

EDITORIAL PREFACE

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Through the selection of papers presented to readership in this year's first issue of our journal we strove to highlight relevant, topical traits of the current marketing environment with its mutually dependent and interconnected elements—from economic, socio-cultural, political, demographic, and technological ones to sustainability and natural resources—to demonstrate, through the structure and content of the issue before you, the efforts invested by scientists to reveal new approaches that allow both marketing theory and practice to be formulated, evolved, and advanced by monitoring and effectively adjusting to changes, trends, and challenges lying ahead.

A paper co-authored by Czech researchers presents an analysis of the effects of paid loyalty programs on pre- and post-enrolment customer behavior in an e-commerce environment. Results show an increase in transaction frequency and a higher volume of items purchased, albeit without significant increase in overall expenditure. This confirms the effectiveness of loyalty programs in enhancing behavioral loyalty, with findings also providing useful guidance for the evaluation, design, and introduction of fee-based memberships of such programs.

Croatian co-authors explored demographic and psychological factors driving purchase inten-

Odabirom radova koje objavljujemo u prvom ovogodišnjem broju časopisa nastojali smo prikazati relevantna i aktualna obilježja marketinškoga makrookruženja. To se prije svega odnosi na međusobno povezane i ovisne elemente, od ekonomskog, društveno-kulturnog, političkog, demografskog, tehnološkog te održivosti i prirodnih resursa. Strukturom i sadržajem broja također smo željeli pokazati napore znanstvenika u otkrivanju pristupa kako se praćenjem i učinkovitim prilagođavanjem promjenama, trendovima i izazovima može oblikovati, razvijati i unapređivati marketinško promišljanje teorije i prakse.

U radu čeških koautora usporedbom razdoblja prije i nakon učlanjenja prikazano je istraživanje učinaka plaćenih programa vjernosti na ponašanje kupaca u e-trgovini. Rezultati pokazuju povećanje učestalosti kupovine i broja kupljenih proizvoda, bez značajnog rasta ukupne potrošnje. Potvrđena je učinkovitost plaćenih programa u jačanju bihevioralne vjernosti, a nalazi pružaju korisne smjernice za procjenu, oblikovanje i uvođenje programa članstva koji se naplaćuju.

Koautori iz Hrvatske istražili su demografske i psihološke čimbenike koji utječu na namjeru kupovine odjeće izrađene od reciklirane plastike. Prema rezultatima, stariji potrošači i žene posjeduju više znanja o održivosti, a znanje o održivo-

tion for apparel made from recycled plastic. According to the results of their survey, older and female consumers possess higher sustainability knowledge, where such knowledge and green consumption orientation is positively associated with purchase intention. Disgust was not proven to be a significant driver. These findings offer new insights helpful in the design of efficient sustainable marketing strategies.

In her autonomous study, a Croatian author examined the relationship among distinct dimensions of materialism to reveal how they shape minimalist consumption orientations among youth. Materialism centrality was found to be a strong barrier to youth minimalism, negatively associated with limited possessions, sparse aesthetics, and mindfully curated consumption while perceptions of materialism success were positively associated with sparse aesthetics. Rather than being simple opposites, as suggested by findings of this research, materialism and minimalism represent multidimensional and partially compatible patterns of youth consumption behavior.

A Turkish author analyzed the impact of consumer animosity on purchase intentions for Israeli-affiliated products in the context of the Israeli-Palestinian conflict to find that boycott motivation mediates the relationship between consumer animosity and purchase intention, with ethical and moral considerations further moderating the effect. These findings underscore the role of emotional and moral considerations in a specific socio-cultural context on shaping consumer boycott decisions.

In her study, a Hungarian author sought to redefine visual brand identity through a new theoretical framework, the Visual Brand Identity Window Framework. Using a critical literature review to identify inconsistencies in current theoretical concepts and approaches, she developed a model that integrates visual brand identity with digital platforms, traditional environments, and content elements. The resulting novel frame-

sti i ekološka orijentacija pozitivno su povezani s namjerom kupovine. Osjetljivost na gađenje nije se pokazala značajnim čimbenikom. Nalazi pružaju smjernice za oblikovanje učinkovitih strategija održivoga marketinga.

U samostalnom radu autorice iz Hrvatske ispitan je i prikazan odnos između dimenzija materijalizma i minimalističkih orijentacija u potrošnji mladih. Otkriveno je da je centralnost materijalizma snažna prepreka minimalizmu, negativno povezana s ograničenim posjedom, jednostavnom estetikom i svjesnom potrošnjom. Istodobno, percepcija uspjeha kroz materijalizam povezana je s jednostavnom estetikom. Nalazi upućuju na to da materijalizam i minimalizam nisu međusobno isključivi, već predstavljaju složene i djelomično kompatibilne obrasce potrošačkog ponašanja.

Istraživanje autorice iz Turske analizira utjecaj animoziteta turskih potrošača na namjere kupovine proizvoda povezanih s Izraelom u kontekstu izraelsko-palestinskog sukoba. Rezultati pokazuju da motivacija za bojkot posreduje odnos između animoziteta i namjere kupovine, dok etička i moralna razmatranja dodatno oblikuju taj odnos. Nalazi ističu ulogu emocionalnih i moralnih čimbenika te društveno-kulturnog konteksta u potrošačkim odlukama o bojkotu.

Mađarska autorica u svom radu redefinira vizualni identitet marke novim teorijskim okvirom, a to je Visual Brand Identity Window Framework. Kritičkom analizom literature identificirane su nedosljednosti postojećih pristupa te razvijen model koji povezuje vizualni identitet marke s digitalnim platformama, tradicionalnim okruženjima i elementima sadržaja. Kao takav, okvir doprinosi jasnijem razumijevanju i sistematizaciji koncepta te pruža korisnu osnovu za istraživanja i praksu upravljanja markom.

Istraživanje prezentirano u radu indijskih koautora ispituje utjecaj emocionalnoga oglašavanja na lojalnost marki uz posredničku ulogu prisjećanja marke. Rezultati pokazuju da emocional-

work contributes to clarifying and systematizing the very concept of visual brand identity while also providing a useful basis for further brand identity research and management.

A research study conducted by Indian co-authors was aimed at determining the impact of emotional advertising on brand loyalty with the mediating effect of brand recall. Their findings show that emotional advertising increases brand recall and strengthens consumer loyalty, with recall partially taking a mediating role. The study combines emotional and cognitive mechanisms into a single explanatory framework and offers guidelines for the development of more effective and culturally relevant marketing campaigns.

Since the last issue, three new members have joined our editorial board. They are Prof. Anita Ciunova Shuleska, Ph. D. of the Ss. Cyril and Methodius University in Skopje, North Macedonia, Prof. Matilda Dorotić, Ph. D. of BI Norwegian Business School of Norway and Prof. Maja Šerić, Ph. D. of the University of Valencia's Faculty of Economics in Spain. We look forward to their insights, experience, and contribution to further enhance the quality and reputation of our journal.

Hoping and wishing that these research paper summaries will not only spark reading curiosity but also give rise to some new, related scientific investigations, on my own personal behalf and on behalf of the entire editorial board, I would like to thank everyone who helped bring this issue of the journal to its readers.

Prof. Đurđana Ozretić Došen, Ph. D.
Editor in Chief

ni oglasi povećavaju prisjećanje marke i jačaju lojalnost potrošača, pri čemu prisjećanje djelomično posreduje taj odnos. Rad povezuje emocionalne i kognitivne mehanizme u jedinstven okvir te nudi smjernice za razvoj učinkovitijih i kulturološki relevantnih marketinških kampanja.

Našem su se uređivačkom odboru pridružile tri nove članice, prof. dr. sc. Anita Ciunova Shuleska sa Ss. Cyril and Methodius University in Skopje, Sjeverna Makedonija, prof. dr.sc. Matilda Dorotić s BI Norwegian Business School iz Norveške i prof. dr.sc. Maja Šerić s Faculty of Economics University of Valencia, Španjolska. Radujemo se njihovim uvidima, iskustvu i doprinosu daljnjem jačanju kvalitete i ugleda našega časopisa.

U nadi i želji da će sažeti prikazi radova pobuditi znatiželju čitatelja i potaknuti neka nova, povezana istraživanja, zahvaljujem u svoje osobno i u ime cijelog uređivačkog odbora svima koji su doprinijeli da i ovaj broj časopisa dođe do svojih čitatelja.

prof.dr.sc. Đurđana Ozretić Došen
glavna urednica