



RELATIONSHIP OF CONSUMER MANAGEMENT AND MARKETING STRATEGY

Liviu Constantin STOICA¹ , Marian Pompiliu CRISTESCU², Ana-Maria Ramona STANCU³

¹ PhD, Academy of Economic Studies, Bucharest, E-mail: stoica.liviu.constantin@gmail.com

² Associate Professor, “Lucian Blaga” University, Sibiu, E-mail: marian.cristescu@ulbsibiu.ro

³ Assistant Lecturer, “Dimitrie Cantemir” Christian University, Bucharest, E-mail: ana_maria_ramona@yahoo.com

Abstract *In this paper I studied the theoretical aspects related to the behavior of shop choices and the purchasing behavior of consumers.*

We have divided the paper into three chapters, as follows: In the first part we studied the relationship between consumer and marketing strategy, focusing on the concept of behavior, on the role of the study and the behavioral models. In the second part I studied behavioral theories focusing on behavioral analysis and influence on the decision making process of the shop, and in the third part I studied the behavior of choosing the shop focusing on buying motivation and purchasing behavior .

Key words:

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INTRODUCTION

The complexity of the act of buying, as well as the possibility of studying it from the perspective of several disciplines, such as experimental psychology, psychoanalysis, sociology, psychosociology, make it impossible to state a general theory of consumer behavior. However, when no theory can be considered universal, each can be judged to be the most appropriate in a given situation. For example, a consumer's situation of purchasing a particular product may be predominantly rational or automated. Likewise, a product can be chosen because it meets psychological needs because its possession allows affirmation of a certain status or belonging to a social-cultural group, or as it corresponds to the value system or the consumer's lifestyle.

In this paper I studied the theoretical aspects related to the behavior of shop choices and the purchasing behavior of consumers.

In the first part we started from defining the notion of behavior and implicitly the usefulness of studying behavior, the elementary model of consumer behavior with highlighting strategies that can be adopted by managers.

In the second part we conducted an analysis of the behaviors, then we included aspects related to the decision process, namely: the place of the shop in the decision making process, a model of the decision making process of choosing the shop. Starting from the behavioral pattern of the consumer, we included both the types of behaviors and the related strategies that can be chosen.

In the third part we studied the consumer buying behavior that is very important for retailers as consumers are characterized by different needs. Shopping takes place in and out of the store through catalogs, television programs. The incentives inside the store are also very important because most unplanned purchase decisions are taken at the moment inside the store.

I also presented a model of choice for the store, demonstrating that the decision to choose the store is based on the characteristics of the consumer, the purchase needs, the store image and the distributor's strategy. At the end of the chapter, there were some implications of choosing the store for retail sales strategies.

1. THE RELATION BETWEEN CONSUMER AND THE MARKETING STRATEGY

a) CONCEPT OF BEHAVIOR

The marketing concept starts from the premise that any economic activity must meet the needs and desires of consumers with maximum efficiency. It is possible that the consumer sometimes does not know the real reasons or change his decision to buy at the last moment, under the influence of certain factors (eg the influence of a friend, the influence of the family, the exposure of a brand for which he is organized a price promotion, and so on.). As a result of consumer behavior, it has been defined in many ways, but according to Blackwell and Kollat, behavior is "the set of individual acts, directly related to the purchase of goods and services, including the decision-making process preceding and determining these acts".

This definition breaks down into three dimensions, namely:

- the set of acts of individuals - a dimension that shows that consumer behavior analysis is not limited to the actual purchase, but extends to the accompanying documents, visiting a shop (for example, the Timisoara store), collecting information on the products consumer through press, television, friends, neighbors, and so on).
- purchase of goods and services-size related to the nature of the goods and services that are the objects of the purchase, either being tangible goods (food, detergents, petrol, and so on.) or non-negotiable goods (insurance, maintenance, repairs, and so on.) or the two together, tangible goods that require a service after sale (cars, freezers, TVs).
- the decision-making process that precedes and determines these dimensional acts that show that act of consumption is the end of a decision-making process. Thus, choosing a shop involves the existence of certain criteria of choice (width and depth of the assortment, price level of the sale,

proximity to the house, and so on.). In the same way, the information process through which the consumer passes requires the choice of certain media (press, television, radio) and advertising media (Pro TV, Analog TV, Radio Vest, PubliTim, and so on).

The term consumer describes two different categories of consumer entities: the individual and organizational consumer. The individual consumer purchases goods and services for his own use (shoes, soap) for household use (edible oil, vinegar) for a family member (baby sweets) to give gifts to others (a bouquet of flowers, a bottle of wine, a book).

Organizational consumers are either productive enterprises or non-profit organizations, institutions and so on. that buy products (raw materials and consumables) and services for their operation and the realization of their own object of activity.

b) THE ROLE OF THE BEHAVIOR STUDY

In order to achieve effective marketing, people involved in finding these answers need to complement their entrepreneurial insights with a concrete appreciation of the subtleties and complexities of the buyer's behavior.

Understanding consumer behavior plays an important role in marketing practice, as it can be used to answer key questions in the formulation of strategies and marketing tactics. Thus, the behavior can also be understood by strategies formulated by tracking the answer to several questions such as "who are the consumers of the product?" For example, in a November study by Daedalus on a sample of 1,596 urban subjects aged over 14, it was noted that 46.2% bought a perfume for their personal use in the last 12 months, as well as women are those who buy more than men, 49.6% and 42.4% respectively; "Why is the product consumed?" Beyond buying for its own use, perfume is often bought to be a gift. Thus, in the last 12 months, 40.7% of interviewees have bought a perfume to make a gift.

Perfume as a gift attracts to a greater extent young people aged between 14 and 34 and to a lesser extent people over 55; "Where do consumers buy? "; "When consuming individuals? "; "Under what conditions are the products bought? ». This results in an identification of potential consumers and a breakdown that will lead to market segmentation and the adoption of a marketing strategy. Also, strategies need to be adjusted to consumer preferences, and it is important to identify the motivations that have led to both positive and negative actions. In order to be the place of purchase, customers have to be analyzed by type of shop, then the shopping center's attraction is attracted (from what distance do the buyers come from), identify the reasons that lead them to attend a store in favor of another ambience, assortment sizes, sales prices, promptness of services).

What happens in the mind of the consumer will affect the planning of the new marketing strategies and the evaluation of the existing ones. The development of new marketing strategies is influenced in several ways:

- the marketing opportunity shows unsatisfied needs (the need for a higher resolution of the newspaper pages)
- new products are developed and positioned to meet these needs (Mavica from Sony)
- successful positioning depends on consumer perceptions about the new product (the perception of Mavica as a total shooting system)
- advertising strategy is based on the benefits of communication that consumers want (greater resolution and ease of viewing)
- media strategies are developed to ensure that messenger has reached the target segment (newspaper publishers). The success of marketing strategies depends on the likelihood of consumers perceiving the brand, they see a brand as one that meets their needs, and as a result also determines whether the brand has succeeded in meeting their needs. Marketing strategies must be based on factors that influence consumer behavior.

Following the study of attitudes, managers can develop both an attitude and a change strategy. When attitude is favorable, it can be strengthened by marketing actions (advertising, public relations, personal sales, sponsorship).

Buying is a process, a succession of precursor and post-acquisition activities that encompass; influence purchasing decisions. All stages of the purchase are of interest to the marketing manager, who seeks to influence awareness of the customer's requirements or wishes before purchasing the product. Interestingly, all the research that results from this, the evaluation of information about the products and brands that could satisfy consumers, the components of the purchase (What? Where? How often?) and the consequences of consumption. All of this can outline patterns of buying and buying repeatedly. Marketing strategies have been sought, starting from the understanding of social factors; and psychological impacts on consumers' choices at each stage of this succession.

A more complex approach has attempted to organize disparate concepts of behavioral science, taking into account interactions between them as well as their separate effects, and making systematic models of human behavior. Such an approach is not only confined to addressing the factors that determine the buyer's choices.

The most widely accepted models of this kind describe the consumer as an information processor involved in:

- receiving sensory environmental data (such as advertising for a new brand of consumer product) followed by their perception and interpretation according to experience, opinions, goals, personality structure and social status
- looking for additional information to clarify wishes, as well as evaluating competing brands to which they may be able to satisfy
- the development of beliefs, attitudes and purchasing intentions that determine, in turn, the choice of a trade mark

Therefore, the consumer is portrayed as an active collaborator of the marketing system, engaged in making significant beliefs and in their rational modification based on new information. He

responds affectionately (by "I like" or "I do not like it") to each alternative and finally clarifies his intention to buy his favorite brand.

Multilateral models described the individual consumer as an overly rational information processor, but failed to provide explanations that would not be based on the fact that man would be compelled to engage in finding solutions to the problems he had. There is a weak link between the main determinants of attitudes and purchasing intentions, on the one hand, and the purchasing decision itself, on the other. The situations that occur between expressing a purchase intention (for example, in the course of a market investigation in connection with the development of a new brand) and the opportunity to buy the new brand of the product (when it finally appears on the market). Determine the poor correlation between attitude and behavior. The analysis of the external environment, in which consumer behavior and patterns of similar behavior are maintained, leads to a more complete understanding of consumer decisions.

c) BEHAVIORAL MODELS

Multiple approaches to consumer behavior and numerous resulting concepts have made it necessary to try to synthesize and synthesize them. This role has been assumed by numerous authors who have developed behavioral models. The models either address a side of behavior or partial models (Nicosia's model of advertising message processing, Bettman's model of information processing, Pavlov's classic conditioning model, Fishbein's model of attitudes formation), or its behavior in its entirety (Kotler, Howard and Seth's model, Engel's model, Kollat and Blackwell). A useful model is Kotler's basic model.

- ❖ Elementary model of consumer behavior. It is a stimulus-response model that groups the components into five categories: marketing stimuli, determinant variables, responses or responses, re-evaluation after purchase, and environmental influences.
- ❖ Marketing incentives are the influences of companies' efforts to convince consumers to buy a product or brand, or to visit a store (examples of marketing stimuli: advertising message, sales price, product qualities).

- ❖ The determining variables are all internal, unobservable processes of consumer behavior. They include elementary processes, filtering, and decision-making.
- ❖ Elementary processes are the set of mechanisms that lead to a response, to a reaction from the consumer under the influence of external stimuli. Elemental processes are:
 - perceptual process, is the process by which the consumer registers information from his / her environment and interprets them using his / her own evaluation criteria.
 - Information is the process by which the consumer chooses, processes and assimilates the basics of decision making.
 - learning is the process of consumer habits, the socialization process of the consumer, highlighting the role of experience in making the purchasing decision.
- ❖ The filtering process allows the consumer to select a small number of the many existing alternatives. The attitudes that the consumer has created enable him to hierarchize alternatives and eliminate those in the lower positions.
- ❖ The decision-making process involves several steps:
 - Awareness of the consumption need, in which the consumer finds a distance between an ideal state, a desired state and an actual state, the purchase of the product with the purpose to reduce or cancel this distance;
 - Identifying alternatives involves establishing a decision-making system in which the assessment criteria are the determinant role, so the consumer will either use his or her mind to engage in a gathering of information from various sources (friends, neighbors, leaflets, brochures);

- The evaluation of the alternatives consists in confronting the alternatives of the attributes of each product, marks with evaluation criteria that are in fact the expectations of the consumer; the stage ends with forming the consumer's beliefs about the ability of one or more alternatives to meet its purchasing alternatives
- Purchasing intents are internal, unobservable responses that precede the purchase act itself;
- ❖ Replies represent the set of consumer acts that constitute the visible differences in the decision-making processes adopted by consumers. These acts may result in either choosing and visiting a store, or buying a product or brand.
- ❖ Reassessment after purchase is to meet the expectations that it has set before the election, with the results of brand consumption purchased. A favorable reassessment, ie compatibility between expectations and outcomes, will lead to a consolidation of the consumer's beliefs and attitudes, ultimately resulting in a rebate. Insatisfaction, ie incompatibility between expectations and results, will result in the brand and the search for another brand.
- ❖ The influence of the environment refers to the actions of the elements that make up the external environment of the consumer (culture, social class, reference group, family). These elements have the effect of stimulating the cause of not translating intentions into actual purchasing.

2) BEHAVIOR THEORIES

a) ANALYSIS OF BEHAVIORS AND INFLUENCE ON THEIR

In order to analyze consumer behavior with regard to the purchase of products, several aspects need to be known. It checks what consumers know

about a product, and if the conditions of knowledge and behaviors are met to show whether they are concerned about the knowledge of the offer and the way to gain access, but also the interest in purchasing; and in this respect consumers need information to enable them to know the offer, ie from the point of view of the location, at the moment, of the benefits offered, but besides being given the opportunity to access different sources of information and at the place of distribution of the product. Another aspect to be considered refers to the buying situation, and in this case the elements that characterize the shop must be combined and highlighted in such a way as to stimulate the purchase. It also appreciates the relationship between the purchasing decision and the conditions of access to the offer, ie it is necessary to consider the way the communication with the target segments is carried out, ie the messages must be such as to be perceived, and determine the decision to purchase.

In addition to this, the information on consumption and use of the product should be highlighted. In this case, there are considered elements related to the consumer, namely their preferences, the characteristics, the needs to be met, the utility and in this respect act both for conceiving the offer, including technical, aesthetic, pictures, warranty terms, as well as for proper communication referring to the motivations, characteristics and values of the target segments, but at the same time to make the offer known. In the satisfaction assessment, the best-fit models are identified and the offer reconsidered. In order to better adapt the offer, it is advisable to take into account the customer's dissatisfaction and encouragement of their manifestation and thus the customers will benefit from the desired attention and the benefit will be part of the firm, both by identifying negative aspects but will be more easy to design ways of identifying complaints.

The most important assessment relates to the variety of behaviors, illustrates information on the number of consumers who change brands, what products they prefer, which competing stores choose, how many customers are losing and winning, and why they go to other stores. It is necessary to avoid situations where customers want a product and do not find it in the store, this situation can cause behavioral change. Also, the

promotional pressures that come from competitors must be adequately addressed.

b) THE DECISION MAKING PROCESS OF THE SHOP

When considering the store, in the consumer's decision-making process, they can identify more situations.

In the first, that of the classic decision-making process takes into account the absence of the trademark in the store. The consumer goes to ETTI stores in Timisoara to buy Rotina mustard, but he does not find his favorite brand and will buy another brand available in the store.

The second situation describes the process where the consumer determines the type of product he will buy (for example, a vacuum cleaner) and chooses a brand in the store, depending on the existing offer (Rowenta, Philips, Goldstar) before entering the store. The decision process is divided into two phases: the choice of the product, made before the store is visited and the choice of the brand in the store visited.

The third situation correlates with buy-in behavior during a scheduled visit to the store (by visiting the Metro store at the end of the week, the consumer buys refreshments, beer, sweets, peas, stationery).

The choice of the store, being the subject of numerous researches, has led to the emergence of models, highlighting the parallelism established with the process of choosing a product or product mark.

In the model developed by Robert Lusch, it is noted that he has come to the following findings:

- The phases of choosing a store are identical to the phases of choosing a product; it should be pointed out that attending a shop may be caused by searching for a particular product but also for other reasons:
 - the consumer's desire to be informed;
 - the pleasure of walking;
 - the pleasure of getting rid of everyday monotony.
- Preference to a shop is based on a compensatory rule, which proves that the location and proximity of the store are not

the only determinants; the analysis may be nuanced depending on the nature of the products purchased, but also on the characteristics of consumers; there is also research that demonstrates that the determining attributes in choosing a store are different from one country to another.

c) THE MODEL OF A BUYING BEHAVIOR

A pattern of buying behavior highlights the interactions between the marketing manager and the consumer. The central component of this model is the adoption of the purchasing decision that involves the process of perceiving and evaluating brand information, considering that brand alternatives meet consumer needs and brand choice.

Three categories may influence the consumer's choice of brand. The first category is made up of individual consumer characteristics such as:

- consumer needs;
- the perceptions of brand features;
- attitude towards alternatives;
- demographics;
- lifestyle;
- the personality of the consumer.

Along with the first category, two other categories of factors also affect decision-making: environmental influence and marketing strategies.

The consumer's purchasing environment is represented by culture (the norms of society and the influences of regional or ethnic subcultures), the social class (the socio-economic group of which the consumer belongs), the close groups (friends, family members, reference groups) and situational determinants for which a product is purchased, such as using a family or business machine).

The marketing strategy represents the variables under the coordination of the company's managers who try to inform and infiltrate the consumer. These price variables, product, advertising and distribution are stimuli that are perceived and evaluated by the consumer in the decision-making process.

The marketing manager must obtain information from the consumer to evaluate marketing opportunities before developing marketing strategies. This is represented by the arrows between the marketing strategy and the decision making by the consumer. Marketing research provides information to marketing organizations about consumer needs, brand perceptions, and branding attitudes. Then marketing strategies are developed and led by consumers.

d) TYPES OF BUYING COMPANIES

The purchasing behaviors adopted by consumers are very varied, their variability being determined by a multitude of factors.

The consumption decision differs depending on the type of purchase decision. There are major differences between buying a toothpaste and a tennis racket, a computer or a new car. Competitive and high value acquisitions involve a longer deliberation process and the existence of more participants. H.Assel identified four types of purchasing behaviors based on buyer involvement and differences between brands.

In the case of complex purchasing behavior, consumers show such behavior when they are deeply involved in the buying process and aware of the significant differences between the brands. Consumers are deeply involved if the product is expensive, it is not frequently bought and presents some risks.

In the case of regular purchasing behavior, the consumer often gets less involved in buying the necessary products, unless there are significant differences between the marks. In the case of the salt product, the consumer shows little involvement, entering the store and taking the product out of the shelf, and if they choose the same brand they make it out of habit and not from fidelity to the brand. Low consumer involvement takes place in the case of less expensive products that are frequently bought.

An important form of limited decision is to look for the variety. Consumers often look for a variety of brands because many products requiring reduced involvement are too common. Shopping is done without brand evaluation or change in attitude towards the brand. The evaluation is made when the brand is consumed.

3) THE BEHAVIOR OF THE SELECTION OF SHOPS

A) BUYING MOTIVATIONS

One of the important dimensions of consumer behavior is choosing the store, brand and product choice. For some product categories, choosing the store may be more important to the consumer than choice of the brand and may involve a complex set of criteria. It is necessary to make a distinction between the choice of the brand and the choice of the shop, and it is also required that a distinction be made between buying behavior and choice. Consumers go frequently and buy from the store in the store for the variety offered by the store, and the reasons for the purchase may be different from the reasons for buying a particular product. Consumers can also buy from their desire to seek discounts or to seek social interaction with the selling staff. None of these reasons would be directly related to the brand or choice of product.

Highlighting the store's influences on consumer behavior requires an exchange, from a focus on marketing marketing to the outside of the shop (publicity) and communications in indoor marketing (packages, exposures, coupons, prices, personal sales). The manager's emphasis on internal and external stimuli determines proximity to the consumer. The more profound focus on advertising is an attempt to create demand before entering the store. Advertising is especially important when the consumer plans to buy something very expensive. Emphasis on exposures, promotional prices, and personal sales influence the choice of the environment within the store.

The importance of shop selection and the impact of internal stimuli on the consumer is better reflected in the strategy of large distribution companies. For example, a great deal of affluence and time constraints produced by income sources needed to support the home have led many consumers to focus on variety and value. As a result, distributors such as Montgomery Ward had to reorient from lower-priced goods to greater concentration on quality and benchmarks. The company has begun to focus on brands of electronic products and clothing for special occasions. The words of the president at MonomeryWard's were: "I

guess if we wanted to get to a higher level, we did not think we could do it with our labels. So we started adding more brand names. Now we realize the image of each major brand in a variety of categories »

b) BUYING BEHAVIOR

The importance of purchasing behavior is reflected in the fact that a consumer spends on average almost six hours a week on shopping, almost the same time he spends when he eats more than the time spent on cooking or cleaning. Moreover, the American consumer, as shown by H. Aessel (Consumer Behavior and Marketing Action, PWS Kent Publishing Company, 1992), likes to shop. According to a study by the same author, he found that half of consumers are pleased to go shopping as much or even more as watching television shows, or watching a movie at the cinema.

Also, in connection with the choice of the store, it is considered to be a distinct form of consumer behavior. Two consumers can buy from the same group of stores for reasons of convenience, mutual help, or ambience. The first consumer, however, can regard shopping as a difficult task, requiring responsibility, and physical effort at the same time, something to be done with a minimum of effort (the apathetic buyer). A second buyer may like it, especially because the satisfaction to buy is something that is especially desirable at a discounted price (an active buyer). This guy does not like to waste time looking for another alternative.

c) TYPES OF BUYERS

Studies of buyers' motivations have led to research that classifies consumers by their purchasing orientation and determines the characteristics of these types of buyers. Leser and Hughes reviewed purchase studies in seventeen communities and identified seven types of buyers with a series of in-depth inquiries:

- inactive;
- active;
- social;
- traditional;
- dedicated;

- target by price;
- transition.

For example, inactive buyers are elderly people, posted consumers who dislike shopping and focus on services when choosing the store. The characteristics of these buyers have some strategic implications. For example, traders who want to attract inactive buyers should set up more shops selling them in convenient locations and a variety of services to minimize the purchasing effort of these customers. Similar traders targeting active buyers to attract this segment should conduct convenient trade. Traders who want to attract traditional buyers should focus on a friendly store environment to make them feel at home. Likewise, traders targeting active buyers will have to focus on the prestige and status of the goods they offer.

Types of buyers have also been developed on several specific dimensions, such as the level of search for information and buying behavior.

Types of buyers can be identified by the search level of the information when they buy. Thus, Furse, Punj, and Stewart have identified four types of buyers with their own information:

- Constructive buyers spent most of their time looking for information and comparing them with other groups of buyers. They also visit stores more often.
- surrogate buyers are those who leave shopping for other people in the family
- Routine buyers know in advance what I want and spend less time searching for information.
- Active purchases are looking for information outside of the store.

The study suggests that advertising will have the biggest effect on active and constructive buyers. Family advertising or social media will be most effective for surrogate buyers. Information inside the store usually influences constructive consumers.

d) SELECTION OF THE SHOP

Decision processes apply to all stores, but also to brands. In some cases, the consumer goes through a complex decision process, making a selection of shops. In other cases, loyalty to stores is decisive. Situations with low decision-making implications apply equally to the shops. Consumers can choose a particular store, especially because it is not worth the time or effort to look for more stores when it's at hand. In such cases, stores can be chosen based on their location.

A model of choice for the store is developed by Monroe and Gultian. Demographic, economic, lifestyle and consumer personality have led to the development of certain purchasing needs. These needs set priorities in evaluating shop alternatives. Priorities are based on store attributes such as availability, general price level, store staff, selection, and an attractive setting.

The image of a particular store type is as a result of the consumer's needs and the distributor's strategy .

The more the shop image is closer to the consumers' requirements, the more positive is the attitude towards that store and the likelihood that the consumer will buy from that store is just as great. Once the shop is chosen, the consumer assesses internal stimuli such as product assortment, prices, exposures, and so on, and selects a product on that basis. If the consumer is satisfied with the store environment and the products bought in the store, the positive image is improved and leads to the possibility that the shop will be revised. A consequence of this positive image could be loyalty to the store.

The model's performance: the image of a young lawyer who shopped in four stores - Saks, Lord & Taylor, Bergdorf-Goodman, and Blomigdale's at first - because of the fact that her friends were buying from there, was also taken into consideration.

CONCLUSIONS

In the paper titled "Relationship between Consumer Behavior and Marketing Strategies," a paper studied in three chapters, we noticed that an important factor in choosing stores is closely linked to purchasing motivation and purchasing behavior.

Another major impulse is consumer behavior, its decision-making in choosing a store and purchasing behavior. At the same time, we identified several types of consumer, consumers made purchasing studies in seventeen communities. I have also studied how to choose a store, the model developed by Monroe and Gultian. They have contracted that demographic, economic, lifestyle characteristics have led to the development of certain purchasing needs

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