



Sveučilište u Zagrebu  
Ekonomski fakultet



KATEDRA ZA MARKETING

# RADIONICA O IZRADI DIPLOMSKOG RADA

Doc. dr. sc. Tanja Komarac

Katedra za marketing

Ekonomski fakultet - Zagreb

#zastovolimefzg #marketing

# Kako pretraživati baze podataka?

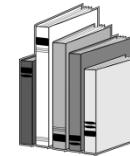
## Gdje?

- Summon
- Google Scholar
- Hrčak



## Što?

- pretraživanje po ključnim riječima
- odabir relevantnih knjiga i znanstvenih članaka
- čitanje sažetaka
- obilježavanje najvažnijih dijelova



## Zašto?

# Traženje podataka

[www.efzg.unizg.hr](http://www.efzg.unizg.hr) – knjižnica

1. **Knjižnična baza** radova, knjiga, časopisa, izabranih elektroničkih knjiga  ZaKi
2. **Digitalna knjižnica EFZG-a** – knjige, časopisi i zbornici konferencija u izdanju EFZG-a
3. **Summon@EFZG** svi knjižnični katalozi i sve besplatne i komercijalne baza



**Savjet:** Pogledati radove na REPEFZG.

# Traženje podataka

Zaposlenici Alumni Kontakti



EN



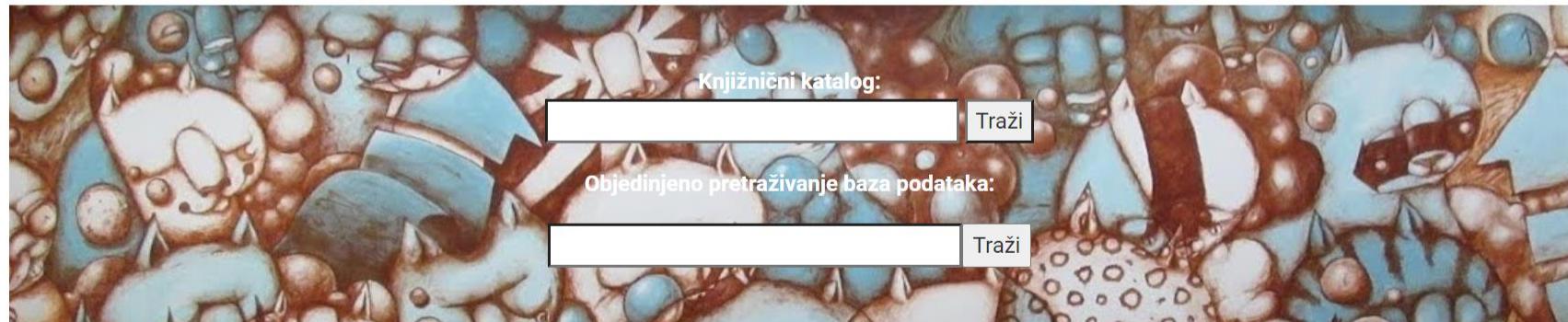
100 godina O nama Upisi Studiji Za studente Katedre Istraživački rad Međunarodna suradnja



EFZG > Za studente > Knjižnično-dokumentacijski centar

## Knjižnično-dokumentacijski centar

Dobro došli na Web mjesto Knjižnično-dokumentacijskog centra EFZG-a



Pitajte knjižničara



# Traženje podataka

Ekonomski fakultet -  
Zagreb

Knjižnično-dokumentacijski  
centar

O Knjižnično-dokumentacijskom  
centru

Novosti

Istraživanje >

Usluge

Informacije, pravila i projekti

Radno vrijeme i kontakt

Europski dokumentacijski centar

Opće informacije

Dokumenti

Studentski zbor EFZG

Vodič za studente

Digitalni vodič za studente  
kroz stručne i  
administrativne službe

Ispitni termini

EFZG > Za studente > Knjižnično-dokumentacijski centar > Istraživanje

## Istraživanje

Izbornik **Istraživanje** omogućuje pristup svim elektroničkim izvorima Knjižnično-dokumentacijskog centra, kao i informacije o drugim zbirkama, alatima i uputama relevantnima za studijski rad.

Knjižnični katalog

Digitalna knjižnica EFZG

Repozitorij EFZG  
(REPEFZG)

Baze podataka

Portal hrvatskih  
znanstvenih i stručnih  
časopisa (HRČAK)

Hrvatska znanstvena  
bibliografija (CROSBI)

Ostali e-izvori od interesa  
za akademsku zajednicu  
RH

Vodič za istraživanje

Nova izdanja u Knjižnici

# Traženje podataka

Početna

O repozitoriju

Kontakt

English



**REPEFZG**

Repozitorij radova Ekonomskog fakulteta Zagreb

PREGLEDAVANJE

NAPREDNO PRETRAŽIVANJE

POHRANJIVANJE

Pretraži

ovaj repozitorij



DIGITALNI AKADEMSKI ARHIVI I REPOZITORIJ

Prijavite se sa svojim elektroničkim identitetom u sustavu AAI@EduHr

PRIJAVA



knjiznica@efzg.hr

STATISTIKA

## Dobro došli u digitalni repozitorij!

REPEFZG je digitalna zbirka koja okuplja, pohranjuje i omogućuje pristup znanstveno-istraživačkoj, intelektualnoj i kreativnoj produkciji djelatnika i studenata Ekonomskog fakulteta - Zagreb. **Pristup ranijim radovima koji su u zatvorenom dijelu Repozitorija studentima Ekonomskog fakulteta u Zagrebu omogućen je prijavom putem AAI računa.** Ostalim korisnicima pristup može biti omogućen u svojstvu gosta knjižnice ili putem međuknjnične posudbe (preko svoje matične knjižnice).

*Noviji radovi su u otvorenom pristupu.*

## ZADNJE DODANO

Model rane detekcije sumnjivih bankovnih transakcija

Božić, Darjan

2023. [urn:nbn:hr:148:243751](#)

Diplomski rad





Pretraži repozitorij



DIGITALNI AKADEMSKI ARHIVI I REPOZITORIJ

Prijavljeni ste kao **Tanja Komarac**

ODJAVA

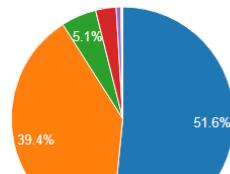
**POVEZNICE**

Moji objekti 0

Kako pohraniti svoj rad u  
repozitoriju?

Moje liste

knjiznica@efzg.hr

**STATISTIKA****Preuzmi**  
PDF 2.28 MB

## DIPLOMSKI RAD

## Uloga urbanih ikona u razvoju marke grada

31 5

Anja Bašić (2019)  
Sveučilište u Zagrebu  
Ekonomski fakultet  
Katedra za marketing

Kontakt pohranitelja objekta

Citirajte ovaj rad

Za citiranje koristite ovu mrežnu adresu: <https://urn.nsk.hr/urn:nbn:hr:148:289508>

- Odaberite listu za spremanje -

SPREMI U MOJU LISTU

IZBRIŠI IZ MOJE LISTE

Naslov Uloga urbanih ikona u razvoju marke grada

Naslov (engleski) The role of urban icons in city branding development

Autor Anja Bašić

Mentor Tanja Komarac (mentor)

Član povjerenstva Zoran Krupka (predsjednik povjerenstva)

Član povjerenstva Đurđana Ozretić Došen (član povjerenstva)

# Traženje podataka

- 3. Google scholar** scholar.google.hr
- 4. Hrčak** hrcak.srce.hr

# Koraci kako pronaći i odabratи relevantne izvore

## 1. korak

traženje...



utipkajte...

[efzg.summon.serialssolutions.com](http://efzg.summon.serialssolutions.com)

# efzg.summon.serialssolutions.com

Upute za pristup izvan Fakulteta



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Options ▾



# Upute za pristup bazama izvan fakulteta

Sveučilište u Zagrebu  
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UPUTE ZA PRISTUP BAZAMA PODATAKA IZVAN FAKULTETA

PROXY - posrednički poslužitelj kojeg knjižnice koriste prilikom udaljenog pristupa bazama podataka.

Konfiguriranjem proxy servera, izvan Fakulteta možemo pristupiti svim bazama podataka koje imamo u pretplatite discovery sustavu Summon, koji pruža objedinjeno pretraživanje svih online baza.

Ručno postavljanje proxyja

Za Ethernet ili Wi-Fi veze koristi proxy poslužitelj. Te se postavke ne primjenjuju na VPN veze.

Koristi proxy poslužitelj

Uključeno

Adresa: 161.53.52.130

Priklučak: 3128

U postavkama sustava vašeg računala odaberite opciju "Mreža i internet":

Mreža i internet  
Wi-Fi, Zrakoplovni način, VPN

Zatim otvorite postavke za Proxy:

Proxy

Unesite podatke:

- Adresa 161.53.52.130
- Priklučak 3128

Nakon postavljanja proxy postavki prilikom prvog otvaranja nove stranice unutar internet preglednika potrebna je prijava s AAI korisničkim računom.

Upisati korisničko ime bez nastavka @efzg.hr

Prjava  
Prjava http://161.53.52.130:3128 zahtjeva korisničko ime i zaporku.  
Viza s web-hrkajem nije privatna.

Korisničko ime:

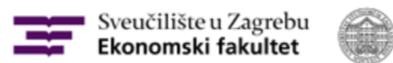
Zaporka:

Prjava Odustani

Nakon što završite pretraživanje baza podataka, nemojte zaboraviti isključiti proxy jer time štitite privatnost Internet aktivnosti na svojim računalima.

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Upute za pristup izvan Fakulteta



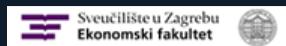
arts marketing|

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Upute za pristup izvan Fakulteta



arts marketing

Pritisnite F11

da biste zatvorili prikaz na ekrnu

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## Research in Arts Marketing: Evolution and Future Directions

by Colbert, François; St-James, Yannik

Psychology & marketing, 08/2014, Volume 31, Issue 8

ABSTRACT Arts marketing has emerged as a flourishing research domain over the last few decades...

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## "Marketing from the Art World": A Critical Review of American Research in Arts Marketing

by Lee, Jin Woo; Lee, Soo Hee

The Journal of arts management, law, and society, 01/2017, Volume 47, Issue 1

The purpose of this article is to provide an integrative review and future directions for research in arts marketing by highlighting the social and cultural mechanisms by which marketing research...

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## Research in Arts Marketing: Evolution and Future Directions

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Original Research

10 Pages



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Review Article

Open Access

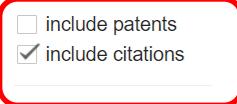
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Google Scholar museum shop 

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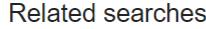
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**The role of the museum shop in extending the visitor experience**  
T Kent - International Journal of Nonprofit and Voluntary Sector ..., 2010 - Wiley Online Library  
... of the **museum** and how these may be developed by the **museum shop**. The **shop** itself has been assessed from marketing, cultural and environmental perspectives and a research problem identified in terms of the **shop's** contribution to the experience of the **museum** and the ...  
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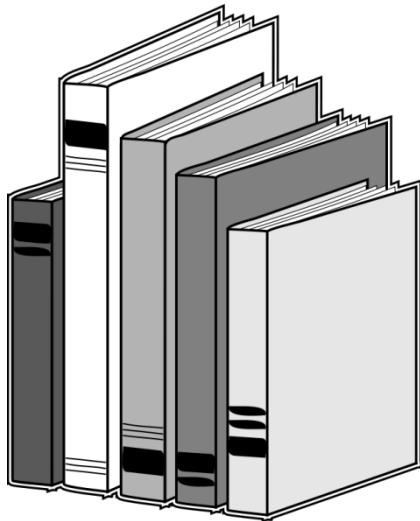
**[HTML] The Role of the Museum Shop: Eliciting the Opinions of Museum Professionals**  
T Komarac, D Ozretic-Dosen... - International Journal of ..., 2019 - search.proquest.com  
... This study looks at **museum** marketing and management with respect to the role of the **museum shop**, while also eliciting **museum** professionals' opinions about **museum** shops in the context of CEE countries, Croatia in particular. The literature review serves as a theoretical ...  
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**[book] Beyond the gallery: The art museum shop and the visitor experience**  
LM Brower - 2004 - search.proquest.com  
... The goal of this survey was to capture the attitudes of visitors who may not have subsequently visited the **museum shop**.... I surveyed seven female visitors in each **museum shop** using the **Museum Shop** Visitor Survey (Appendix C). **Museum shop** visitors were approached as ...  
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**Palaeoecology in the museum gift shop**  
SK Donovan, DN Lewis - Proceedings of the Geologists' Association, 2004 - infona.pl  
Two examples are presented of inexpensive fossil specimens bought in **museum** gift shops that show unusual features of palaeoecological interest. Although such specimens are sold principally as souvenirs for the general public, both amateurs and **museum** curators can ...  
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## 2. korak

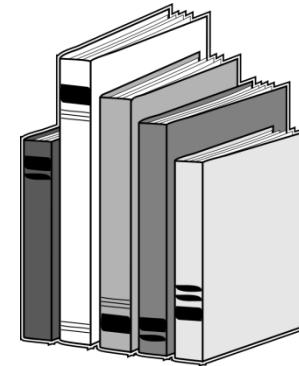
a) odabir relevantnih **knjiga i znanstvenih članaka**



# 2. korak

## znanstvene i stručne knjige

- ✓ temelj područja
- ✓ neophodne za izradu pregleda literature



## znanstveni i stručni članci

- ✓ temelj područja + najnovije spoznaje iz područja
- ✓ neophodni za izradu pregleda literature



## **znanstveni i stručni rad\***

**Znanstveni rad** sadrži **neobjavljene rezultate izvornih znanstvenih istraživanja**, a znanstvene su informacije izložene tako da se točnost analiza i izvoda, na kojima se rezultati temelje, **može provjeriti**.

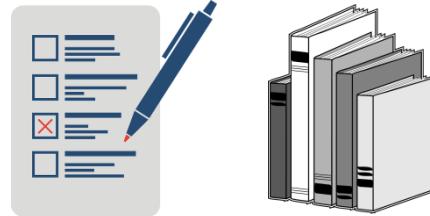
**Stručni rad** sadržava **već poznate**, objavljene rezultate znanstvenoga istraživanja i težište usmjerava na njihovu **primjenu u praksi** ili na njihovo širenje (obrazovna svrha).

Stručni rad sadrži korisne priloge iz područja struke koji nisu vezani uz izvorna autorova istraživanja, a iznesena zapažanja ne moraju biti novost u struci. Moraju biti napisani na sustavan i razumljiv način, u skladu s čitateljskim profilom.

\*Prema Hrvatskoj znanstvenoj bibliografiji – CROSBI, <http://bib.irb.hr/faq> (22.2.2016.)

# 3. korak

## a) inicijalno proučavanje izvora



čitanje **sažetaka** (*abstract*) članaka – nalazi se na početku članka s **ključnim riječima**

## b) spremanje izvora



napraviti **vlastitu bazu** (kolekciju) preuzetih članaka i e-knjiga



**Savjet:** nazive preuzetih dokumenata (članaka) preimenovati prema godinama i autorima radi lakšeg traženja i snalaženja.

# Sažetak i ključne riječi



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Volume 25, 2022 - Issue 22: Airbnb and the sharing economy

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Special Issue: Museums, Art Galleries and Digital Innovation Challenges

## Discovering the determinants of museum visitors' immersion into experience: the impact of interactivity, expectations, and skepticism

Tanja Komarac & Durdana Ozretić Došen

Pages 3675-3693 | Received 27 Dec 2020, Accepted 26 Jun 2021, Published online: 15 Jul 2021

Download citation

<https://doi.org/10.1080/13683500.2021.1952941>

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### ABSTRACT

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The paper explores two dimensions of visitors' immersion into museum experience: aesthetics and escapism. Following the socio-cultural activity theory, it examines the impact of interactive technology available in museums on aesthetic and escapist experience. Additionally, it examines the role of hedonic expectations and the level of visitor scepticism (or its absence) towards museums with regard to immersion into the experience. Quantitative research was carried out on a sample of 313 museum visitors surveyed in two Croatian cities. Partial least structural equation modelling (PLS-SEM) was used for model testing. The results showed that interactive technology enhances immersion, also helping less sceptical visitors as well as those with hedonic expectations get immersed in the museum experience quickly. Aesthetic experience can enhance escapist experience. While both dimensions of immersion into experience contribute to the overall satisfaction, the aesthetic experience of museum visits was found to contribute to it more.

KEYWORDS: [Museums](#) [visitor experience](#) [escapism](#) [aesthetics](#) [interactivity](#) [scepticism](#)

### Related research

People also read Recommended articles Cited by 2

Innovating the cultural heritage museum service model through virtual reality and augmented reality: the effects on the overall visitor experience and satisfaction >

Mariapina Trunfio et al.  
*Journal of Heritage Tourism*  
Published online: 6 Jan 2021

Exploring the experience value of museum visitors as a co-creation process >

Carmen Antón et al.  
*Current Issues in Tourism*  
Published online: 14 Sep 2017

# Sažetak i ključne riječi

Market-Tržište , Vol. 33 No. Special Issue, 2021.

Izvorni znanstveni članak

<https://doi.org/10.22598/mt/2021.33.spec-issue.47>

**Perceived Private Label Authenticity: A Two-Study Analysis**

Sandra Horvat ; University of Zagreb, Faculty of Economics & Business 

Tanja Komarac ; University of Zagreb, Faculty of Economics & Business 

Đurđana Ozretić Došen ; University of Zagreb, Faculty of Economics & Business 

Puni tekst: [hrvatski pdf 424 Kb](#)

str. 47-66

preuzimanja: 22

[citiraj](#)

Puni tekst: [engleski pdf 443 Kb](#)

str. 47-66

preuzimanja: 38

[citiraj](#)

# Sažetak i ključne riječi

## Sažetak

Purpose – The purpose of this paper is to explore further the dimensions of perceived private label authenticity. The aims are threefold. Firstly, to examine how consumers associate the concept of authenticity with manufacturer brands and private labels, comparing their perspectives on the perceived authenticity of manufacturer brands and private labels. Secondly, to determine and verify the dimensions that would be appropriate for and specific to measuring private label authenticity. Finally, to offer a model for measuring private label authenticity and test the model empirically.

Design/Methodology/Approach – Both qualitative and quantitative research methods were used. Qualitative research was conducted through six focus group interviews. A survey on a convenience sample of 415 respondents from Croatia was applied in the quantitative research phase. Confirmatory factor analysis was used to empirically test the proposed dimensions of the perceived private label authenticity model.

Findings and implications – The results of qualitative research demonstrate that consumers have different views of private label authenticity compared to manufacturer brands. Consumers have positive perceptions of private labels, describing them as "a smart choice" and "good-quality products at lower prices". Still, they do not associate them with the notion of authenticity as presented in the existing models. Therefore, a new perceived private label authenticity model is proposed. The quantitative study empirically confirmed its five dimensions: credibility, originality, brand commercialization, trust in the chain, and employee passion. The new proposed model allows retailers to assess private label authenticity using dimensions that are important for private labels as a specific brand type. Additionally, it highlights the importance of trust in the retailer and employee passion as important dimensions of private label authenticity.

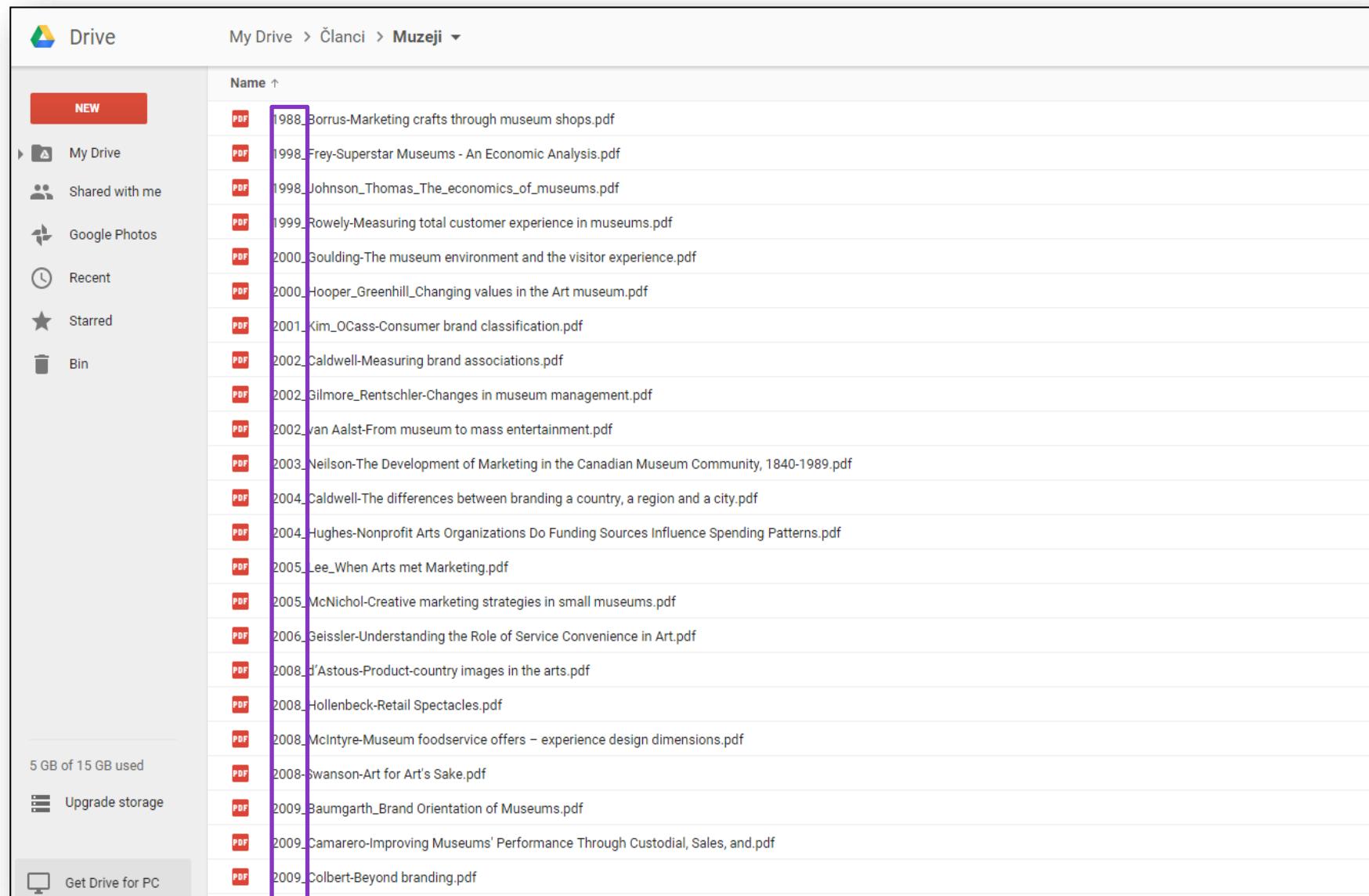
Limitations – Limitations are related to the methods used in the studies. Participants in all six focus groups were graduate students in economics and business. The survey was done on a convenience sample of respondents.

Originality – This paper sheds additional light on extant studies of the perceived brand authenticity construct in the context of private labels and manufacturer brands. Based on qualitative and quantitative research, it proposes a new model of perceived private label authenticity, comprising five dimensions: (1) credibility, (2) originality, (3) brand commercialization, (4) trust in the chain, and (5) employee passion.

## Ključne riječi

private labels, perceived authenticity, focus groups, survey, CFA, Croatia

# Organizacija i spremanje pronađenih izvora



The screenshot shows a Google Drive interface with a sidebar on the left and a main content area on the right.

**Left Sidebar:**

- Drive** icon
- NEW** button
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- Recent**
- Starred**
- Bin**
- 5 GB of 15 GB used**
- Upgrade storage**
- Get Drive for PC**

**Top Bar:**

My Drive > Članci > Muzeji ▾

**Main Content Area:**

Name ↑

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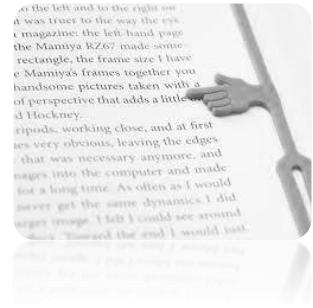
# 4. korak

a) detaljnije  
proučavanje  
odabranih izvora



b) obilježavanje  
najvažnijih  
dijelova

priprema za izradu  
pregleda literature



# 4. korak

## a) detaljnije proučavanje odabralih izvora

- metoda 3 pokušaja (*the three-pass approach*)



# 4. korak

a) **detaljnije proučavanje odabralih izvora**

## 1. „pokušaj”

- kratki „sken članka”
- pažljivo pročitati naslov, sažetak i uvod
- pročitati naslove i podnaslove rada
- pročitati zaključak
- „baciti pogled” na reference



# 4. korak

a) **detaljnije proučavanje odabralih izvora**

## 2. „pokušaj”

- pažljivije pročitati članak
- obilježiti važne reference koje biste željeli pročitati

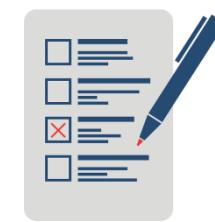


# 4. korak

a) **detaljnije proučavanje** odabralih izvora

## 3. „pokušaj”

- posvetiti maksimalnu pažnju detaljima u radu
- pokušati razviti ideju za vlastito istraživanje kao nadogradnju na rad



Keshav, S. How to read a paper. <http://ccr.sigcomm.org/online/files/p83-keshavA.pdf>

# Primjer traženje ideje za diplomski rad

Google Znalac

streaming apps, consumers

Članci Oko 64.600 rezultata (0,11 s) Moj profil

Bilo kad Od 2023 Od 2022 Od 2019 Odabrani raspon...

Razvrstaj po važnosti Razvrstaj po datumu

Bilo koja Članci s recenzijom

uključi patente  uključi citate  Stvori obavijest

**Streaming apps: What consumers value**  
A Oyedele, PM Simpson - Journal of Retailing and Consumer Services, 2018 - Elsevier  
... of streaming apps should provide consumers with a clear message about how their streaming apps ... ways to ensure their streaming apps are salient to the self-identity of their customers. ...  
☆ Spremi 99 Citiraj Spominje se 88 puta Srodni članci Svih 3 inačica

**Live streaming commerce: Uses and gratifications approach to understanding consumers' motivations**  
J Cai, DY Wohin - 2019 - aisel.aisnet.org  
... the United States, e-commerce is one of the most popular applications for live streaming in ... as the consumer (ie, the viewer of the live stream), we will focus on consumers' motivations in ...  
☆ Spremi 99 Citiraj Spominje se 120 puta Srodni članci Svih 10 inačica

**Streaming apps-A study on consumer satisfaction toward the usage of these platforms during COVID-19 in Kolkata, West Bengal**  
U Chawla, J Shaw, S Choudhary - Indian Journal of Marketing, 2022 - geosocindia.org  
... Various online streaming platforms were discovered to be popular, delivering high-quality ... that influenced consumers of various ages when watching online on various streaming sites. ...  
☆ Spremi 99 Citiraj Spominje se 1 puta Srodni članci Svih 6 inačica

**Assessing determinants influencing continued use of live streaming services: An extended perceived value theory of streaming addiction**  
S Singh, N Singh, Z Kalinić... - ... with Applications, 2021 - Elsevier  
... due to the use of streaming services by users has ... of streaming apps should promote their apps to consumers by highlighting various consumption values and make sure that their apps ...  
☆ Spremi 99 Citiraj Spominje se 82 puta Srodni članci Svih 2 inačica

Povezana pretraživanja



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## Outline

Abstract

Keywords

1. Introduction

2. Perceived value and identity theory

3. Conceptual framework and hypotheses

4. Social value

5. Methodology

6. Analysis and results

7. Discussion and conclusions

8. Managerial implications

9. Study limitations and future research

References

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## Figures (1)



## Tables (4)



# Journal of Retailing and Consumer Services

Volume 41, March 2018, Pages 296-304



## Streaming apps: What consumers value

Adesegun Oyedele <sup>a</sup>  , Penny M. Simpson <sup>b</sup> 

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### Abstract

Streaming apps are increasingly mainstream but little research exists about how users value them. This study fills that research gap by examining effects of perceived consumption values and self-identity related to streaming apps on likelihood of recommending and using streaming apps. All consumption values as well as identity salience were found to have effects on recommendation likelihood. The findings suggest that managers of streaming apps should provide consumers with a clear message about how their streaming apps provide differing consumption values to customers and find ways to ensure their

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## Journal of Retailing and Consumer Services

journal homepage: [www.elsevier.com/locate/jretconser](http://www.elsevier.com/locate/jretconser)

### Streaming apps: What consumers value

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#### ARTICLE INFO

##### Keywords:

Consumption values  
Identity salience  
Streaming apps  
Self service

#### ABSTRACT

Streaming apps are increasingly mainstream but little research exists about how users value them. This study fills that research gap by examining effects of perceived consumption values and self-identity related to streaming apps on likelihood of recommending and using streaming apps. All consumption values as well as identity salience were found to have effects on recommendation likelihood. The findings suggest that managers of streaming apps should provide consumers with a clear message about how their streaming apps provide differing consumption values to customers and find ways to ensure their streaming apps are salient to the self-identity of their customers.

#### 1. Introduction

Revenue from video and music streaming retail services has exploded in the last few years with growth expected to continue globally. Sales are expected to grow from \$30.3 billion in 2016 to \$70 billion by 2021 for video streamers (Marketsandmarkets.com, 2016) and from \$2.89 million in 2015 to \$16.4 billion in 2020 for music streamers (Ingham, 2015). The largest streaming services include YouTube with 800 million users, Spotify as the top music streamer with 30 million subscribers (IFPI.org, 2016) and Netflix with 75 million video streaming subscribers worldwide (Popper, 2016). The video and music delivery services are made possible by entertainment streaming

of self-identity and socialization for some consumers. As Hesmondhalgh (2008, p 342) writes, “Music, like other cultural forms, provides opportunities for people to make connections with each other, to enrich their inner lives, and even in some cases, to enhance a sense of community.” If music and movies/shows can be important to self-identity, the value derived from the ESAs may also be important to self-identity.

Apps are likely associated with self-identities according to Gardner and Davis (2014) in their research about today's youth, they term the App Generation. For the App Generation, every day is arranged and organized based on content delivered through online apps—everything from checking the weather to selecting restaurants to arranging for car

**Table 1**Scale items and measurement values<sup>a</sup>.

The following questions are designed to determine what streaming apps such as Netflix, Hulu, Pandora or Spotify, mean to you. There is no right or wrong responses and the survey is anonymous and your responses are confidential. On a scale of 1–7, where 1 is “Strongly disagree” and 7 is “Strongly agree”, please circle the number that matches the extent to which you agree with each of the following statements.

Construct and items	Mean	SD	Load	CR	$\alpha$
<b>Cognitive effort</b> (adapted from Mohd-Any et al. (2015) and Collier et al. (2013))	5.83	0.97		0.93	0.89
ESAs are generally easy to use			0.92		
ESAs are simple to use			0.94		
Using ESAs usually is effortless			0.85		
<b>Convenience value</b> (adapted from Collier et al. (2013))	6.14	0.96		0.90	0.86
ESAs allow me to watch or listen to whatever I want whenever I choose.			0.82		
ESAs allows me to watch or listen to whatever I want at a convenient time.			0.81		
I value the ability to use ESAs to watch or listen to what I want while away from home.			0.82		
I like the ability to use ESAs to watch or listen to what I want on multiple devices (e.g., iPads, smartphones).			0.77		
I like the ability to use ESAs to watch or listen to what I want from anywhere.			0.81		
<b>Monetary value</b> (adapted and expanded from Mohd-Any et al. (2015))	5.94	1.09		0.94	0.90
I feel that the subscription cost of ESAs is not expensive relative to substitute services such as buying or renting DVDs and CDs			0.87		
I feel that using ESAs offer significant cost savings relative to substitute services such as buying or renting DVDs and CDs			0.93		
I feel that using ESAs is cost effective relative to buying or renting DVDs and CDs.			0.93		
<b>Social value</b> (adapted from Chen et al. (2008))	3.59	1.58		0.93	0.88
I value ESAs because they enhance my peer status.			0.91		
I value using ESAs because they help increase my connections on social media			0.92		
I value using ESAs because they are popular among my peers.			0.88		
<b>Emotional value</b> (adapted from Mohd-Any et al. (2015))	5.14	1.19		0.88	0.80
I like browsing available options on ESAs to get new ideas about what to listen or watch.			0.74		
I have fun interacting with streaming apps.			0.91		
Browsing available options on ESAs provides me with a lot of enjoyment.			0.89		
<b>Identity salience</b> (adapted from Arnett et al. (2003))	3.40	1.30		0.82	0.58
ESAs are an important part of who I am			0.90		
ESAs mean more to me than other types of apps			0.77		
ESAs are something I rarely think about			NA		
ESAs are something about which I have no clear feeling			NA		
<b>Recommend</b> (adapted from Gao et al. (2013))	5.07	1.61		0.95	0.89
I often recommend ESAs that I like.			0.95		
I often recommend ESAs that I like to my friends and relatives.			NA		
I often recommend streaming music and video apps that I like to someone who seeks my advice about streaming apps.			0.95		
<b>Average number of hours used each day</b>	4.61	3.30	1.00	NA	NA

# Primjer iz anketnog upitnika za diplomski rad

Na ljestvici od 1 do 5, pri čemu „1“ znači da se uopće ne slažete, „5“ da se u potpunosti slažete, izrazite Vaše slaganje/neslaganje sa sljedećim tvrdnjama. Označite.\*

	1 - Uopće se ne slažem	2 - Ne slažem se	3 - Niti se slažem niti se ne slažem	4 - Slažem se	5 - Upotpunosti se slažem
Streaming usluge su uglavnom jednostavne za korištenje.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Streaming usluge mi omogućuju da gledam/slušam što god želim i kad god poželim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smatram da cijena pretplate na streaming usluge nije skupa u odnosu na zamjenske usluge kao što je kupnja ili iznajmljivanje DVD-a i CD-a.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cijenim streaming usluge jer poboljšavaju moj status među	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





# Zadatak

## (2. dio)

#zastovolimefzg #marketing



# Zadatak

1. posjetiti stranicu KDC-a EFZG-a
2. koristiti tražilicu (Objedinjeno pretraživanje svih e-izvora)
3. upisati ključne riječi koje Vas zanimaju (npr. *digital marketing, B2B, review*)
4. „pročistiti“ rezultate (*scholary and peer review, journal article, marketing*)
5. pregledati naslove, sažetke i ključne riječi članka (nekoliko članaka, barem 5)
6. metodom 1. „pokušaj“ pregledati članak
  - kratki „sken članka“
  - pažljivo pročitati naslov, sažetak i uvod
  - pročitati naslove i podnaslove rada
  - pročitati zaključak
  - „baciti pogled“ na reference
7. ponoviti proces za nove ključne riječi koje Vas zanimaju (od točke 1-6)

#zastovolimefzg #marketing



# Pitanja i odgovori (Q&A)



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