

# Percepcija sugestije prodavača na mjestu prodaje kao faktor odlučivanja na kupovinu

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**Sažetak** - Tematska obrada ovog rada spada u područje percepcije kao jedne od osnovnih psiholoških kategorija značajnih za proces odlučivanja kupca na kupovinu. Nastojalo je se utvrditi koliko apotekari mogu svojom sugestijom potencijalnom kupcu koji je došao kupiti tačno određeni preparat za prevenciju i liječenje gripa, a kojeg nemaju u toj apoteci na zalihi, dovesti tog kupca da donese odluku da kupi neki drugi preparat iste namjene kojeg mu sugerišu? Istraživanje je vršeno na kvotnom uzorku ne slučajnog odabira ispitanika veličine 50 ispitanika (n=50). Obavljeno je tokom prve polovice januara 2014. godine. Ovo istraživanje dalo je sljedeće rezultate: Stručni savjet apotekara u kupnji zamjenskog, sugerisanog preparata najčešće percipiraju žene u odnosu na muškarce i pol se može smatrati značajnim u kreiranju sugestibilnosti kupovine. Stariji ispitanici znatnije od onih srednje dobi doživljavaju sugestiju apotekara kao stručni savjet, ali je sličan procenat u odnosu na srednje dobne ispitanike i kod percepcije tog sugerisanog preparata kao reklame. Ispitanici koji često kupuju taj preparat znatnije ga percipiraju i kao stručni savjet apotekara i kao reklamu u odnosu na ispitanike koji takve preparate rijetko kupuju. To potvrđuje da frekvencija kupovine značajno utiče na sugestibilnost u kupovini.

**Ključne riječi** — odluka o kupovini, percepcija, lojalnost marki, sugestija prodavača.

# The Perception of Seller in the Place of Selling as the Factor of Decision for Buying

***Content*** - The thematic involvement of this work belongs to the area of perception as one of the basic psychological categories relevant to the process of consumer's decision to buy. I tried to determine how much can the pharmacist in the pharmacies suggest to the potential buyer who can to buy the exact preparation for the prevention and treatment of the flu, will bring the buyer to the decision to buy another preparation for the same purpose which they suggest. The research was done on a quoted sample of 50 examinees. It was done during the first half of January 2014. This research gave the following results: An expert advice of the pharmacist in buying and alternative, suggested preparation is most commonly perceived by women in regards to men, and the sex can be considered to be relevant in creating the suggestibility of buying. Older examinees, much more than middle aged, experience the suggestion of the pharmacist as an expert advice, but the similar percentage in regard to middle aged examinees and the perception of that suggested preparation as a commercial. Examinees who frequently buy that preparation much more percept it and both as an expert advice of the pharmacist and as a commercial in regard to examinees who rarely buy such preparations. It confirms that the frequency of buying considerably influences the suggestibility in buying.

***Key words*** - perception, the decision to buy, the suggestion of the seller, the attachment to the brand.