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POTROŠAČKE PREFERENCIJE I ODLUKE O MJESTU KUPOVINE

CONSUMER PREFERENCES AND PURCHASE LOCATION DECISIONS

SAŽETAK: Ponašanje kupaca odnosi se na procese koje pojedinci ili skupine prolaze prilikom odabira, kupnje, korištenja i odlaganja proizvoda i usluga da bi zadovoljili svoje potrebe i želje. Na ponašanje kupaca (potrošača) utječu različiti čimbenici. Demografski čimbenici važni su za razumijevanje potreba kupaca, a psihološki čimbenici utječu na njihove stavove prilikom kupovine. Razumijevanje ponašanja kupaca omogućuje bolju segmentaciju tržišta, pomaže u razvoju proizvoda koji odgovaraju stvarnim potrebama, omogućuje izradu učinkovitih marketinških strategija te povećava zadovoljstvo i lojalnost potrošača. Svrha je istraživanja identificirati čimbenike koji utječu na preferencije kupaca prilikom odabira mjesta kupovine, identificirati mjesta kupovine i utvrditi povezanost demografskih čimbenika s čimbenicima koji utječu na kupovinu. Za potrebe rada provedeno je primarno kvantitativno istraživanje *online* upitnikom putem Google Forms platforme kao instrumenta istraživanja, a s ciljem identificiranja čimbenika prilikom odabira mjesta kupovine. U istraživanju je sudjelovalo 165 ispitanika ($N = 165$). Metodologija istraživanja utemeljena je na primjeni deskriptivne statistike, analize povezanosti između demografskih karakteristika ispitanika i njihovih preferencija, koristeći se Spearmanovim koeficijentima korelacije, Welchovim t-testom i Welchovom analizom varijance. Rezultati istraživanja ukazuju na to da kupci preferiraju kupovinu na prodajnim mjestima koja nude povoljne cijene, kvalitetne proizvode i atraktivne promocije. Na temelju provedenog istraživanja zaključeno je da demografske karakteristike imaju statistički značajan utjecaj na pre-

ABSTRACT: Consumer behaviour refers to the processes that individuals or groups undergo when selecting, purchasing, using, and disposing of products and services in order to satisfy their needs and wants. Consumer behaviour is influenced by a variety of factors. Demographic factors are important for understanding consumer needs, while psychological factors influence consumer attitudes during the purchasing process. Understanding consumer behaviour enables more effective market segmentation, supports the development of products that meet actual consumer needs, facilitates the creation of effective marketing strategies, and increases consumer satisfaction and loyalty. The purpose of this study is to identify the factors influencing consumer preferences when selecting a purchase location, to identify purchase locations, and to determine the relationship between demographic characteristics and factors influencing purchasing decisions. For the purposes of the study, primary quantitative research was conducted using an online questionnaire administered through the Google Forms platform as the research instrument, with the aim of identifying the factors involved in the selection of purchase locations. A total of 165 respondents participated in the study ($N = 165$). The research methodology was based on the application of descriptive statistics and analyses of the relationships between respondents' demographic characteristics and their preferences, using Spearman's correlation coefficients, Welch's t-test, and Welch's analysis of variance. The research findings indicate that consumers prefer purchasing from retail locations offering favourable prices, high-quality products, and attractive promotions.



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ferencije kupaca prema nekim čimbenicima, da većina kupaca i dalje preferira tradicionalnu kupovinu i da cijena proizvoda najvažniji čimbenik prilikom odabira prodajnog mjesta.

KLJUČNE RIJEČI: preferencije kupaca, čimbenici kupovine, mjesto kupovine, istraživanje

UVOD

Osim promjena u ponašanju potrošača te mijenjanja prodajnih formata, uz suvremene oblike prodaje također je postalo važno prepoznati i čimbenike koji utječu na odabir prodajnog mjesta.

U suvremenom tržišnom okruženju ponašanje potrošača postaje sve složenije i podložnije različitim utjecajima. Poznavanje čimbenika zbog kojih potrošači donose odluke o kupovini ključno je za uspješno poslovanje svakog trgovačkog subjekta. Među najvažnijim odlukama koje kupci svakodnevno donose nalazi se odabir mjesta kupovine kao rezultat kombinacije osobnih potreba, ekonomskih uvjeta, dostupnosti informacija i brojnih drugih čimbenika.

Za potrebe rada provedeno je istraživanje o preferencijama kupaca i čimbenika prilikom odabira mjesta za kupovinu s posebnim naglaskom na ključne čimbenike kao što su cijena, kvaliteta proizvoda, promocije, lokacija, ljubaznost prodajnog osoblja, uređenje prodajnog mjesta te *online* prodaja. Potrošači danas imaju pristup različitim prodajnim kanalima – od fizičkih trgovina do *online* platformi zbog čega je poznavanje njihovih preferencija presudno za uspjeh trgovaca. Istraživanje za potrebe rada provedeno je putem *online* upitnika na uzorku od 165 ispitanika u Osječko-baranjskoj i Vukovarsko-srijemskoj županiji u Republici Hrvatskoj. Istraživanje je fokusirano na analizu čimbenika koji najviše utječu na odabir prodajnog mjesta te na ponašanje kupaca u kontekstu fizičke i *online* kupovine. Cilj je istraživanja identificirati glavne čimbenike koji utječu na odluku kupaca o kupovini, identificirati mjesta kupovine i utvrditi koji su demografski čimbenici povezani s čimbenicima koji utječu na kupovinu.

Based on the conducted research, it was concluded that demographic characteristics have a statistically significant influence on consumer preferences regarding certain factors, that the majority of consumers still prefer traditional shopping, and that product price is the most important factor in the selection of a retail location.

KEYWORDS: consumer preferences, purchasing factors, purchase location, research

INTRODUCTION

In addition to changes in consumer behaviour and evolving retail formats, it has become increasingly important to identify the factors influencing the selection of purchase locations within contemporary forms of retailing.

In the contemporary market environment, consumer behaviour is becoming increasingly complex and susceptible to a variety of influences. Understanding the factors that shape consumers' purchasing decisions is essential for the successful operation of any retail business. Among the most important decisions consumers make on a daily basis is the selection of a purchase location, which results from a combination of personal needs, economic conditions, information availability, and numerous other factors.

For the purposes of this study, research was conducted on consumer preferences and the factors influencing the selection of purchase locations, with particular emphasis on key factors such as price, product quality, promotions, location, the courtesy of sales staff, store layout, and online retailing. Consumers today have access to various sales channels—from physical stores to online platforms—which makes understanding their preferences crucial for retail success. The research was conducted through an online questionnaire on a sample of 165 respondents from Osijek-Baranja County and Vukovar-Srijem County in the Republic of Croatia. The study focuses on analysing the factors that most strongly influence the selection of purchase locations, as well as consumer behaviour in the context of physical and online shopping. The aim of the research is to identify the main factors influencing consumers' purchasing decisions, identify purchase locations,

U skladu s teorijsko-metodološkim pristupom postavljaju se sljedeće hipoteze:

H1 Cijena proizvoda ključan je čimbenik koji utječe na odluku kupaca pri odabiru mjesta kupovine.

H2 Kvaliteta proizvoda jedan je od najvažnijih čimbenika prilikom odabira mjesta kupovine.

H3 Žene češće kupuju online od muškaraca.

Rezultati istraživanja ukazuju na nekoliko ključnih čimbenika koji oblikuju odluku kupaca. Cijena i kvaliteta proizvoda identificirani su kao najvažniji čimbenici u odabiru prodajnog mjesta, dok promocije i popusti također značajno utječu na odluku kupaca o kupovini. Iako *online* kupovina postaje sve popularnija, tradicionalni oblici kupovine i dalje dominiraju. Većina ispitanika iskazuje visoku lojalnost prema prodajnim mjestima koja redovito posjećuju, što upućuje na stabilnost i sklonost kupaca prema poznatim i pouzdanim trgovinama. U odnosu na spol, dob, stupanj obrazovanja i zaposlenost postoje statistički značajne razlike prema nekim čimbenicima, npr. prema *online* kupovini, mrežnim stranicama te uređenju prodajnog mjesta.

PONAŠANJE POTROŠAČA U KUPOVINI

S obzirom na to da se maloprodajno okruženje razvija ubrzano, potrebe potrošača i dalje imaju najveći utjecaj na odluku o kupnji. Kupci donose većinu odluka, no suvremene tehnologije i noviji modeli poslovanja ukazuju i na druge čimbenike koji utječu na odluku kupca. Oni trgovci na malo koji uspijevaju ostvariti povezanost s kupcima pružajući ciljne informacije i ponudu vrijednosti, izdvajaju se i imaju potencijal uspostaviti veći angažman kod kupaca. Tehnologija pomaže trgovcima u ciljanju određenih grupa potrošača, a potrošačima omogućuje donošenje boljih, informiranih odluka o proizvodima ili uslugama koje će konzumirati. Međutim, potrošači ne donose sve odluke na temelju pretraženih informacija. Neke su odluke spontane i donesene brzo u trenutku kupovine u trgovinama ili *online* te su često potaknute strateškim

and determine which demographic characteristics are associated with the factors influencing purchasing behaviour.

In accordance with the theoretical and methodological framework, the following hypotheses are proposed:

H1 Product price is the key factor influencing consumers' decisions when selecting a purchase location.

H2 Product quality is one of the most important factors in the selection of a purchase location.

H3 Women purchase online more frequently than men.

The research findings indicate several key factors that shape consumers' purchasing decisions. Product price and product quality were identified as the most important factors in the selection of a purchase location, while promotions and discounts also significantly influence consumers' purchasing decisions. Although online shopping is becoming increasingly popular, traditional forms of shopping continue to dominate. Most respondents demonstrate high loyalty towards the retail locations they regularly visit, indicating stability and a preference for familiar and reliable stores. Statistically significant differences were identified in relation to gender, age, level of education, and employment status for certain factors, such as online shopping, websites, and store layout.

CONSUMER PURCHASE BEHAVIOUR

Given the rapid development of the retail environment, consumer needs continue to exert the greatest influence on purchasing decisions. Consumers make the majority of purchasing decisions; however, contemporary technologies and newer business models also point to additional factors influencing consumer decision-making. Retailers that successfully establish connections with consumers by providing targeted information and value propositions distinguish themselves in the marketplace and have greater potential to increase consumer engagement. Technology assists retailers in targeting specific consumer groups, while also enabling consumers to make better-informed decisions regarding the products and services they

vizualnim prikazima i asortimanom proizvoda koji se nudi (Grewal, Roggeveen & Nordfält, 2017).

Demografski i psihološki čimbenici imaju važnu ulogu u razumijevanju ponašanja potrošača te pomažu u kreiranju odgovarajućih marketinških strategija. Demografski čimbenici odnose se na dob, spol, obrazovanje i prihode, dok se u psihografske čimbenike uključuje stil života, stavovi i vrijednosti potrošača. Izbor proizvoda često je uvjetovan s dobi potrošača s obzirom na to da se želje i potrebe ljudi mijenjaju s godinama. Dobna struktura stanovništva važan je pokazatelj za trgovce pri kreiranju ponude proizvoda i usluga. Kako ista ponuda proizvoda i usluga ne privlači jednako sve dobne skupine, tako ni marketinške aktivnosti kojima se trgovci služe da dođu do potrošača nisu univerzalne za sve tržišne segmente (Štulec, Petljak & Rakarić, 2017).

Pored dobi pojedinca, potrošnja je oblikovana i životnim ciklusom obitelji te brojem, dobi i spolom članova kućanstva u određenom trenutku. Važno je razmotriti kako određeni događaji koji se odvijaju u ranoj fazi života utječu na ponašanje poslije u životu. Odrasli prolaze različitim promjenama u životu, kao što je npr. roditeljstvo, pa se njihovo kupovno ponašanje tada mijenja. Marketinški stručnjaci trebali bi uzeti u obzir ključne događaje u životu potrošača, poput braka i rođenja djeteta, jer oni često dovode do novih potreba (Kotler & Keller, 2015). Promjene u globalnom demografskom okruženju značajno utječu na poslovanje te zbog toga marketinški stručnjaci prate demografske trendove i razvoj na tržištu. Oni analiziraju promjene u dobnoj i obiteljskoj strukturi, obrazovne karakteristike i raznolikost populacije. Ekonomska situacija pojedinca značajno utječe na njegov izbor trgovine i proizvoda. Marketinški stručnjaci proučavaju potrošačke trendove, osobni dohodak i štednju. Danas mnoga poduzeća poduzimaju aktivnosti da bi stvorila veće vrijednosti za kupce uz pomoć redizajna, repozicioniranja i promjene cijena svojih proizvoda (Kotler & Armstrong, 2018).

consume. Nevertheless, consumers do not make all decisions based solely on gathered information. Some decisions are spontaneous and made quickly during in-store or online shopping, often stimulated by strategic visual displays and the assortment of products offered (Grewal, Roggeveen, & Nordfält, 2017).

Demographic and psychological factors play an important role in understanding consumer behaviour and contribute to the development of appropriate marketing strategies. Demographic factors include age, gender, education, and income, whereas psychographic factors encompass consumers' lifestyles, attitudes, and values. Product choice is often conditioned by consumer age, as people's wants and needs change over time. The age structure of the population therefore represents an important indicator for retailers when designing product and service offerings. Since the same range of products and services does not appeal equally to all age groups, the marketing activities retailers use to reach consumers are likewise not universal across all market segments (Štulec, Petljak, & Rakarić, 2017).

In addition to age, consumption is also shaped by the family life cycle and by the number, age, and gender of household members at a given point in time. It is important to consider how events occurring in early stages of life influence behaviour later in life. Adults experience various life changes, such as parenthood, which subsequently alter their purchasing behaviour. Marketing professionals should take into account key life events, such as marriage and childbirth, as these often generate new consumer needs (Kotler & Keller, 2015). Changes in the global demographic environment significantly affect business operations, which is why marketing professionals continuously monitor demographic trends and market developments. They analyse changes in age and family structure, educational characteristics, and population diversity. An individual's economic situation also significantly influences the choice of retail outlet and products. Marketing professionals therefore examine consumer trends, personal income, and savings behaviour. Today, many companies undertake activities aimed at creating greater value for consumers through product redesign, repositioning, and pricing adjustments (Kotler & Armstrong, 2018).

Zanimanje osobe značajno utječe na odluke o kupnji s obzirom na to da ljudi različitih zanimanja imaju i različite potrebe u pogledu vrste i kvalitete proizvoda. Trgovci svoje proizvode prilagođavaju određenim skupinama zanimanja (Štulec et al., 2017). Kupci, koliko god smatrali da znaju što žele kupiti prije dolaska u trgovinu, često nisu ni svjesni koliko su odluka o kupovini donijeli upravo unutar prodajnog mjesta. Na njihovu odluku o kupovini snažno utječu prodavači, promocije, akcije i slični faktori (Brajković, 2023). Odabir prodajnog mjesta od strane potrošača složen je proces koji ovisi o raznim čimbenicima. Kupcima danas nisu važni samo cijena ili lokacija već postoje i drugi kriteriji poput kvalitete proizvoda, usluga od strane prodavača te mogućnosti *online* naručivanja. Odabir prodavaonice za kupca nije slučajan izbor, već je rezultat njegovih stavova, očekivanja, spoznaja, vjerovanja i prikupljenih informacija. Kupac, osim kupljenih proizvoda, od prodavaonice očekuje i različite usluge. Način na koji kupac doživljava prodavaonicu bitan je za donošenje odluke o kupnji. Zapravo, mnoštvo različitih čimbenika utječe na odabir prodajnog mjesta (Gutić & Barbir, 2009). Mnogi naglašavaju da pravilan odabir mjesta prodavaonice jamči i njezin uspjeh. Za kupca proizvodi nemaju nikakvu vrijednost ako ne mogu do njih doći. Uobičajeno je da kupci češće biraju prodavaonice u njihovoj blizini, no s razvojem infrastrukture blizina prodavaonice kućanstvu više nije toliko važna, veća se važnost pridaje kvalitetnim prometnicama, sigurnim prilazima i besplatnom parkingu (Brčić-Stipčević & Renko, 2005). Ako su dostupnost robe, cijena i kvaliteta na razini, kupac će kupovinu obaviti u najbližoj trgovini koja nudi traženi proizvod. Kako želi kupac rasti, tako raste i spremnost odlaska u udaljenije prodavaonice radi kupovine (Pantović & Zovak, 2023).

Cijena je važan kriterij pri kupovini proizvoda, ali njezina važnost ovisi o vrsti proizvoda i standardu kupca (Vranešević et al., 2021). Mnogi kupci na cijenu gledaju kao na pokazatelj kvalitete. Kupčeva osjetljivost na cijene manja je što je njegova lojalnost prema robnoj marki veća, a u tom slučaju viša

An individual's occupation significantly influences purchasing decisions, as people in different professions have different needs regarding the type and quality of products. Retailers therefore adapt their products to specific occupational groups (Štulec et al., 2017). Although consumers may believe they know what they intend to purchase before entering a store, they are often unaware of how many purchasing decisions are actually made within the retail environment itself. Their purchasing decisions are strongly influenced by sales staff, promotions, special offers, and similar factors (Brajković, 2023).

The choice of a purchase location is a complex process influenced by numerous factors. Today, consumers consider not only price and location, but also additional criteria such as product quality, the service provided by sales staff, and the possibility of online ordering. The choice of a retail outlet is not random; rather, it results from consumers' attitudes, expectations, perceptions, beliefs, and collected information. In addition to purchased products, consumers also expect various services from retail outlets. The way consumers perceive a store is important in shaping purchasing decisions. In practice, a wide range of factors influences the choice of a purchase location (Gutić & Barbir, 2009).

Many authors emphasise that the appropriate choice of a retail location is essential for business success. Products have no value to consumers if they are unable to access them. Consumers traditionally tend to choose stores located near their homes; however, with infrastructure development, proximity to the household has become somewhat less important, while greater emphasis is now placed on high-quality transport infrastructure, safe access, and free parking facilities (Brčić-Stipčević & Renko, 2005). If product availability, price, and quality meet consumer expectations, purchases will generally be made in the nearest store offering the desired product. As consumer expectations increase, so does their willingness to travel to more distant retail outlets in order to shop (Pantović & Zovak, 2023).

Price is an important criterion in product purchasing decisions; however, its importance depends on the type of product and consumers' living standards

cijena za njega predstavlja i veću kvalitetu. Kada je riječ o proizvodima svakodnevne potrošnje, osjetljivost na cijene jest veća. Kupac misli da je u prodavaonici koja ima imidž niske razine cijena sve jeftinije, pa vođen time, tamo kupuje sve. Cijene u prodavaonicama sve se više uspoređuju jer na kućne adrese dolaze katalogi s promotivnim cijenama te tako svijest o cijenama općenito raste (Pavlek, 2004). U istraživanju provedenom o zadovoljstvu korisnika telekomunikacijskim uslugama (Bartolović, Martinović & Cobović, 2022) Pearsonovom korelacijom identificirana je statistički značajna povezanost između zadovoljstva kvalitetom usluge trenutačnog operatera i zadovoljstva brzinom interneta trenutačnog operatera, cijenom usluge i zadovoljstva službom za korisnike. Linearnom regresijskom analizom identificirane su prediktorske varijable koje statistički značajno predviđaju zadovoljstvo kvalitetom uslugama korisnika trenutačnog telekomunikacijskog operatera, zadovoljstvo brzinom interneta trenutačnog teleoperatera i zadovoljstvo cijenom usluge.

Potrošači različito percipiraju kvalitetu nekog proizvoda ili usluge. Kvaliteta se može definirati kao zadovoljstvo kupca; kupac kvalitetu procjenjuje uvažavajući pokazatelje poput tehničkih karakteristika, sastava proizvoda i slično. Potrebno je istraživati kako kupac doživljava kvalitetu proizvoda te utvrditi koje su dimenzije kvalitete važne za potrošača (Grbac & Lončarić, 2010). Potrošači danas žele imati mogućnost kupnje 24 sata dnevno, i *online* i u trgovinama, te je na poduzećima da im to i omoguće. Na odluku kupaca o kupovini utječe i mogu li kupiti proizvod mobilnim telefonom te mogu li birati hoće li im proizvodi doći na kućnu adresu ili će ga moći preuzeti u trgovini. Kupcu je važno da proizvod može kupiti u prodavaonici, ali da ima i mogućnost *online* naručivanja te da ga može jednostavno vratiti ako mu ne bude odgovarao. Također, kupce privlače i mobilne aplikacije trgovina, čiji je dizajn jednostavan za korištenje, kao i mogućnost plaćanja *online* i u prodavaonici (Krajnović, Sikirić i Hordov, 2019). Razvojem digitalnih medija došlo je do promjene globalnog po-

(Vranešević et al., 2021). Many consumers perceive price as an indicator of quality. Consumer price sensitivity decreases as brand loyalty increases, in which case a higher price may also signify higher quality. In contrast, price sensitivity is greater for everyday consumer goods. Consumers often perceive all products as cheaper in stores with a low-price image and therefore purchase all products there. Retail prices are increasingly compared due to the distribution of promotional catalogues to households, which contributes to greater overall consumer price awareness (Pavlek, 2004).

In a study examining user satisfaction with telecommunication services (Bartolović, Martinović, & Cobović, 2022), Pearson's correlation analysis identified a statistically significant relationship between satisfaction with the quality of services provided by the current telecommunications operator and satisfaction with internet speed, service pricing, and customer support. Linear regression analysis identified predictor variables that significantly predict user satisfaction with the quality of services provided by the current telecommunications operator, satisfaction with internet speed, and satisfaction with service pricing.

Consumers perceive the quality of products and services differently. Quality may be defined in terms of consumer satisfaction, with consumers evaluating quality on the basis of indicators such as technical characteristics, product composition, and similar attributes. It is therefore important to examine how consumers perceive product quality and to identify which dimensions of quality are most important to them (Grbac & Lončarić, 2010).

Today, consumers expect the possibility of shopping 24 hours a day, both online and in physical stores, and companies are expected to provide such opportunities. Consumers' purchasing decisions are also influenced by whether products can be purchased via mobile phones and whether they can choose between home delivery and in-store collection. Consumers consider it important to be able to purchase products in-store while also having the option of ordering online and returning products easily if they prove unsuitable. In addition, consumers are attracted by retail mobile applications with user-friendly designs, as well as by the possibility of making payments both online and in-store (Krajnović, Sikirić, & Hordov, 2019).

slovanja te se sve više potrošača koristi digitalnim tehnologijama. Digitalne tehnologije omogućuju potrošačima da ispunjenje svojih želja i potreba te optimalna rješenja svojih problema traže globalno (Vranešević et al., 2021). Promjenu paradigme na globalnom tržištu potaknula je povećana dominacija kupovne moći potrošača olakšana implementacijom novih tehnologija kao što su pametni telefoni, pametni proizvodi i umjetna inteligencija (Shang et al., 2022). Uzimajući u obzir neosporne prednosti korištenja poput svakodnevne i cjelodnevne dostupnosti ili uštede vremena (Taher, 2021), nove tehnologije moraju biti shvaćene i u kontekstu potencijalnih izazova. U prvom redu, riječ je o sigurnosnim izazovima osiguranja korisničkog iskustva, osobito tijekom kupovine i plaćanja (Qasaimeh et al., 2022). S druge strane, stalna potreba za nadzorom sigurnosti platforme, posebno u slučajevima korištenja *open-source* tehnologija poput WordPressa, uvjet je neometanog rada. Općenita sigurnost infrastrukture, poput poslužitelja i pristupa internetu, temelj je uspješne internetske trgovine i kvalitetnog dojma kupaca, koji se posebno u današnje vrijeme teško stječe i lako gubi (Mishra, D'Adamo & Gobbi, 2022). Može se zaključiti da je uvođenje i održavanje *e-commerce* poslovanja u malo ili srednje, a posebno u veliko poduzeće, barem jednako (ako ne i znatno više) kompliciran proces od otvaranja nove poslovne jedinice. Briga oko lokacije, prostora ili inventara ovdje je zamijenjena tehnološkim izazovima kojih u današnje vrijeme rapidna tehnološkog razvoja zaista ne nedostaje (Chopra & Meindl, 2022).

Danas se podrazumijeva stalna prisutnost brenda na digitalnim medijima te interaktivno komuniciranje s potrošačima. Potrošači putem osobnih računala i mobilnih telefona mogu pretraživati, komunicirati, raspitivati se i kupovati (Krajnović et al., 2019). Društvene mreže danas su jedna od najdostupnijih mogućnosti za povezivanje brenda i potencijalnih kupaca. Društvene mreže podrazumijevaju predstavljanje proizvoda ili usluga kupcima, ali i slušanje njihovih prijedloga ili žalbi. Kupci se sve više koriste društvenim mrežama te

The development of digital media has transformed global business operations, and an increasing number of consumers now rely on digital technologies. These technologies enable consumers to seek solutions to their needs and problems on a global scale (Vranešević et al., 2021). The paradigm shift in the global market has been driven by the growing dominance of consumer purchasing power facilitated by the implementation of new technologies such as smartphones, smart products, and artificial intelligence (Shang et al., 2022).

Despite the undeniable advantages of these technologies, such as constant availability and time savings (Taher, 2021), they must also be considered in the context of potential challenges. Above all, these challenges relate to ensuring secure user experiences, particularly during online purchasing and payment processes (Qasaimeh et al., 2022). Furthermore, the continuous need to monitor platform security, especially when using open-source technologies such as WordPress, is essential for uninterrupted operation. The overall security of infrastructure, including servers and internet access, represents the foundation of successful e-commerce operations and a positive consumer experience, which is particularly difficult to establish and easy to lose in today's environment (Mishra, D'Adamo, & Gobbi, 2022).

It can therefore be concluded that introducing and maintaining e-commerce operations in small and medium-sized enterprises, and especially in large companies, is at least equally—if not significantly more—complex than opening a new business unit. Concerns related to location, physical premises, and inventory management have largely been replaced by technological challenges, which are becoming increasingly numerous in the context of rapid technological development (Chopra & Meindl, 2022).

Today, maintaining a constant brand presence across digital media and engaging interactively with consumers are considered essential. Through personal computers and mobile phones, consumers can search, communicate, make enquiries, and purchase products and services (Krajnović et al., 2019). Social media platforms are currently among the most accessible tools for connecting brands with potential consumers. In addition to presenting products and services to consumers,

na njima provode više vremena nego na drugim komunikacijskim kanalima. Facebook, YouTube i Instagram najznačajnije su društvene mreže. Putem Facebooka poduzeća mogu direktno objavama komunicirati s kupcima, vidjeti njihove reakcije i identificirati ukuse potrošača. Također, kupci mogu putem grupa na Facebooku dobiti informacije koje ih zanimaju te putem recenzija drugih korisnika stvoriti sliku o poduzeću. Zahvaljujući Facebooku, kupac danas predstavlja brand dijeljenjem vlastita iskustva te na osnovu njega donosi korist ili štetu poduzeću, ovisno o tome je li ostavio dobru recenziju ili primjedbu. YouTube zajednica pogodna je za dijeljenje videozapisa. Iako danas postoje razne društvene mreže, YouTube druga je tražilica po veličini na svijetu. Videozapisi su lako dostupni te se vrlo jednostavno mogu dijeliti među korisnicima. Ako potencijalni kupac želi saznati neke informacije prije kupovine proizvoda, vrlo lako putem YouTubea može pronaći osvrt upravo na taj proizvod te se tako informirati i povezati s ljudima širom svijeta. Instagram je društvena mreža koja je usmjerena na snimanje i dijeljenje fotografija. Fotografije, osim estetskog dojma, uzimaju mjesto u podsvijesti korisnika te one u njemu bude određene emocije i reakcije samim pogledom na sliku. Također, vizualnim alatima predstavlja se i način korištenja proizvoda, dok slike mogu povećati prepoznatljivost proizvoda ili robne marke, a čak i utjecati na percepciju kupca (Krajnović et al., 2019). Prema istraživanju koje je provedeno 2023. godine veliki dio ispitanika poticaj u korištenju društvenih medija vidi u dobivanju informacija o proizvodima te traženju pogodnosti i nižih cijena. Naime, 80 % ispitanika složilo se s tvrdnjom da se proizvodi promovirani putem društvenih mreža bolje prodaju i imaju bolju reputaciju, dok je njih 75 % potvrdilo da društveni mediji imaju pozitivan utjecaj na kupnju proizvoda i usluga (Rončević, Furdi Šafarić i Čerepinko, 2023). Uz robnu marku ili umjesto nje, potrošači kao signal kvalitete uvažavaju recenzije i preporuke drugih potrošača (Vranešević et al., 2021). Istraživanje iz 2023. godine pokazalo je da 42 % ispitanika formira svoje

social media also enables companies to listen to consumer suggestions and complaints. Consumers increasingly use social media and spend more time on these platforms than on other communication channels. Facebook, YouTube, and Instagram are among the most significant social media platforms. Through Facebook, companies can communicate directly with consumers through posts, observe consumer reactions, and identify consumer preferences. Consumers can also obtain information through Facebook groups and form perceptions of companies based on reviews provided by other users. Through Facebook, consumers effectively represent brands by sharing their experiences, thereby generating either benefits or disadvantages for companies depending on whether reviews are positive or negative.

The YouTube community is particularly suitable for sharing video content. Although numerous social media platforms exist today, YouTube remains the world's second-largest search engine. Videos are easily accessible and can be shared quickly among users. If potential consumers wish to obtain information before purchasing a product, they can easily find product reviews on YouTube, allowing them to become informed and connect with people worldwide.

Instagram is a social media platform focused on capturing and sharing photographs. Beyond their aesthetic appeal, photographs occupy a place in consumers' subconsciousness and evoke emotions and reactions simply through visual perception. Visual tools are also used to demonstrate product use, while images can increase product or brand recognition and even influence consumer perception (Krajnović et al., 2019).

According to research conducted in 2023, many respondents viewed the primary motivation for using social media as obtaining product information and searching for promotions and lower prices. Specifically, 80% of respondents agreed with the statement that products promoted through social media sell better and enjoy a stronger reputation, while 75% confirmed that social media positively influences the purchase of products and services (Rončević, Furdi Šafarić, & Čerepinko, 2023). In addition to, or sometimes instead of, brand reputation, consumers increasingly rely on reviews and recommendations from other consumers as indicators of quality (Vranešević et al.,

mišljenje i vrednuje proizvod prema recenzijama na društvenim medijima, dok njih 56 % rijetko formira mišljenje prema recenzijama. Proizvode koji su preporučeni na video platformama i društvenim mrežama *online* kupuje čak 75 % ispitanika (Rončević et al., 2023).

METODOLOGIJA ISTRAŽIVANJA

Za potrebe rada provedeno je primarno kvantitativno istraživanje putem *online* upitnika i Google Forms platforme kao instrumenta istraživanja s ciljem identificiranja čimbenika prilikom odabira mjesta kupovine. Upitnik je sadržavao 29 pitanja zatvorenog tipa s ponuđenim odgovorima od kojih su četiri pitanja demografskog karaktera (dob, spol, stupanj obrazovanja, zaposlenost). Upitnikom su obuhvaćeni ključni čimbenici koji mogu utjecati na odluke kupaca, uključujući cijene, lokaciju, ponudu proizvoda, razinu usluge, prethodna iskustva i ostale relevantne varijable te su identificirana mjesta kupovine.

Istraživanje je provedeno na uzorku od 165 ispitanika s područja Osječko-baranjske i Vukovarsko-srijemske županije u Republici Hrvatskoj. Podatci su prikupljeni tijekom rujna 2024. Ciljana skupina bili su punoljetni potrošači koji redovito obavljaju kupovinu, neovisno o lokaciji stanovanja. Podatci su obrađeni i analizirani s pomoću programa Microsoft Excel i SPSS-a. Provedena je deskriptivna statistička analiza kojom su identificirane najvažnije varijable koje utječu na odabir mjesta kupovine. Uz to su provedene analize povezanosti između demografskih karakteristika ispitanika i njihovih preferencija, koristeći se Spearmanovim koeficijentima korelacije, Welchovim *t*-testom i Welchovom analizom varijance.

Cilj je istraživanja identificirati glavne čimbenike koji utječu na odluku kupaca o kupovini, identificirati mjesta kupovine i utvrditi koji su demografski čimbenici povezani s čimbenicima koji utječu na kupovinu.

2021). Research conducted in 2023 showed that 42% of respondents form opinions and evaluate products based on reviews found on social media, whereas 56% rarely form opinions based on such reviews. Furthermore, as many as 75% of respondents purchase online products recommended on video platforms and social media (Rončević et al., 2023).

RESEARCH METHODOLOGY

For the purposes of this study, primary quantitative research was conducted using an online questionnaire administered through the Google Forms platform as the research instrument, with the aim of identifying the factors influencing the choice of purchase location. The questionnaire consisted of 29 closed-ended questions with predefined response options, four of which related to demographic characteristics (age, gender, level of education, and employment status). The questionnaire included key factors that may influence consumer decisions, including price, location, product assortment, service quality, previous experience, and other relevant variables, while also identifying preferred purchase locations.

The study was conducted on a sample of 165 respondents from Osijek-Baranja County and Vukovar-Srijem County in the Republic of Croatia. Data were collected during September 2024. The target group consisted of adult consumers who regularly engage in shopping activities, regardless of their place of residence. The data were processed and analysed using Microsoft Excel and IBM SPSS Statistics. Descriptive statistical analysis was conducted to identify the most important variables influencing the choice of purchase location. In addition, analyses examining the relationships between respondents' demographic characteristics and their preferences were performed using Spearman's correlation coefficients, Welch's *t*-test, and Welch's analysis of variance.

The aim of the study is to identify the main factors influencing consumers' purchasing decisions, identify purchase locations, and determine which demographic characteristics are associated with the factors influencing purchasing behaviour.

REZULTATI ISTRAŽIVANJA I RASPRAVA

U istraživanju je sudjelovalo 165 ispitanika, od toga 73 % žena i 27 % muškaraca. Analiza dobne strukture ispitanika ukazuje na to da su najzastupljenije osobe u dobnim skupinama 35 – 50 godina (35,2 %) i 18 – 24 godine (33,3 %). Nešto manje ispitanika pripada skupini 25 – 34 godine, njih 15,8 %, dok 13,3 % čine osobe od 51 do 65 godina. Najmanje su zastupljeni ispitanici od 66 godina i više, njih 2,4 %. Kada je riječ o obrazovnoj strukturi ispitanika, najveći udio čine osobe sa završenom srednjom školom (60 %) i ispitanici s prijediplomskim studijem (26,7 %). Diplomski studij završilo je 7,9 % ispitanika, a poslijediplomski njih 4,8 %. Naposljetku, 0,6 % ispitanika ima završeno osnovnoškolsko obrazovanje. Zaposlene osobe čine 67,9 % ispitanika, studenti 17 %, nezaposleni 9,1%, a domaćice i umirovljenici čine 3 % ispitanika.

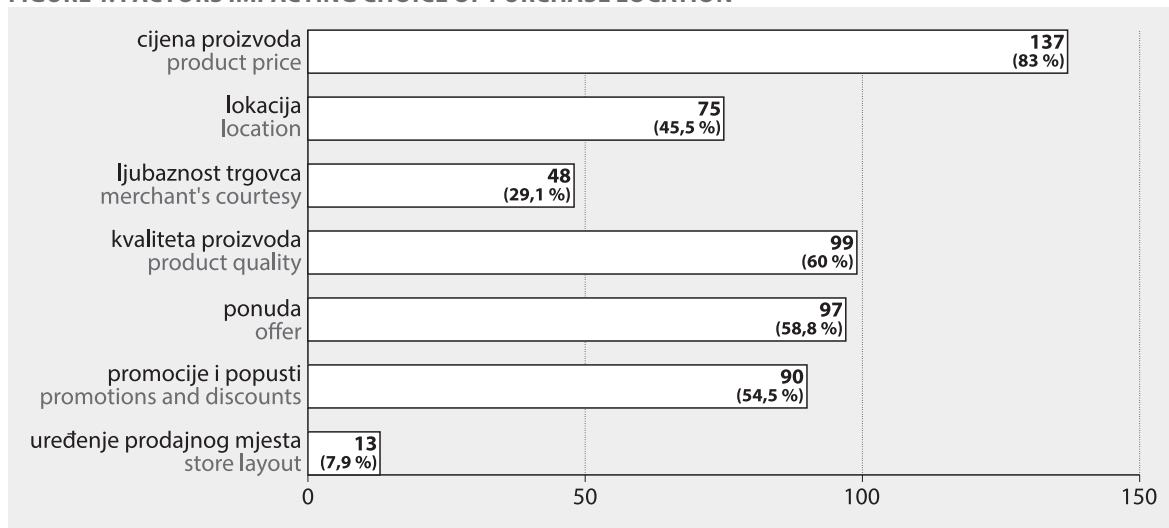
Rezultati istraživanja pokazuju učestalost kupovine na fizičkim prodajnim mjestima, pri čemu 43,6 % kupaca kupuje nekoliko puta tjedno, dok 26,1 % obavlja kupnju svakodnevno. Jednom tjedno kupuje 14,5 % ispitanika, a mjesečnu kupovinu obavlja 10,3 % ispitanika. Najmanji udio ispitanika, njih 5,5 %, rijetko kupuje u fizičkim prodavaonicama. Najveći udio ispitanika, njih 47,9 %, obavlja *online* kupovinu jednom mjesečno, dok 40 % ispitanika rijetko kupuje *online*, jednom tjedno kupuje 7,3 % ispitanika, 4,2 % ispitanika kupuje nekoliko puta tjedno, a njih samo 0,6 % *online* kupovinu obavlja svakodnevno. Ovi podatci ukazuju na to da se, iako *online* kupovina postaje sve popularnija, većina kupaca još uvijek ne koristi često ovim oblikom prodaje. Cijena proizvoda najvažniji je čimbenik prilikom odabira prodajnog mjesta što je potvrdilo 83 % ispitanika. Važnu ulogu imaju i kvaliteta proizvoda (60 %), ponuda proizvoda na prodajnom mjestu (58,8 %) te promocije i popusti (54,5 %). Lokacija prodajnog mjesta ima važnu ulogu prilikom odabira mjesta kupovine jer ju je odabralo 45,5 % ispitanika, što upućuje na važnost dostupnosti trgovine i praktičnosti kupnje. Kod 29,1 % ispitanika na odluku utječe ljubavnost trgovca, dok je uređenje prodajnog mjesta najmanje važno (7,9 %).

RESEARCH RESULTS AND DISCUSSION

A total of 165 respondents participated in the study, of whom 73% were women and 27% were men. Analysis of the respondents' age structure indicates that the most represented age groups were 35–50 years (35.2%) and 18–24 years (33.3%). A somewhat smaller proportion of respondents belonged to the 25–34 age group (15.8%), while respondents aged 51–65 accounted for 13.3% of the sample. The least represented group consisted of respondents aged 66 and above (2.4%). With regard to educational structure, the largest proportion of respondents had completed secondary education (60%), followed by respondents holding an undergraduate degree (26.7%). A graduate degree had been completed by 7.9% of respondents, while 4.8% had completed postgraduate education. Finally, 0.6% of respondents had completed only primary education. Employed individuals accounted for 67.9% of respondents, students for 17%, unemployed individuals for 9.1%, while homemakers and retirees each accounted for 3% of the sample.

The research findings indicate the frequency of shopping in physical retail outlets, with 43.6% of consumers shopping several times per week and 26.1% shopping daily. A total of 14.5% of respondents shop once per week, while 10.3% shop on a monthly basis. The smallest proportion of respondents (5.5%) rarely shop in physical stores. The largest proportion of respondents (47.9%) engage in online shopping once per month, while 40% rarely shop online. A total of 7.3% shop online once per week, 4.2% shop online several times per week, and only 0.6% shop online daily. These findings indicate that, although online shopping is becoming increasingly popular, most consumers still do not use this form of retailing frequently. Product price was identified as the most important factor in the choice of purchase location, as confirmed by 83% of respondents. Product quality (60%), product assortment at the retail outlet (58.8%), and promotions and discounts (54.5%) also play an important role. The location of the retail outlet is an important factor in the choice of purchase location for 45.5% of respondents, indicating the importance of store accessibility and shopping convenience. For 29.1% of respondents, purchasing decisions are influenced by the courtesy of sales staff, whereas store layout was identified as the least important factor (7.9%).

GRAF 1. ČIMBENICI KOJI UTJEČU NA ODABIR MJESTA KUPOVINE
FIGURE 1. FACTORS IMPACTING CHOICE OF PURCHASE LOCATION

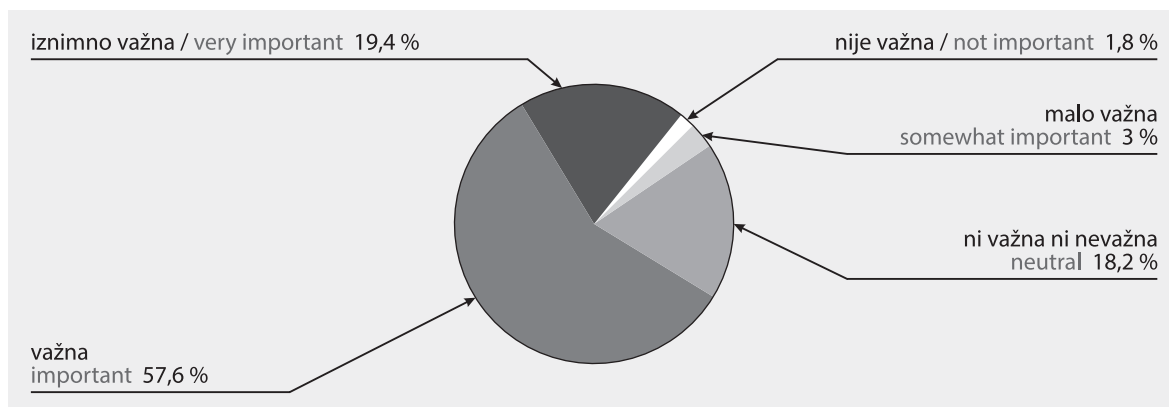


Izvor: obrada autora / Source: Authors

Rezultati istraživanja potvrđuju da je cijena proizvoda značajan čimbenik pri donošenju odluke o kupovini. Najveći dio ispitanika (57,6 %) smatra cijenu važnom, dok je za njih 19,4 % iznimno važna. Neutralan stav zauzima 18,2 % ispitanika, dok je cijena manje važna za 3 % ispitanika, a 1,8 % smatra ju potpuno nevažnom.

The research findings confirm that product price is a significant factor in consumers' purchasing decisions. The majority of respondents (57.6%) consider price to be important, while 19.4% regard it as extremely important. A neutral attitude was expressed by 18.2% of respondents, whereas price was considered less important by 3% of respondents and completely unimportant by 1.8%.

GRAF 2. UTJECAJ CIJENE PROIZVODA NA KUPOVINU
FIGURE 2. INFLUENCE OF PRODUCT PRICE ON PURCHASING DECISIONS



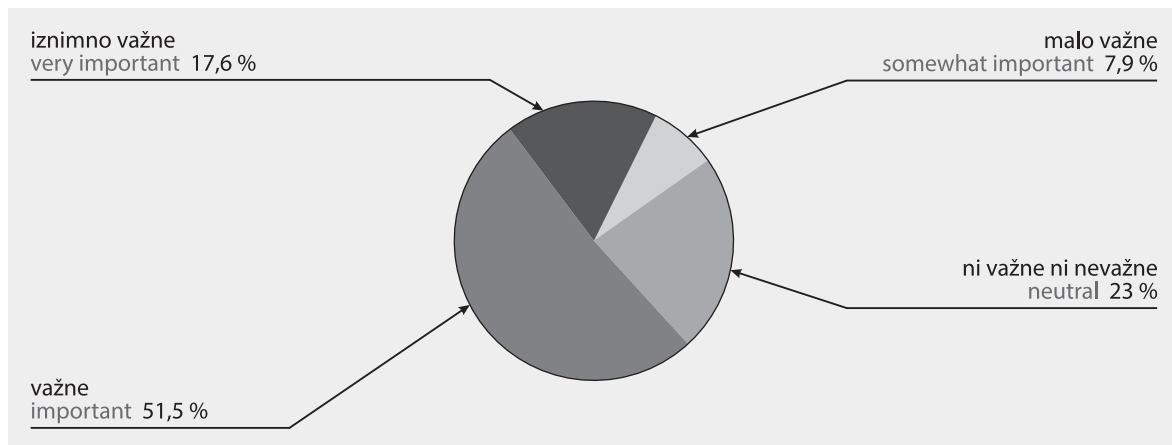
Izvor: obrada autora / Source: Authors

Rezultati istraživanja pokazuju da lokacija prodajnog mjesta ima značajnu, ali ne i presudnu ulogu u odluci potrošača. Naime, 40 % ispitanika smatra lokaciju važnom, dok ju 6,1 % ocjenjuje iznimno važnom, neutralan stav zauzelo je 29,1 % ispitanika, što ukazuje da im lokacija nije presudan faktor. Nadalje, 17 % ispitanika navodi kako im je lokacija malo važna, dok je za njih 7,9 % nevažna. Ljubaznost trgovca ima važnu ulogu u odabiru prodajnog mjesta za većinu ispitanika, odnosno 48,5 % ispitanika smatra ljubaznost trgovca važnom, 20,6 % ocjenjuje ju iznimno važnom, neutralan stav ima 24,2 % ispitanika, dok manji postotak ispitanika ljubaznost trgovca smatra malo važnom (6,1 %) ili nevažnom (0,6 %). Čak 94 % ispitanika pridaje značaj kvaliteti proizvoda, 58,3 % smatra ju važnom, dok ju 35,8 % karakterizira kao iznimno važnu, 4,2 % ispitanika zauzima neutralan stav, a samo 1,8 % ispitanika kvalitetu smatra malo važnom.

Istraživanje je pokazalo da 51,5 % ispitanika smatra da su promocije i popusti važan čimbenik pri odabiru prodajnog mjesta, dok ih 17,6 % ocjenjuje kao iznimno važne, neutralan stav zauzima 23 % ispitanika, a 7,9 % ispitanika smatra da su promocije i popusti malo važni.

The research findings indicate that the location of a retail outlet plays a significant, although not decisive, role in consumers' purchasing decisions. Specifically, 40% of respondents consider location to be important, while 6.1% rate it as extremely important. A neutral attitude was expressed by 29.1% of respondents, suggesting that location is not a decisive factor for them. Furthermore, 17% of respondents stated that location is of little importance, while 7.9% considered it unimportant. Staff friendliness plays an important role in the choice of purchase location for the majority of respondents. Specifically, 48.5% of respondents consider staff friendliness to be important, while 20.6% rate it as extremely important. A neutral attitude was reported by 24.2% of respondents, whereas a smaller proportion considered staff friendliness to be of little importance (6.1%) or unimportant (0.6%). As many as 94% of respondents attach importance to product quality, with 58.3% considering it important and 35.8% characterising it as extremely important. A neutral attitude was expressed by 4.2% of respondents, while only 1.8% considered product quality to be of little importance. The study further showed that 51.5% of respondents consider promotions and discounts to be an important factor in the choice of purchase location, while 17.6% rate them as extremely important. A neutral attitude was expressed by 23% of respondents, whereas 7.9% considered promotions and discounts to be of little importance.

GRAF 3. UTJECAJ PROMOCIJA PROIZVODA NA ODABIR KUPOVNOG MJESTA
FIGURE 3. INFLUENCE OF PRODUCT PROMOTION ON PURCHASE LOCATION DECISIONS



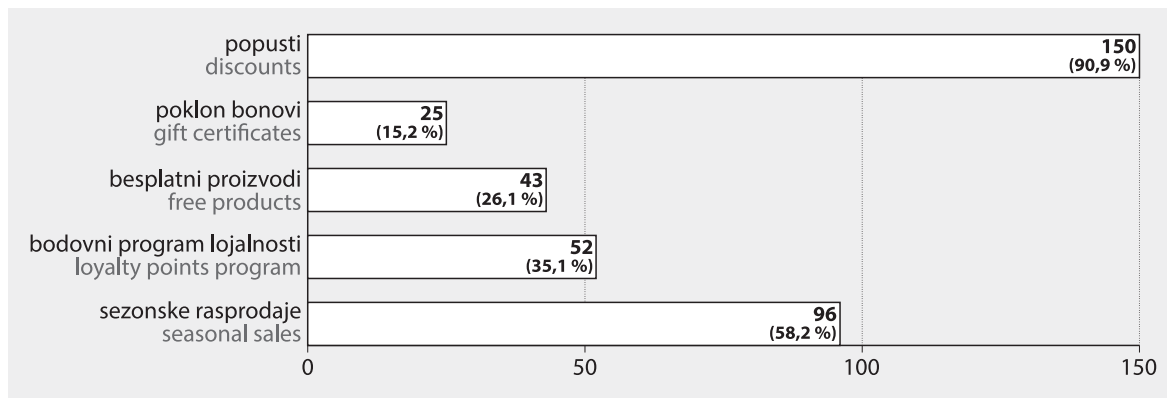
Izvor: obrada autora / Source: Authors

Uređenje prodajnog prostora nije presudan čimbenik za većinu ispitanika, ali ipak ima određen utjecaj. Naime, 31,5 % ispitanika smatra ga važnim, 6,7 % karakterizira ga iznimno važnim, 30,9 % ispitanika zauzima neutralan stav, 23 % smatra uređenje prodajnog prostora malo važnim, a 7,9 % u potpunosti nevažnim. Rezultati istraživanja pokazuju da blizina prodajnog mjesta ima značajan utjecaj na odluku o kupovini, ali nije presudan čimbenik za sve ispitanike, odnosno 44,2 % ispitanika smatra blizinu prodajnog mjesta mjestu stanovanja važnom, 12,1 % iznimno važnom, 27,9 % zauzima neutralan stav, dok manji dio ispitanika smatra blizinu malo važnom (10,9 %) ili potpuno nevažnom (4,8 %). Dostupnost parkinga važan je čimbenik za većinu ispitanika; 79 % ispitanika pridaje značaj mogućnosti parkiranja prilikom odabira prodavaonice, 44,8 % smatra ga važnim, a 33,9 % iznimno važnim, neutralan stav ima 9,7 % ispitanika, dok 6,7 % smatra da parking nije važan, a njih 4,8 % ocjenjuje ga malo važnim.

Rezultati istraživanja pokazuju da su mišljenja ispitanika o važnosti *online* naručivanja i preuzimanja o trgovini podijeljena; 30,3 % ispitanika smatra ovaj način kupovine važnim, 10,9 % ocjenjuje ga iznimno važnim, nešto više od 40 % ispitanika smatra ovaj način od značaja, 34,5 % zauzima neutralan stav, dok manji dio ispitanika smatra ovu mogućnost kupovine malo važnom (13,3 %) ili potpuno nevažnom (10,9 %). Prema rezultatima istraživanja najprivlačnija vrsta promocije jesu popusti koje je čak 90,9 % ispitanika odabralo kao ključni promotivni faktor. Sezonske rasprodaje vrlo su popularne, s 58,2 % ispitanika koji ih preferiraju, dok bodovni programi lojalnosti privlače 31,5 % ispitanika na kupovinu, a besplatni proizvodi zanimaju 26,1 % ispitanika. Najmanji interes među ponuđenim opcijama imaju poklon bonovi, koje kao privlačnu promociju vidi 15,2 % ispitanika.

Store design is not a decisive factor for the majority of respondents, although it does exert a certain influence. Specifically, 31.5% of respondents consider it important, while 6.7% characterise it as extremely important. A neutral attitude was expressed by 30.9% of respondents, whereas 23% consider store design to be of little importance and 7.9% regard it as completely unimportant. The research findings indicate that the proximity of a retail outlet has a significant influence on purchasing decisions, although it is not a decisive factor for all respondents. A total of 44.2% of respondents consider the proximity of a retail outlet to their place of residence important, while 12.1% regard it as extremely important. A neutral attitude was expressed by 27.9% of respondents, whereas a smaller proportion considered proximity to be of little importance (10.9%) or completely unimportant (4.8%). Parking availability is an important factor for the majority of respondents. A total of 79% of respondents attach importance to parking facilities when choosing a retail outlet, with 44.8% considering them important and 33.9% extremely important. A neutral attitude was expressed by 9.7% of respondents, while 6.7% stated that parking availability is not important and 4.8% regarded it as of little importance. The research findings indicate that respondents' opinions regarding the importance of online ordering and in-store collection are divided. A total of 30.3% of respondents consider this shopping method important, while 10.9% rate it as extremely important. Slightly more than 40% of respondents attach importance to this purchasing option, whereas 34.5% express a neutral attitude. A smaller proportion of respondents consider this option to be of little importance (13.3%) or completely unimportant (10.9%). According to the research findings, discounts represent the most attractive type of promotion, with as many as 90.9% of respondents identifying them as the key promotional factor. Seasonal sales are also highly popular, preferred by 58.2% of respondents, while loyalty reward programmes attract 31.5% of respondents and free products appeal to 26.1%. Gift vouchers generated the least interest among the offered options, with only 15.2% of respondents perceiving them as an attractive promotional tool.

GRAF 4. VRSTE UNAPRJEĐENJA PRODAJE KOJE UTJEČU NA KUPOVINU
FIGURE 4. TYPES OF SALES PROMOTION INFLUENCING PURCHASING DECISIONS



Izvor: obrada autora / Source: Authors

Većina ispitanika pridaje značaj raznolikim opcijama plaćanja; 49,7 % ispitanika smatra mogućnost plaćanja različitim načinima važnim, 24,8 % ocjenjuje to iznimno važnim, neutralan stav zauzima 13,9 % ispitanika, dok manji dio smatra da je ova mogućnost malo važna (6,1 %) ili popuno nevažna (5,5 %). Prema rezultatima istraživanja dizajn i jednostavnost mrežne stranice važan su čimbenik za većinu ispitanika. Naime, 42,4 % ispitanika smatra ih važnima, a njih 16,4 % vrlo važnima, neutralan stav zauzima 24,2 % ispitanika, dok 7,9 % ispitanika smatra da je ovaj čimbenik malo važan, a njih 9,1 % da je potpuno nevažan. Rezultati istraživanja pokazuju da su mišljenja ispitanika o sigurnosti *online* kupovine podijeljena; 41,8 % ispitanika zauzima neutralan stav, dok se 26,1 % ispitanika slaže da je *online* kupovina rizična, a 3,6 % ispitanika u potpunosti se slaže, 21,2 % ispitanika ne slaže se s tom tvrdnjom, dok se 7,3 % njih u potpunosti ne slaže da je *online* kupovina rizična. Glavni razlozi zbog kojih ispitanici kupuju *online* jesu ušteda vremena (69,1 %), veća ponuda (50,9 %) i jednostavnost kupovine i dostava (50,8 %), povoljniji proizvodi motiviraju 38,2 % ispitanika na kupovinu, dok preporuke prijatelja i obitelji imaju najmanji utjecaj (18,8 %).

The majority of respondents attach importance to having a variety of payment options available. Specifically, 49.7% of respondents consider the possibility of using different payment methods important, while 24.8% regard it as extremely important. A neutral attitude was expressed by 13.9% of respondents, whereas a smaller proportion considered this option to be of little importance (6.1%) or completely unimportant (5.5%). According to the research findings, website design and ease of use represent important factors for the majority of respondents. Specifically, 42.4% of respondents consider these factors important, while 16.4% regard them as very important. A neutral attitude was expressed by 24.2% of respondents, whereas 7.9% considered this factor to be of little importance and 9.1% regarded it as completely unimportant. The research findings indicate that respondents' opinions regarding the security of online shopping are divided. A total of 41.8% of respondents expressed a neutral attitude, while 26.1% agreed that online shopping is risky and 3.6% strongly agreed. By contrast, 21.2% of respondents disagreed with this statement, whereas 7.3% strongly disagreed that online shopping is risky.

The main reasons respondents engage in online shopping are time savings (69.1%), a wider product assortment (50.9%), and the simplicity of purchasing and delivery processes (50.8%). More favourable prices motivate 38.2% of respondents to shop online,

Prema rezultatima istraživanja većina ispitanika preferira kupovinu unutar Republike Hrvatske; pritom se 44,2 % ispitanika slaže, a njih 14,5 % u potpunosti se slaže s ovom tvrdnjom, neutralan stav zauzima 29,1 % ispitanika, 10,3 % ispitanika ne slaže se, a 1,8 % uopće se ne slaže s tvrdnjom da preferiraju kupovinu u Republici Hrvatskoj. Rezultati istraživanja pokazuju da većina ispitanika nema jasno izražen stav o kupovini u inozemstvu, pri čemu 55,8 % zauzima neutralan stav, 24,2 % ispitanika ne slaže se s tvrdnjom da preferiraju kupovinu u inozemstvu, 7,9 % uopće ne preferira kupovati izvan Republike Hrvatske, a 12,1 % ispitanika preferira kupovinu u inozemstvu. Prema rezultatima istraživanja većina ispitanika nema jasno izražen stav o kupovini u hipermarketima kao mjestu kupovine, pri čemu 59,4 % zauzima neutralan stav, 20,6 % ispitanika slaže se s tvrdnjom da preferiraju kupovinu u hipermarketima, dok njih 2,4 % u potpunosti preferira takvu kupovinu, 15,2 % ispitanika ne slaže se, a 2,4 % uopće se ne slaže s tom tvrdnjom.

Preferencija kupovine u trgovačkim centrima kod najvećeg udjela ispitanika nije izražena, pri čemu 43,6 % ispitanika zauzima neutralan stav, 36,4 % ispitanika se slaže, 5,5 % u potpunosti preferira kupovinu u trgovačkim centrima, 9,7 % ispitanika ne slaže se, a 4,8 % uopće ne preferira trgovačke centre za obavljanje kupovine. Za preferenciju kupovine na tržnici, prema rezultatima istraživanja, neutralan stav zauzima 41,2 % ispitanika, 24,8 % ispitanika preferira kupovinu na tržnici, dok ih 5,5 % u potpunosti podržava ovu opciju. Nadalje, 18,8 % ispitanika ne slaže se, a 9,7 % uopće ne preferira tržnice kao prodajno mjesto. Rezultati istraživanja pokazuju da najveći udio ispitanika nema izražen stav o kupovini u malim kvartovskim trgovinama, odnosno 40,6 % zauzima neutralan stav, 35,2 % ispitanika preferira kupovinu u malim kvartovskim trgovinama, dok ih 4,2 % u potpunosti preferira ovu opciju, 15,2 % ispitanika ne slaže se, a 4,8 % uopće se ne slaže s izjavom da preferiraju kupovinu u kvartovskim trgovinama.

whereas recommendations from friends and family exert the least influence (18.8%).

According to the research findings, the majority of respondents prefer shopping within the Republic of Croatia. Specifically, 44.2% of respondents agreed with this statement, while 14.5% strongly agreed. A neutral attitude was expressed by 29.1% of respondents, whereas 10.3% disagreed and 1.8% strongly disagreed with the statement that they prefer shopping within the Republic of Croatia. The research findings further indicate that most respondents do not hold a clearly expressed attitude towards shopping abroad. A total of 55.8% expressed a neutral attitude, while 24.2% disagreed with the statement that they prefer shopping abroad and 7.9% stated that they do not prefer shopping outside the Republic of Croatia at all. By contrast, 12.1% of respondents expressed a preference for shopping abroad. According to the research findings, most respondents do not express a clearly defined preference for shopping in hypermarkets as a purchase location. A total of 59.4% expressed a neutral attitude, while 20.6% agreed with the statement that they prefer shopping in hypermarkets and 2.4% strongly preferred this option. Furthermore, 15.2% of respondents disagreed with this statement, while 2.4% strongly disagreed.

Preference for shopping in shopping centres is not strongly expressed among the majority of respondents. A neutral attitude was expressed by 43.6% of respondents, while 36.4% agreed with the statement and 5.5% strongly preferred shopping in shopping centres. By contrast, 9.7% disagreed and 4.8% strongly disagreed with this preference. With regard to preference for shopping at open-air markets, 41.2% of respondents expressed a neutral attitude, while 24.8% preferred shopping at such markets and 5.5% strongly supported this option. Furthermore, 18.8% of respondents disagreed with this preference, while 9.7% did not prefer open-air markets as a retail location at all. The research findings indicate that the largest proportion of respondents does not express a clearly defined attitude towards shopping in small neighbourhood stores. Specifically, 40.6% expressed a neutral attitude, while 35.2% preferred shopping in small neighbourhood stores and 4.2% strongly preferred this option. By contrast, 15.2% of

Dob kao demografsko obilježje nije povezana s većinom pitanja prema Spearmanovim koeficijentima korelacije osim za rezultate da su promocije i popusti važni za mlađe kupce, a važnost se smanjuje s većom dobi ispitanika. Kupovina u inozemstvu također je važnija za mlađe ispitanike, a važnost se smanjuje sa starošću ispitanika. Kupovina u trgovačkim centrima također je važna među mlađim ispitanicima, a važnost se smanjuje sa starošću ispitanika. Prema rezultatima Welchova t-testa (Tablica 1) ispitanici se razlikuju prema spolnoj strukturi u svojim stavovima. Rezultati ukazuju na to da žene značajno češće kupuju *online* od muškaraca. Ženama je statistički važnije uređenje prodajnog prostora i to utječe na kupovinu, dok su muškarcima statistički značajnije uređenost i jednostavnost mrežnih stranica.

respondents disagreed and 4.8% strongly disagreed with the statement that they prefer shopping in neighbourhood stores.

Age as a demographic characteristic is not associated with the majority of variables according to Spearman's correlation coefficients, with the exception of findings indicating that promotions and discounts are more important to younger consumers, while their importance decreases with increasing respondent age. Shopping abroad is also more important to younger respondents, with its importance declining as respondent age increases. Similarly, shopping in shopping centres is more important among younger respondents, while its importance decreases with age. According to the results of Welch's *t*-test (Table 1), respondents differ in their attitudes based on gender structure. The findings indicate that women shop online significantly more frequently than men. Store design is statistically more important to women and has a greater influence on their purchasing decisions, whereas website design and ease of use are statistically more important to men.

TABLICA 1. REZULTATI WELCHOVA T-TESTA
TABLE 1. WELCH'S T-TEST RESULTS

	Spol Gender	N	M	SD	SE	t	df	p																																																																		
Koliko često kupujete na fizičkim prodajnim mjestima? / How often do you shop in physical stores?	M / M	45	3,53	1,14	0,17	0,54	79,67	0,589																																																																		
	Ž / F	120	3,42	1,15	0,1				Koliko često kupujete online? How often do you shop online?	M / M	45	1,47	0,63	0,09	-3,73	115,41	<.001	Ž / F	120	1,93	0,91	0,08	Koliko vam je važna cijena proizvoda prilikom odabira prodajnog mjesta? How important is product price when choosing a store?	M / M	45	3,71	1,01	0,15	-1,44	63,15	0,155	Ž / F	120	3,95	0,75	0,07	Koliko vam je važna lokacija prilikom odabira prodajnog mjesta? How important is location when choosing a store?	M / M	45	3,71	1,01	0,15	-1,55	60,87	0,125	Ž / F	120	3,97	0,71	0,06	Koliko vam je važna ljubaznost trgovca prilikom odabira prodajnog mjesta? How important is staff friendliness when choosing a store?	M / M	45	3	1,11	0,17	-1,41	73,59	0,164	Ž / F	120	3,27	1,02	0,09	Koliko vam je važna kvaliteta proizvoda prilikom odabira prodajnog mjesta? How important is product quality when choosing a store?	M / M	45	3,82	0,91	0,14	-0,02	72,75	0,986	Ž / F
Koliko često kupujete online? How often do you shop online?	M / M	45	1,47	0,63	0,09	-3,73	115,41	<.001																																																																		
	Ž / F	120	1,93	0,91	0,08				Koliko vam je važna cijena proizvoda prilikom odabira prodajnog mjesta? How important is product price when choosing a store?	M / M	45	3,71	1,01	0,15	-1,44	63,15	0,155	Ž / F	120	3,95	0,75	0,07	Koliko vam je važna lokacija prilikom odabira prodajnog mjesta? How important is location when choosing a store?	M / M	45	3,71	1,01	0,15	-1,55	60,87	0,125	Ž / F	120	3,97	0,71	0,06	Koliko vam je važna ljubaznost trgovca prilikom odabira prodajnog mjesta? How important is staff friendliness when choosing a store?	M / M	45	3	1,11	0,17	-1,41	73,59	0,164	Ž / F	120	3,27	1,02	0,09	Koliko vam je važna kvaliteta proizvoda prilikom odabira prodajnog mjesta? How important is product quality when choosing a store?	M / M	45	3,82	0,91	0,14	-0,02	72,75	0,986	Ž / F	120	3,83	0,83	0,08										
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	Spol Gender	N	M	SD	SE	t	df	p
Koliko su vam važne promocije i popusti prilikom odabira prodajnog mjesta? How important are promotions and discounts when choosing a store?	M / M	45	4,22	0,7	0,1	-0,66	69,59	0,513
	Ž / F	120	4,3	0,6	0,06			
Koliko vam je važno uređenje trgovine prilikom odabira prodajnog mjesta? How important is store design when choosing a store?	M / M	45	3,56	0,87	0,13	-2,15	73,35	0,034
	Ž / F	120	3,88	0,79	0,07			
Koliko je važna blizina prodajnog mjesta vašem domu? / How important is the vicinity of the store to your home?	M / M	45	3,07	1,05	0,16	0,05	80,31	0,964
	Ž / F	120	3,06	1,07	0,1			
Koliko vam je važna dostupnost parkinga na prodajnom mjestu? How important is parking availability of the store?	M / M	45	3,4	0,86	0,13	-0,67	95,77	0,502
	Ž / F	120	3,51	1,05	0,1			
Koliko vam je važna mogućnost online naručivanja i preuzimanja u trgovini? How important is the possibility of online ordering and in-store collection?	M / M	45	4,02	0,99	0,15	0,58	91,84	0,562
	Ž / F	120	3,92	1,16	0,11			
Koliko vam je važna mogućnost plaćanja različitim načinima na prodajnom mjestu? How important is the possibility of using different payment methods in stores?	M / M	45	3,42	1,16	0,17	-2,85	68,23	0,006
	Ž / F	120	3,98	0,97	0,09			
Koliko su vam važni dizajn i jednostavnost mrežne stranice prilikom kupnje? How important are website design and ease of use when shopping online?	M / M	45	3,07	1,27	0,19	-2,76	67,5	0,008
	Ž / F	120	3,65	1,04	0,1			
Smatram li da je online kupovina rizična? Do you consider online shopping to be risky?	M / M	45	2,98	0,92	0,14	0,02	83,61	0,986
	Ž / F	120	2,98	0,97	0,09			
Preferiram li kupovinu u RH? Do you prefer shopping in Croatia?	M / M	45	3,49	1,08	0,16	-0,81	66,03	0,423
	Ž / F	120	3,63	0,86	0,08			
Preferiram li kupovinu u inozemstvu? Do you prefer shopping abroad?	M / M	45	2,6	0,65	0,1	-1,36	98,22	0,178
	Ž / F	120	2,77	0,82	0,07			
Preferiram li kupovinu u hipermarketima? Do you prefer shopping in a hypermarket?	M / M	45	3,13	0,63	0,09	0,92	98,37	0,359
	Ž / F	120	3,02	0,78	0,07			
Preferiram li kupovinu u trgovačkim centrima? Do you prefer shopping in shopping centres?	M / M	45	3,36	0,71	0,11	0,77	105,59	0,444
	Ž / F	120	3,25	0,95	0,09			
Preferiram li kupovinu na tržnici? Do you prefer shopping in farmer's market?	M / M	45	3,04	0,9	0,13	0,57	92,77	0,571
	Ž / F	120	2,95	1,07	0,1			
Preferiram li kupovinu u maloj kvartovskoj trgovini? Do you prefer shopping in a small neighbourhood convenience store?	M / M	45	3,27	0,65	0,1	0,81	120,23	0,418
	Ž / F	120	3,16	1	0,09			

Izvor: obrada autora / Source: Authors

S pomoću Welchove analize varijance provjerilo se razlikuju li se statistički značajno ispitanici različita stupnja obrazovanja u svojim odgovorima. Welchova analiza varijance sama po sebi ne daje odgovor između kojih parova skupina sudionika postoje značajne razlike. Statistički značajna razlika utvrđena je samo između ispitanika sa završenom srednjom školom i prijediplomskim studijem u pitanju o učestalosti *online* kupovine, pri čemu ispitanici sa završenim prijediplomskim studijem značajno češće kupuju *online*. Statistički značajna razlika utvrđena je između ispitanika s poslijediplomskim studijem i onih sa srednjom školom o važnosti čimbenika ljubaznosti trgovca na kupovinu, pri čemu je ispitanicima sa završenim poslijediplomskim studijem značajno važnija ljubaznost trgovaca. Statistički značajna razlika utvrđena je između ispitanika sa završenom srednjom školom i završenim prijediplomskim studijem prema utjecaju dizajna mrežne stranice pri kupovini, pri čemu je ispitanicima sa završenim prijediplomskim studijem značajno više važan dizajn i jednostavnost mrežne stranice. Statistički značajna razlika jest između ispitanika sa završenim poslijediplomskim studijem i onih sa završenom srednjom školom vezano za kupovinu u inozemstvu, pri čemu ispitanici sa završenim poslijediplomskim studijem značajno više preferiraju kupnju u inozemstvu. Prema provedenoj Welchovoj analizi varijance ispitanici prema zaposlenosti imaju obilježja: zaposleni češće kupuju u fizičkim prodajnim mjestima od nezaposlenih, a studentima su važniji popusti na kupovinu u odnosu na zaposlene. Studenti u odnosu na zaposlene više preferiraju kupovinu u inozemstvu i trgovačkim centrima. Nezaposleni u odnosu na zaposlene više preferiraju kupovinu u malim kvartovskim trgovinama.

Rezultati istraživanja ukazuju na to da većina kupaca prilikom odabira mjesta kupovine pridaje važnost financijskom aspektu kupovine jer je ispitanicima jako važna cijena proizvoda, promocije, popusti i kvaliteta proizvoda. Lokacija trgovine

Welch's analysis of variance was used to examine whether respondents with different levels of education differed statistically significantly in their responses. However, Welch's analysis of variance alone does not indicate between which pairs of respondent groups significant differences exist. A statistically significant difference was identified only between respondents with completed secondary education and those with an undergraduate degree regarding the frequency of online shopping, with respondents holding an undergraduate degree shopping online significantly more frequently. A statistically significant difference was also identified between respondents with postgraduate education and those with secondary education regarding the importance of staff friendliness in purchasing decisions, with respondents holding postgraduate qualifications attaching significantly greater importance to staff friendliness. Furthermore, a statistically significant difference was found between respondents with secondary education and those with an undergraduate degree regarding the influence of website design on purchasing decisions, with respondents holding an undergraduate degree attaching significantly greater importance to website design and ease of use. A statistically significant difference was also identified between respondents with postgraduate education and those with secondary education in relation to shopping abroad, with respondents holding postgraduate qualifications showing a significantly stronger preference for shopping abroad. According to the results of Welch's analysis of variance, employment status is also associated with certain differences among respondents. Employed respondents shop in physical stores more frequently than unemployed respondents, while discounts are more important to students than to employed respondents. Compared with employed respondents, students also show a stronger preference for shopping abroad and shopping in shopping centres. Unemployed respondents, in comparison with employed respondents, show a stronger preference for shopping in small neighbourhood convenience stores. The research findings indicate that most consumers attach considerable importance to the financial aspects of shopping when choosing a store, as respondents consider product price, promotions, discounts,

i uređenost nisu presudni čimbenici pri odabiru mjesta kupovine, što može ukazivati na to da su kupci spremni prijeći veću udaljenost ako im to prodajno mjesto nudi bolji omjer cijene i kvalitete. Trgovci osim konkurentnih cijena moraju osigurati i odgovarajući standard kvalitete da bi privukli i zadržali kupce. Sezonskim popustima, programima lojalnosti i promocijama proizvođača može se utjecati na odluku kupaca. Iako *online* kupovina s opcijom preuzimanja u trgovini može biti korisna pogodnost, ona još uvijek nije presudan čimbenik pri odabiru prodajnog mjesta za većinu kupaca. Rezultati istraživanja ukazuju na to da kupci očekuju fleksibilnost pri plaćanju neovisno o tome je li riječ o gotovinskom plaćanju, plaćanju karticama ili mobilnim aplikacijama. Iako dizajn i jednostavnost mrežnih stranice nisu presudni prilikom kupnje, ipak mogu utjecati na percepciju trgovine i konačnu odluku o kupovini. Ovi podatci ukazuju na to da, iako određeni dio kupaca i dalje ima određenu averziju prema *online* kupnji, većina ili nema jasno formiran stav ili ne smatra *online* kupovinu pretjerano rizičnom. Kupci u *online* kupovini prvenstveno cijene praktičnost i efikasnost, dok je cijena, iako važna, manje presudan čimbenik u odnosu na fizičku kupovinu. Kupovina unutar Republike Hrvatske jest dominantna preferencija, no značajan udio ispitanika nema jasan stav o sklonosti kupovini izvan zemlje. Ovi rezultati ukazuju na to da kupovina u inozemstvu nije primaran izbor za većinu kupaca. Međutim, relativno visok postotak ispitanika koji imaju neutralan stav može značiti da dio kupaca nema čvrstu preferenciju ili kupuje u inozemstvu samo u određenim situacijama, primjerice zbog specifične ponude ili nižih cijena. Kupovinu u inozemstvu preferiraju kupci mlađe životne dobi. Kupovina u hipermarketima nije dominantna preferencija. Velik udio neutralnih odgovora može ukazivati na to da kupci odabiru prodajno mjesto ovisno o situaciji, ponudi i drugim čimbenicima. Prema ovim rezultatima trgovački centri popularna su mjesta za kupovi-

and product quality to be highly important. Store location and store design are not decisive factors in the choice of store, which may indicate that consumers are willing to travel greater distances if a particular store offers a better balance between price and quality. In addition to competitive pricing, retailers must also ensure appropriate quality standards in order to attract and retain consumers. Seasonal discounts, loyalty programmes, and promotional campaigns can all influence consumers' purchasing decisions. Although online shopping with in-store collection may represent a useful convenience, it is still not a decisive factor in the choice of store for most consumers. The research findings indicate that consumers expect flexibility in payment methods, regardless of whether payments are made in cash, by card, or through mobile applications. Although website design and ease of use are not decisive purchasing factors, they may still influence consumers' perceptions of a retailer and their final purchasing decisions. These findings suggest that, although a certain proportion of consumers still demonstrate some degree of aversion towards online shopping, the majority either do not hold a clearly formed opinion or do not consider online shopping excessively risky. Consumers primarily value convenience and efficiency in online shopping, while price, although important, is a less decisive factor compared with physical shopping. Shopping within the Republic of Croatia remains the dominant preference; however, a substantial proportion of respondents do not express a clearly defined attitude towards shopping abroad. These findings indicate that shopping abroad is not the primary choice for most consumers. Nevertheless, the relatively high proportion of respondents expressing neutral attitudes may suggest that some consumers do not hold firm preferences or shop abroad only under specific circumstances, such as when seeking unique products or lower prices. Shopping abroad is more strongly preferred among younger consumers. Shopping in hypermarkets is not a dominant preference. The large proportion of neutral responses may indicate that consumers choose stores depending on circumstances, product offerings, and other situational factors. According to these findings, shopping centres represent popular shopping locations, while

nu, a tržnice imaju određenu popularnost među kupcima, ali nisu primaran izbor većine.

Ovi rezultati sugeriraju da mali kvartovski dućani i dalje imaju značajnu ulogu u kupovnim navikama potrošača, prvenstveno zbog praktičnosti i blizine, ali nisu dominantan izbor. Veliki udio neutralnih odgovora može upućivati na to da kupci obavljaju kupovinu u različitim vrstama trgovina ovisno o situaciji i potrebama.

ZAKLJUČAK

Cilj ovog istraživanja bio je analizirati preferencije kupaca u odnosu na prodajna mjesta da bi se utvrdili ključni čimbenici koji utječu na odluku kupca te ustanovile razlike u odnosu na demografska obilježja. Rezultati istraživanja ukazuju na to da većina kupaca i dalje preferira tradicionalnu kupovinu. Cijena proizvoda najvažniji je čimbenik prilikom odabira prodajnog mjesta. Dobiveni rezultati istraživanja potvrđuju H1 – Cijena proizvoda ključan je čimbenik koji utječe na odluku kupaca pri odabiru mjesta kupovine. Promocije i popusti trebaju biti češći jer imaju velik utjecaj na većinu ispitanika, dok ljubaznost prodavača i urednost trgovine mogu značajno utjecati na privlačenje kupaca. Kvaliteta proizvoda ima veliki utjecaj prilikom odabira mjesta kupovine te je potvrđena H2 – Kvaliteta proizvoda jedan je od najvažnijih čimbenika prilikom odabira mjesta kupovine. *Online* kupovina također ima utjecaj na kupovne navike ispitanika. Iako je učestalost *online* kupovine manja od tradicionalne kupovine, razlozi za *online* kupovinu jesu ušteda vremena, veća ponuda, jednostavnost kupovine i dostava. Rezultati istraživanja potvrdili su H3 – Žene češće kupuju *online* od muškaraca. Kupovina u hipermarketima nije nužna opcija kupaca prema rezultatima istraživanja, kao i kupovina na tržnici, a kupovinu u trgovačkim centrima preferiraju kupci mlađe životne dobi. Dominira kupovina unutar Republike Hrvatske, a kupci mlađe životne dobi preferiraju kupovinu u inozemstvu. Rezultati istraživanja imaju neko-

open-air markets retain a certain degree of popularity among consumers, although they are not the primary choice for the majority. These findings suggest that small neighbourhood convenience stores continue to play an important role in consumers' shopping habits, primarily due to convenience and proximity, although they are not the dominant choice. The large proportion of neutral responses may indicate that consumers shop in different types of stores depending on the situation and their specific needs.

CONCLUSION

The purpose of this research was to analyse consumer preferences regarding purchase locations in order to identify the key factors influencing consumers' purchasing decisions and to determine differences in relation to demographic characteristics. The research findings indicate that the majority of consumers still prefer traditional shopping. Product price was identified as the most important factor when choosing a store. The obtained findings therefore confirm H1 – Product price is the key factor influencing consumers' decisions when choosing a purchase location. Promotions and discounts should be offered more frequently, as they exert a considerable influence on the majority of respondents, while staff friendliness and store cleanliness may significantly contribute to attracting consumers. Product quality also has a strong influence on the choice of purchase location, confirming H2 – Product quality is one of the most important factors when choosing a purchase location.

Online shopping likewise influences respondents' purchasing habits. Although the frequency of online shopping remains lower than that of traditional shopping, the main reasons for shopping online are time savings, wider product assortment, convenience of purchasing, and delivery options. The research findings also confirmed H3 – Women shop online more frequently than men. According to the research findings, shopping in hypermarkets and shopping at open-air markets are not dominant consumer preferences, whereas shopping in shopping centres is preferred by younger consumers. Shopping within the Republic of Croatia

liko važnih implikacija za trgovce. Budući da je cijena potvrđena kao ključan čimbenik pri odabiru mjesta kupovine, trgovci bi trebali posebnu pozornost posvetiti konkurentnom formiranju cijena te jasno istaknutim akcijama i popustima. Velik utjecaj kvalitete proizvoda upućuje na potrebu održavanja razine kvalitete proizvoda, ali i na jasno komuniciranje kvalitativnih obilježja proizvoda putem opisa, certifikata i recenzija kupaca. S obzirom na to da žene češće kupuju *online* od muškaraca, trgovci bi mogli prilagoditi svoje *online* prodajne kanale i marketinške aktivnosti upravo toj ciljanoj skupini, uz pomoć dizajna i promocija prilagođenih njihovim potrebama i navikama kupovine.

Ograničenje u istraživanju jest geografsko ograničenje jer je provedeno u dvije županije u Republici Hrvatskoj. Stoga je moguće da rezultati istraživanja ne uzimaju u obzir moguće kulturne, ekonomske i društvene razlike koje bi mogle postojati među potrošačima u drugim sredinama. Vremensko ograničenje u istraživanju ne obuhvaća moguće sezonske promjene u kupovnom ponašanju koje mogu značajno utjecati na preferencije i obrasce kupovine. Moguće ograničenje u istraživanju odnosi se na način odabira uzorka koji je utemeljen na dobrovoljnom sudjelovanju ispitanika. Takav način odabira može dovesti do pristranosti jer je vjerojatnije da će sudjelovati osobe koje su više zainteresirane za temu istraživanja.

Na temelju provedenog istraživanja i identificiranih ograničenja mogu se iznijeti preporuke za buduća istraživanja na temu preferencija kupaca prilikom odabira mjesta kupovine. Proširenjem uzorka na veći i raznolikiji uzorak ispitanika, s ciljem postizanja reprezentativnosti na razini države, povećala bi se mogućnost generalizacije rezultata na širu populaciju. Uključivanjem kvalitativnih metoda istraživanja, poput dubinskih intervjua ili fokusnih skupina, dublje bi se razumjeli motivi i stavovi potrošača koji stoje iza njihovih izbora mjesta kupovine. Buduća istra-

remains dominant, while younger consumers show a stronger preference for shopping abroad.

The research findings have several important implications for retailers. Since price has been confirmed as the key factor in store choice, retailers should pay particular attention to competitive pricing strategies, as well as to clearly communicated promotions and discounts. The strong influence of product quality highlights the need not only to maintain product quality standards but also to communicate product quality characteristics clearly through descriptions, certificates, and consumer reviews. Given that women shop online more frequently than men, retailers could adapt their online sales channels and marketing activities specifically to this target group through website design and promotional strategies tailored to their needs and shopping habits.

One limitation of this study is its geographical scope, as the research was conducted in only two counties within the Republic of Croatia. Consequently, the findings may not fully account for potential cultural, economic, and social differences that could exist among consumers in other environments. Another limitation relates to the time frame of the research, which does not capture possible seasonal changes in consumer behaviour that may significantly influence purchasing preferences and shopping patterns. An additional limitation concerns the sampling method, which was based on voluntary respondent participation. Such a sampling approach may introduce bias, as individuals with a greater interest in the research topic are more likely to participate.

Based on the conducted research and the identified limitations, several recommendations for future studies on consumer preferences in the choice of purchase locations may be proposed. Expanding the sample to include a larger and more diverse group of respondents, with the aim of achieving representativeness at the national level, would increase the possibility of generalising the findings to the broader population. The inclusion of qualitative research methods, such as in-depth interviews or focus groups, would provide a deeper understanding of the motivations and attitudes underlying consumers' choices of purchase locations.

živanja mogu detaljnije usporediti preferencije potrošača između fizičkih trgovina, online trgovina i hibridnih modela u odnosu na sve izražene razvoje e-trgovine. Rezultati istraživanja mogu poslužiti trgovcima i marketinškim stručnjacima kao smjernice za bolje razumijevanje potreba tržišta i prilagodbu poslovnih strategija s ciljem povećanja konkurentnosti i zadovoljstva kupaca različitih tržišnih segmenata.

Future research could also examine in greater detail the differences in consumer preferences between physical stores, online stores, and hybrid retail models in light of the continuing expansion of e-commerce. The research findings may serve retailers and marketing professionals as useful guidelines for improving understanding of market needs and adapting business strategies in order to increase competitiveness and consumer satisfaction across different market segments.

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