sem dobil prvega, sem se odločil, da ga po nekaj dneh vrnem, saj ni služil svojemu namenu.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Na začetku nisem vedel, kaj sploh potrebujem, tako da sem bil precej živčen in sem šel takoj na internet. Ker sem bil v stiski s časom, sem želel nakup čim bolj pospešiti, tako da nisem nakupa z nobenim prijateljem oz. znancem, ki bi imel več izkušenj, predhodno predebatiral. Kot sem že omenil, sem začel takoj gledati prenosne naprave na spletu – Mimovrste.com, kjer sem primerjal različne naprave in modele. Na spletni strani ponudnika sem potem tudi preveril razliko med prenosnimi klimami ter hladilci zraka in se v upanju, da bo stvar zadostovala, odločil za hladilec. Je namreč najbolj praktičen in enostaven za uporabo. Preveril sem različne modele, jih primerjal med sabo (cena, moč, energija), ter se na koncu odločil za enega na podlagi zunanjega videza in drugega na podlagi tega, da se je zanj odločilo največ uporabnikov. Namreč pri sliki izdelka je bilo podano tudi število uporabnikov, ki so se pred kratkim odločili za nakup tovrstnega izdelka. Ko sem napravo dobil na dom in jo preizkusil, sem bil kaj kmalu razočaran. Zato sem dodatno iskal informacije, kako izboljšati delovanje naprave, kako jo postaviti itd. na straneh ponudnikov ter med komentarji ostalih uporabnikov v upanju, da dobim kakšen nasvet. Ravno tako sem preverjal še močnejše hladilce ter možnost klime. Nezadovoljstvo sem tudi delil s svojimi prijatelji v živo. Na srečo se me je lastnik stanovanja usmilil in se odločil za nakup klimatske naprave, tako da sem lahko obe napravi vrnil.

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Ne.

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Ne bi rekel, da se spomnim veliko blagovnih znamk iz objav drugih ali da bi mi objave ostalih ljudi ustvarile neko željo po nečem. Medtem ko pa iščem informacije na spletu, so mi *reviewji* (ocene) zelo v pomoč. Še posebej, če je količina teh večja, jim zaupam še toliko bolj. Ne glede na to, ali osebno poznam ocenjevalca ali ne. Ravno tako bi rekel, da ne delim mnenja glede svojih nakupov z drugimi na spletu.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Pogovoru v živo nasploh bolj zaupam. Se mi zdi, da sem tudi bolj pozoren na informacije, ki jih pridobivam od ljudi v živo. Bi pa vseeno rekel, da pri zahtevnejših nakupih ne morem iti skozi nakup brez *reviewjev* (ocen), ki so mi bolj v pomoč kot navaden pogovor. Ravno tako jih bolj upoštevam pri samem nakupu kot pa informacije, pridobljene iz pogovorov. Ne vem, zakaj. Ne želim, da mi nekdo vsiljuje svoje mnenje.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Zagotovo bi rekel, da spoznam največ blagovnih znamk iz oglaševanja. Ravno tako bi rekel, da me ravno oglasi prepričajo, da začnem raziskovati o določenem izdelku na spletu, če se mi zdi, da izdelek potrebujem. Mogoče tudi preko pogovora z drugimi ljudmi. Sem precej vizualen tip, tako da bi rekel, da dober oglas oziroma dobra zgodba najbolj vpliva na neko nakupno željo. Informacije, kot sem rekel, iščem vedno na straneh z *reviewji* (ocenami) oziroma na sami strani določenega izdelka. Če imam čas in gre za bolj zahteven nakup, se seveda pogovorim še z ljudmi, za katere bi rekel, da imajo določeno znanje iz tovrstnega področja. Iz istega razloga zaupam tudi prodajalcem v trgovini, če nimam občutka, da mi želijo zgolj nekaj prodati. Svoje nakupne izkušnje z drugimi ne delim, razen v živo s kolegi oziroma preko Messengerja pošljem kakšno sliko. Bi pa rekel, da če nisem prepričan o svojem nakupu, pogosto preverim dodatne informacije na spletu zgolj zato, da se prepričam.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

Zagotovo so postali *reviewji* (ocene) stalnica pri mojem iskanju informacij in predstavljajo tako precej večjo vrednost kot pred leti, ko je bilo le-teh precej manj. Pa vedno bolj jih bom koristil. Bi pa rekel, da me ostale objave ne ganejo, saj sem mnenja, da so objave na družbenih omrežjih precej plehke in namenjene zgolj dokazovanju pred drugimi.

Je še kaj, kar bi radi dodali glede elektronskega ustnega izročila?

Ne.

Interviewee 8 (F, 41)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Nakup potovalnega kolesa pred tremi tedni.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožil celoten proces vse do samega zaključka. Bodite pozorni na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Proces se je začel pred dvema ali tremi leti, ko sem se začela ukvarjati s kolesarjenjem in sem želela kolo, ki bo temu primerno. Na slovenskem trgu je bilo težko pridobiti kakršnekoli informacije, tako da sem nekako spremljala ostale ljudi na spletu, ki se ukvarjajo s kolesarjenjem. Torej Instagram in pa blogerji, ki objavljajo svoje ture. Takrat sem opazila, da taka kolesa sploh obstajajo, ker v neki slovenski športni trgovini tega ni mogoče dobiti. To si lahko naročil zgolj preko spleta oziroma v kakšni specializirani trgovini, oziroma bi ga morala iti iskat v Italijo. Blagovne znamke, ki sem jo kupila, nisem imela prvotno v mislih, ampak sem takrat želela eno drugo, ki jo je imelo mnogo kolesarjev, ki sem jih spremljala na spletu. Da sem se odločila za kolo, ki ga imam trenutno, je pa vplivalo to, da sem čisto naključno naletela na eno trgovino, ki je specializirana in je v Sloveniji. Obiskali sva jo s prijateljico. Najprej sem želela blagovno znamko, ki sem jo imela ogledano že od prej. Trgovina ni ponujala sestavljenih koles, ampak so jih sestavljali sami. Imeli so podobno blagovno znamko, ki sem jo takoj *pogooglala* (poiskala na spletu) in preverila *reviewje* (ocene), kaj so o kolesu pisali, ali je cena primerna. Ravno tako sem povprašala fanta, ki sta v trgovini delala, ki sta bila zares specialista in se nato odločila za kolo.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Torej, še preden sem začela iskanje informacij, sem vedela, da si želim znamko Surly, ki sem jo spoznala preko blogerjev, ki opisujejo različne ture. Tam sem prvič opazila omenjeno blagovno znamko. Med prebiranjem blogov sem ugotovila, da so omenjena kolesa funkcionalna in da če lahko oni več let kolesarijo z enim kolesom, gre očitno za kakovosten model. Od takrat sem vedela, da je to kolo, ki ga želim imeti. Imela sem že svoje kolo, ampak so bile določene zadeve, ki so me na kolesu motile. Tako da sem takoj, ko so mi finance omogočale nakup novega kolesa, začela iskanje informacij. Najprej sem se obrnila na internet, na spletno stran od Surleyja, kjer sem preverila specifikacije kolesa. Potem sem ugotovila, da se v Sloveniji omenjenega kolesa ne da dobiti. Tako da sem naprej iskala, kje bi kolo lahko dobila. Možnost je bila Italija, ampak tja nisem mogla iti. Vzporedno sem preverjala tudi *reviewje* (ocene) ostalih uporabnikov, da vidim, kaj govorijo o kolesu, kakšna so mnenja. Kot sem že omenila, sem potem naključno naletela na omenjeno specializirano trgovino, kjer ti sestavijo kolo v Sloveniji. Našla sem jo na spletu – Google. Ko sem prišla v trgovino, sta bila prodajalca konstantno na voljo, imela sta zelo dobro tehnično znanje o kolesih, kar mi je nakup izjemno olajšalo. Po nakupu samega kolesa nisem delila nakupne izkušnje na spletu, sem pa objavila sliko kolesa na svojem Instagram profilu, ki je namenjen lastnim kolesarskim vsebinam, kjer predstavljam različne ture.

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Ne.

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Če vidim, da nekdo neko stvar na družbenih omrežjih uporablja in da vidim, da je stvar kakovostna – npr. nov *štrik* - da ga uporablja nekdo tak, za katerega veš, da ima znanje iz področja, potem bi rekla, da je ta produkt dober. Ne maram, da mi nekdo nekaj zgolj prodaja, ampak da vidim, da nekdo, ki o neki stvari veliko ve, to uporablja. Ne glede na to, ali osebo poznam ali ne. Ravno tako bi rekla, da so mi izredno pomembni *reviewji* (ocene), kljub temu da sama nikoli tega ne napišem.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Moji dražji nakupi so po navadi precej specifični – športna oprema. Če mi nekdo ustno govori, predlaga, mu mogoče ne verjamem najbolj. Po navadi ko kupujem, nerada razpravljam o tem, ampak se sama odločim. Saj poslušam druge, ampak sem bolj naklonjena raziskavam na spletu. Zares ne maram, če mi nekdo vsiljuje svoje mnenje. Ravno tako je splet glavni kanal, kjer spoznam največ blagovnih znamk, medtem ko so *reviewji* (ocene) tisto, kar najbolj vpliva na moj nakup.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Nasploh bi rekla, da največ blagovnih znamk spoznam na spletu, na spletnih straneh izdelkov, ki ponujajo ogromno blagovnih znamk, npr. Zalando, ki ima veliko stvari in jih lahko primerjam med sabo. Ravno tako bi rekla, da mi te iste strani ustvarijo največjo željo – še posebej, ker je po navadi ponudba, ki ti jo predstavijo, vezana na tvoje pretekle nakupe in je torej prilagojena tvojim željam. Mogoče bi poudarila še *newsletterje* (e-novice) športnih trgovin, v katerih nakupujem, kjer so predstavljeni določeni izdelki, ki bi jih tudi jaz imela. Informacije vedno iščem na spletu, največkrat kar *reviewji* (ocene). Izkušnje, kot sem rekla, na spletu ne delim. Bi pa rekla, da če je stvar dobra in sem z njo zadovoljna, jo bom pohvalila prijateljem in jo priporočam naprej. Ampak to zgolj v živo, ne preko spleta.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

Za moje pojme je pomen tega sedaj mnogo večji, ker več ljudi to uporablja. Ravno tako je med mladimi to precej bolj razširjeno. Zase ne bi rekla, da pretirano padam na objave drugih oziroma kakšnih *influencerjev* (vplivnežev), ampak se mi zdi, da je mnogo takih. Na žalost se mi zdi, da bo tega vse več.

Je še kaj, kar bi radi dodali glede elektronskega ustnega izročila?

Ne.

Interviewee 9 (F, 52)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Nakup nove kopalnice pred pol leta.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožil celoten proces vse do samega zaključka. Bodite pozorni na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Naveličana sem bila stare kopalnice in želela sem novo. Zato sem šla na internet in preverila kopalnice. Ravno tako smo najeli arhitekta, da nam je izrisal kopalnico, ter nato smo skupaj izbrali in kupili pohištvo. Potem smo najeli delavce, ki so nam kopalnico sestavili in kopalnica je bila pripravljena.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Na začetku, ko sem se odločila za novo kopalnico, sem že imela v mislih, kakšno kopalnico približno si želim. Kopalnico, ki si jo želim, sem videla na YouTubu oziroma na televiziji v oddaji, kjer prenavljajo stanovanja. Najprej sem šla pogledat še preostale kopalnice na YouTube ter kmalu kontaktirala arhitekta – družinskega prijatelja, kateri mi je izrisal sliko kopalnice. Pohištvo smo izbrali na spletni strani tujega ponudnika, od koder so nam enostavno poslali celotno pohištvo. Komentarji nas niso zanimali, ampak zgolj slike elementov ter kako so videti. Tudi drugih nismo spraševali za mnenje, ampak smo se na podlagi videza oziroma fotografij odločili za nakup. Potem ko je bila kopalnica zaključena, smo jo prijateljem pokazali v živo

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Da se izredno lepo počutim v svoji novi kopalnici.

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Če govorimo o tem, kaj pri meni najbolj vzbudi željo po nečem, so to zagotovo lepe slike, lep filmček. Prej kot pogovor z drugimi oziroma njihove objave. Načeloma me mnenja drugih ne zanimajo toliko. Ravno tako bi rekla, da ne spoznam oziroma ne opazim blagovnih znamk na spletu preko drugih. Grem raje v trgovino in tam pogledam ponudbo. Tudi pri iskanju informacij bi rekla, da mi je vseeno, kar drugi govorijo na spletu, npr. *influencerji* (vplivneži) ali blogi. Mogoče zgolj, če gre za kakšnega prijatelja, ampak še to zelo redko. Sama tudi na spletu nikoli nič ne objavim.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Zagotovo bolj zaupam pogovoru v živo, saj lažje komuniciram v živo – lahko prej povem bistvo in ga prej tudi slišim. Bi pa vseeno rekla, da na Facebooku izveš več relevantnih informacij, saj je količina informacij večja. Če primerjam, kaj bolj vpliva na mojo željo po nakupu, so zagotovo slike, tako da bi rekla, da objave bolj vplivajo, kot pa zgolj pogovor. Mogoče, če delim svojo nakupno izkušnjo, jo delim v živo z družinskim krogom in ožjimi prijatelji, na spletu pa res nikoli.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Mogoče si najbolj zapomnim blagovne znamke oziroma izdelke, ki jih opazim v fizični trgovini. Ravno tako mi to tudi najbolj vpliva na željo po določenem izdelku – da izdelek vidim. Informacije potem po navadi iščem na spletni strani izdelkov, medtem ko objav drugih ljudi ne spremljam. Jim ne zaupam in se mi ne zdijo verodostojne. Zgolj če je objava osebe, ki jo zelo poznam, potem bi objavi verjela, drugače zagotovo ne.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

Ne vem, če. Ker ne sledim temu in mi sploh ni pomembno. Tudi čez nekaj let se mi ne zdi, da mi bo pomembno. Vse se mi zdi *fake* (lažno). Mogoče zgolj objave ljudi, ki jih poznam, temu zaupam. Všeč mi je, če vidim kakšno zanimivo objavo, ampak ne bi rekla, da ima veliko vpliva name. Pa tudi čez nekaj let ne bo dosti drugače.

Je še kaj, kar bi radi dodali glede elektronskega ustnega izročila?

Ne.

Interviewee 10 (F, 56)

SKLOP 1:

Pomislite na svoj večji zadnji nakup, ki ste ga opravili. Kdaj je to bilo in kaj ste kupili?

Nakup sesalca pred nekaj meseci.

Kako je potekal nakup izdelka/storitve? Pomislite na celoten potek – od prvotne misli, občutka, ki je sprožili celoten proces vse do samega zaključka. Bodite pozoren na vsak korak, ki ste ga opravili tekom poti do nakupne odločitve.

Nakup je praktično potekal preko posrednika, preko fizične osebe, ki me je kontaktirala in prišla do mene osebno ter mi predstavila sesalec. Kasneje sva se še večkrat slišala preko telefona, nato pa sem nakup realizirala.

SKLOP 2

Pomislite na aktivnosti, ki ste jih opravili v posamezni fazi nakupne poti; fazi zavedanja potreb oz. želje, v fazi iskanja informacij, v fazi nakupa ter ponakupni fazi. Kaj vas je prepričalo, da ste se premaknil iz ene v drugo fazo? Katere so bile točke dotika – povezave z blagovno znamko, ki so na vas najbolj vplivale tekom poti do nakupne odločitve v posamezni fazi?

Sama sem o nakupu sesalca že prej razmišljala, saj sem potrebovala nov sesalec. Klic s strani prodajalca je bil popolnoma naključen, ampak je prišel kot naročen. Potrebovala sem zgolj dobro predstavitev produkta, ki je bila tudi korektno izvedena. Potem sem se dokaj hitro odločila za nakup. Poleg vmesnih klicev s posrednikom se tekom nakupa nisem posluževala drugih virov informacij. Ni se mi zdelo potrebno. V sam nakup pa me je dokončno prepričala verodostojna predstavitev, ki je bila prepričljiva. Agent je imel tehnično znanje, ravno tako je bil vešč kot komercialist in imel vse potrebne informacije, ki sem jih potrebovala. Sesalec se mi je zdel tak, da mi bo nudil tisto, kar potrebujem. Potrebovala sem še dodane informacije, ki mi jih je agent povedal preko telefona. Rekla bi, da je narava produkta taka, da pridejo vedno produkt fizično pokazat. V tem primeru ni šlo, da bi se pozanimala preko spleta, zares ne. Po samem nakupu sem agenta ponovno poklicala glede dodatne informacije glede določenih načinov uporabe. Ravno tako ga moram poklicati zaradi še ene zadeve.

Oziroma vmes sem tudi enkrat preverila njihovo spletno stran, saj ima sesalnik več načinov uporabe.

Če še enkrat pomislite na celotno pot do nakupne odločitve, je še kaj, kar bi radi dodali/spremenili itd.

Ne vem. Zdi se mi specifičen primer, saj gre za prodajo na domu, ki je uveljavljen način pri večjih nakupih, nakupih večje vrednosti. V takem primeru sporočila in podobno ne pride v poštev, ampak morajo priti osebno, ker drugače do nakupa ne bi prišlo.

SKLOP 3

Sedaj pomislite na vaš odnos do elektronskega ustnega izročila (ocene izdelkov, objave na družbenih omrežjih, komentarji itd.) tekom poti do nakupne odločitve. Česa od omenjenega se poslužujete tekom različnih faz do nakupne odločitve in zakaj? Kako bi med seboj primerjali različne vrste elektronskega ustnega izročila in njihov vpliv tekom različnih faz do nakupne odločitve? Kaj so prednosti oziroma slabosti posameznih postavk?

Določene informacije zagotovo vplivajo name, še posebej je odvisno od artikla, ki me zanima. Rekla bi, da imajo ocene izdelkov ter objave drugih potrošnikov na spletu majhen vpliv name in redko ustvarijo neko željo. Če se večkrat pojavi določen artikel, če so slike lepo predstavljene, ima mogoče malo večjo moč, da mi poveča željo po nakupu. Mogoče pri večjih nakupih kot npr. turistične destinacije, prej obiščem kakšne forume. Pri kakšnih večjih nakupih občasno tudi preverim mnenja drugih potrošnikov, ne pa vedno. Pri sesalcu nisem nič poiskala. Mogoče pri kozmetiki oz. kakšnih parfumih in zdravstvenih izdelkih. Pri slednjih pogledam mnenja, ravno tako vedno obiščem njihove spletne strani. Ampak če potegnem črto, nisem ravno tip, ki se poslužuje mnenj drugih potrošnikov. Raje pogledam spletne strani izdelkov. Kot sem že rekla, mogoče včasih kakšen forum in podobno, ampak redko. Tudi same objave drugih nimajo name nekega vpliva. Težko se spomnim, da bi me določena stvar pritegnila, ker so jo določeni znanci, prijatelji objavili. Tudi sama na družbenih omrežjih npr. nikoli ne delim svojih izkušenj z drugimi. Mogoče zgolj kakšne slike s potovanj, ker se mi je zdelo, da bi bilo škoda, da ne bi delila svoje izkušnje lepe destinacije tudi z drugimi.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z navadnim pogovorom v živo?

Rekla bi, da mi pogovor v živo prej vzbudi željo po določenem izdelku, še posebej pogovor z družino in prijatelji. Medtem ko več blagovnih znamk spoznam od drugih na spletu. Glede iskanja informacij bi se najprej pogovorila s prijatelji in znanci, potem mogoče delno tudi z drugimi. Ravno tako je precej večja verjetnost, da sporočim informacijo o nakupu v živo oziroma preko telefona. Preko spleta, kot sem že rekla, redko karkoli delim z drugimi.

Kako bi primerjali elektronsko ustno izročilo in njegov vpliv z drugimi viri informacij (npr. z oglaševanjem)? Kaj so prednosti oziroma slabosti omenjenega v primerjavi z ostalim?

Če primerjam različne vire informacij, bi rekla, da največ blagovnih znamk spoznam preko oglaševanja. Kljub temu ne bi rekla, da te iste informacije ustvarijo največjo potrebo po nakupu. Mogoče kakšen dober video oziroma predstavitev izdelka s strani blagovne znamke. Ko iščem informacije, mogoče včasih *pogooglam* (poiščem na spletu) in pogledam njihove spletne strani, mogoče celo kakšna mnenja potrošnikov oziroma forume. Ne odločam se zgolj na podlagi enega vira informacij, ampak vzamem vse v zakup. Rekla pa bi, da raje obiščem spletna mesta, kot pa da se oziram na mnenja drugih potrošnikov, ker jim ne zaupam toliko. Ljudje smo si različni in se ne toliko zanašam, kaj bo rekel Tone, Lojze in Pepca. Raje pogledam tehnične karakteristike. Bi pa tudi rekla, da če osebo poznam, mi bo informacija več pomenila in bolj pomagala pri samem nakupu.

Ali je vaš odnos do elektronskega ustnega izročila kaj drugačen kot nekaj let nazaj? Zakaj?

Ja, to pa bi rekla, da ja. Določene stvari bolj sprejemam kot pred petimi leti. Bolj sem jim naklonjena kot takrat. Verjamem, da je možno, da bom čez nekaj let še bolj pozorna na to.

Je še kaj, kar bi radi dodali glede elektronskega ustnega izročila?

Ne.