



The importance of irrational purchasing behaviour in applying the marketing strategy of selected global brands

Ing. Dávid Vrtaňa

Content

- Introduction
- Presentation of companies
- Materials and Methods
- Results of research
- Conclusion



Introduction

- An important element of behavioral economics
 - is to understand a person and explain his fluctuations in behavior and especially in the decision-making process
- based on assertions that reflect the results of psychological research into human behavior and results from the social sciences and biology



Lindt & Sprüngli and Hershey Company

Lindt 

MASTER CHOCOLATIER
SINCE 1845

HERSHEY 

aha-di
economy 경제
economy
экономика
经济

Lindt & Sprüngli

- Swiss company with a long tradition,
- object of activity is to offer the highest quality chocolate
- 120 countries around the world through subsidiaries and distribution companies
- marketing strategy is focused on the **quality of the products offered**
- **5,1 % market share**



Hershey

- American international company based in Pennsylvania
- is one of the largest chocolate manufacturers in the world
- the brand's product portfolio also includes bakery products (biscuits, milkshakes, cakes and many more).
- operates in more than 60 countries around the world
- **market share: 7.2%**



Materials and Methods

- we carried out the research through non-standardized sociological questioning using the questionnaire technique. Individual questions were closed, in which the respondents had to choose one of the offered options
- The questionnaire contained 6 questions divided into three parts
 - First part – identification data (age of respondents, gender)
 - Second part – focused on question related to shopping behavior
- statistical set: consumers aged 15 and over making purchasing decisions.
- the statistical unit: 1 Slovak consumer
- **150 respondents**
- **1.7.2020 – 31. 8. 2020**



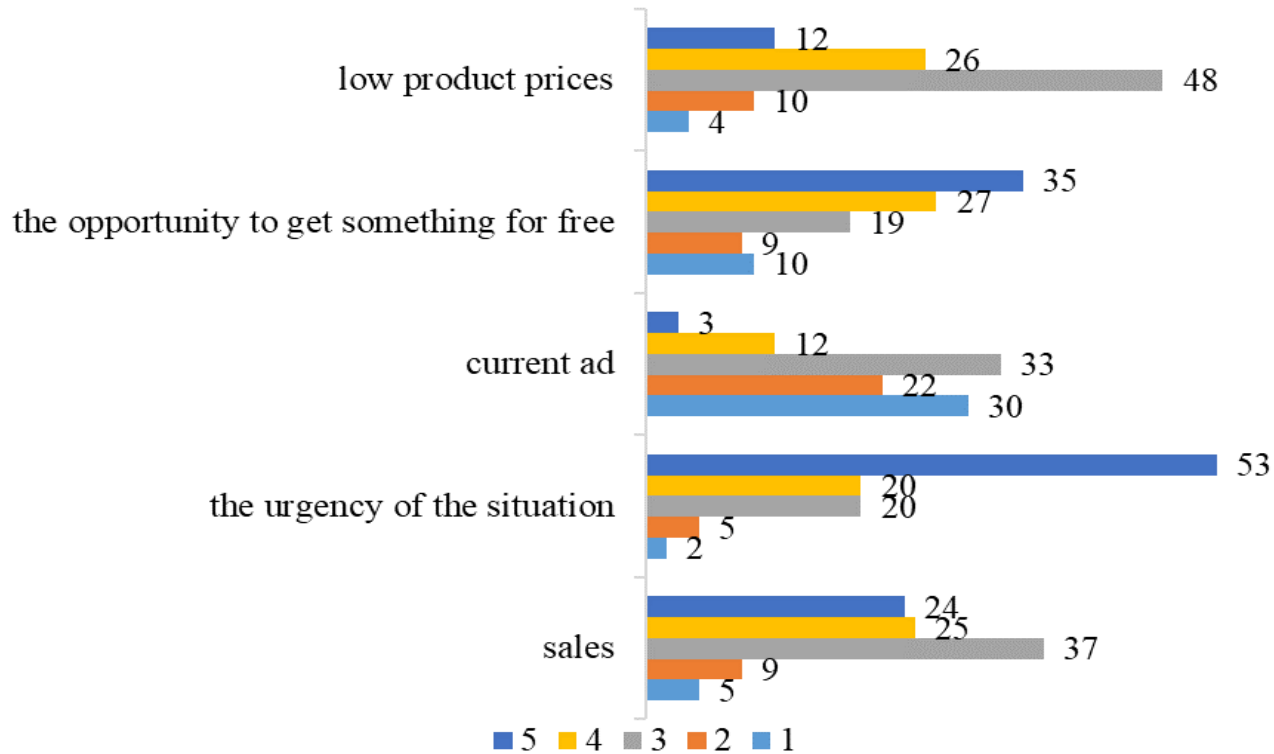
Results

Age	Number of respondents	Percentage share	Woman	Share in % of the total number of woman	Men	Share in % of the total number of men
to 25	66	66 %	41	66,13 %	25	65,79 %
26-40	22	22 %	11	17,74 %	11	28,95 %
41-55	12	12 %	10	16,13 %	2	5,26 %
Sum	100	100 %	62	100 %	38	100 %



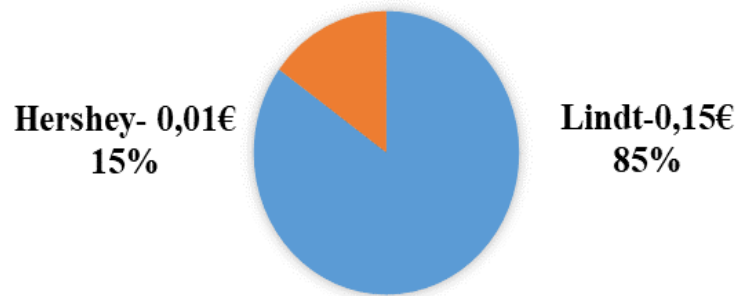
Results

Factors influencing impulsive shopping behavior

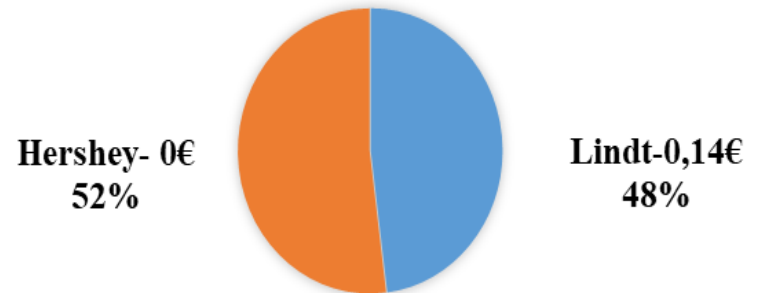


Results

Chocolates Lindt and Hershey



Chocolates Lindt and Hershey-effect free



Conclusion

- The basic determining feature of the behavioral economy is the area of limited rationality in the decision-making process.
- Human decision-making, which has become the subject of interest in behavioral economics, is greatly influenced not only by emotions, but also by the various factors that have been the subject of this article



Thank you for your attention

