

Retail Marketing Communication and the Consumer Behaviour of Selected Generations

KUSÁ, A., FAŠIANG, T., KOLLÁROVÁ, D.: Retail Marketing Communication and the Consumer Behaviour of Selected Generations. Oxford: Peter Lang, 2022. 189 p. ISBN 978-1-80079-855-7.

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The COVID-19 pandemic has changed lives and caused major losses in the global economy. Although the long-term effects of COVID-19 are not yet fully understood, its immediate impact on the retail sector is significant. There is no doubt that the pandemic is causing severe disruption to economic activities worldwide; the world may be facing the worst economic crisis since the Great Depression of the last century. The pandemic, as a result of government intervention, loss of revenue but also because of the great fear of the virus itself, has had an immediate impact on the behaviour of both consumers and retailers, who have been forced to move into the online space. The demand for retail goods and services was changed. The globalisation of markets, digitalisation and new ICT technologies have also had a significant impact on changing consumer behaviour. The approach to the consumer has changed significantly, demanding a more personalised approach, with a more sophisticated and demanding decision-making process. Despite the increase in online shopping, shopping is still an 'integrated experience' for a large part of consumers. Customers 'research' products and prices online, but the majority still prefer to shop in-store – even digitally savvy Millennials and the emerging Generation Z. And younger generations want to interact with people during their shopping experience; they want to see, try, and even smell the goods. Based on the above, it can be concluded that the topic of retail marketing communication is very timely and necessary.

For the trio of authors A. Kusá, T. Fašiang and D. Kollárová this is their first joint publication, which was published by Wolters Kluwer. A. Kusá and T. Fašiang have long been working on the topic of consumer behaviour; D. Kollárová focuses her scientific and publishing activities on retail and point-of-sale promotion. The authors analyse the consumer behaviour of selected Generations X, Y and Z in terms of the size of their purchases and the type of retail outlet they shop at, focusing also on the influence of credibility and the point of sale itself on their purchasing behaviour.

The monograph provides a theoretical background that maps the retail sector in terms of processes, typology and shopping gradient. The authors are aware of the significant influence of the point of sale on the purchase decision itself and the fact that the point of sale should create the best possible conditions for purchase. It is not only about the right arrangement of goods, but also attention should be paid to the design of the environment, the choice of colours, lighting, music and scent. An equally important factor is the shop staff themselves, whose attitude largely shapes the overall atmosphere of the point of sale.

On the basis of the conducted consumer research, the authors identify three retail types through cluster analysis, which differ from each other in assortment mix, and in the size of the sales area. This is a truly detailed, research-confirmed characterisation of retail units, with a focus on defining the specific marketing communication tools and media types that are used in a given retail unit type, depending on the size, concentration and consumer type of a particular generation.

According to the authors of the publication, an important prerequisite for the implementation of the analysis of the deployment of retail outlets is the identification of the size of the action radius that affects the performance of the retail outlet. As outlined in the monograph, the performance of a retail outlet and the effectiveness of the communication strategy will also be influenced by the number of competitors in the

shopping mix of the retail outlet in question, their relative size with respect to the retail type, the mutual similarity of the assortment of daily consumption goods, as well as the pricing policy based on the amount of fixed costs in the overall cost structure of the retail outlet. The greatest degree of intensity of competition will be in the area of intermingling of mutual shopping catchments.

As already mentioned, marketing communication at the point of sale has an important influence on consumer behaviour. The authors refer to the 'traditional' (well-known) definitions of marketing communication and its tools. Among Slovak authors we can mention Jedlička (2000), Kita et al. (2002), Kollárová (2003), Štarchoň et al. (2004), Bárta et al. (2009), Matúš and Ďurková (2012), Labská et al. (2014), Krajčovič (2017), Čábyová and Krajčovič (2020). Among foreign authors are the following well-known scholars and their subviews on marketing communication, e.g., Pelsmacker et al. (2003), Kotler and Armstrong (2004), Přikrylová and Jahodová (2010), Kotler and Keller (2013) or Janouch (2014).

The monograph provides a detailed analysis of each consumer generation; the authors reflect on how marketing communication influences their purchase decision-making process. In order to fulfil the objective of this publication, consumer research was conducted to understand the purchase behaviour with respect to the choice of retail outlet, which resulted in a basic typology of the target groups of retail outlets depending on the realisation of the main purchase and to describe the general profile of the consumer behaviour of the selected target group with respect to the realisation of the main purchase of daily consumption goods.

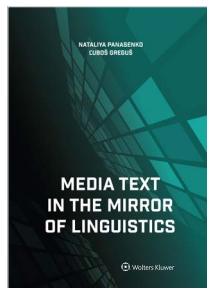
The starting point of the research was the identification of a model to predict the propensity of generations to make purchases in relation to the marketing communication of retail outlets, as well as the design of the optimisation of the deployment of retail outlets in relation to the maximisation of customer service and the achievement of market share in the shopping mix.

It is in order to gain a deeper understanding and explanation of the key factors of the relationship between marketing communication and the perception of consumer values of the generations in question that the scientific monograph examines the parameters influencing the purchase of goods of daily consumption, the parameters influencing the purchase of durable goods, the parameters influencing the credibility of communication tools and the influence of communication tools on purchase.

The model assumes a mutual interaction between the consumer behaviour of the customer, the communication strategy of the retail outlet and its basic financial-economic indicators. By interconnecting these bases, interrelated influences can be identified that are of undisputed importance in maximising customer service and achieving market share in the purchasing mix. For the purpose of determination and concretisation of individual process steps and interrelations of the continuous model of communication interaction, its individual interactive bases are described separately. In the conclusion, the acquired results and its contributions are described in detail.

In the monograph the authors present new findings based on the research results, which are confirmed by simulation of the model on a specific example of a retail operation in the city of Trnava. Thus, they have confirmed not only the scientific but also the practical contribution of their research.

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Media Text in the Mirror of Linguistics

PANASENKO, N., GREGUŠ, L.: *Media Text in the Mirror of Linguistics*. Prague: Wolters Kluwer, 2022. 166 p. ISBN 978-80-7676-514-6.

Olena Morozova

There can be no socially meaningful sense of the world around and inside us without the constitutive power of language. This premise is taken as fundamental by the authors of the book *Media Text in the Mirror of Linguistics* written by the philologist Nataliya Panasenko and the media theorist Luboš Greguš. The cross-disciplinary tandem of authors supports this thesis by convincingly demonstrating the analytic utility of linguistics for a deeper understanding of media texts – a specific area of language use which is the subject matter of media linguistics.

Media linguistics is a new philological discipline which is developing dynamically at the intersection of text linguistics, discourse analysis, functional stylistics and media studies. While text linguistics has traditionally studied literary texts created by writers, media linguistics is concerned with media texts created by professional storytellers of a different kind – journalists. Both writers and journalists are engaged in essentially the same kind of task – storytelling, but the tools they use and the picture of the world they create are quite different. Such shift in the empirical focus has required a shift in the analytical focus, and the authors of the book meet this challenge successfully.

The book has a proportionate and logical structure the essence of which is captured by the triad ‘text – literary text – media text’. Though the content of the book synthesises numerous theories and approaches, the book is reader-friendly because it is written in clear and concise language; the theory is illustrated by numerous examples from authentic broadcast and print media texts. The hallmark of this book is the colour ‘scaffolding’ used throughout the illustrative fragments. In my perception, it facilitates the reader’s job of finding their way in the media texts under consideration, some of which are quite lengthy. In contrast to the illustrative passages, the theoretical paragraphs are not long, with just a few exceptions. This enables the reader to pace their reading efficiently, not getting lost in long theoretical passages.

There are a few other things that evidence the value of the book and its novelty. Firstly, the analysis offered in it is finely attuned to the multimodal nature of the media texts under scrutiny by giving due attention to visual and metagraphemic means of sense making in their organic unity with the messages conveyed verbally. For the second thing, the book manages to acquaint the reader with a great number of theories and scholars; respective publications embrace both foundational and state-of-the-art works. It is noteworthy that the book introduces quite a number of East-European scholars to the Western reader, which sets this book apart from its analogues to date.

The practical import of the book concerns the prospects of using it in delivering lectures in Media Linguistics, Text Linguistics, Discourse Studies, Media Stylistics and Rhetoric, Media Literacy, etc., and most importantly, fostering in students of mass communication, as well as in all those interested in the study of media texts (journalists, PR specialists, political analysts, etc.), the sensitivity for linguistic and extralinguistic (visual and metagraphemic) aspects of media texts.

As the authors modestly remark, their effort is not exhaustive. However, it is my conviction that it contains ideas which have impressive prospects for development, one of which is how media texts act as ‘vehicles for action’, for example, accusing or defending, encouraging, warning or threatening, informing or leading into error. Another interesting direction might be considering the modification of traditional text categories in media texts, for example, how intertextuality becomes hypertextuality due to hyperlinks contained in electronic

texts, how evaluation and modality blend together in stancetaking, how authorship becomes hyperauthorship due to the collective investment into media text sense making. I would like to stress that all these issues are mentioned in the book, but obviously merit a more detailed consideration in its sequel – Part Two.

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Meeting of Members of the Mediadelcom Project Consortium in Sofia with the Participation of the Slovak Research Team (A Report)

Sabína Gáliková Tolnaiová

On 12th – 16th September 2022, the Faculty of Journalism and Mass Communication of the St. Kliment Ohridsky Sofia University held a meeting of the consortium members of the project titled ‘*Critical Exploration of Media Related Risks and Opportunities for Deliberative Communication: Development Scenarios of the European Media Landscape*’ (MEDIADÉLCOM) which is being implemented in cooperation with 17 European research centers (universities, non-governmental organisations) from 14 European countries. This international project, the designer and coordinator of which is Prof. Halliki Harro-Loit from the University of Tartu (Estonia), is focused on investigating the development of journalism since 2000 and its current state in selected European countries. The development and current state of journalism is determined through the mapping of four domains (legal and ethical regulation, journalism, media usage patterns, media related competencies). In this context, it is particularly an evaluation of positive and negative trends in the development of journalism and an overall evaluation of the state of deliberative communication in individual European countries.

A Slovak team of twelve members from FMK UCM is led by Prof. Slavomír Gálik. The consortium members’ meeting in Sofia, the programme of which included discussions, workshops and negotiations focused on methodology and methodological issues regarding further steps in the research strategy, including its interim results, was attended by five staff members from FMK UCM – S. Gálik, H. Pravdová, N. Vrabec, Z. Hudíková and S. Gáliková Tolnaiová.

As part of the meeting, the first, ‘initiation’ day was devoted to the discussion of the practical aspects of the planned book publication from the first case study, as well as the preparation of workshops on the comparative analysis of the (above-mentioned) four research domains and on policy proposals. On the second day, proposals for the concept of ‘monitoring capabilities’ and other categories were presented in connection with the aforementioned analysis. A workshop was held in which ‘domain teams’ (the domain of user media competences is covered by Slovakia, in cooperation with Latvia, Croatia and Sweden) discussed practical matters (how to conduct an analysis and write a chapter) and problems (e.g., the differences and similarities between the option monitoring within domains). The teams presented their ‘best practices’ as a practical plan for carrying out the analysis and writing the (sub)chapter. In the course of the second day, there were also inspiring and useful comments and reflections on the implemented partial first case study (K. Nordenstreng, D. Hallin).

On the third day, the attention of the meeting participants was focused on the second implemented case study, its *status quo* and open questions, as well as on policy proposals based on the first case study. In this context, the individual teams, including the Slovak team (N. Vrabec), presented their examples of ‘best practice’

and the problems of the first case study (monitoring capabilities of media-related risks and opportunities), with the potential of being used for the first overview of the policy proposals (the goal of the first proposals was that the politician was supposed to be interviewed on 26th September in Brussels). Furthermore, the *status quo* and open questions of fuzzy-set analysis relevant for the further development of the entire research were presented (Z. Peruško), as well as considerations on how to proceed with the second case study (D. Hallin).

The fourth day of the meeting was, again, rich in content points. There was a discussion about the bibliographic database. The team representatives (S. Gálik for the Slovak team) presented the state of their own (national) bibliographic database (about the number of publications) together with related problems (its selection criteria, about years, etc.). It was further commented on, respectively the discussed state of comparative analysis, its implementation, research questions, as well as the presentation of the data in a planned book publication. An agent approach (agent-oriented modelling) was introduced (H. Harro-Loit). Interviews with experts (*status quo*, timeline) were discussed, or rather the comparative analysis based on them (plan on how to carry it out). Last but not least, the brainstorming session addressed the question of how to increase the impact of the project – a plan for disseminating the results (also in popular publications, podcasts or other interesting formats) that help to increase the impact of the project at the national and international levels. The role of MDIG in disseminating the outputs of the project was also presented (M. Pešić). At the end of the day ‘a conflict management plan’ together with the problem of ‘other costs’ (e.g., for language editing) was briefly discussed.

On the fifth and final day of the meeting, there was a meeting of editors and (potential) authors of special journal issues and the planned book publication. The publication strategy was discussed in this context. The possibilities of publishing articles were presented, based on the first case study as part of the research project – E. Lauk and P. Berglez – *Media and Communication*), N. Vrabec (*Media Literacy and Academic Research*), M. Glowacki (*Central European Journal of Communication*). At the end, the results of the negotiations and discussions from of the entire working meeting and a preliminary plan of work on the project in the coming months (H. Harro-Loit), together with mutual wishes of ‘good luck’ and farewells of ‘goodbye’ at one of the next joint professional meetings.

