

**The Influence of Direct Selling on Geriatric Shopping Behaviour
in the Moravian-Silesian Region**

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Bachelor Thesis

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Téma práce: **Vliv přímého prodeje na nákupní chování seniorů v Moravskoslezském kraji**

Zásady pro vypracování:

Prostudujte dostupnou literaturu týkající se přímého prodeje a konečného zákazníka seniora.

Na základě rešerše analyzujte nákupní chování seniorů.

Zpracujte kvantitativní dotazník a zjistěte charakteristické vlastnosti cílové skupiny v daném regionu.

Analyzujte graficky i slovně výsledky vyplývající z šetření.

Shrňte analýzu a navrhnete doporučení pro snížení negativních dopadů přímého prodeje na seniory.

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Schiffman, Leon G., and Leslie Lazar Kanuk. 2004. Nákupní chování. Brno: Computer Press.

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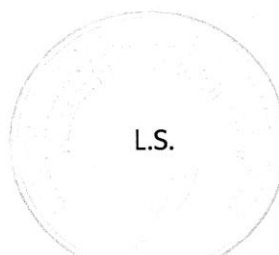
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ABSTRAKT

Tato bakalářská práce se zabývá tématem osobního prodeje a jeho vlivu na nákupní chování seniorů v Moravskoslezském kraji. Celé dílo je rozděleno do dvou částí, první teoretická část popisuje seniora jako zákazníka, segmentaci trhu, nástroje komunikačního mixu, trendy v osobním prodeji a marketingový výzkum. Druhá analytická část prezentuje kvantitativní výzkum prováděný pomocí dotazníkového šetření, zde je písemně a graficky znázorněn vliv osobního prodeje na respondenty. Závěr je věnován vhodným doporučením, jak snížit negativní postoj veřejnosti k osobnímu prodeji.

Klíčová slova: senior, zákazník, nákupní chování, segmentace trhu, komunikační mix, osobní prodej, marketingový výzkum, respondent

ABSTRACT

This bachelor thesis deals with the influence of direct selling on geriatric shopping behaviour in the Moravian-Silesian region. The whole thesis is divided into two parts. The first, theoretical part, describes senior citizens as customers, market segmentation, elements of communication mix, trends in direct selling and marketing research. The second, analytical part, presents the quantitative research using a questionnaire survey. The influence of direct selling on seniors has been depicted in written as well as graphical form. The final part is devoted to recommendations how to reduce seniors' negatives attitudes to direct selling.

Keywords: senior, customer, shopping behaviour, market segmentation, communication mix, direct selling, marketing research, respondent

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INTRODUCTION

The topic of my bachelor is: “The Influence of Direct Selling on Geriatric Shopping Behaviour in the Moravian-Silesian Region”. The thesis is devoted to this topic because the problem of ageing population has been actual in the whole world. The number of senior citizens grows and they become appreciable target group therefore is important to take into consideration this fact.

Specifically, I focused on one element of marketing communication mix and it is direct selling. The direct selling via dealers or organisation of demonstration and sales events became popular in our country lately. Unfortunately, the means of direct selling meets with such problems that some seniors feel to be exploited and misled. The research tries to find out whether Czech seniors have ever met any kind of direct selling, and also how they felt during the selling process and how much they were satisfied. Moreover, the final effort was to get their opinion or suggestions how to protect them from hard practices.

The theoretical part describes seniors as customers and shows some of their typical shopping behaviour. Furthermore, there is a brief explanation of the process of the market segmentation. Hereafter, the elements of communication marketing mix was defined, and followed by a deep focus on direct selling. I concentrated on effective direct sale processes, ethnical aspects and current situation of direct selling in the Czech Republic. The last point of the theoretical part provides details concerning the marketing research process and its methods.

The practical part shows the results of the applied questionnaire. It explains the goal of my research, used method and describes the groups of respondents. The end of this part shows all findings, both graphically as well as in a written form. The conclusion presents my recommendation for marketers based on the research.

I.

THEORY

1 SENIORS CITIZENS

The number of senior citizens is growing, 2 857 856 pensioners drawn an old age pension in the Czech Republic in 2013 (figures to 31st December 2013). Specifically, 276 624 retirees in Moravian-Silesian region (169 923 women, 106 701 men), it is the bigger number of retirees from all Czech regions. (ČSSZ 2014) Three millions eight hundred and seventy thousand people older than fifty years old lived in the Czech Republic in 2012; it was almost thirty-seventh percent from all population. Four hundred and fifty thousand people older than fifty years old lived in Moravian – Silesian region in 2012 (figures to 31st December 2012). (ČSÚ 2013) According to these facts is expected that the generation of people older than fifty years will become a target group of customers in the future. Regard to this is necessary to take care about these consumers, study their customer behaviour and adapt the market for their needs.

1.1 Customer

A life expectancy is prolonging, together with a consumer period. According to the prognosis from Czech Statistical Office (2009), more than four million people older than fifty years old will live in 2020. Four millions and eight hundred people older than fifty years old will live in 2030. This number will create more than forty-six percent of Czech population in 2030. (ČSÚ 2009) According to these figures is evident that age structure in the Czech Republic is regressive type and the number of people in 50 years old is growing. On the basis of this prognosis the senior citizens are future hope for the economy just as for the society. The market has to react to this situation and offer enough services and commodities suitable for this age group. (Reidl 2012, 27)

1.2 Shopping Behaviour of Seniors

1.2.1 Lifestyle Types

Andreas Reidl (2012, 109 -113) identified four various types of people older than fifty years old in compliance with their lifestyles.

People focus on trends

This group is also called early adopters. The early adopter is interested in the newest technical products in spite of these goods are more expensive and technical incomplete. These kinds of products are usually shortly valueless. The early adopters are open to modern gadgets, new experiments and innovations to they know how the life and techniques will look in future.

Individualists

The individualists want to emphasize their own identity. Their aim is to be different either in positive or negative way. These people buy things they like. The individualists are not easily suggestible. They love their style; however they not denounce style of the others.

Guardians

Rituals and standard daily program are important for the guardians. They are sceptic to an internet; they usually use a television, newspapers or radio. These people often buy timeless products and they are loyalty to the brand name all their life.

Practical people

The usefulness, functionality and practicality of products come first for practical people. The identity of practical people is based on the rationality. This group search for comfortable, economical and ecological products. They do not believe in the newest technologies, products and services. The practical people depend on tested and guaranteed things.

1.2.2 Types of Characters

The seven types of personalities were determined in 2008 by company Factum Invenio. (PPM Factum 2008)

Materialistic people

The materialistic people are older and poorer citizens who are usually economically inactive. To be part of nowadays society is hard, complicate and irritating for these people. The materialistic people do not like social adaptation and live like introverts who care for their households.

Resigned people

These people make activities for younger generation. They do not monitor any mass media. The resigned people usually live alone without contact of family or friends. These people do not follow any traditions and customs.

People depends on the others

This group does not feel be self – sufficient. People depends on others rely on the help of neighbourhoods. They often follow advices and recommendations of somebody else.

Modern People

These people are in younger age, they are interesting in new products and technologies. The modern people are concentrated on high quality and they are familiar with the advertisements. These people are sociable, helpful and want to enjoy the rest of their lives.

Successful People

These people are younger, well-educated, economically active and wealthy. They have a lot of friends and hobbies which are usual for younger generations. The successful people enjoy the life and they want to reach a lot of goals in the future.

Traditional People

Traditional people are older, poorer, basic educated people. They believe in God and they follow traditions and customs. These people think in positive way and they buy tested products. This group demand of acceptable living conditions for everyone.

Self-sufficient People

These people are well educated; they are keen on high quality of products and services. Their motto is that everybody should look after your selves. This group is more traditional and comfortably well-off.

Groups which are easily manipulate for purposes of the direct selling are people **depends on other**, because they believe in the others opinions and they refuse dealers with difficulty. Then the **resigned people** because the contact with people is a challenge for them. They are not keen on high quality and they prefer to repay the loan instead of saving the money. The **modern people** because they want to be part of the society and be socialized.

1.2.3 Target Groups

Kalka and Allgayer (2007, 221-243) described five target groups by Galaxy GIM.

Fighters in post communisms

People who have experienced the revolution but they have adapted successfully. They are usually living a humble life with their families and friends. They observe the political development critically and distrustfully. They are interested in culture topics and are patriots. These consumers follow their common sense during the shopping process.

Authentic and conscious people

These people are in life stage of satisfaction, they are formed by social radical changes during 60s and 70s. They like a nature, relatives, politic and foreign cultures. They are looking for freedom of late ages. These people are older than fifty years old and they usually have higher incomes. They do not lay stress on brands name like a tool of their social presentation. The quality is very important; they are rational during shopping process and they do not like spontaneous purchases. They expected all advertisements in high quality and they are immune to the advertisements for image.

Modest and pragmatic people

It is target group oriented on a family and friends; they are very humble people who are usually enthusiastic gardeners. Their life values are creativity, honesty and politeness. They do not want to be distinguished. They are fifty years old and older people who are pragmatic because of the financial reasons. They prefer do-it-yourself style. They have close relation to old brands names based on the high requirements for safety.

Representative people

These people are oriented on material and values, they think a lot about their appearance and behaviour. They put emphasis on the fashion. The correct manner in public is essential and they use decorative cosmetic and perfumes. They are consumers with big spending power; they strive for the prestige property like a visible proof of their success. They are willing to spend a lot of money for noticeable lifestyle; they believed in established brands and they are loyal to these brands names.

Style experts

These people are leader consumers. They are immune to social flow and they have their own style, and they are sociable and agile. People older than fifty years old who live in conservative surroundings, they are usually careerists, individualists, well educated and wealthy. They have a sense of antique and design works, the price is not crucial for them. They are interested in d cooking, health lifestyle, and fashion. They preferred unknown quality clothes.

2 MARKET SEGMENTATION

The market segmentation helps to gain information about the basic aspects of generation, in our case about fifty years old and older people. The segmentation search for their findings, hobbies, attitudes, behaviours, intentions and so on. (Vysekalová et al 2011, 284-285)

The market segmentation is a process which divided the market into small homogenous units. These groups differ in needs, in attributes, and also in shopping behaviour. The segmentation process is described like a finding of target groups according to the selected criteria. A segment is a group of customers with similar needs and wishes. (Bejtkovský 2013)

If we are talking about **criteria of segmentation** after the segment have to comply with three conditions. Firstly, there have to exist a common features of segment (e.g. age, location, living conditions). Secondly, the segment has to be identifiable and measurable. Finally, the marketing mix has to be applying to this segment.

Michel (2003, 180-186) separated a **segmentation process** into three phases. In the first phase we analyse and describe the segment. At this stage is needed to define the objectives of segmentation, set the limits of customers and determine the criteria. The second stage is phase of understanding and explanation. You should select these specified criteria and build the segments (method of segmentation tree). The last step is to express the segment in numbers. In this last phase you have to decide which part of the market you want to concentrate on and determine the target customers.

Factors of segmentation (Bejtkovský 2013):

- Geographical criteria: state, area, region, size of area, type of settlement, type of landscape, climate.
- Demographical criteria: age, gender, size of family.
- Socio-economical criteria: occupation, education, family income.
- Ethnographical criteria: religion, race, nationality.
- Physiographical criteria: qualitative (state of health) and quantitative (weight, height) factors.
- Socio psychological criteria: lifestyle, social status, personality.
- Behavioural criteria: shopping behaviour, attitude to product, etcetera.

3 COMMUNICATION MIX

The name communication come from a Latin word “communis” that means common or collective. The aim of communication is to announce, mediate or share information, thoughts, attitudes or opinions with the others. (Hesková and Strachon 2009) The communication mix is a part of a marketing mix also called 4P. The marketing mix includes decisions related to a product, price, place and **promotion**. (Karlíček 2013, 152) The promotion means the marketing communication. The promotion is controlled information and influencing of target groups to companies and other institutions can fulfil their marketing goals. (Karlíček and Král 2011, 9) The marketing communication contains all company methods how to influence knowledge, stances and customer behaviour relating to the product offered. The companies have to definite a target market which affect the decision making process about what, whom, where and how to communicate. (Jakubíková 2013, 296-299)

Like Boučková (2003, 222-223) present two basic types of communication exist:

- **Impersonal (mass) communication**

A mass communication allows giving information to big group of people in the same time. Thank to this fact you decrease invested expenses on one address person. The disadvantages of impersonal communication are missing personal contact, slowness of feedback and impossibility to adapt the individual messages of customers.

- **Personal communication**

The personal communication works between two or a few people. The advantages are a physical contact that leads to the trust, openness and willingness to cooperate. Through the personal communication you get immediate feedback that can be also nonverbal (facial expressions, gestures, body movements) which may reveal hidden reactions to the message. The invested expenses to one address person are significantly high than in case of the mass communication.

3.1 Communication Process

A sender is a subject who sends off the message or information to a receiver. The message of sender affects the receiver (consumer, customer, sales representatives, companies, and media). The channel is a way of transferring the message between the sender and the receiver. A media, advertisements, internet, intranet are the most widely used communication channels. An encoding means transformation of message to symbolic form

(words or graphical adaptation). The main aims of encoding are to attract an attention, simplify a content of the message, provoke or support an action and finally express an intention, opinion, existence or fame. A decoding process is the exact opposite of the encoding process. The receiver deciphers or interprets the meaning of coded message. The last step of communication process is a feedback. The feedback can be positive, negative or neutral. The feedback helps companies to watch efficiency of the communication and its benefit for a business. The feedback shows fulfilment of fixed goals and reactions of target groups in communication. Interference is a complex of all factors which can negatively influence the communication process. Reason for interferences can be technical problems or interferences from people around, other advertisements. (Hesková and Strachoň 2009, 53-54) (Kotler and Keller 2013, 520)

Factors Affected Communication Mix

According to Jakubíková (2013, 300-301) exist four main factors which affect the marketing communication mix: product, customer, company, business environment. Every product is connected with design, size, life cycle, type, image, popularity, price and distribution. If we talk about customers we have to take account of character of target market and the type of shopping behaviour. In case of company the factors like a strategy of communication, strategy of brand, strategy of price, budget, employees, management, image, and corporate identity can distinctively influence the communication mix. The last factors are connected to the company environment (macro environment power, publicity of company and competitive strategy).

3.2 Communication Strategies

The communication mix depends on a target group. The different types of communication are necessary to be used for various types of groups. Depending on the market every company can chose between pull strategy and push strategy. The **pull strategy** is focus on an ultimate customer and the aim of this strategy is to motivate consumers to demand products in retail trade. The most frequent tools of pull strategy are advertising, public relations, direct or personal marketing. On the other hand, the **push strategy** tries to motivate retailers to offer products of given company in their shops. The marketing effort is oriented on a support and motivation of trade intermediates. The push strategy uses mainly direct selling and sales promotion. (Jakubíková 2013, 301-302) (Hesková and Strachoň 2009, 71-72)

3.3 Elements of the Marketing Communication Mix

According to Kotler and Keller (2013, 518) the communication mix includes eight elements. For better achievement of set goals is appropriate to use a combination of all these elements:

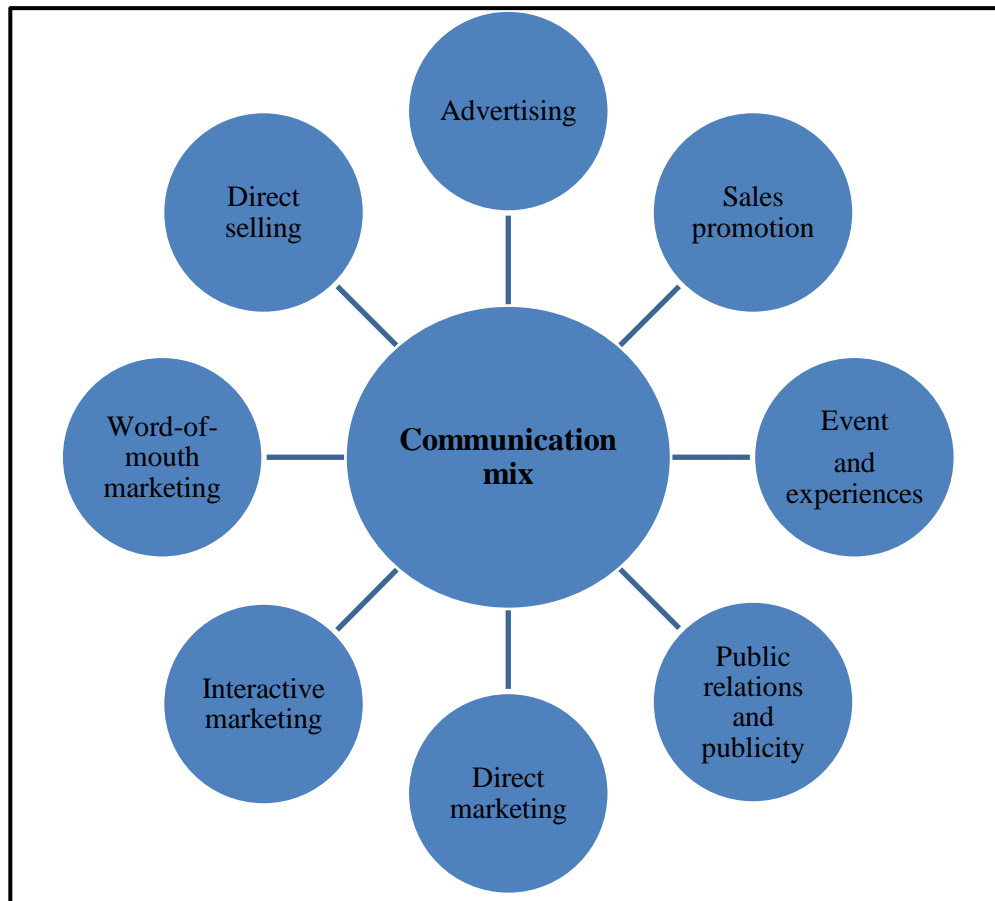


Figure 1. *Marketing Communication Mix*. (self-created)

3.3.1 Advertising

The advertising is a propagation of products, services, companies, trademarks or ideas. The purpose of the advertising is a promotion, support of demand, compensation of rival advertisements, help for sellers, higher use of product, emphasize of product and a reduction of market fluctuation. (Jakubíková 2013, 308)

The Kotler (2001, 570-571) classified advertising objectives into four groups:

- An **informative advertising**, the aim is to create brand awareness and knowledge of new products or new features of existing products.
- A **persuasive advertising**, the aim is to create liking, preference, conviction, and purchase of a product or service.

- A **reminder advertising**, the aim is to stimulate repeat purchase of products and services
- A **reinforcement advertising**, the aim is to convince current purchasers that they made the right choice.

Hesková and Strachoň (2013, 82) divided advertisements into four groups according to form and criteria of objects:

- A **product advertisement** is focus on products or services. The main task is to emphasize the advantages and benefits of concrete product or service.
- An **institutional advertisement** support conception of goodwill, company, person or place. It can increase image of company or individual person.
- A **company advertisement** increase prestige of corporation.
- A **social advertisement** helps to solve social problems. The task is to present public beneficial activities, thoughts or attitudes. The subject wants to evoke and change consumer behaviour for certain reasons (health lifestyle, donations in the cafe of natural disasters, danger of smoking).

A **TV advertisement**, a television is a mass media where is available appeal to almost all market. On the other hand some onlookers avoid watching these advertisements in TV. The next way is a **radio advertisement** where you can direct at segments, for example according to the age, lifestyle, and demographical characteristic of listeners. A **print advertisement** is the advertisements in newspapers or magazines. The outdoor or **out-of-home advertisement** is considered to be billboards, city lights, posters etcetera. These things impress passer-by nonstop. A placement of product or brand into a movie, TV shows, serials or another audiovisual works is called the **product placement**. The brand name should be visible but not disturbing. The most precise market segmentation provides an **online advertisement**. (Karlíček 2013, 193)

3.3.2 Sales Promotion

A sales promotion is a commutative discipline including implements which stimulate an instant sale. The sales promotion is connected with a product, price and distributional politic and is oriented on customers, middlemen and salesmen. The sales promotion strives for increasing in a turndown. The sales promotion is complex of marketing activities that

directly influenced shopping behaviour of customers. Some examples of the sales promotion are discounts, sampling, loyalty customer's cards, tasting, and money back guarantee and so on. (Hesková, Strachoň 2009, 94) All of these tools use a financial or non-financial bonuses which should potential customers motivate to buy or at least to try a product. The advantage of the sales promotion is an ability to create immediate and significant sale increase. The disadvantages of the sales promotion is that the company have to invest money and during the campaign customers stock up on product and the demand is decreasing (therefore companies usually end with financial losses). A merchandising is a communication in the place of sale, this type of sales promotion is noticeably important in last few years. This communication includes various promotion racks, posters, transparent, models of products which are placed in shops or places of business. The present-day merchandising is focus on finding the most efficient position of goods in shelves. For instant, quality products should be placed in the height of eyes. (Karlíček 2013, 196)

3.3.2.1 Sales Promotion Tools

Consumer's sales promotion

This group include samplings, coupons, and bonuses for a regular purchase, competitions, lotteries, tradeshows, exhibitions, tasting, and loyalty cards.

Trader's sales promotion

Here we can comprise discounts for purchase, discounts for a regular purchase, advertisement in the place of sale, competitions – bonuses for increasing of volume of sale, presents, using of electronic media.

Salesmen's sales promotion

It means a motivation of internal and external staff or salesperson in sectors. This tool use competitions based on quality and performance, business appointment for the purpose of information exchanging, bonuses for performances (business trip) and annual reports. (Hesková and Strachoň 2009, 98)

3.3.3 Public Relations and Publicity

A public relations alias PR is definite like a building up relation with media that is media relations. The main aim of the public relations is to create a positive publicity and control a negative publicity. (Karlíček 2013, 197) According to Putsch: "The PR is a tool which is focus on creation, sustaining and controlling of communicative processes between

enterprises, organisations, institutions and public. The aim of PR is to reach mutual comprehension, understanding and loyalty by participant's equalization of interests.”

A public is definite like a group of people which have direct or indirect relationship to a company or are interested in a business. The public is divided into two groups, the first one is **internal** that consist of employees, family members, supplier and purchasers. The second group called **external** cover all people who have not a concern for company and their relationship is independent. The external public may be investors, loan providers, creditors, debtors or administrative bodies. (Jakubíková 2013, 318)

The collection of basic PR tools is cover in acronym PENCILS:

The letter **P** means publications, for instant annual reports or magazines for customers.

The letter **E** mean events; sponsoring, lectures, trade shows or exhibitions.

The letter **N** means news, like newspapers articles, materials for conferences.

The letter **C** mean community involvement activities.

The letter **I** mean identity media, business identity, image, etiquette of company.

The letter **L** means lobbying activity.

Finally, the letter **S** means social responsibility activities.

(Kotler 2001, 601) (Jakubíková 2013, 318)

According to Hesková and Strachoň (2009, 108) main functions of PR are informative, contact, image, stabilization, coordination and lobby function.

PR according to branches:

- a) Business to business communication alias B2B.
- b) Professional PR – relationships between producers, suppliers and trading partners.
- c) Product – focus on a brand, oriented on services and products for end customers.
- d) Corporate – communication with employees, charity, political relationship.

3.3.4 Events and Experiences

Various media events or campaigns give you another possibility how to get positive publicity. Event marketing is organisation of events for current or potential customers. A sponsoring is based on providing services for service in return. By the sponsoring you can emphasize a corporate brand or product. There exist sportive, cultural or social sponsoring actions. (Karlíček 2013, 199) (Jakubíková 2013, 319)

3.3.5 Direct Marketing

A direct marketing is a complex of marketing activities by which the products or services are offered to certain market segments in one or more media. The main goal is to address the most precisely current or potential customers and get quick and direct echo by post, phone, internet or personally. The key role of the direct marketing is to get and address target segment via personal and individual offer which starts activity of customers. The secondary aim is to gained information about customers that can be used in new marketing strategies. (Hesková and Strachoň 2009, 125-127)

Kotler and Keller divided the direct marketing according to addressing into two groups; the first group are **directed tools of direct marketing** and the second are **non-directed tools of direct marketing**. A direct mail, telemarketing, catalogue marketing or other media for direct-response marketing belong to directed tools of direct marketing. A mailing, passive telemarketing, and advertisement with direct echo in the press, radio or TV rank among non-addressed tools of direct marketing. (Kotler and Keller 2013, 576)

The main goal of direct marketing is to create and sustain long-term and effective relationships with concrete and individual customers. This tool of communication mix became more and more popular thanks to its efficient use of invested finances and ability to address almost all potential clients. The major features of direct marketing are:

- orientation on specific segment
- efficient communication and creation of personal, long-term contacts
- instant feedback
- ability of predict reactions of existing customers
- flexibility of realization
- relatively secret client's communication (Hesková and Strachoň 2009, 130)

3.3.6 Interactive Marketing

An electronic way is the fastest-growing and also the newest technology how to communicate with clients. An internet provide much better interaction and individualization for markets and customers as well as. Several interactive marketing communication options exists, one of them are websites. The company websites must be attractive on the first view and interesting for the customer. Every company should explain their history, vision, product and purpose to clients want to visit them again. The next options are **search ads**; paid search means to show online advertisement next to the results according to algorithm which determine relevance to a search. Another type of search ads

is pay-per-click ads, in this case advertisers (companies) pay a publishers (usually website) only when the client click on the link. **Display ads** are small text or pictures which are place on various websites and the company pay for their placement. The display ads also called banner ads are more expensive on the website with more visitors. (Kotler and Keller 2013, 580-586)

3.3.7 Word-to-Mouth Communication

The word through mouth is one of the most powerful and the cheapest communicative tools. The companies which pay attention to client's satisfactions do not have to invest so much money for other elements of communication mix. Unsatisfied customers communicate with other potential clients and his/her influence rate is much powerful than in case of satisfied client. (Jakubíková 2013, 322)

Through the social media costumer can share his/her ideas, feels, pictures and impressions about the company in positive or negative way. A social media are online communities and forums, bloggers and social networks (YouTube, Facebook). A buzz marketing and viral marketing belong to this Word-to-mouth communication as well as. Both of these techniques are based on precondition that somebody received samples or another promotion thing for free and will share their personal opinion with others online or offline. (Kotler and Keller 2013, 586-592)

3.3.8 Direct Selling

A direct selling alias eye-to-eye contact represents direct communication with a current or potential customer. The direct selling objectives are dialog with clients, selling product, providing services, placement of goods, collecting information and looking for new customers. The motto of direct selling is to call on the right customers at the right time in the right way. (Jakubíková 2013, 320-321) (Kotler and Keller 2013, 602)

The salesmen can adapt offer for higher satisfactory of customer needs and get immediate feedback thank to the personal contact. The most important task of seller is to create believable relationship with a client. (Karlíček 2013, 200)

The companies employ sales forces and try to motivate them by higher salaries, benefits, bonuses, and training s. The Kotler (2001, 607) set six types of sales representatives according to McMurry:

- **Deliverer**
The person who deliver goods or services to end customers or for resale.
- **Order taker**
The order taker is a person who only collect or accept orders. The order taker is physical present in the shop (behind the counter) on the other hand an outside order taker is a person who communicate with clients by phone or internet. The order taker enters customer order into the system with additional information.
- **Missionary**
The missionary salesman should promote goodwill of company. He/she provide information about product or another assistance services to actual or potential customers.
- **Technician**
The technician help and assist to customers in case of problems. The technician salesman offer a technical customer service and after sales support as well as.
- **Demand creator**
The demand creator use creative methods and attractive behaviour to sell products or services to consumers.
- **Solution vendor**
The solution vendor is able to solve client's needs. These problems are frequently connected with communication or computer system of company.

If we are talking about sales forces we cannot forgot to highlight the costs connected with this communication element. The companies need to increase their productivity so they need to design the sales forces. Firstly, every company have to set main objectives and strategies, later they should determine a structure, size of sales forces and their compensations. Regarding the structure, sales force can be own workers (full-time or part-time workers) or contract workers (brokers, agents paid by real sale). The number of sales forces depends on the number of customers and the number of deals. Various methods and tactics are used during recruiting and selecting of new salesmen, their training, controlling, motivating and evaluating. (Hesková and Strachoň 2009, 123)

The sales forces are taught a SPIN method to establish long-term relationship with customers. Firstly, the representatives should use **situation questions**, to ask about client present situation. Secondly, the salesmen should asked **problem questions**, explanation of customer dissatisfaction, his/her experiences and problems. Thirdly, the sales forces should ask for **implication questions**, it means the influence of problem on buyer's life. Finally, they should deal with **need-payoff questions**, to ask about satisfaction and suitability of offered solution for client. (Kotler and Keller 2013, 602) (Kotler 2001, 629)

3.3.8.1 Effective Personal Sale Process

According to Kotler (2001, 624-629) exist six steps of effective sale process.

- **Prospecting and qualifying**

This step includes a searching for prospective customers and identifies his/her characters. The sales forces can contact clients by phone or e-mail to find out their interest or financial possibilities.

- **Preapproach**

It is necessary to salesperson learn as much as possible about purchasing process in order to make successful sale. The sales forces should able to select the best fit approach to client (personal visit, call or letter). The salesmen should set the most appropriate sale strategy.

- **Presentation and sale**

This step include the own presentation with describing of product features, its advantages, economic, technical or other benefits for customer and value of the offer. Every sales representative should not talk a long about product features – product orientation but mainly they should focus on a customer orientation – advantages, benefits and values.

- **Overcoming objections**

Clients can pose objections to the price, delivery terms, product features or they can show their negative attitude toward money, decision making or company reputation. In all these cases the seller should stay positive and confident. The salesmen can deny or postpone objection, agree and neutralized them or ignore them, acknowledge and convert objections or accept objections.

- **Closing**

Customers show their tendency to close discussion by physical actions, statements or various comments. In this case the salesperson can ask for order and offer help with an ordering process; in opposite way the salesmen may highlight what the client can lose by not ordering now.

- **Follow-up and maintenance**

This last step is important for ensuring clients' satisfaction and persuades them of repeat business. The sales force should immediately after the sale recapitulate all details concerning delivery terms, purchase terms and other terms of contract. The salesperson should contact buyer after delivery of goods to ask for good installation, services and to note possible problems; besides the salesmen should offer maintenance in advance.

3.3.8.2 Ethical Aspects of Direct Selling

As I mentioned before the main aim of direct/personal selling is to create long-term relationship with customer. The direct selling is connected with high invested expenses at the beginning. Every functional long-term relationship should be based on mutual trust and reciprocal favourableness. Nevertheless, various examples of unethical behaviour during sale process have existed. For example, when offering side prefer short-term profit to long-range business relationship.

The ethical problems often come into existence in first step of sale process it means during gaining contacts to potential customers. Several examples from the past prove that companies sold customers databases, including private data, to other companies without permissions. These sharp practises cause customer's opposition to the direct selling and damage goodwill of all companies in the branch, including firms which do not use these practises. This problem is serious especially in B2C markets because the contacts on B2B markets are usually free available from public databases.

Some companies on the B2C markets use practises work on the presumption that customers are aware of less information and are not familiar with the personal selling. The salesmen can put pressure on customers to make a contract immediately because the offer time is limited. The customers under pressure sign a contract which they have never sign up in common circumstances. The clients do no opportunity to read terms of contract and they are often forced to conclude a contract with disadvantageous conditions.

The methods of companies that offer trips, excursion or various events especially for seniors became disputable in the Czech Republic in a few last years. In pursuance of these trips which are usually for free or for very low price including gratis lunch or other gifts, they offer customers various products for exaggerated prices. Old people feel grateful for presents and they want to compensate it to sellers. The salesmen rely on customers' tiredness and the purchase is the only one way how to escape from bothersome situation. These sharp practices are oriented on customers who have less ability to defend from it (seniors, unemployed, handicapped). (Business Info 2011) (Karlíček and Král 2011, 160-162) (Šmejdi 2013)

3.3.8.3 Direct selling in the Czech Republic

The direct selling is very unpopular in the Czech Republic, some villages or cities even impose a ban on door-to-door sale. According to Czech Trade Inspection (Česká obchodní inspekce) the direct selling so-called the sales events were the most problematic way of selling in 2013. As a result aggressive salesmen, poor quality products and social danger the Czech Trade Inspection monitor and controlled these sales events during whole last year. The institution inspected 356 sales events and in 262 cases they found out a break of rules. The inspection gave fine in the amount of twenty-one millions Czech crowns. The preventive information discussion, especially for seniors, started to be popular in the second half of year 2013. The Czech Trade Inspection sees positive influence of these controls and they believe in better situation thanks to a new Civil Code. (ČOI 2014)

As I mention the new novella of Civil Code about consumer protection came into force the 15th January 2014. On the basis of this legislation the organizers of sale events are under an obligation to announce details about these organised actions to Czech Trade Inspection in advance. The legislation said that the organised action means an action with limited number of consumers who were invited to the events and they know that during it come about selling of products, services or about its promotion. (ČOI 2014)

After the first presenting of document called "Šmejdi" which illustrate sharps practises during sales events the takings of companies in this field felt sharply by ten per cent. Some fair companies with long-term tradition suffer for this negative publicizing of personal selling; people do not trust them anymore and cancel appointments. The goods for more than four billion are sold by direct selling in the Czech Republic every year. (ČT24 2013)

4 MARKETING RESEARCH

A marketing research is one of the most important activities of modern marketing. Companies use the marketing research to get required and objective information for management and decision making process. The marketing research is time-consuming and financial expensive item. Companies can do it by itself or via marketing agencies. The Kotler and Keller (2013, 132) said: “We define **marketing research** as the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.”

4.1 Information Sources

The principal topics of every marketing research are information. Every marketing research processes require data from that you can gain the information. The usable information should comply with specific criteria: applicability, objectivity, directing, topicality, veracity, intelligibility, accuracy and completeness. (Kozel, Mlynářová and Svobodová 2011, 50)

Every company has own marketing information system containing these information:

- **Secondary data** are information that already exists in corporation, for instant the information that were collected in previous researches.
 1. An **internal information** spring from ordinary monitoring of company marketing activities. The data gained from operating or other company evidences. The quality of information is dependent on source of data.
 2. An **external information** spring from outside company environment. It can be statistical overviews published by statistical office, ministries or other public organs. Nowadays the main source of external information is the internet.
- **Primary data** are information that the company want to collect for the concrete purpose. Firstly, companies should check accessibility of secondary data only then they should move to searching for primary data.

Types of researches according to use during decision making process:

- A **monitor research** gives entrance information about the market situation. The most frequent type of monitor research is market or environment analysis. Data are mainly gained from secondary sources.
- An **explorative research** clarifies unclear and chaotic facts. The explorative research is used for better understanding. The explorative research can definite a problem, determinate alternative solutions or fix hypothesis. For the research we use free available data; it means secondary sources or informal interviews, observations or previous experience.
- A **descriptive research** describes concrete marketing subjects, its relations and phenomena taking place around. The descriptive research definite problem however does not solve causations. The gained information can be used for estimation of future development. This research use secondary and primary data as well as.
- A **causal research** is oriented on qualitative indicators. The main aim is to gained information about the link between situation and mutual relations. The data are gained by questioners or experiments. (Kozel 2006, 115)

4.2 Marketing Research Process

Definite the problem and research objectives

The definition of problem is the most important and the most difficult step in the entire marketing research process. Furthermore companies have to set targets which they want to achieve.

Develop the research plan

When the problem and objectives are clear it is time to choose type of implementation. This is a crucial moment because the research process transform from preparatory stage to the phase of realization. The plan of research contain types of data we want to gather, method of collecting information, method of analysis, specification of working tasks, time schedule, way of checking and budget. The next task is to choose appropriate sample of respondents and right size of sample.

Collect the information

The required information is gathered during the phase of collecting that is also the most expensive one. Considering methods of collection information we can face various problems, for example inaccessible respondents who must be asked again, biased answers or respondents who do not want to cooperate.

Analyze the information

During this step we process discovered data by computer programs. It is leading description of revealed information in tables or graphically. The assumption of our hypothesis should be confirmed in the course of this step.

Present the findings

The researches or researches agencies transfer discovered results to the marketing decision facing management orally or in written form. The company get a final report about the assignment, realization and outputs of research with recommendations.

Make the decision

During this phase the owners can decide whether study this problem deeper and apply recommendations or find their own solution. Alternatively, they can make more researches or use the information in marketing decision support systems to help their marketing managers make better decisions in future. (Kozel 2006, 70-110) (Kotler 2001, 118-129)

4.3 Marketing Research Methods

Quantitative research

The quantitative research is focus on frequency of some phenomena occurrence what happened in past or occurs in the presence.

a) Observational research

It is a collecting of information without direct contact with respondents. This type of research is not dependent on respondent's willingness to cooperate. It is observation of ongoing reality without observer's interventions. We have two main types of observational research according to role of observer:

- ✓ Involved research: The watcher is directly on the place of observation, for example the observer watches shopping behaviour of customers in a shop.
- ✓ Non-involved research. The observer watches information via technical mechanisms, for example record from camera or data from web pages.

b) Survey research

It is gathering of information with personal contact of respondent, by phone or online. The survey researches frequently use interactive questionnaire or questionnaire in paper form.

- ✓ CAPI – Computer Assisted Personal Interviewing or Face to face interviewing
- ✓ CATI – Computer Assisted Telephone Interviewing
- ✓ CAWI – Computer Assisted Web Interviewing

c) Experimental research

It is observation of testing element (colour of package) often in artificially created conditions and its influence on another element (satisfactory).

- ✓ Laboratory experiments
- ✓ Field research
- ✓ Online experiment

Qualitative research

The qualitative methods look at motivation, attitudes or shopping behaviour of customers on small number of respondents. The most frequent qualitative methods are:

a) Face to face interview

It is longer conversation with respondent using various psychological techniques. During this interview, the atmosphere is much relaxed and it is possible to get true and subjective opinions.

b) Focus group

The group interview offers interaction between a moderator and participants of conversation. The moderator can use methods like word association, visualization or brand personifications.

c) Projections methods

This technique is based on commenting given stimulus. For example, finish the sentences or stories, colour test or compare brands to people, activities, magazines, vegetables, or even other brands.

d) Brainstorming

It is group discussion with the aim to create the most original thoughts, ideas or suggestions. Thanks to mutual stimulation of participants the brainstorming offers more ideas than during face-to-face communication.

e) Neurone marketing

This technique uses neuroscience and medical techniques to measure activities in a brain during certain situations. The main task is to find out how customers decide and which part of the brain they use during different decision-making processes. (Kotler and Keller 2013, 134-145)

5 SUMMARY OF THE THEORETICAL PART

The task of the theoretical part was to describe the senior citizens as the target group of customers, marketing segmentation and the elements of communication mix. The main goal was to show how direct marketing may influence elder seniors in the Moravian-Silesian region, and also to create theoretical background based on the fact that may help to show the influence.

Firstly, there is a description of the trend of ageing population in the Czech Republic which is connected with the topic of elderly people who become key group in future. Further, I deal with the typical shopping behaviour of senior citizens and its various characters and kind of their lifestyle.

Secondly, there is a very brief mention of the term of marketing segmentation, criteria of segmentation and segmentation process.

Thirdly, there is an explanation of the marketing communication mix and its eight elements such as advertising, sales promotion, public relation, events and experiences, direct marketing, interactive marketing, word-to-word communication and naturally the direct selling. Because the direct sale is the crucial part, the thesis also explains effective sale processes, ethical aspects and the situation of direct selling in our country.

Finally, the marketing research, which is connected with the analytical part, is introduced. Topics as the sources of information, types of research, marketing research process and its methods have been covered.

II.

ANALYSIS

6 QUESTIONNAIRE SURVEY

I have chosen a questionnaire like a research method using the quantitative method I can gather measurable number data which provides clear and definite results.

6.1 Goal of Research

The main aim of the research is to find out which influences of direct selling affect customers the most. The demographical changes lead to ageing population and the salesmen more use credulity of seniors as I proved before. The research should show shopping behaviour of seniors in the Moravian-Silesian region and their attitude to direct selling in general. At the end I will set suitable recommendations for marketers how to win a good reputation of direct selling back.

6.2 Questionnaire

The research took place during February, March and April in 2014. I tried to ask clear and simply questions for easy understanding of seniors. The questionnaire was anonymous and voluntary. Firstly, I described why I need their help; I thanked them for filling out and for their time. The second part contains twenty-two questions, general and identification questions, and questions about direct selling, questions about sale events and questions about protection. The questionnaire contained open questions, closed questions and also open-closed questions.

6.3 Respondents

I distributed one hundred fifty questionnaires between people in Moravian-Silesian region. I spread questionnaires to two eventide homes, to seniors club and to other seniors through my family, neighbours and friends. I get back one hundred thirty-five questionnaires but I could work only with one hundred thirty-two because of incompleteness. The return was eighty-eight percent.

7 RESEARCH

7.1 Results of Research

Identification questions

1. What gender are you?

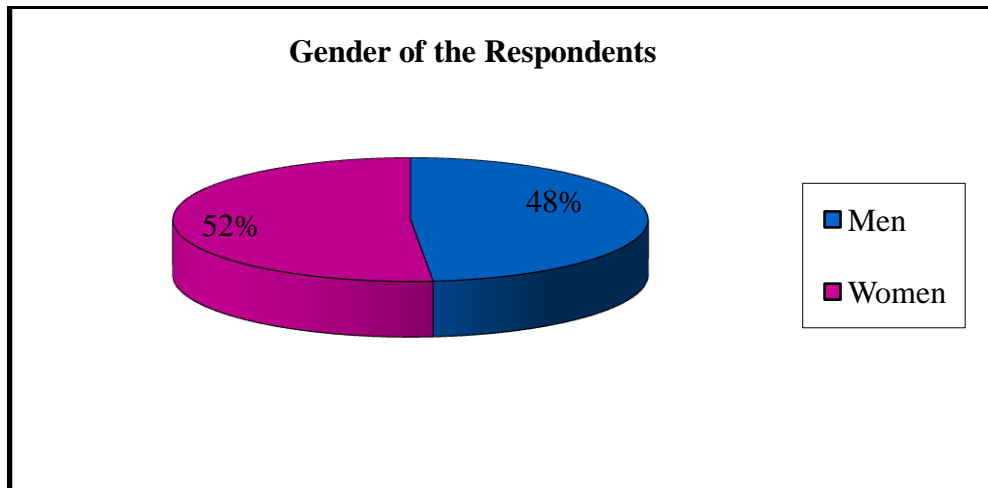


Figure 2. *Gender of the Respondents.* (self-created)

From one hundred thirty-two respondents, sixty eight respondents were women and sixty-four respondents created men. 52 % of respondents created women and 48% of respondents were men.

2. How old are you?

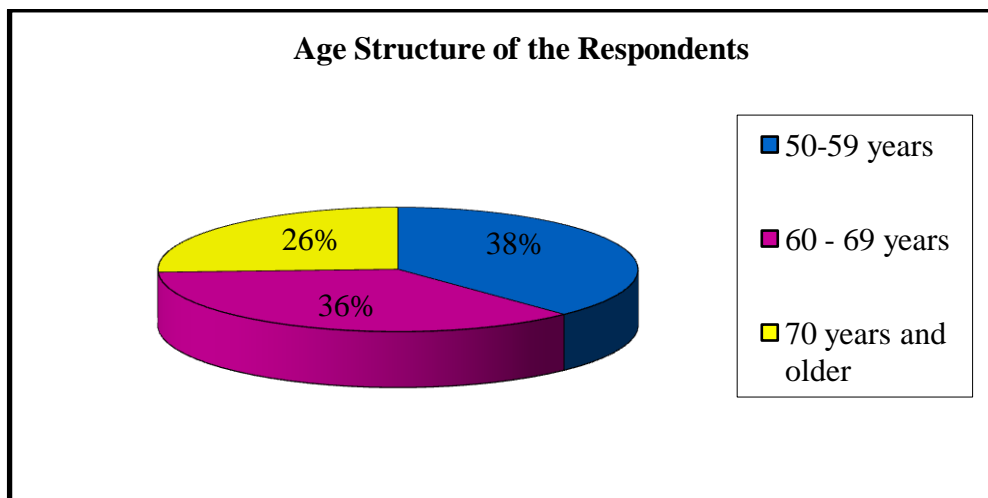


Figure 3. *Age structure of the Respondents.* (self-created)

From all respondents fifty people were between 50 to 59 years old, forty-eight people were older than 60 to 69 years old, twenty-eight people were older than 70 years old but not older than 79 years old and only six people were older than 80 years old. It means I asked thirty-four people older than 70 years old.

3. In which city are you living?

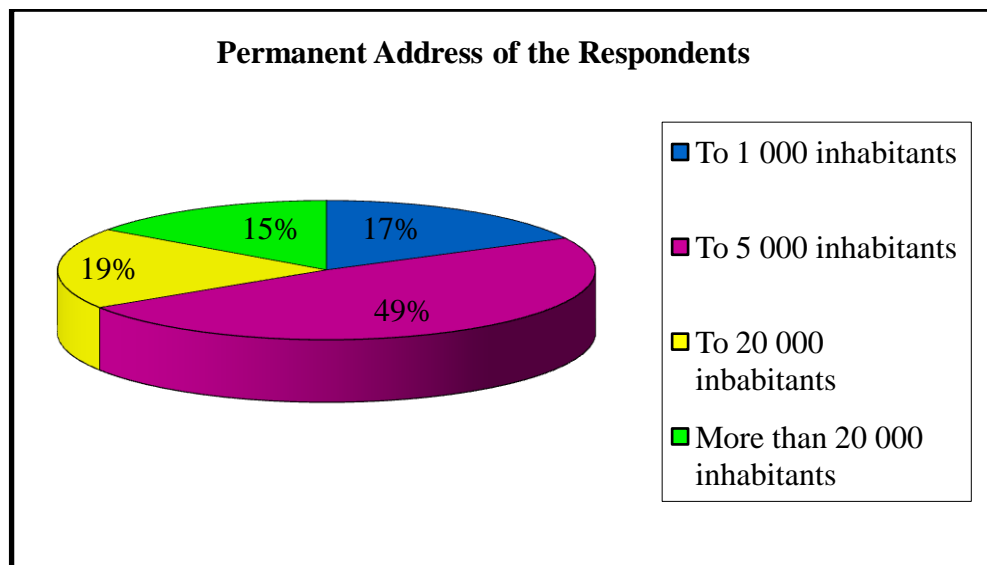
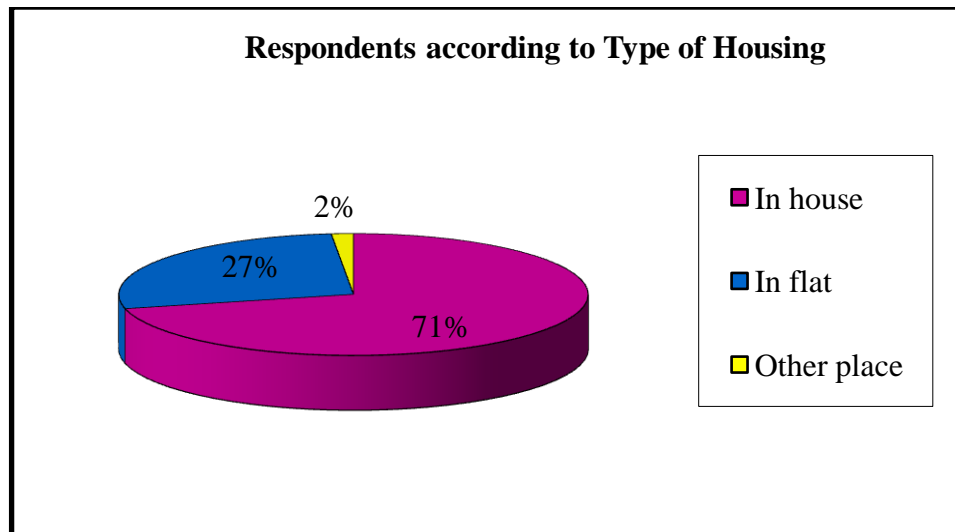


Figure 4. *Permanent Address of the Respondents.* (self-created)

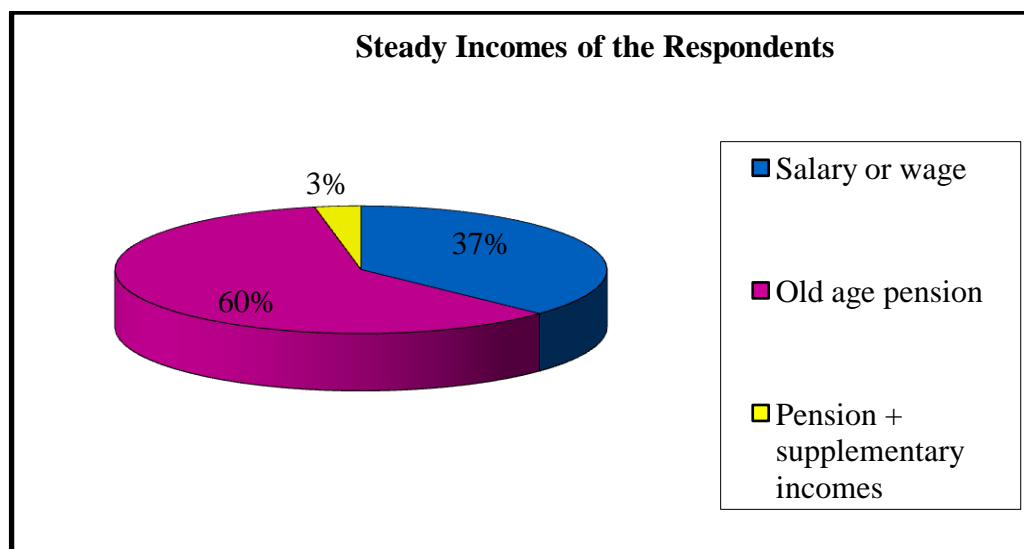
The twenty-three people is living in the village to 1 000 inhabitants. The higher number of sixty-four people is living in the village to 5 000 inhabitants, the reason can be than the most respondents come from my village. Only twenty-five people live in the city to 20 000 inhabitants and twenty people come from the city that is bigger where live more than 20 000 inhabitants.

4. Where are you living?

Figure 5. *Respondents according to Type of Housing.* (self-created)

The ninety-four respondents (71%) live in a house; thirty-six respondents (27%) live in a flat. Only two people live somewhere else, it means 2 % of all respondents.

5. What is your steady income?

Figure 6. *Steady Incomes of the Respondents.* (self-created)

The forty-nine people is still working it is 60 % of respondents. The seventy-nine people draw an old age pension it is 60 %. The four people, it is 3%, receive a pension or additional incomes.

6. With whom are you living?

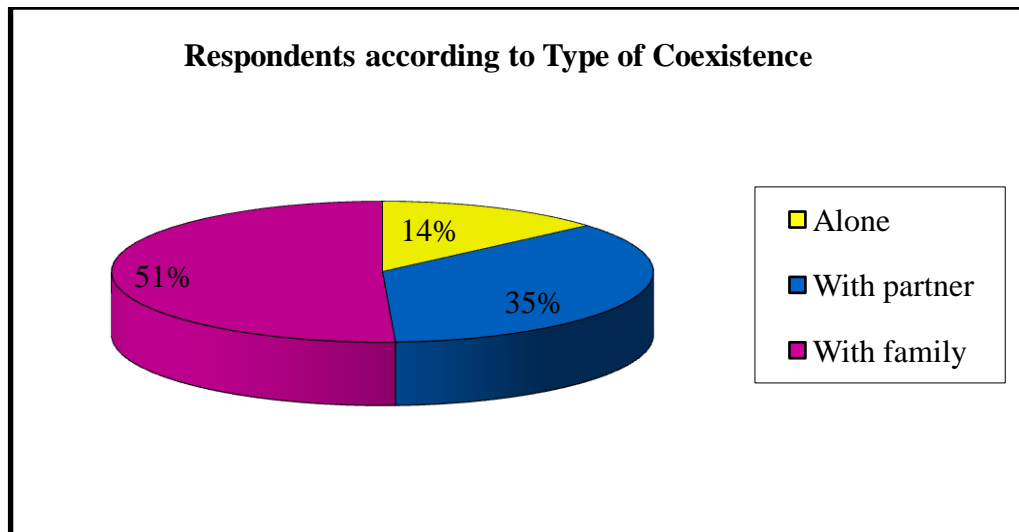


Figure 7. *Respondents according to Type of Coexistence.* (self-created)

The sixty-seven respondents live with family; it is 50% of all respondents. The forty-seven respondents live with partner it is 36 % and only eighteen respondents live alone it is 14 %.

Questions concerning direct selling

7. Which type of direct selling you meet with?

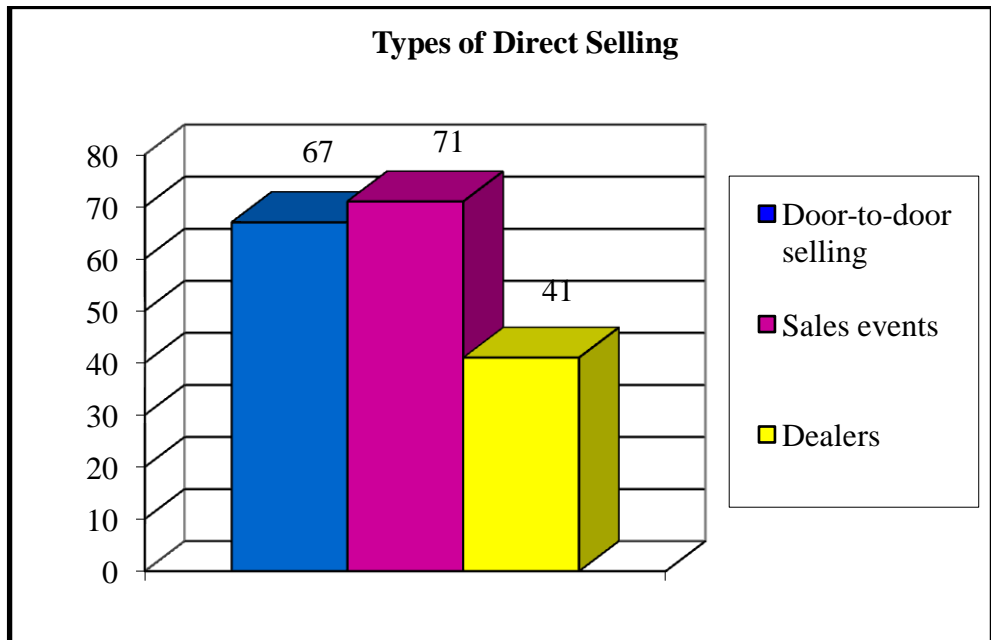


Figure 8. *Types of Direct Selling.* (self-created)

The respondents could choose more options. Therefore sixty-seven respondents have ever met with door-to-door selling it is 50 % of all respondents. The seventy-one people get in touch with sales events it is almost 54 % from all respondents. The forty-one respondents met some dealers and it is 31 % from all respondents.

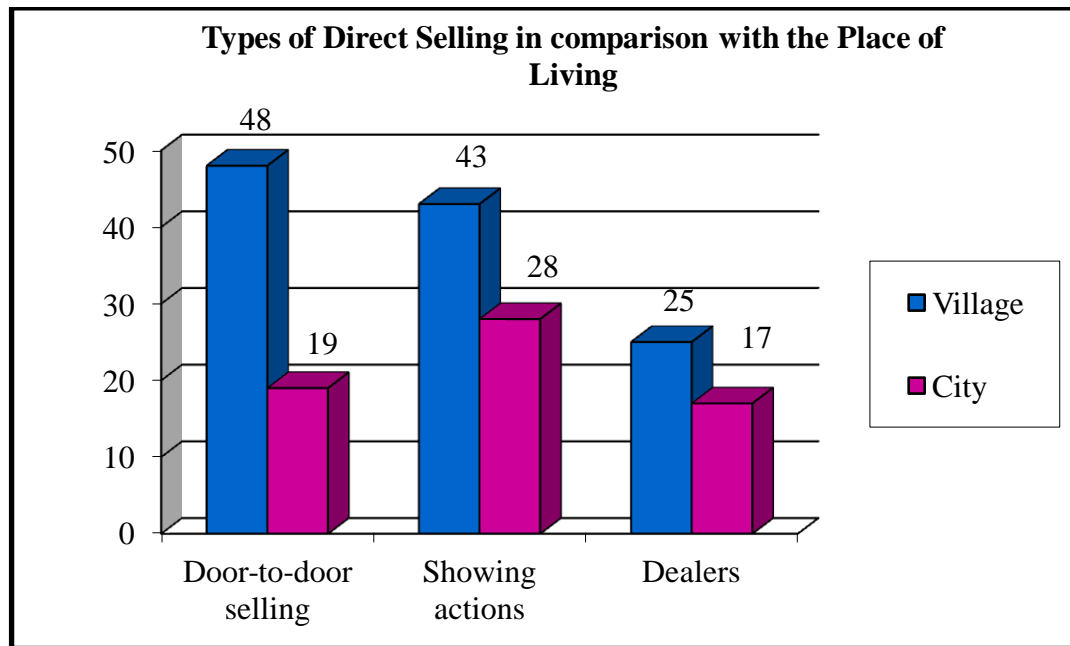


Figure 9. *Types of Direct Selling in comparison with the Place of Living.* (self-created)

We can see that in the case of door-to-door selling is significant difference, this type is much more popular in villages (till 5 000 inhabitants). In the cities with more than 5 000 people is not house-to-house selling so applicable. On the other hand there is not so big different between dealers because it is big possibility to met with dealers also during your shopping in cities in spite of you comes from village.

8. How many times have you visited some sales events?

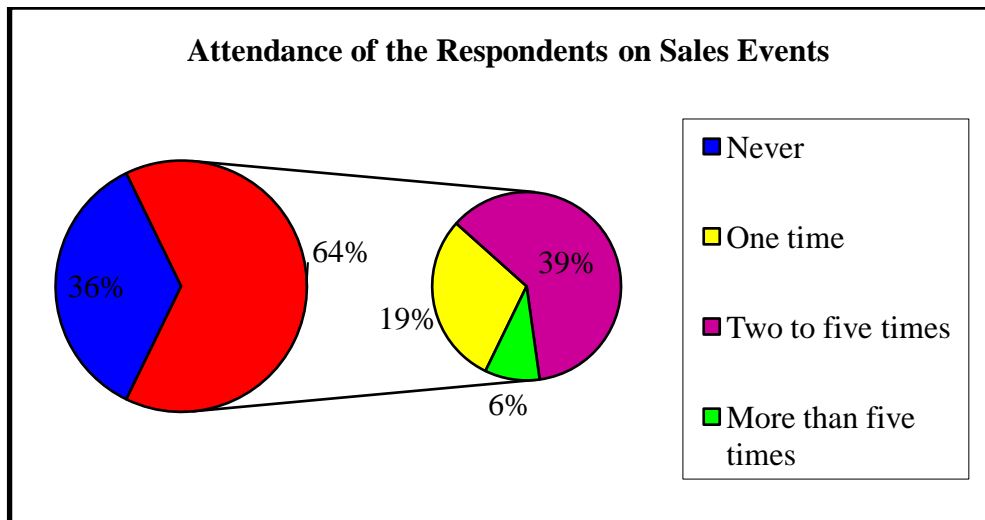


Figure 10. Attendance of the Respondents on Sales Events. (self-created)

The forty-seven respondents have never attended any sales events; it is 36 % of all respondents. The eighty-five respondents have ever visited any sales events; it is 64 % of all respondents. The twenty-five respondents (19%) have visited the event only one time, fifty-two people from two to five times (39%) and eight people more than five times (6%).

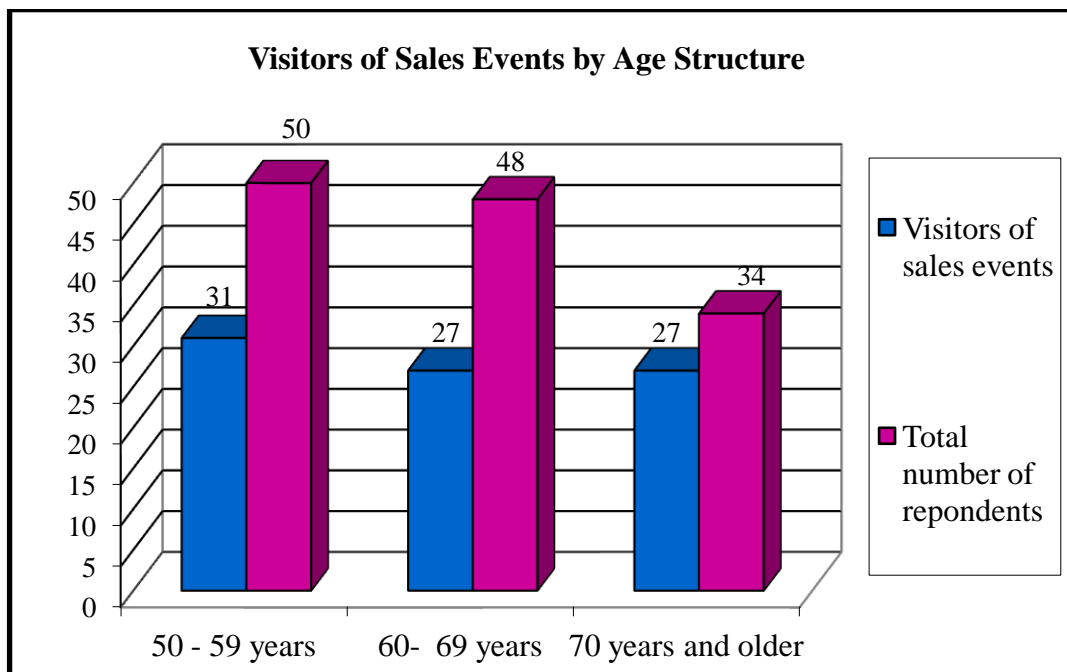


Figure 11. Visitors of Sales Events by Age Structure. (self-created)

The thirty-one respondents, it is bigger half, from 1st group visited sales events at least one time. The twenty-seven respondents from 2nd and twenty-seven people form 3rd age group visited sale action at least one time.

9. How did you know about these sale actions?

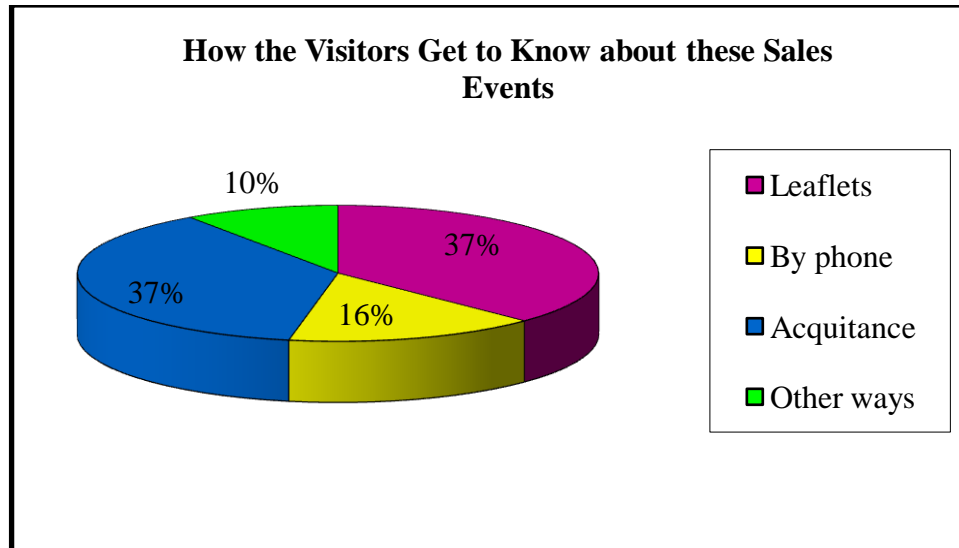


Figure 12. *How the Visitors Get to Know about these Sales Events.* (self- created)

The thirty-one people known about sales actions from leaflets, it is 37% from all respondents who have ever visited some selling actions. The same number thirty-one people hear about sales actions through their acquaintances (family, friends, and colleagues). Only twelve people got to know about the event by phone, it is 16%. The nine people known about it by some other way, it is 10% of all respondents.

10. Why did you visit the sale action?

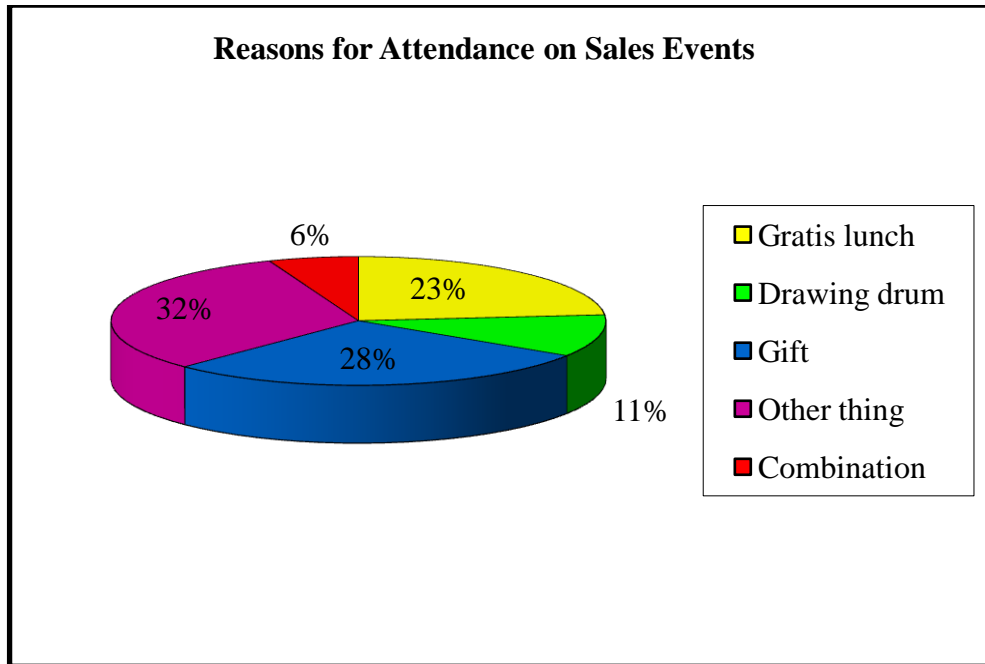


Figure 13. *Reasons for Attendance on Sales Events.* (self-created)

The twenty-four people visited the actions because of they can received some gift for free, it is 28 %. Only nine people go to this action because of possibility to win something it is 11%. The twenty respondents visit selling action because of free meal, it is 23 %. The most respondents twenty-seven visit the event because of some other reason. The most frequently it was their curiosity or action connected with a trip to an interesting place. The five respondents have visited sales events because of combinations of these motivators.

11. Do you think that salesmen takes advantage of senior's trustfulness?

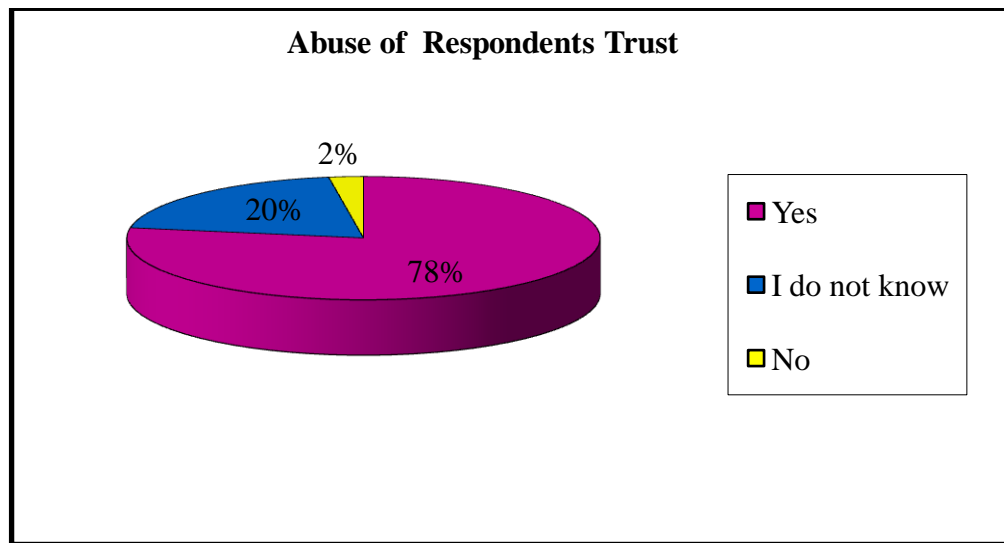


Figure 14. *Abuse of Respondents Trust*. (self-created)

From all people who have ever visited these actions whole 78 % (it is sixty-six respondents) think that salesmen takes advantage of their trustfulness. The seventeen respondents said that they do not know and only two people said that the sales forces not use seniors' credulity.

12. Have you been persuaded or forced to buy some products?

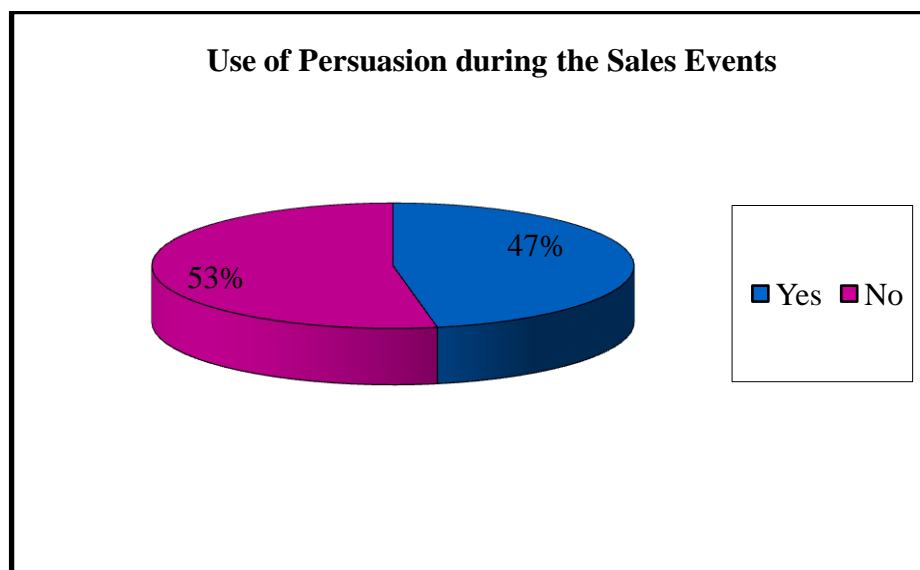


Figure 15. *Use of Persuasion during the Sales Events*. (self-created)

The forty-five respondents it is 53 % claim that they do not been forced or persuaded to buy some product. The forty respondents said that they have been forced and convicted to buy these products.

13. Did you buy some product during the sale action?

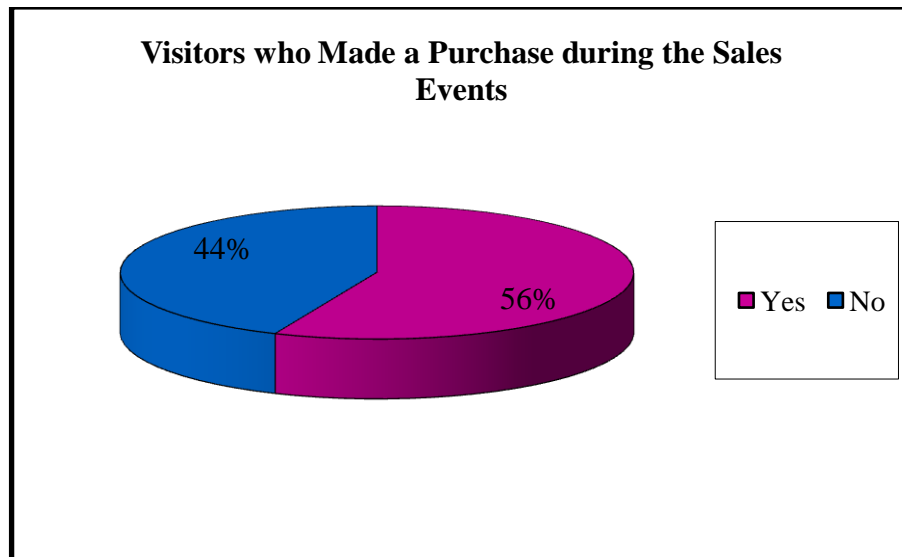


Figure 16. *Visitors who Made a Purchase during the Sales Events.* (self-created)

The thirty-seven respondents did not buy anything during these actions; it is 44 % of respondents who have ever visited some sale event. The forty-eight respondents did buy some product during these actions. The most frequent product were cooking pots (pans), duvets (blankets), mattresses, vacuum cleaners, cosmetics products, knives and lamps.

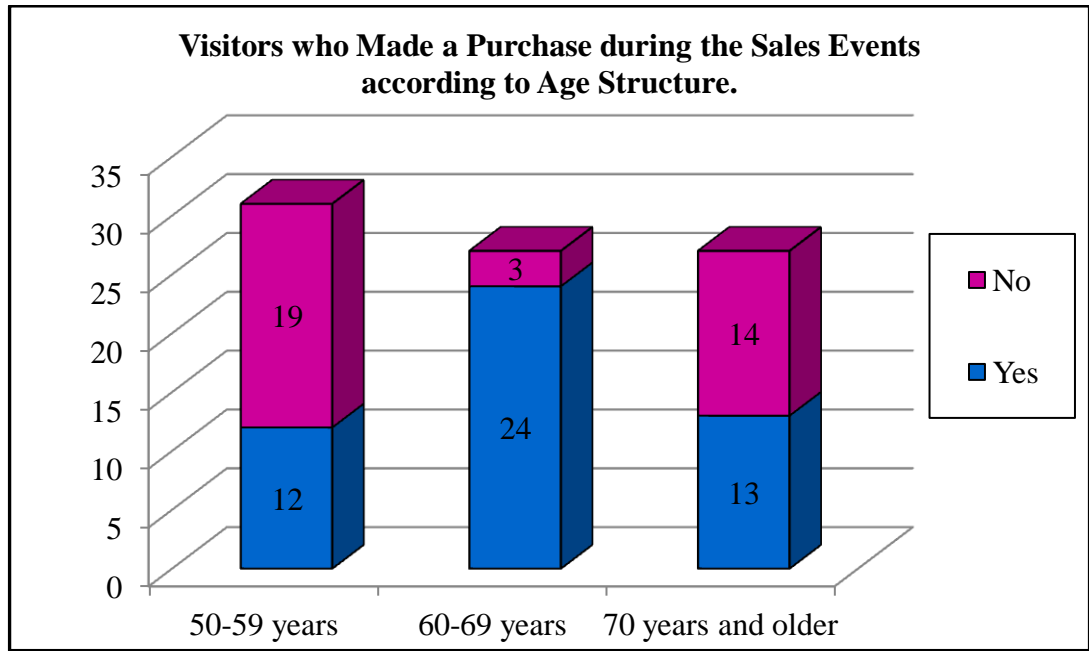


Figure 17. Visitors who Made a Purchase during the Sales Events according to Age Structure. (self-created)

In the first age group the amount of people who bought something was twelve people it is less than half of respondents from this group. But the noticeable different we can see in the group of respondents from 60 to 69 years old, here twenty-four people bought some product and only three respondents did not buy anything. In the last group it is almost equal number of buyers and not buyers. So according to my research we can say that respondents from 60 to 69 years old have a bigger tendency to buy some product.

14. Have you been satisfied with the product?

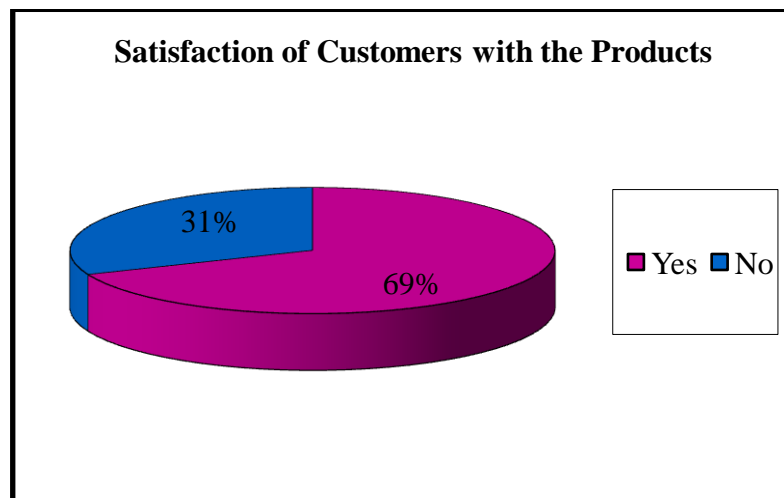


Figure 18. Satisfaction of Customers with the Product. (self-created)

The thirty-three respondents who bought some product were satisfied with it (69 %). But only fifteen respondents were not satisfied with the product that they bought (31%).

15. Was the price equivalent to the quality of product?

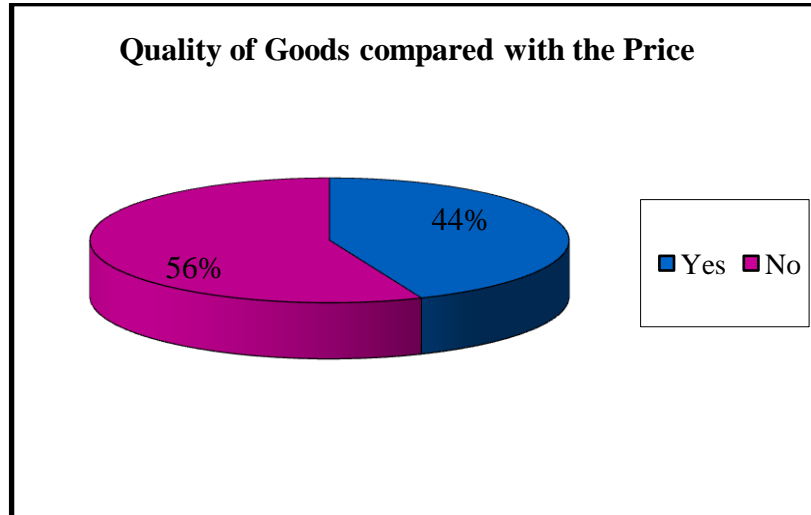


Figure 19. *Quality of Goods compared with the Price.* (self-created)

It is very interesting that people were from 69 % satisfied with the goods but the price was not equivalent to the quality of product. The twenty-one respondents said that the quality and price are equal but twenty-seven people claim that the products were overpriced.

16. Why did you buy the product?

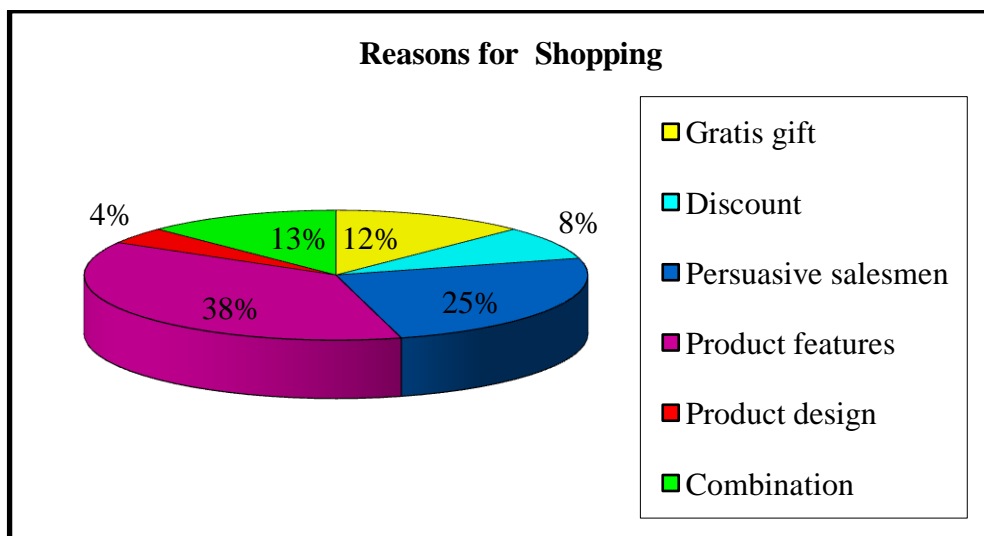


Figure 20. *Reasons for Shopping.* (self-created)

The eighteen respondents bought the product because of its functions (37%); the twelve respondents bought a product only because of persuasive salespersons (25%). The same number of respondents (six people) bought product because of the gift for free or for the combination of these factors. Only four people (8%) bought a product because of the discount and two respondents because of design (4%).

17. Did you get all necessary information about conditions of purchase?

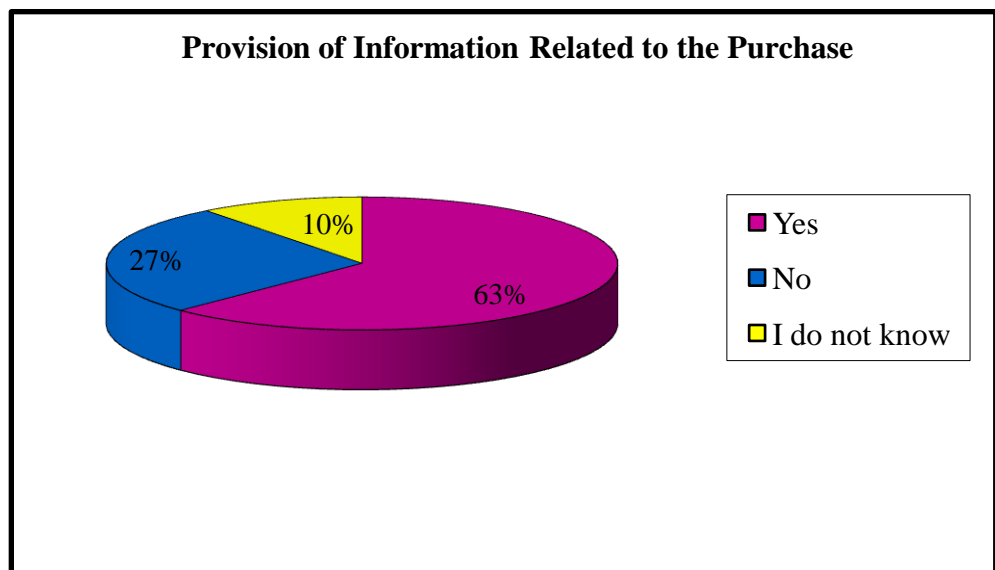


Figure 21. *Provision of Information Related to the Purchase.* (self-created)

The thirty respondents claim that they get all necessary information, it 63%. The fifteen respondents said that they do not get all they need (27%) and five respondents do not know if they get all information or not (10%).

Questions concerning the Awareness of Seniors

18. Have you ever seen the movie called “Šmejdi” deal with sharp practises during sale actions?

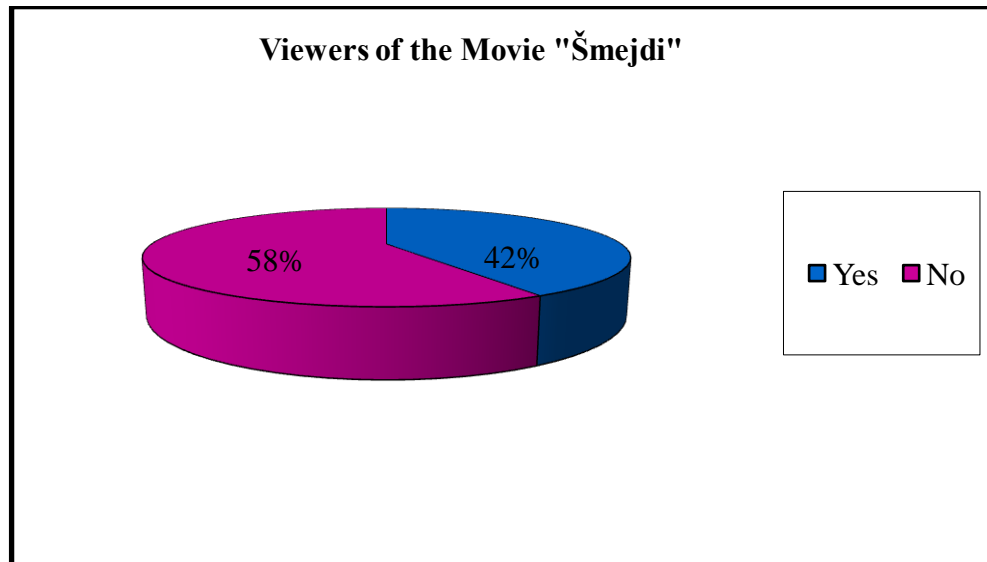


Figure 22. *Viewers of the Movie "Šmejdi"*. (self-created)

The thirty-seven respondents who visited some sale event saw a movie called “Šmejdi” and forty-eight respondents who visited some sale action have never seen it. From respondents who have never been participating in sale action eighteen haven't seen a movie and twenty-nine people saw a movie. In total fifty-five respondents saw a movie and seventy-seven respondents have never seen it.

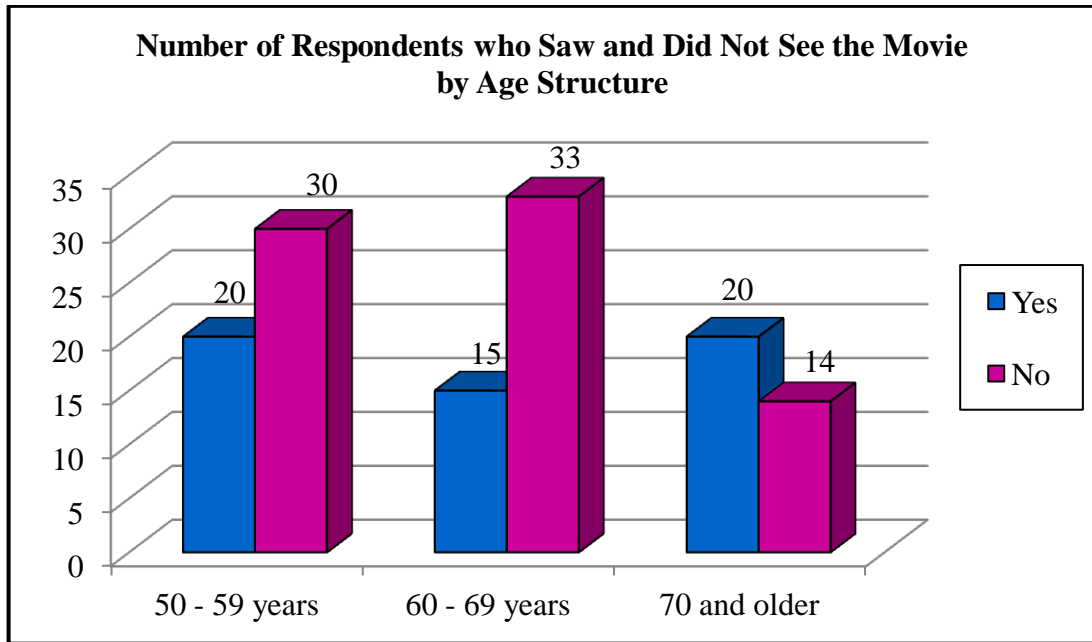


Figure 23. *Number of Respondents who Saw and Did Not See the Movie by Age Structure.*(self-created)

This result is quite surprising, because only in the oldest group more people saw a movie “Šmejdi” and fewer amounts did not see it. In youngest groups were more respondents who have never seen a movie than people who saw it. In the second group even bigger majority of respondents did not see a movie; it is thirty-three seniors.

19. If yes, do you think that the movie may helps to solve the problem of hard practises used during sales events?

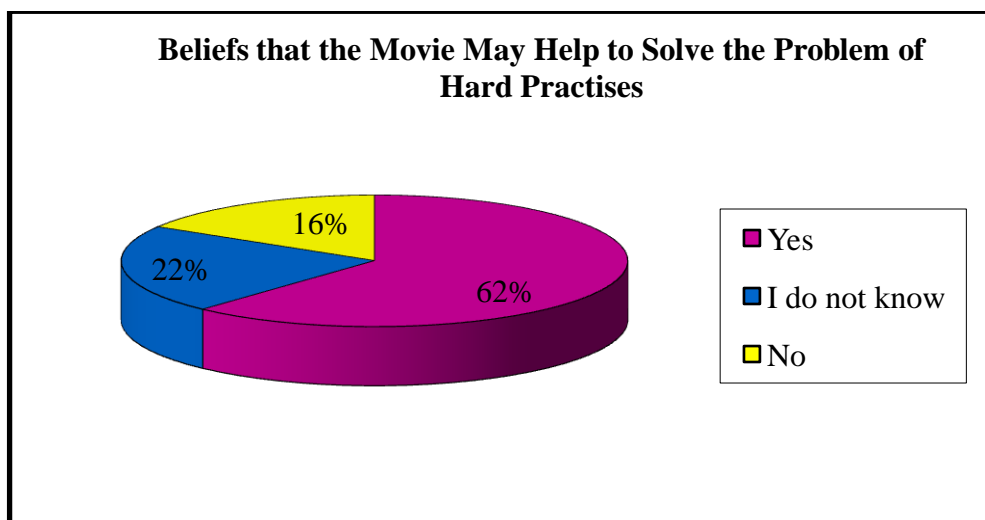


Figure 24. *Beliefs that the Movie May Help to Solve the Problem of Hard Practises.* (self-created)

The thirty-four respondents who saw a movie think or believe that the movie make a contribution to solve this problem with sharp practises (62%). The twelve respondents do not know if the movie is beneficial or not (22%). And nine people who saw a movie think that it will not help to anything (16%).

20. Dou you think that the novella adjusting conditions of sales events will be effective?

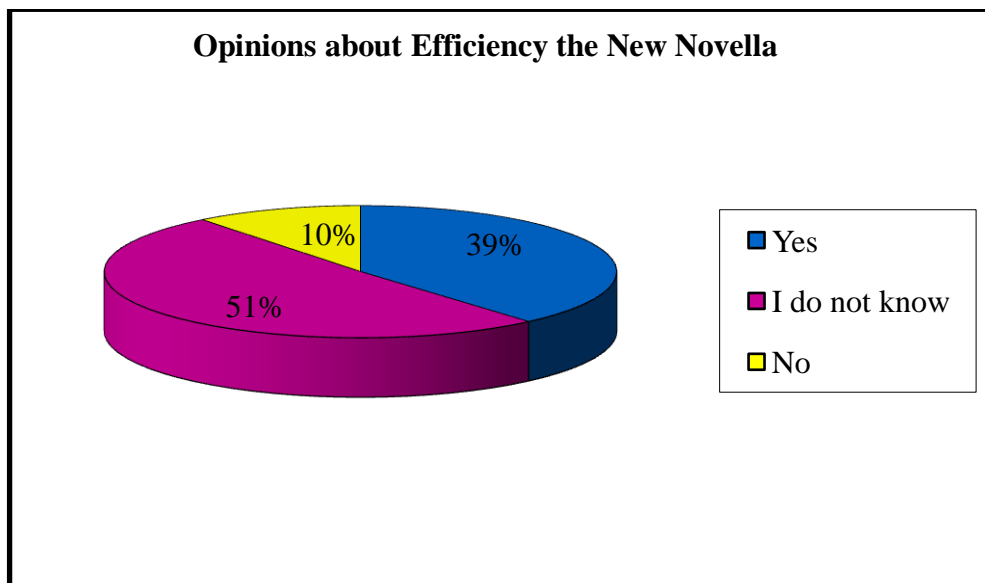


Figure 25. *Opinions about Efficiency of the New Novella.* (self-created)

The fifty-one respondents (39%) believe that the new novella help to solve this situation with problematic sale actions. The most people sixty-seven from all respondents (50%) do not know and do not have any opinion about it. And only fourteen people (11%) strictly said that the new novella will not be effective for sure.

21. How do you think the government can guarantee honest sales events?

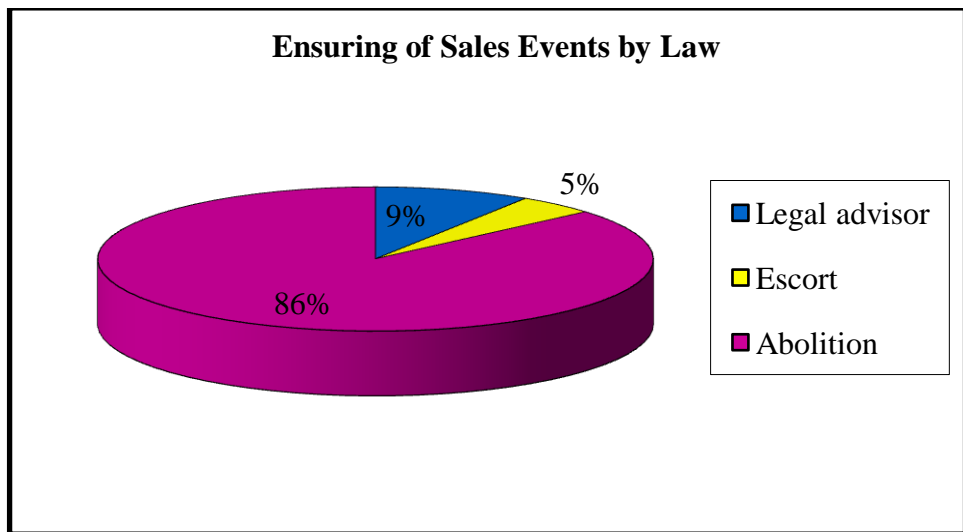


Figure 26. *Ensuring of Sales Events by Law.* (self-created)

The twelve respondents think that legal advisor for the group can help minimize the influence of sharp practises (9%). Only six people think that some escort person can be solution (5%) and majority of respondents, one hindered fourteen people, think that only total abolition of actions can be a solution.

22. Why have you never visited any sales event?

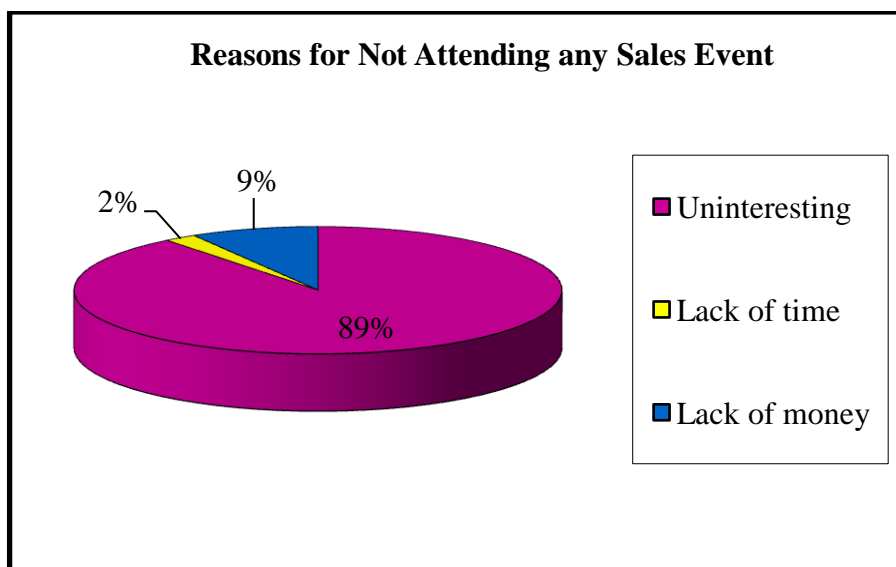


Figure 27. *Reasons for Not Attending any Sales Event.* (self-created)

Only one person does not visit the action because lack of a time, four people said that they do not have money for it. And forty-two people said that they are not interesting about it.

7.2 Recommendations for Marketers

On the basis of research is clear that the opinions in age groups are different. On the other hand in some questions we can see very similar opinions in spite of age gap. The research showed that that the seniors feel be abused by sharp practises despite that fact they were satisfied with bought products.

If the marketers want to keep the prestige of the personal selling and present direct selling at the same level like other type of selling. The marketers have to show seniors and the public that they do not want to use them only for making a profit. They have to evoke a public feeling that they want to cooperate not only with seniors and they have to take into consideration different customer's wishes. The children, young people, working people and seniors as well as have different needs and the marketers should be able to offer them appropriate product or service and present it in suitable way corresponding with the age.

Moreover is necessary to increase general awareness of personal selling. The Czech government published the new amendment adjusting conditions of sales events and its announcement at the beginning of year 2014. Many seniors, according to research, believe that it can be effective. As I wrote before Czech Trade Inspection already fine some companies which did not abide by this new novella. On the basis of research is also evident that people think that movie called "Šmejdi" which show these sharp practises in practise can serve as a deterrent example and can lead to finding a solution. It does not mean that the Czech government and its ministries do not solve it anymore on the contrary they have to devote to it and control it incessantly. Additionally Czech government or Association for Direct Selling should inform public about the disadvantages and advantages of personal selling. The direct selling is the part of marketing communication mix with its pros and cons but it should not be presented only in negative way.

8 SUMMARY OF THE ANALYTICAL PART

The main goal of my research was to find out how seniors customers are influenced by the personal selling. I focused on seniors older than fifty years old from Moravian-Silesian region.

I asked one hundred thirty-two respondents, 52% were women and 48% were men so gender structure is almost balanced. The most respondents, it is 38% were between 50 and 59 years old, 36% were between 60 till 69 years old and the smaller group of respondents, 26% were older than 70 years old. The 49% of respondents lives in the village till 5 000 inhabitants, 19% of respondents comes from city till 20 000 inhabitants, 17% of respondents comes from village with no more than 1 000 inhabitants and only 15% comes from bigger city where is living more than 20 000 inhabitants. This fact is connected with wide distribution of questionnaires in my village till 5 000 inhabitants. The 71% of respondents live in houses, 27% of respondents live in flats, and only two percentages of respondents live on some other place. The 60% of respondents received an old age pension or other type of pension, 37% of respondents are still working and only three percentages of respondents receive a pension plus supplemental incomes. The 51% of respondents live with family, 35% of respondents live with partner and 14% of respondents live alone.

By questions concerning direct selling I found out that the most respondents have ever meet with sale actions. A lot of respondents met with door-to-door sale and some of them with dealers. For a wonder everybody met at least with one type of direct selling

The questions concerning sales events showed that 64% of respondents have at least one visited some action and 39% of visitors have been on action from two till five times. If I compare people who visit the sales events according to their age there is no visible different. The respondents mainly get to know about these actions from leaflets or through the acquaintance (37%). The sixteen percentages of respondents get to know about these events by phone.

The 32% of respondents have visited these actions because of their curiosity or an opportunity to visit some interesting place and be between people. The 28% of respondents visit the events because of gift for free and 23% because of meal for free. The rest of respondents were there because of the drawing drum or because of combination these factors.

The 78% of respondents who visit some action believe that the salesmen take advantage of senior's credulity. The 53% claim that they did not been forced to buy some

product but 47 % said that they had been forced to buy something. In fact 56% of respondents who visit the action buy at least something. The most people who bought something were from 60 to 69 years old group.

The 69% of respondents were satisfied with the product and 56% of respondents think that the price was equivalent to the quality of the product. The 38% of respondents bought a product because its functions and 25% because of persuasive sales forces. The rest of respondents bought the product because of free lunch, design or combinations of more factors.

The 77 respondents have never seen a movie called “Šmejdi” and 55 respondents saw it. For a wonder in the oldest age group were more people who saw the movie than seniors who have never seen Šmejdi. The 62% of respondents who saw the movie think that it can help to solve and emphasize this problem. The 52% of all respondents believe in efficiency of the new novella. If I asked about how can the government assure the safety actions the 86% of respondents said that only total abolishment of it. From people who have never visited any sale action almost 90% said that they are not interesting in it.

CONCLUSION

The senior customers became an appreciable group of consumers lately. The senior citizens have different needs and the marketers should be able to react to the changing situation. The goal of the thesis was to find out how the direct selling may influenced the shopping behaviour of senior citizens and make any suggestion for marketers how to prevent from the negative reputation.

The theoretical part provides information from literature or internet sources that characterise the senior citizens as customers, marketing segmentation and the elements of communication mix. The topic of direct selling is described more in detail as it is the essential issue of the thesis. At the end I mentioned marketing research process and its methods.

The analytical part is devoted to the marketing research using the questionnaire. 150 questionnaires were distributed which of them 135 received back. For any reason, it was possible to use only 132 of the questionnaires for the research. First six questions ask about senior identification information it means their age, gender, address, type of housing, coexistence, and steady income. Thereafter, two general questions follow; asking about the direct selling and the unequivocal result is that each respondent has met any kind of direct sale yet. Sixty four percent of respondents have already participated at some sales events and even thirty nine percent of them have visited any sales events more than two times. People who have visited such events were asked nine more questions. The result was that the majority of respondents did not feel to be persuaded to buy anything. Moreover, they were mainly satisfied with the products they bought. On the contrary, seventy-eight percent of respondents think the salesperson could abuse their trust. Four other questions followed how to prevent abusing the trust. The majority of respondents believe that the movie "Šmejdi" and also the new novella may help to solve the problem with hard practices used during sales events. In spite of the fact, 86% of respondents suggest the total abolition of such sales events. Finally, the last question surveyed why the rest of respondents have never visited any actions. 89% of them answered that they are not interested in it.

As the result of the research several suggestions were introduced. The marketers should not evoke the feeling that their goal is to make a profit. They should try to impress as equal partners. Secondly, the general awareness of direct selling must be increased and its negative reputation should be minimized. The marketers should appeal to the Direct Selling Association which should spread advertising campaigns and positive enlightenment of direct selling.

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APPENDICES

P I The questionnaire

P II The original questionnaire in Czech language

APPENDIX P I: THE QUESTIONNAIRE

Good afternoon,

My name is Markéta Dřimalová and I am currently 3rd year student of English for Business Administration at Tomas Bata University in Zlín. The topic of my bachelor thesis is: The Influence of Direct Selling on Geriatric Shopping Behaviour in the Moravian-Silesian Region. If you are older than 50 years old I would like to ask you to fill in this short questionnaire which is anonymous and will be used only for purpose of research. The questionnaire includes 22 questions and its filling out will last about 10 minutes.

Thank you for your cooperation.

1. What gender are you?

- a) male
- b) female

2. How old are you?**3. In which city are you living?**

- a) to 1 000 inhabitants
- b) to 2 000 inhabitants
- c) to 20 000 inhabitants
- d) 20 000 inhabitants and more

4. Where are you living?

- a) In the house
- b) In the flat
- c) Some other place

5. What is your steady income?

- a) Salary/wage
- b) Old age pension
- c) Pension and supplemental incomes

6. With whom are you living?

- a) Alone
- b) With partner
- c) With family

7. Which type of direct selling you meet with?

- a) Door-to-door selling (energy, washing powers)
- b) Dealers (insurance, cosmetics)
- c) Sales events
- d) Other type.....(please specify)

8. How many times have you visited sales events?

- a) Never
- b) One time
- c) Two times – five times
- d) More than five times

*(If you answered **never**, please continue with question 18.)*

9. How did you know about these sales events?

- a) From leaflets
- b) By phone
- c) By acquaintance
- d) Other way(please specify)

10. Have you been persuaded of purchase?

- a) Yes
- b) No

11. Did you buy some product?

- a) No
- b) Yes. What kind of product?

12. Have you been satisfied with the product?

- a) Yes
- b) No. Why not?

13. Was the price equivalent to the quality of product?

- a) Yes
- b) No

14. Why did you buy the product?

- a) Gratis presents
- b) Discount or bulk discount
- c) Persuasive salesmen
- d) Functions of product
- e) Design of product

f) Other reason(please specify)

15. Why did you visit the sale action?

- a) A gift for free
- b) Gratis lunch/diner
- c) Drawing drum
- d) Other reason(please specify)

16. Did you get all necessary information about the purchase?

- a) Yes
- b) No

17. Do you think that the salesmen takes advantage of senior's trustfulness.

- a) Yes
- b) No
- c) I do not know

18. Have you ever seen the movie called "Šmejdi" deal with sharp practises during sales events?

- a) Yes
- b) No

19. If yes, do you think that the movie helps to solve problems with these sharp practises?

- a) Yes
- b) No
- c) I do not know

20. Do you think that a new novella adjusting conditions of sales events will be effective?

- a) Yes
- b) No
- c) I do not know

21. How do you think the government can guarantee honest sales events?

- a) Offer a legal advisor for group
- b) Escort
- c) Total abolition of actions

(If you in the question 9 answer b) c) or d) please skips this question.)

22. Why have you never visit any sale action?

- a) I am not interested in it
- b) I do not have a time for it
- c) I do not have a money for it
- d) Other reason.....(please specify)

Thank you for your time.

APPENDIX P II: THE ORIGINAL QUESTIONNAIRE IN CZECH LANGUAGE

DOTAZNÍK

Dobrý den,

jmenuji se Markéta Dřimalová a jsem studentkou třetího ročníku v oboru Anglický jazyk pro manažerskou praxi na Univerzitě Tomáše Baťi ve Zlíně. Píši bakalářskou práci na téma: Vliv přímého prodeje na nákupní chování seniorů v Moravskoslezském kraji. Proto Vás, jakožto osoby starší 50 let prosím o vyplnění dotazníku, který bude sloužit k čistě studijním účelům a je anonymní. V dotazníku je 22 otázek a jeho vyplnění Vám zabere asi 10 minut. Děkuji za Vaši spolupráci.

Jak vyplňovat?

Nehodící se škrtněte či vhodnou odpověď zakroužkujte. Příklad: ~~ano~~

ne

1. Jaké je Vaše pohlaví?

- a) muž
- b) žena

2. Jaký je Váš věk?let**3. V jaké obci či městě žijete?**

- a) do 1 000 obyvatel
- b) do 5 000 obyvatel
- c) do 20 000 obyvatel
- d) 20 000 a více obyvatel

4. Kde bydlíte?

- a) V domě.
- b) V bytě.
- c) Jinde.

5. Z čeho je složen Váš příjem?

- a) Ještě pracuji.
- b) Důchod.
- c) Důchod a vedlejší příjmy

6. S kým bydlíte?

- a) Sám.
- b) S partnerem/partnerkou.
- c) S rodinou.
- d) Jiné.

7. S jakou formou osobního prodeje jste se setkali? (více možných odpovědí)

- a) Podomní prodejci (hrnce, peřiny, prací prášky).
- b) Dealeři (kosmetika, pojištění).
- c) Předváděcí akce.
- d) Jiné.....(specifikujte).

8. Kolikrát jste byli na předváděcí/prodejní akci?

- a) Nikdy
- b) 1x
- c) 2x až 5x
- d) 5x a vícekrát

(Pokud jste odpověděli a) nikdy, vynecháte otázky 10-18 a přistupte až k otázce 19.)

9. Jak jste se o prodejní akci dozvěděli?

- a) Z letáku.
- b) Telefonicky.
- c) Přes známé.
- d) Jinak.

10. Koupili jste si nějaký produkt?

- a) Ne.
- b) Ano. Jaký?

11. Byli jste ke koupi nuceni či přesvědčováni?

- a) Ano.
- b) Ne.

12. Byli jste s produktem či produkty spokojeni?

- a) Ano.
- b) Ne. Proč?

13. Odpovídala cena produktu jeho kvalitě?

- A) Ano.
- b) Ne. Proč?

14. Co Vás ke koupi produktu motivovalo?

- a) Dárek.
- b) Sleva.
- c) Přesvědčiví prodejci.
- d) Funkce produktu.
- e) Vzhled produktu.
- f) Jiné.....

15. Co Vás motivovalo k návštěvě akce?

- a) Jídlo zdarma.
- b) Losování o ceny.
- c) Dárek.
- d) Jiné.....

16. Byly Vám poskytnuté všechny důležité informace týkající se produktu a koupě?

- a) Ano.
- b) Ne.

17. Využívají prodejci důvěřivosti seniorů?

- a) Ano.
- b) Nevím.
- c) Ne.

18. Viděl/a jste film „Šmejdi“ poukazující na nekalé praktiky při předváděcích akcích?

- a) Ano.
- b) Ne.

19. Pokud ano, myslíte, že tento film přispěl k řešení toho problému?

- a) Ano.
- b) Nevím.
- c) Ne.

20. Myslíte si, že novela zákona o předváděcích akcích bude účinná?

- a) Ano.
- b) Nevím.
- c) Ne.

21. Jak jinak by se podle Vás daly tyto předváděcí akce zabezpečit?

- a) Právní poradce pro skupinu.
- b) Doprovodná osoba.
- c) Úplné zrušení akcí.

.....
(Tuto otázku nevyplňujete, pokud jste u otázky 9 odpověděli b), c), d)).

22. Proč jste žádnou prodejní akci nikdy nenavštívili?

- a) Nezajímá mě to.
- b) Nemám na to čas.
- c) Nemám na to peníze.
- d) Jiné

Děkuji za Váš čas.