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 . 5.1.1.3.5.2.-2 (FAC 2)- /

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(MPAS, MPMS)

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1.1.

Allen F. Wysocki, Ferdinand F. Wirth, Derek Farnsworth, and Jennifer L. Clark, 2001:2)



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e

(Aaker,

1995).

<sup>1</sup> : Wysocki, A. F., Wirth, F. F., Farnsworth, D., & Clark, J. L. (2001). Strategic marketing management: Building a foundation for your future. University of Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences, EDIS.

(Aaker, 1995).

Hamel, 1990).

SWOT

. (Prahalad

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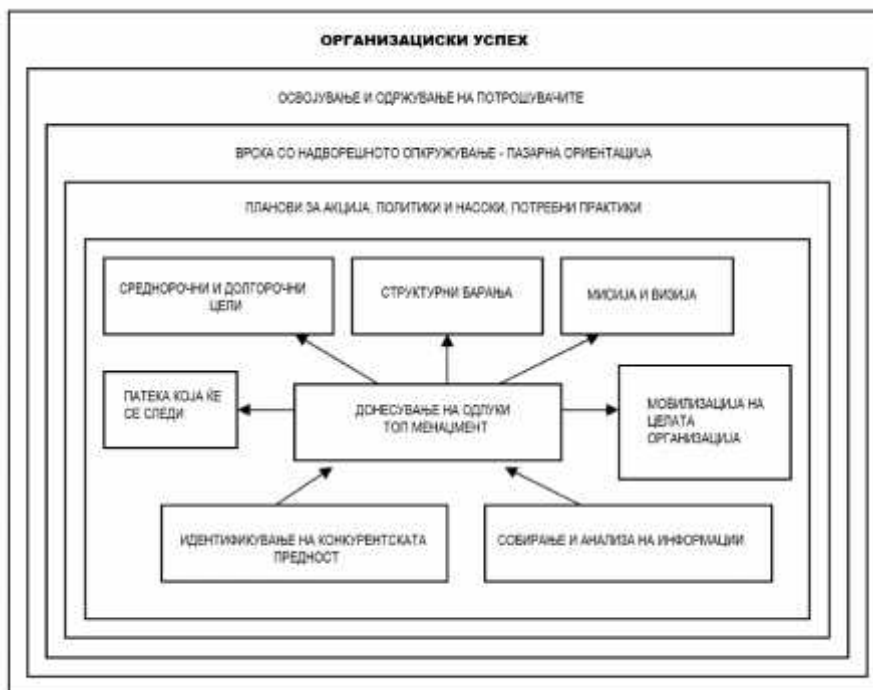
” ”.

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(Mintzberg, 1979).

(Porter, 1980).

(Rumelt, Schendel& Teece, 1994).



. 1.2.

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<sup>2</sup> : Wagner, . ., Ferreira, . ., Raposo, . ., (2014). Strategy and strategic management concepts: are they recognized by management students





( , , ).

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(Drucker, 1973).

( , 2004)

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(Kotler,1997).

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(Kotler, 1997).

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(Porter, 1996).

(Dayet,

1990).

#### 1.1.4.

(Kotler.Ph., 2000: 100).

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<sup>3</sup> . . . (2011).,, ”, . . . 4



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- (Aaker, 2014:6).

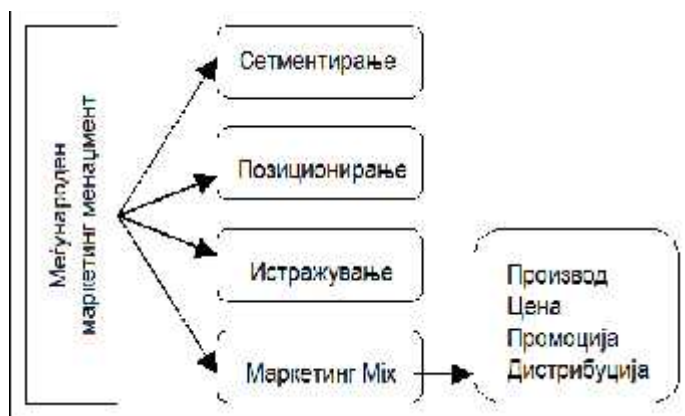
(Mintzberg, Ahlstrand & Lampel, 1998).

(Barney, 2001).

( , 2014).

1.2.

(Onkvisit, Shaw, 2004: 29)



. 1.3.

4

4 web- : <https://www.google.com/search?q=relationship+between+strategy+and+marketing+management> (05.06.2017,10:30h.)



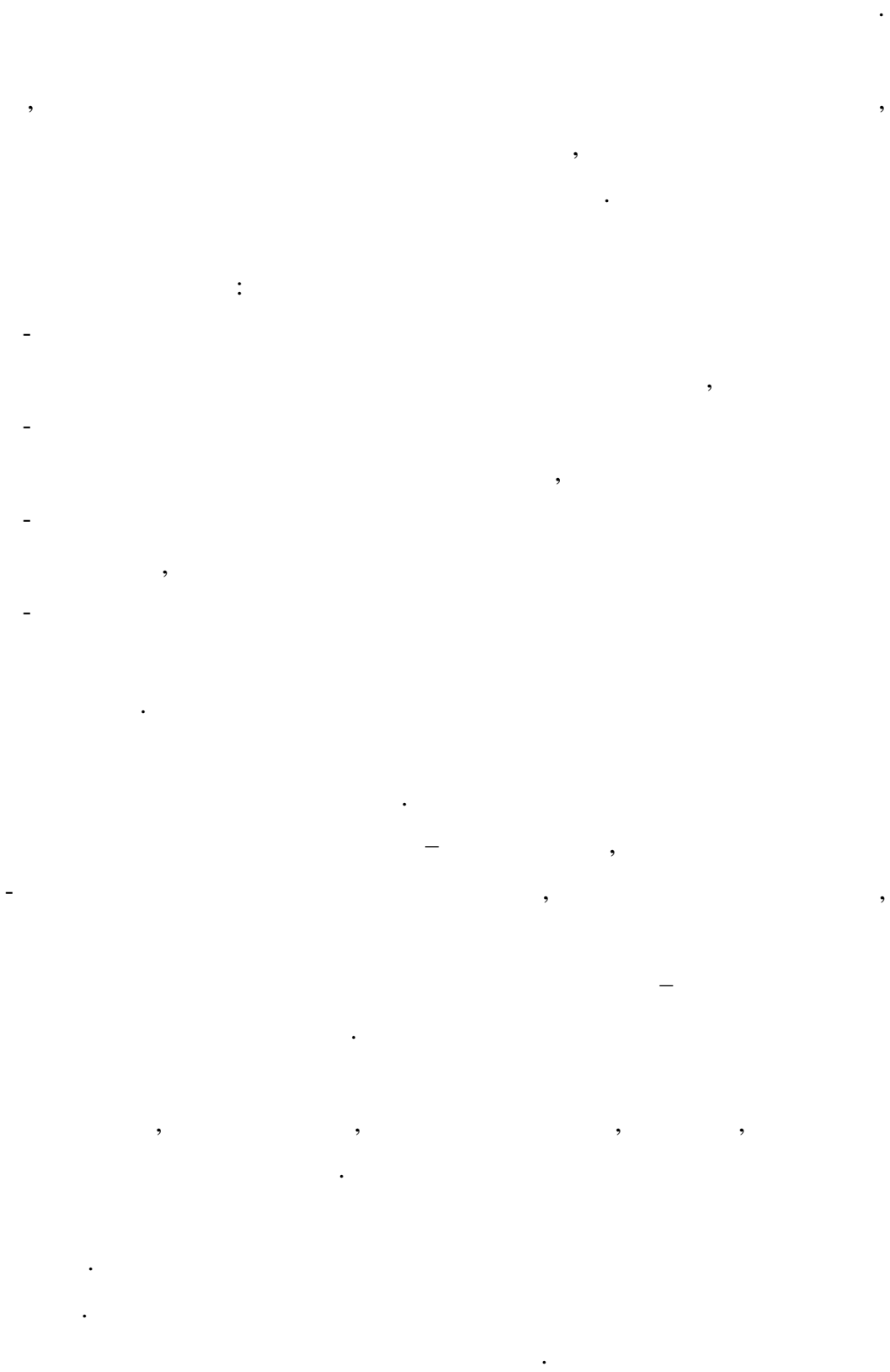
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- ,
- ( , , 2010).

B2B (business-to-business markets).

### 1.2.1.

2010).



(Ansoff, 1957)

. 1.1.

Принцип	Пазар		
		Постоечки	Предлагани
	Постоечки	Навлегување на пазарот Вертикално интегрирање	Развој на производите Joint ventures – во странски организации
	Предлагани	Пазарен развој	Воведување на разновидност

1.2.2.







15).

( . . . 2011:

(Hunger and Wheelen, 2011).

(Aramario & Lambin, 1991).

(Bradley, 2003).

### 1.3.1.

(Brown, Sommers, & E.: 1982).

(Doyle, 2000).

(Aaker, 2004) :

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(Aaker & A.: 1998).

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(Aaker, 1998).

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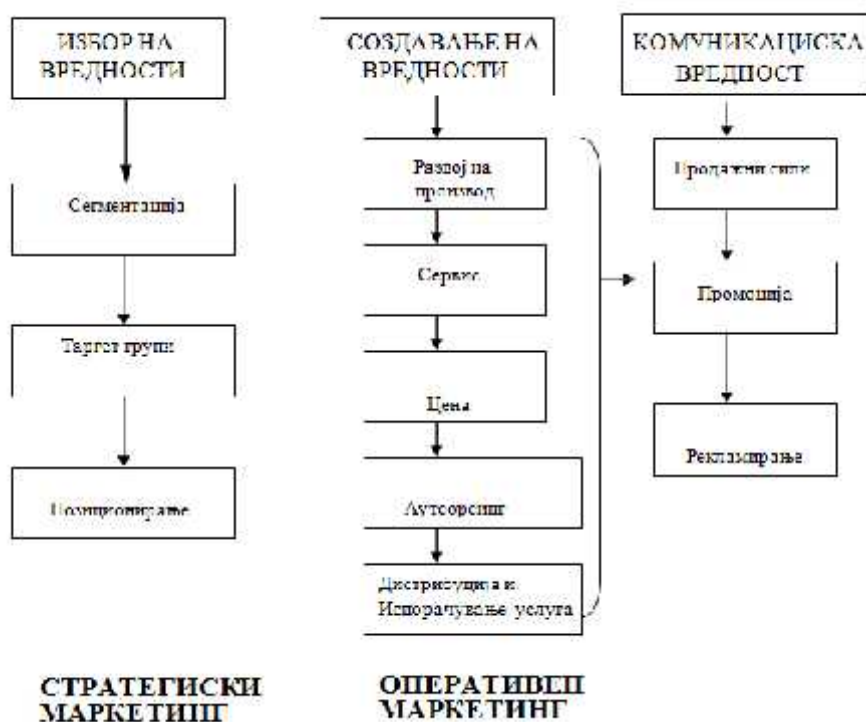
S. : 2003).

(Gilligan, Colin, Wilson, &



(Aaker, 2004).

### 1.3.2.



.1.6.

7

<sup>7</sup> Mongay, J. (2006). Strategic Marketing. A literature review on definitions, concepts and boundaries

(Lambin: 2000, Walker: 2003).

### 1.3.3.

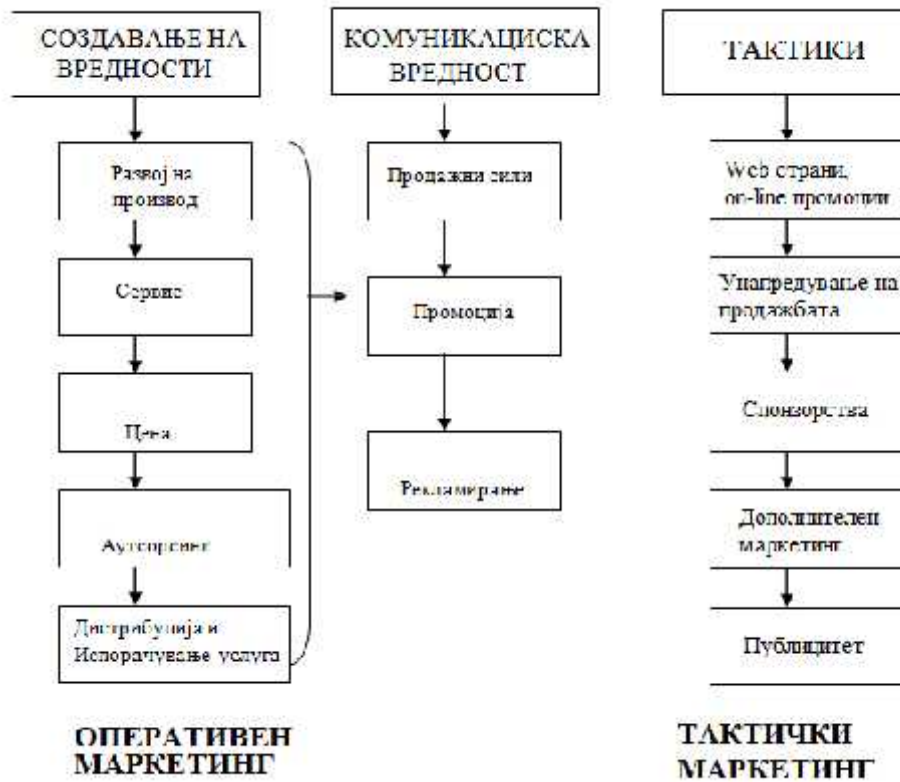
(Karen S.,Tactical Marketing Tools: 2017).<sup>8</sup>

day to day

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<sup>8</sup> web- : <http://smallbusiness.chron.com> (21.06.2017,12:15h)

Стратегија	Тактика
Планирање	Реализирање
Долг рок	Краток рок
Зошто	Како
Тешко се копира	Лесно се копира



1.4.

<sup>9</sup> web- : <http://smallbusiness.chron.com>(21.06.2017, 12:15h)

<sup>10</sup> Mongay, J. (2006). Strategic Marketing. A literature review on definitions, concepts and boundaries



11,

ROI,

1.4.1.



1.4.2.

- = +  
(Svedic, 2004: 28).



.1.8. -

B2B (Business to business)

B2C (Business to consumers)

B2B

B2C

<sup>12</sup> web- : <https://hbr.org/2012/11/digital-strategy> (25.11.2017, 13:20h)

on -line

Web

.13.

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SEO-Search engine optimization-	
	SEO
	SEO

<sup>13</sup> Stokes, R. (2013). eMarketing: The essential guide to marketing in a digital world. Independent.



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( , 1984:29).

( , 1960)

- nagement by Walking Around

(Hutton, J. G., & Mulhern, F. J., 2013: 35).  
 – Facebook, Instagram, LinkedIn, Twitter, YouTube, Pinterest, ads, Facebook, Instagram, YouTube



.1.9.

14

<sup>14</sup> : Hutton, J. G., & Mulhern, F. J. (2002). Marketing communications: Integrated theory, strategy & tactics. Pentagram Pub.

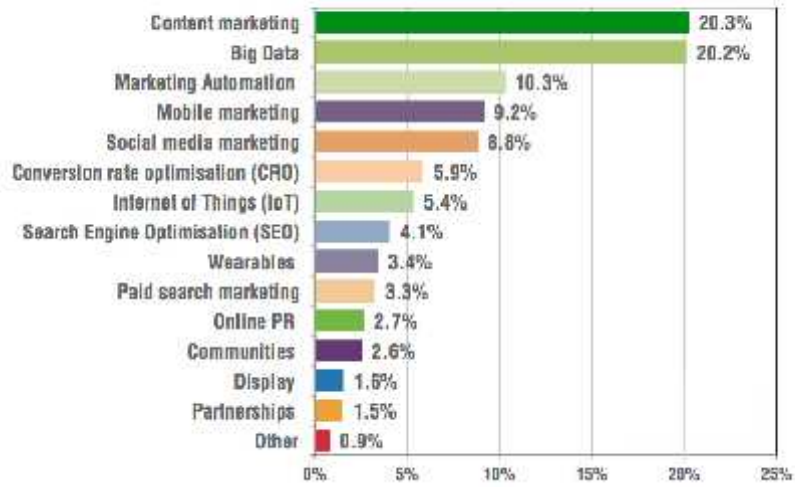


#### 1.4.4.

- Smart Insights 2017 ,
- 
- Content marketing, ( ),
- Big Data, ( ),
- Conversion rate optimisation – CRO, ( - ),
- Display, ( , ),
- Int rn t of Things - ,
- Marketing Automation, ( CRM, - ),
- Mobile marketing, ( , ),
- Paid search marketing, ( . Google),
- Online PR, ,
- Partnerships, ( - ),
- Engine Optimization ( ),
- Social media marketing, , ( CRM ).
- Smart Insights,

1.4.

Високо ранжирани техники на дигиталниот маркетинг за 2017



.1.10.

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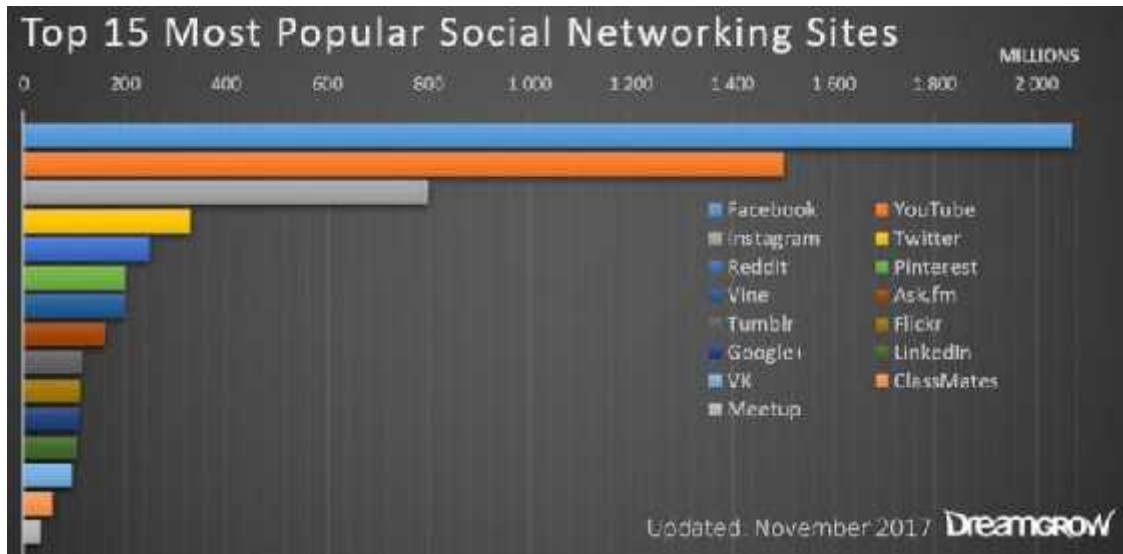
Dreamgrow – Web

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 . 2018 , :  
 - Instagram 800 ,  
 - witter 330 ,  
 - Pinterest 25 200  
 ,  
 - VK 97 ,  
 - Reddit 250 - 16  
 15  
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<sup>15</sup> web-

: <http://www.smartinsights.com> (10.07.2017, 12:00h)

<sup>16</sup> web  
<https://www.dreamgrow.com/top-15-most-popular-social-networking-sites> (09.02.2018, 20:15 h)

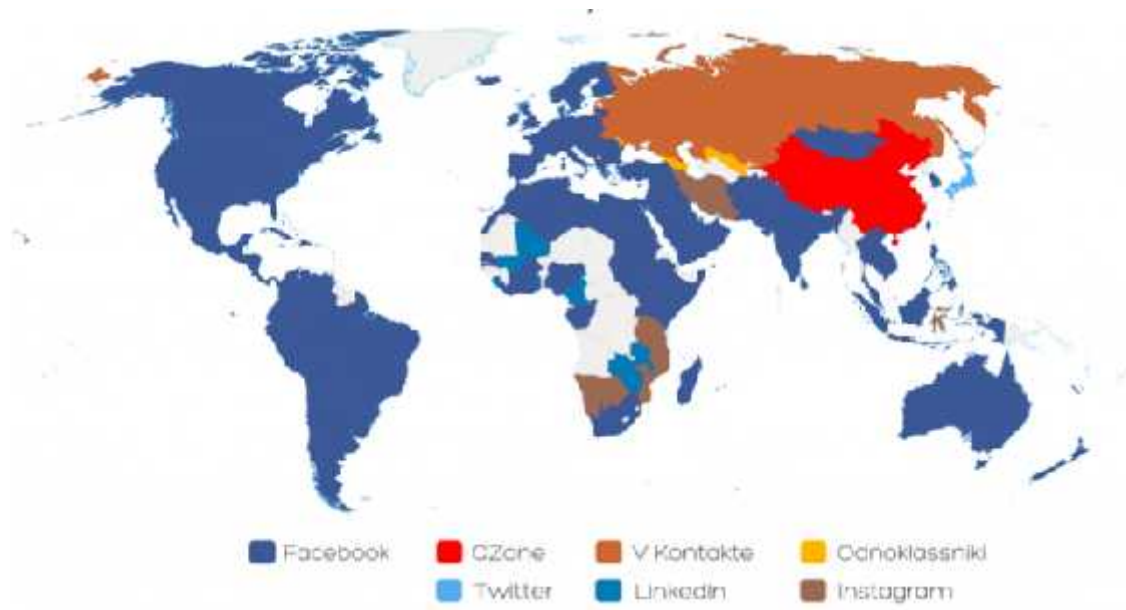


.1.11.

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.1.13.

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1.4.5.

21

( , 2010: 43).

21

<sup>19</sup> web <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites> (09.02.2018, 20:30 h)



## II:

### 2.1.

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A. Smith, M. Porter, A.Radyhina

**(behavioural approach)**

(Mokiy, 2010: 20).

F. Edzhwarth, A. Cournot, J.Robinson, E.Chemberlain

**(structural approach)**

(Mokiy, 2010: 20).

Y. Schumpeter, F.Hayek,

**(functional approach)**

(Mokiy, 2010: 20).

20

( , 2009:3).

(Guan, 2006).

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<sup>20</sup> web- : <https://www.citeman.com/801-the-concept-of-competitive-advantage.html> (10.09.2017, 17:10h)



### 2.1.1.

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... ( ,  
... , 2017: 177-184).



.2.1.

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<sup>21</sup> ... (2017).



.2.2.

22

### 2.1.2.

( ).<sup>23</sup>

<sup>22</sup> , , .(2017).

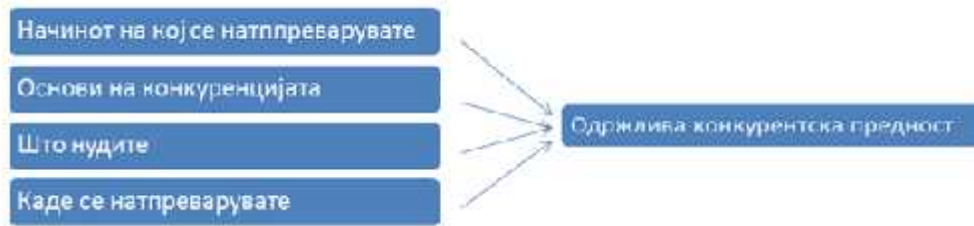
<sup>23</sup> web- : <https://business.simplicable.com/business/new/6-sources-of-competitive-advantage> (10.09.2017, 15:45h)

20

### 2.1.3.

122-123).

. (Aaker, 2011:



.2.3.

24

( Porter, 2009: 124).

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<sup>24</sup> . . . (2011).

## 2.2.

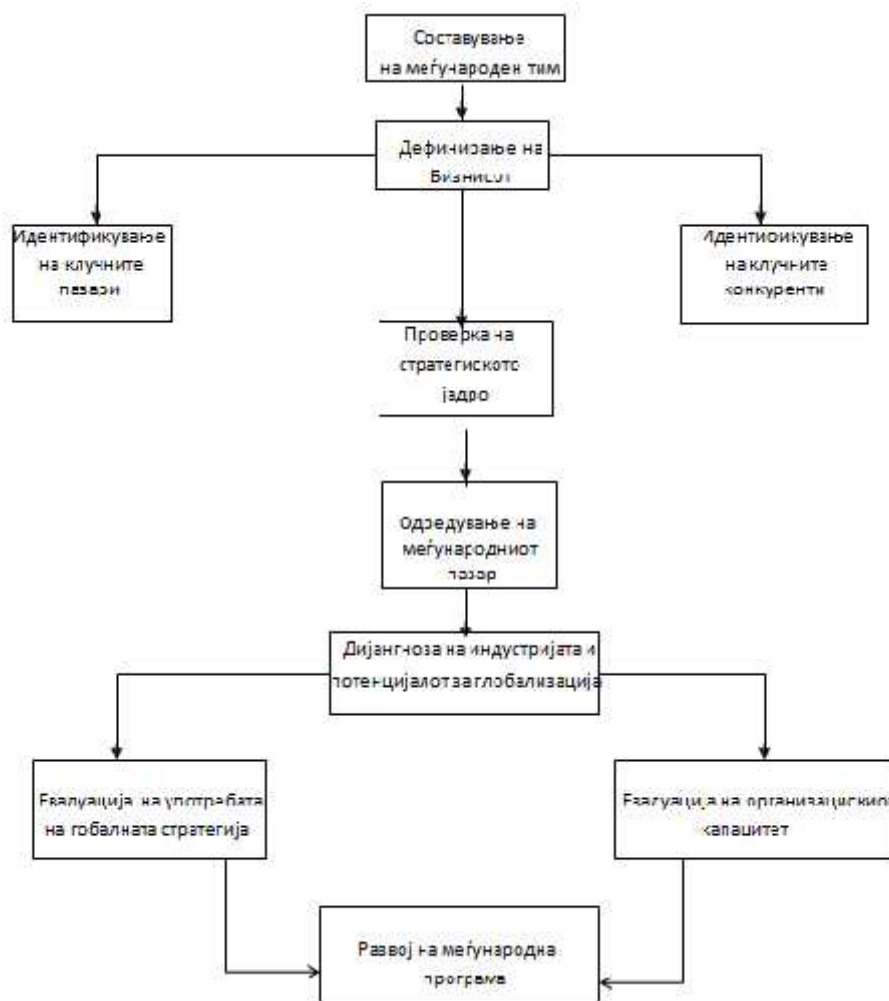
234).

( ker: 2011,

( , 2009: 268).

(Aaker, 2011: 242-243).

(Agnihotri, Santhanam, 2002: 1044).



.2.4.

25

<sup>25</sup> Agnihotri, P., & Santhanam, H. (2002). International marketing strategies for global competitiveness. In The Seventh International Conference in Global Business And Economic Development. Bangkok, Thailand.

Levitt, T. 1983).



.2.5.

26

2016/2017

68

138

2015/2016

8

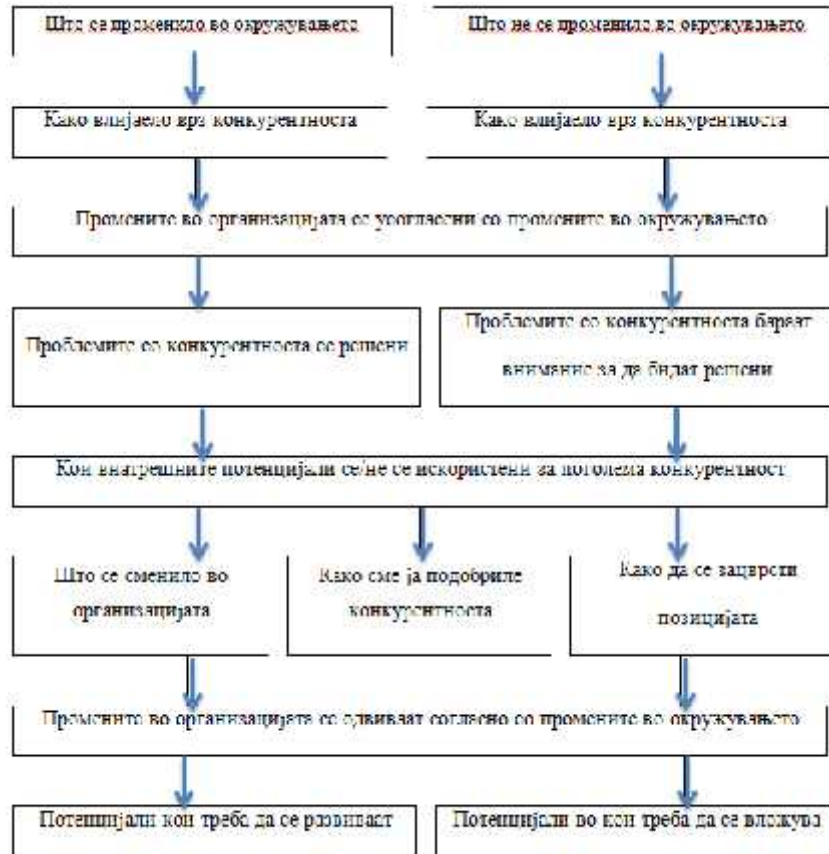
27

<sup>26</sup> web : <http://faktor.mk/globalen-indeks-na-konkurentnost> (18.09.2017, 14:00h)

### 2.3.

(Papulova, E., Papulova, Z. : 2006, 2-6).

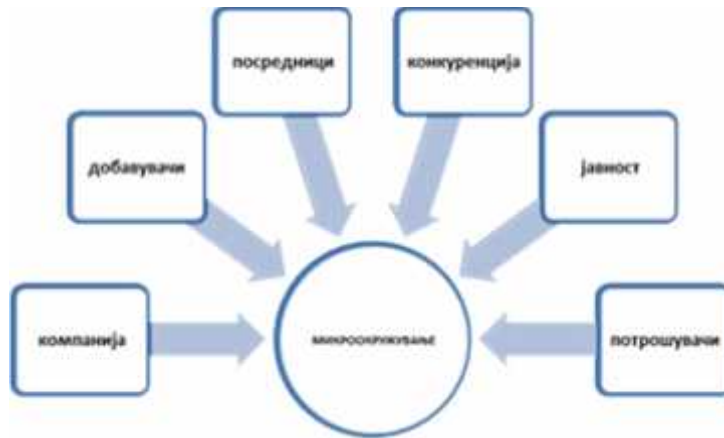




**.2.6.**



2011:55).



.2.7.

28

### 2.3.3.

organization)

(IO- industrial

. (Porter.M, 1980: 98).



.2.8.

29

SWOT (Strengths, Weaknesses, Opportunities and Threats-

), ad hoc

<sup>29</sup> Porter, M. (1980). Competitive Strategy: Techniques for Analyzing Industries and Competitors, New York, 300.



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- ( , 2009: 31-32).

#### 2.4.

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(Kaplan, R. S., & Norton, D. P. 1996: 4).

1992 Kaplan Norton

Balanced Scorecard

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(Kaplan, Norton, 1996: 46).

(Kaplan, Norton, 1996: 47)

(Kaplan, Norton, 1996: 47).



**.2.9.**

<sup>30</sup> Kaplan, R. S., & Norton, D. P. (1996). Using the balanced scorecard as a strategic management system



## 2.4.1.

### .2.1.

31

ФИНАНСИСКИ ИНДИКАТОРИ
Вкупна актива
Вкупни средства / број на вработени
Добивка како % од вкупната актива
Добивка како % од остварните приходи
Добивка по вработен
Големина на приходите
Стапка на раст на приходите
Вкупна задолженост (вкупни долгови / вкупни средства)
Просечното времетраење на наплата на побарувања
Ликвидност
Солвентност
Ефикасност
Профитабилност
Рентабилност

2009 2016

.2.2.

32

	2009	2010	2011	2012	2013	2014	2015	2016	Тренд
<b>Профитабилност (%)</b>									
- приход од портфолио	6,1	6,2	5,6	5,8	5,35	4,9	4,62	4,78	
- приход од ликвидни средства	5	5	6,1	3,8	4,16	4,24	3,33	2,98	
- приход од капитал	3,8	5,2	4,7	3,0	3,50	2,60	2,30	2,02	
<b>Ефикасност (%)</b>									
- коефициент на трошоци на работења	2,7	2,1	2,5	3	3,16	2,75	2,71	3,65	
- трошоци по единица позејмен денар	0	0	0	0,03	0,032	0,027	0,027	0,036	
<b>Самостојност (%)</b>									
- оперативна самостојност	272,4	416,8	331,1	331	278,33	298,31	291,06	220,53	
- оперативна самостојност	272,4	416,8	331,1	331	278,33	298,31	291,06	220,53	
- предметна финансиска самостојност (EY)	272,4	210,5	141,2	149,6	161,25	239,22	291,06	197,40	
- предметна финансиска самостојност (MK)	428,5	210,5	112,5	127,5	115,54	366,14	366,15	220,53	
<b>Ликвидност (%)</b>	96,5	150,9	49	274,7	271,5	258,35	279,32	329,83	
<b>Солвентност (%)</b>	98	96,9	98,1	96,9	97,38	98,73	99,37	98,42	
<b>Финансиски резултати (млјарда денари)</b>									
- вкупна актива	665.889	699.369	719.771	751.533	773.247	790.246	802.146	824.815	
- вкупни фондови	652.276	677.517	705.773	727.841	753.146	780.683	797.406	811.765	
- вкупни приходи	44.664	55.195	63.677	57.747	51.766	41.884	37.293	34.297	
- вкупни расходи	19.845	20.215	30.450	29.453	24.676	20.875	18.453	18.576	

2.4.2.

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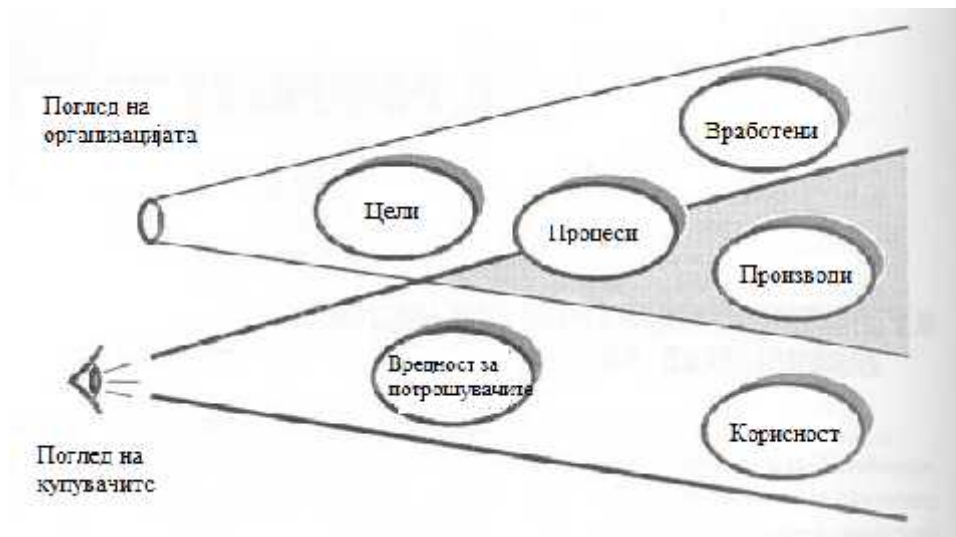
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.2.3.

33

ИНДИКАТОРИ ЗА МЕРЕЊЕ НА ЗАДОВОЛСТВОТО НА ПОТРОШУВАЧИТЕ
Стапка на раст на потрошувачите
Стапка на раст на пазниот удел
Пазарна цена во споредба со конкуренцијата
% на решени рекламации од страна на потрошувачите
Просечното времетраење на односите со потрошувачите
Стапка на стекнување нови потрошувачи
Број на потрошувачи
Годишна продажба на потрошувачите
Маркетинг трошоци како % од приходите
Број на саеми на кои се присуствува

(Risti , 2005: 183)



.2.10.

34

2.4.3.

<sup>34</sup> Risti , J. (2005). Merenje zadovoljstva kupca.

## .2.4.

35

ИНДИКАТОРИ НА БИЗНИС ПРОЦЕСОТ
Трошоци за R & D
Навремена испорака
Број на нови производи на годишно ниво во однос на вкупната понуда
Стапка на искористеност на работната сила
Користење на просторот
Време за лансирање на нови производи
Подобрување на траењето на производствениот циклус
Времетраењето на прекини во производството
Квалитет на производите/услугите
Квалитет на бизнис процесот

### 2.4.4.

(Dale, 1994).

(Argyris C. 1992).

## .2.5.

36

ИНДИКАТОРИ ЗА ИНОВАЦИИ И УЧЕЊЕ
% од вработените со универзитетски дипломи
% на квалификувани работници
Стапка на раст на вработени
Стапка на унапредување на вработените
Задоволство и мотивација на вработените
Квалитет на работното окружување
Рејтинг на внатрешната комуникација
Број на часа поминати во обука
Стапка на откази/напуштање на работно место
Влијанието на предлозите на вработените врз процесот на донесување одлуки

## 2.5. IT (Information technology)

(Sabherwal and King, 1991; Holland, Lockett, and Blackman, 1992; Henderson and Venkatraman, 1993; Kettinger et al., 1994).

(Powell, Dent, 1997: 375).

IT

. IT e

. IT

.<sup>37</sup>

1980 ,  
SQL (Structured Query Language),

.<sup>38</sup>

, 1990

DSS (decision support system),

”

”

”

”

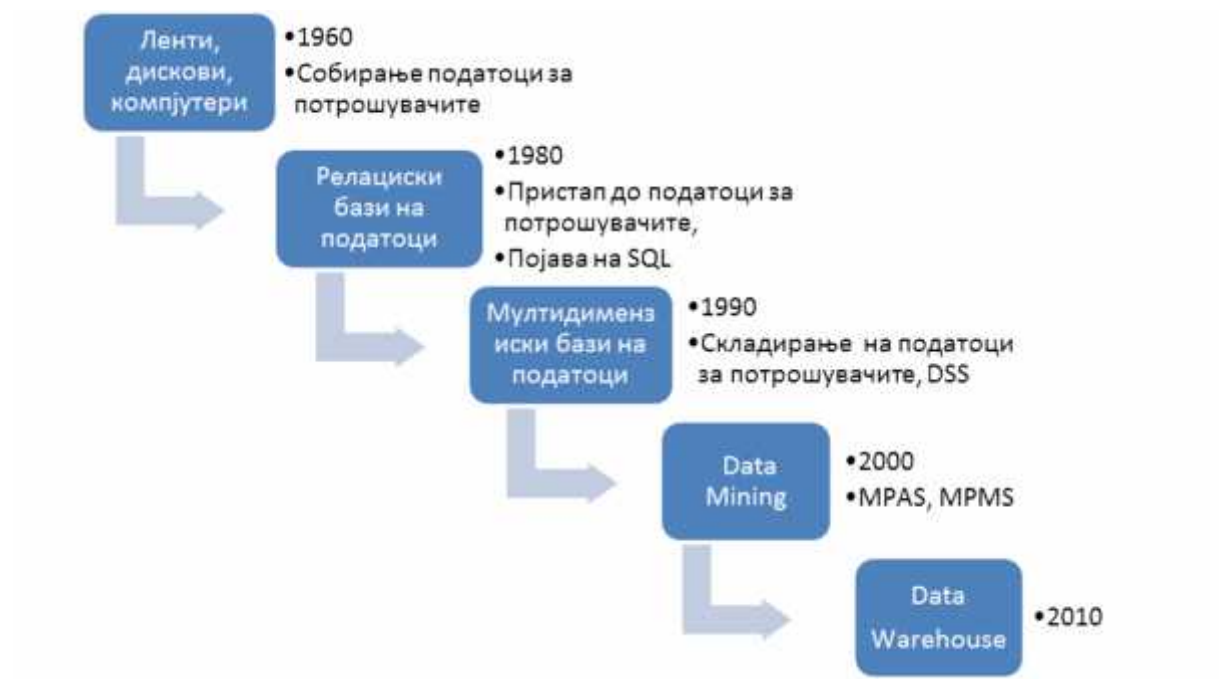
. DSS

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<sup>37</sup> web- : <https://www.useoftechnology.com> (10.11.2017, 11:00h)  
<sup>38</sup> web- : <http://searchsqlserver.techtarget.com> (10.11.2017, 12:00h)

Mining, o

Data mining



.2.11.



2010

Data Warehouse -

. Data Warehouse

( )<sup>39</sup>.

## .2.6.

## IT<sup>40</sup>

IT ИНДИКАТОРИ
Подесување на IT технологија во организацијата
Тип на интернет поврзаност
Информатичка писменост на вработените
Бенефит од користење на IT
Недостатоци од користење на IT

IT , - Commerce Internet  
IT  
, IT

ROI,

<sup>39</sup> web- : <http://www.stat.gov.mk> (17.11.2017, 13:15h)

<sup>40</sup> : <http://www.stat.gov.mk> (17.11.2017, 13:30h)

, IT, On-line , call  
Web- ,  
Google Analytics  
Brand metrics,  
CRM -  
Customer Relationship Management,

### III :

#### 3.1.

( ), ( , )  
)

41

on - line

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<sup>41</sup> web : <https://www.chiefoutsiders.com/strategic-services/marketing-strategy-implementation> (10.11.2017, 20:20h).

### 3.2.

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<sup>42</sup> web : <http://smallbusiness.chron.com/implement-manage-marketing-strategy>  
(10.11.2017, 21:00h).



) , (Brunda, 2001:592).

(MIS-marketing information systems),

“ , ”

, MIS

MIS

(MIS-management information systems). „

“, MIS,

. MIS

, :

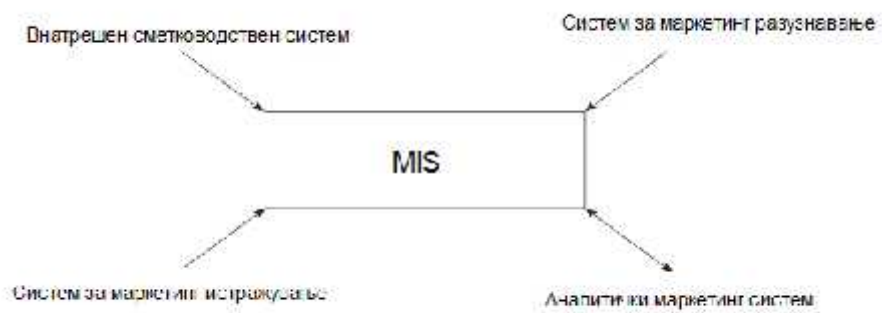
- ;
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- , ,
- MIS, :

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2. .

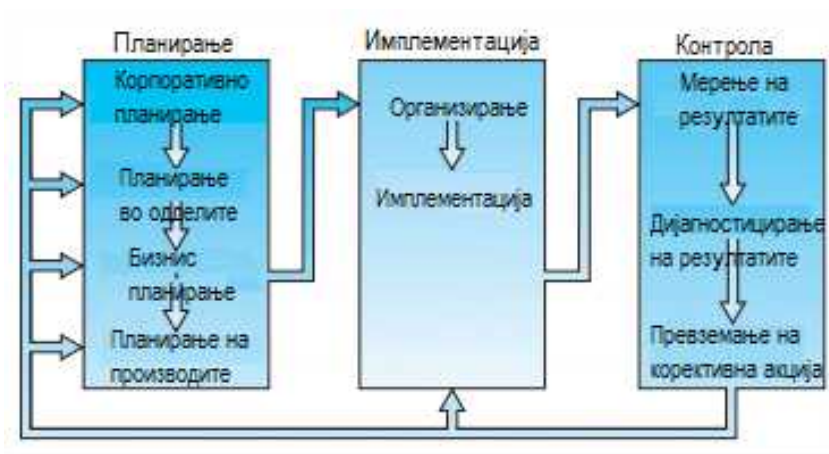
3. , .

4. , .



**.3.1.**

3.2.2.



3.2.

<sup>43</sup> Kotler, P. (2000). Marketing management: The millennium edition. Marketing Management, 23(6), 40.



44

### 3.2.3. (MPMS, MPAS)

50-

(Georgopoulos & Tannenbaum, 1957:535).

60- 70-

(Yuchtman & Seashore, 1967: 379).

80- 90-

( )  
( ).

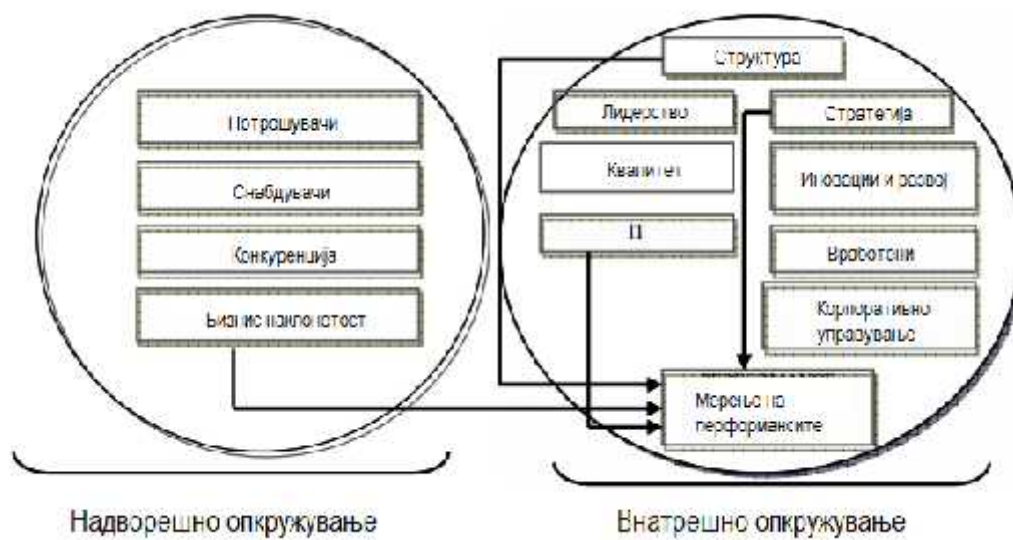
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44

(04.10.2017)

web-

: <https://www.google.com/patents/US20030033192>



### .3.3.

45

#### 3.2.3.1. PM

<sup>45</sup> Gavrea, C., Ilies, L., & Stegorean, R. (2011). Determinants of organizational performance: The case of Romania. *Management & Marketing*, 6(2), 285.

”  
“ ( et al.,  
2004: 76).

MPM  
( , , 2002).

" ( , 2001:231).



**.3.4.**

46

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- ?
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- , , ?

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<sup>46</sup> Neely, A. D., Adams, C., & Kennerley, M. (2002). The performance prism: The scorecard for measuring and managing business success. London: Financial Times/Prentice Hall.



### 3.2.3.2. MPA

MPA .

,

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MPA :

( , 1985);

( , 1994).

MPA

( , 1985; , 1991).

MPA

:

, ...

,

( et al., 1990).

MPA

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SBU (strategic business unit);

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SBU

MPA

MPA

MPA

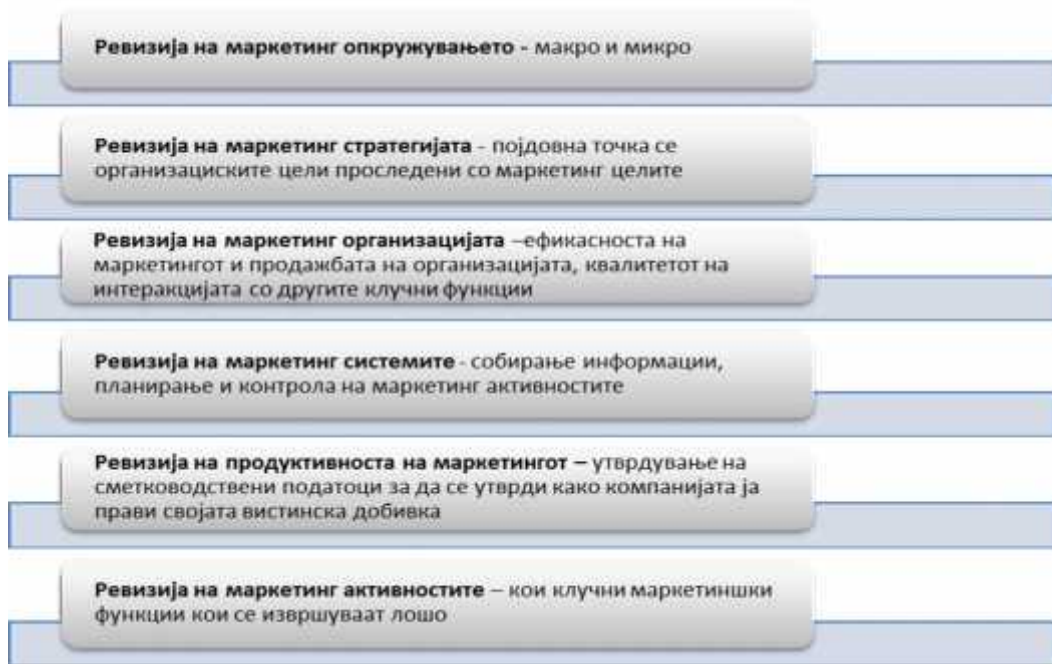
3.2.4.

(marketing audit)

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<sup>48, 20</sup> web- : <https://search.proquest.com/openview/180ee18c93c2ae29a15e96b31fe0b992/1?pqorigsite=gscholar&cbl=26142> (04.10.2017,18:30h).





### 3.6.

49

### 3.3. O

(Silverman, L. L., 1997:1).

, 1992).

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1950

1960

( , 2010: 5-15).

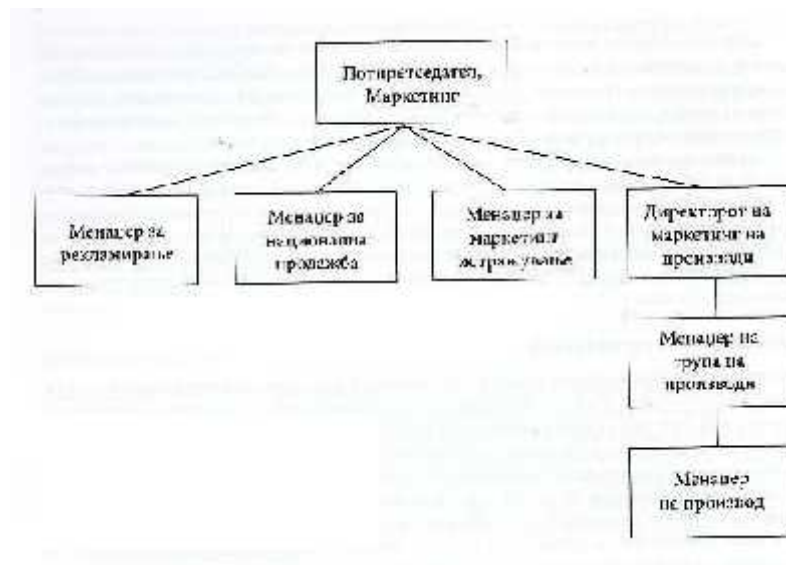


.3.7.

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3.7.

1970



.3.8.

51



.3.9.

52

51 , . (2010).

: 21-

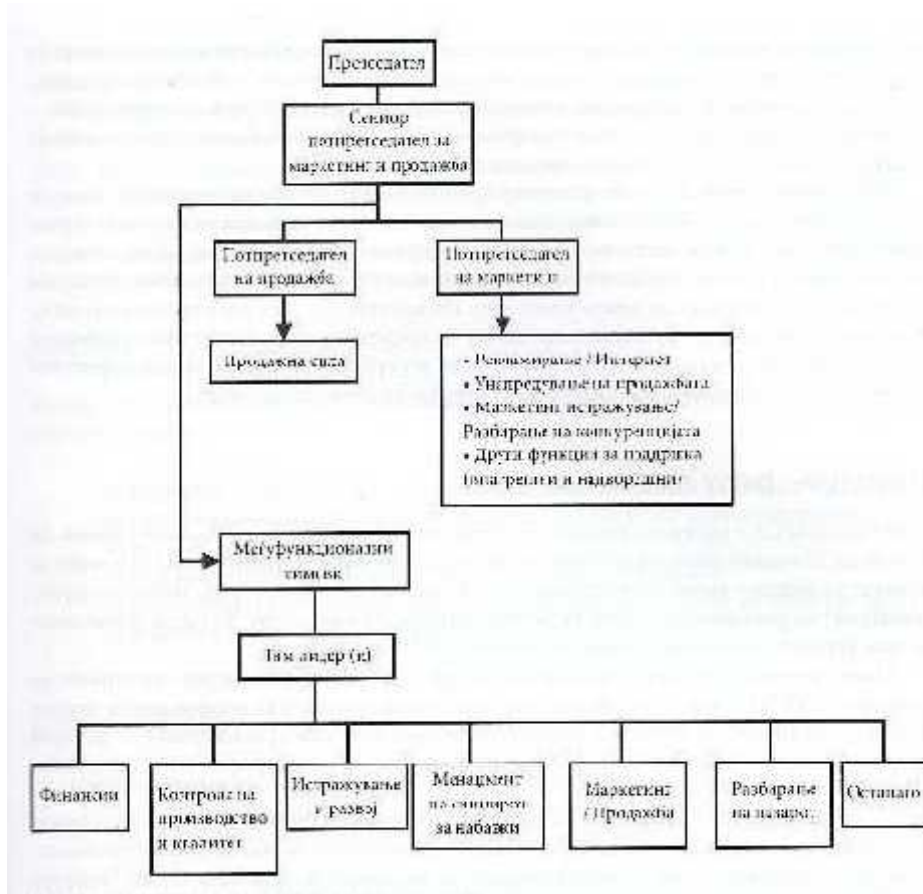
52 , . (2010).

: 21-

1980

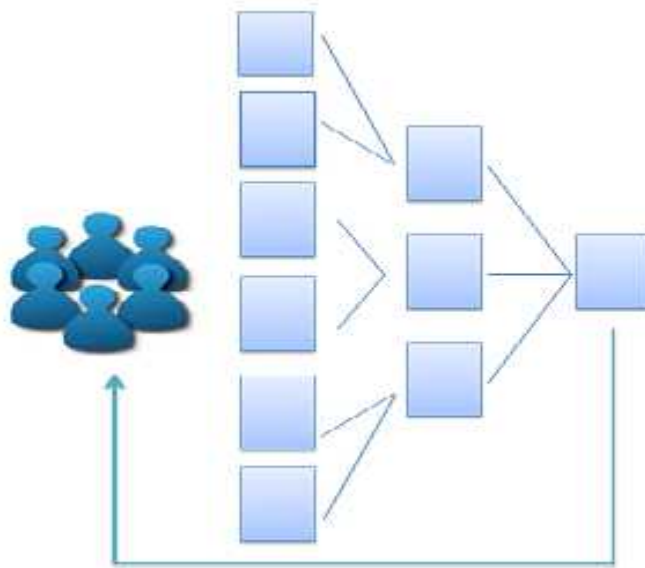
90

( , 2010:10).



3.10

agement by Walking Around



.3.11.

( , 2010:2).

<sup>53</sup> , . (2010).

: 21-

### 3.4.

1980-

, , , know – how, ,  
1980-  
).  
(Kapferer, J. N., 2012: 21).

” ”  
( ,  
).

(Kapferer, J. N., 2012: 10).

### 3.4.1.

(Keller, 2003: 44).

Идентификување и основање на вредностите и позиционирање на брендот	<ul style="list-style-type: none"> <li>- „Ментални“ мапи</li> <li>- Компетитивна рамка</li> <li>- Суштински бренд вредности</li> <li>- Brand mantra</li> </ul>
Планирање и имплементирање на бренд маркетинг програмите	<ul style="list-style-type: none"> <li>- Мешање и поврзување на бренд елементите</li> <li>- Идентификување на бренд маркетинг активности</li> <li>- Влијание на споредните асоцијации</li> </ul>
Мерње и интерпретирање на бренд перформансите	<ul style="list-style-type: none"> <li>- Синџир на вредности</li> <li>- Бренд денџери</li> <li>- Следење на брендот</li> <li>- Brand equity management system</li> </ul>
Раст и одделивост на brand equity	<ul style="list-style-type: none"> <li>- Бренд матрица</li> <li>- Бренд портфолио</li> <li>- Бренд стратегии</li> <li>- Зајакнување на брендот</li> </ul>

.3.12.

54

Brand mantra

<sup>54</sup> Keller, K. L. (2003). Building, measuring, and managing brand equity. Aufl., Upper Saddle River.



4P 4C Product, Price, Placement ,  
Promotion Consumer or Capability, Cost, Convenience, Communication.

Brand equity.

Brand equity

( . . , 2008:118).

28).

( , 2011:

### 3.4.2.

1985 .

J. N., 2012: 22).

1980-

(Kapferer,

Brand equity.

Brand equity

”( . . .2008).



.3.13.

55

### 3.5

### SDM (strategic digital marketing)

<sup>55</sup> Keller, K. L. (2003). Building, measuring, and managing brand equity. Aufl., Upper Saddle River.

SDM  
Web  
On-line  
( , 2013:

18).

è

PESTLE (Political, Economic, Social, Technological, Legal and Environmental factors).

(KPIs-Key Performance Indicators)

**SMART** (Specific, Measurable, Achievable, Realistic and Time-bound) :

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( , 2013: 28).

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IV

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## 4.3.

#### 4.4.

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- ;
- ( );
- (marketing audit).

#### 4.5.

##### 4.4.1.

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#### 4.4.2.

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(MPAS)

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#### 4.6.



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#### 4.6.2.

SPSS

Microsoft Excel.

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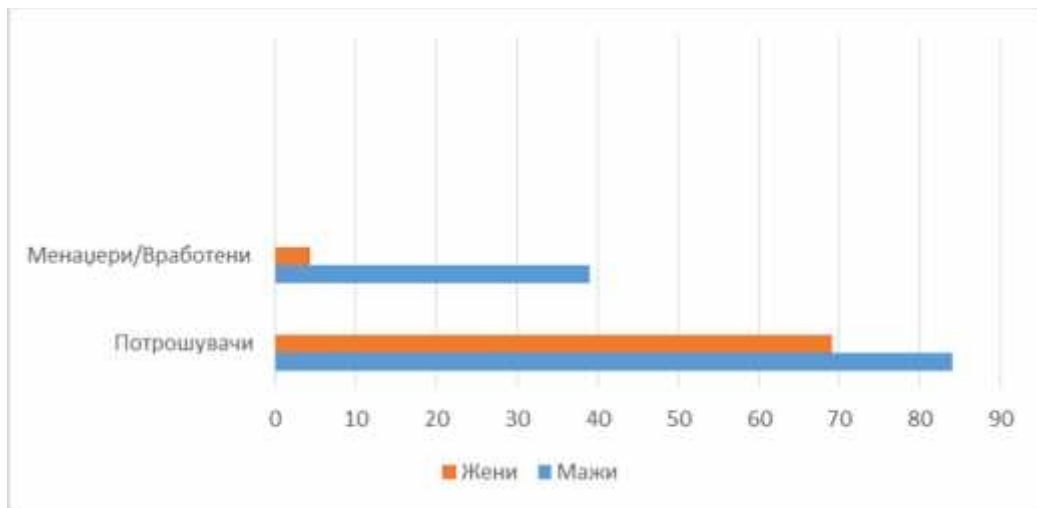
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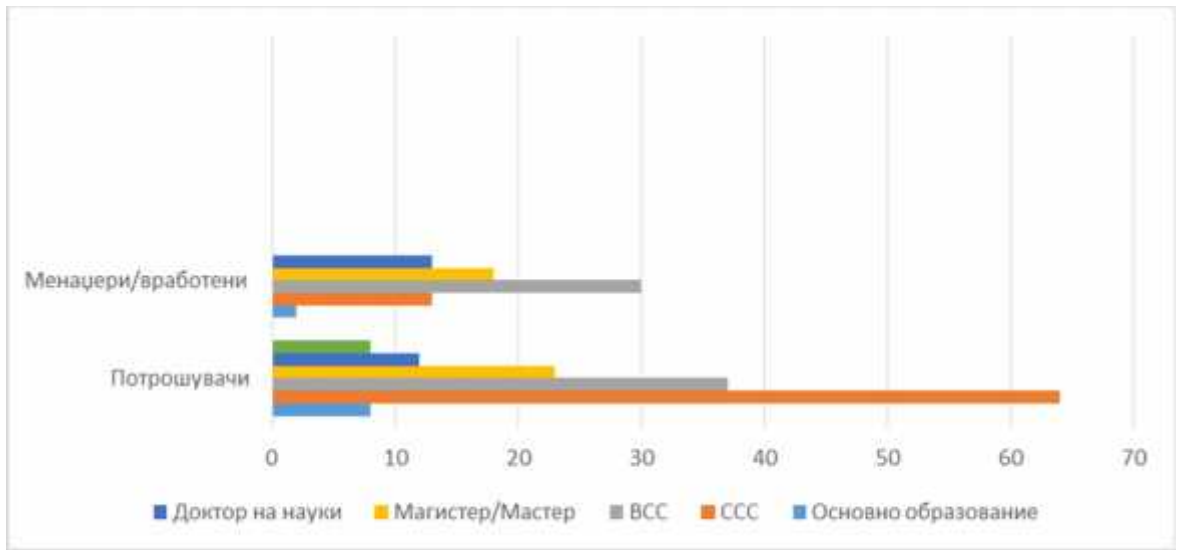
			229.	153
		76	, 29	, 47
		84	,	69
/	39	, 37		

.5.1.1.1-1

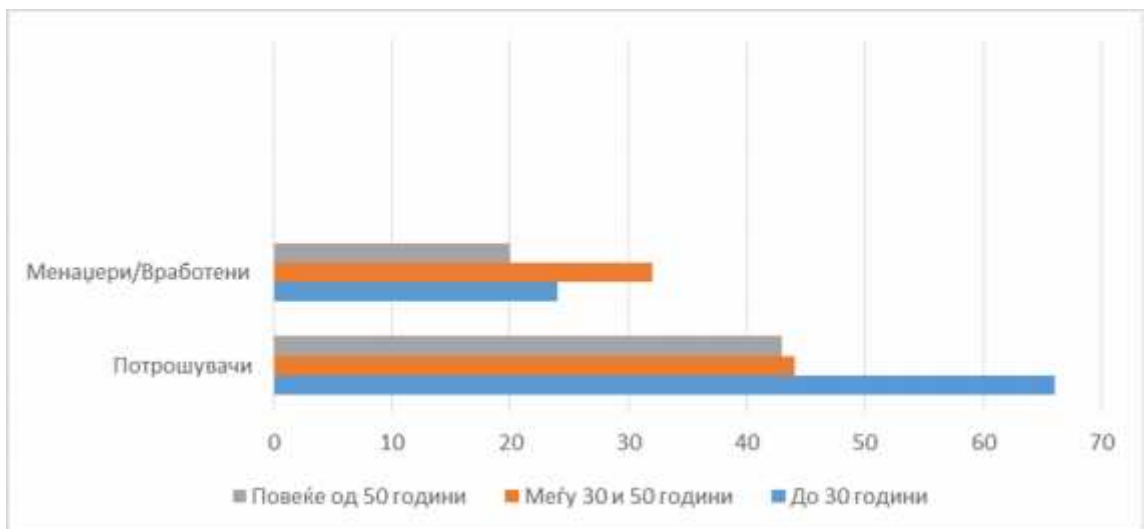


		, 64	, 37	, / 23
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30, 18	/	, 13	13	.
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.5.1.1.1-2

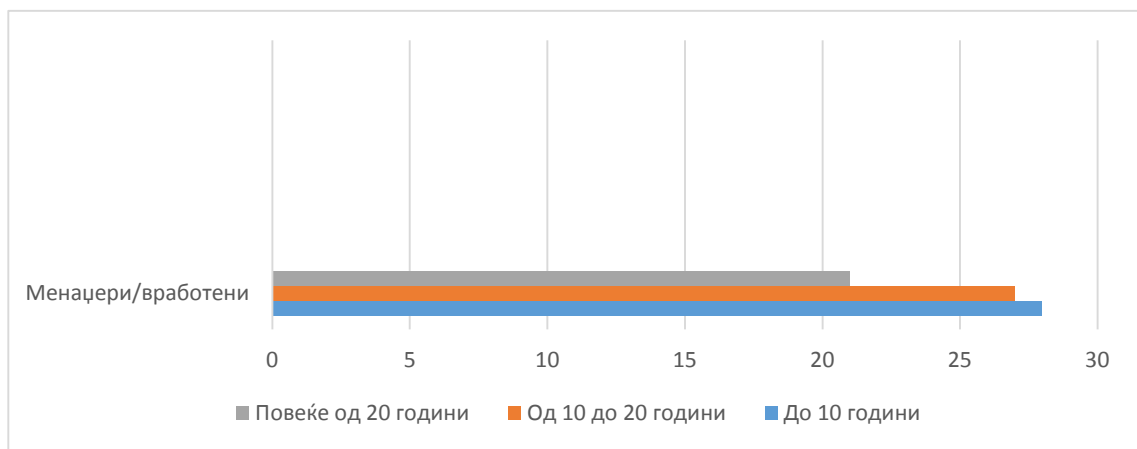


30 50 , 66 , 44  
 / 32 50 .  
 30 , 20 50 , 24  
 , 80 , 10 20 , 20  
 , 10 19 .  
 .5.1.1.1-3.

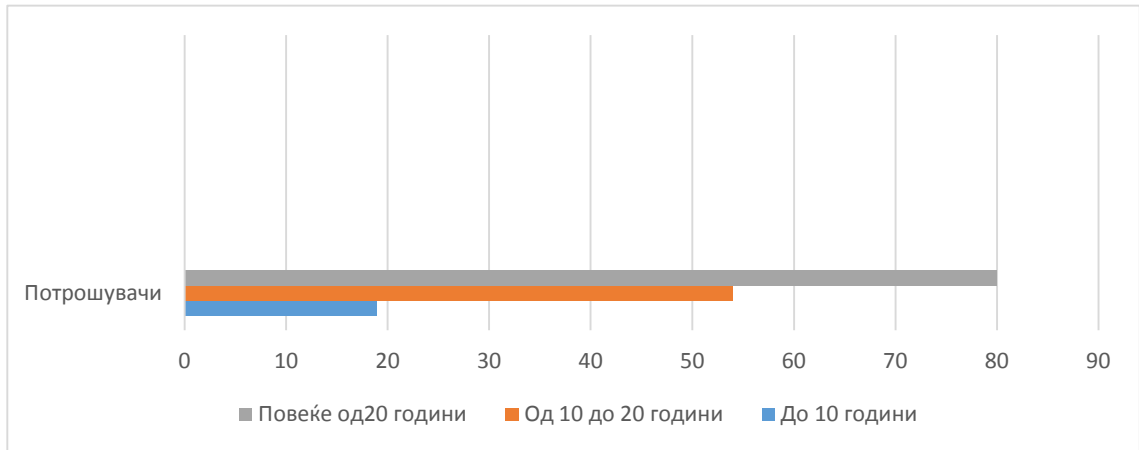


10 / 10  
 28 , 10 28 ,  
 10 28 , 10 20 27  
 , 20 21 .

.5.1.1.1-4



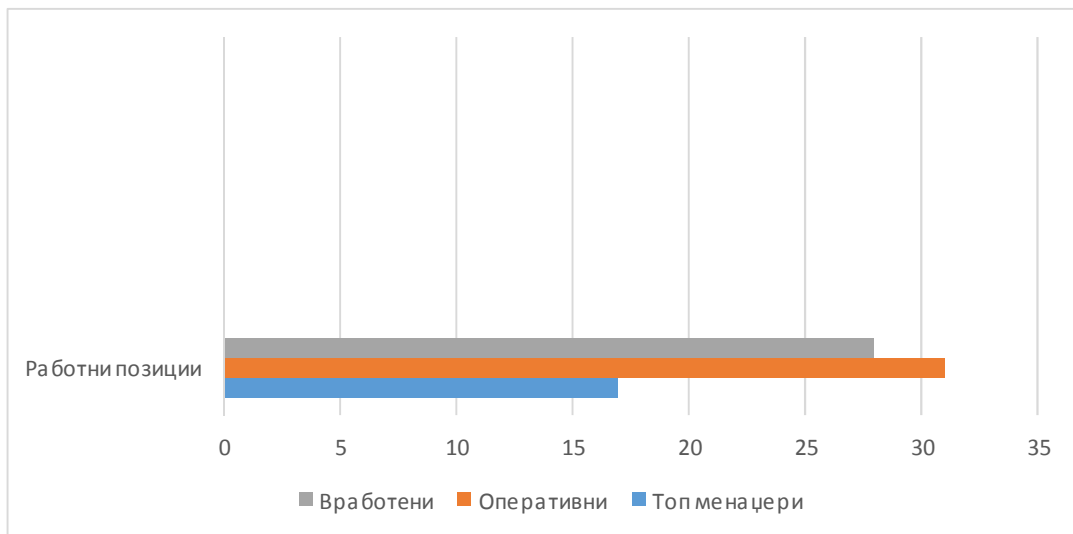
.5.1.1.1-5



/ 17 , 31  
 , 28

.5.1.1.1-6

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, 19 , 11 , 23



.5.1.1.1-7



5.1.1.2.

5.1.1.2.1.

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153,

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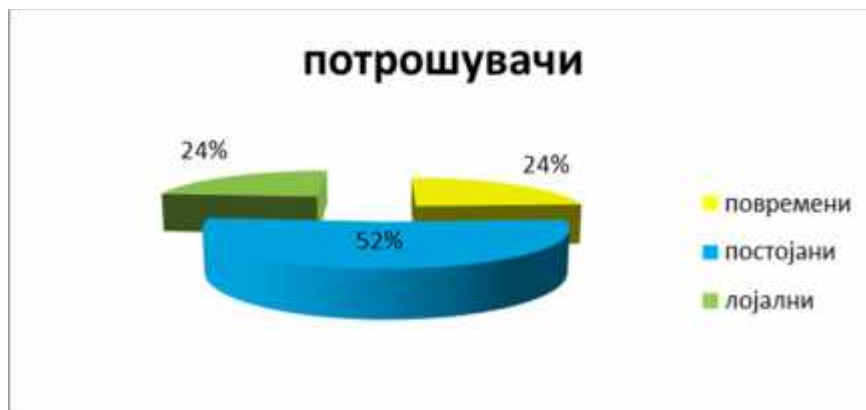
( . 5.1.1.2.1-1)

( )

( 2=

27,745; df= 2; n= 153; Sig. = 0,000).

. 5.1.1.2.1-1



. 5.1.1.2.1-1

**VAR00001**

	Observed N	Expected N	Residual		VAR00001
Povremeni	37	51,0	-14,0	Chi-Square	24,745 <sup>a</sup>
Postojani	80	51,0	29,0	df	2
Lojalni	36	51,0	-15,0	Asymp. Sig.	,000
Total	153				

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( . 5.1.1.2.1.-2)

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163,578; df= 7; n= 218; Sig. = 0,000).

. 5.1.1.2.1-2  
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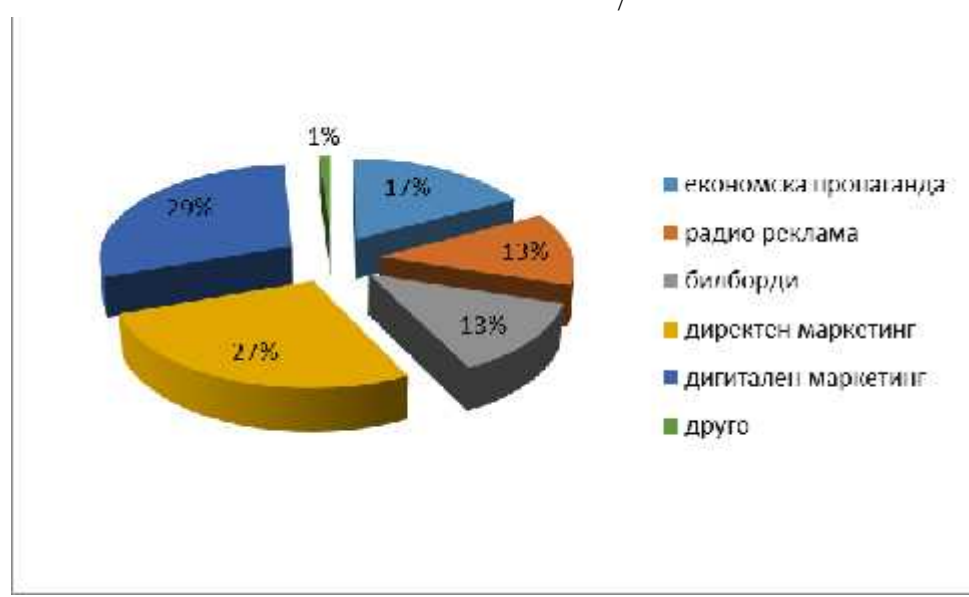
. 5.1.1.2.1-2  
/

VAR00002					
	Observed N	Expected N	Residual		VAR00002
1,00	68	27,3	40,8	Chi-Square	163,578 <sup>b</sup>
2,00	30	27,3	2,8		
3,00	64	27,3	36,8		
4,00	12	27,3	-15,3		
5,00	13	27,3	-14,3	df	7
6,00	10	27,3	-17,3		

7,00	19	27,3	-8,3		
8,00	2	27,3	-25,3		
Total	218			Asymp. Sig.	,000

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 : ) b)  
 c) ) ) f)  
 3 ( . 5.1.1.2.1.-  
 3),  
 - ( . 5.1.1.2.1.-3)  
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 ( )  
 ( ) ( 2=  
 66,765; df= 5; n= 204; Sig. = 0,000).

. 5.1.1.2.1-3 /



. 5.1.1.2.1-3

/

**VAR00003**

	Observed N	Expected N	Residual		VAR00003
1,00	35	34,0	1,0	Chi-Square	66,765 <sup>c</sup>
2,00	26	34,0	-8,0		
3,00	26	34,0	-8,0	df	5
4,00	55	34,0	21,0		
5,00	60	34,0	26,0		
6,00	2	34,0	-32,0		
Total	204			Asymp. Sig.	,000

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b) On-line

c)

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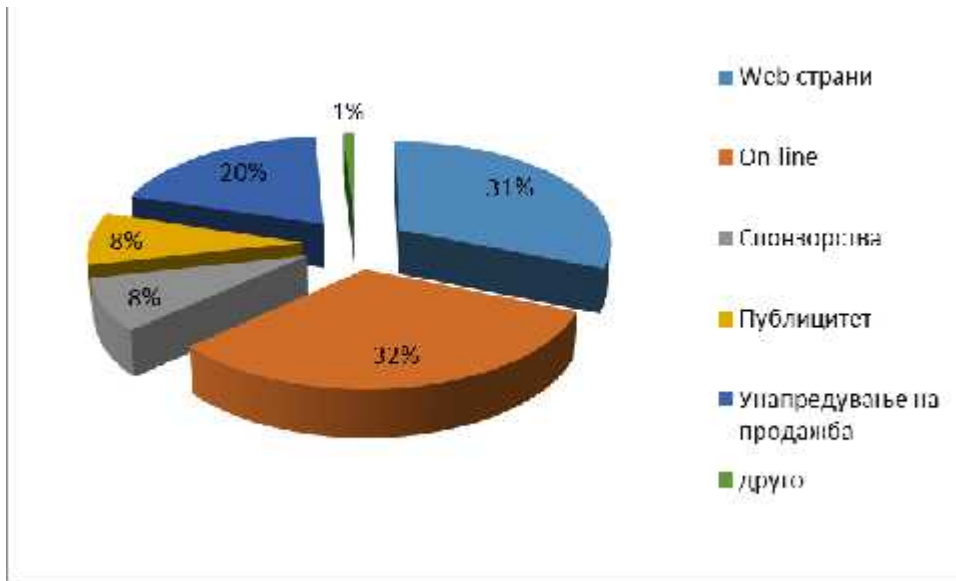
(

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( 2=

110,624; df= 5; n= 218; Sig. = 0,000).

. 5.1.1.2.1-4



. 5.1.1.2.1-4

**VAR00004**

	Observed N	Expected N	Residual		VAR00004
1,00	68	36,3	31,7	Chi-Square df	110,624 <sup>d</sup> 5
2,00	70	36,3	33,7		
3,00	18	36,3	-18,3		
4,00	18	36,3	-18,3		
5,00	42	36,3	5,7		
6,00	2	36,3	-34,3	Asymp. Sig.	,000
Total	218				

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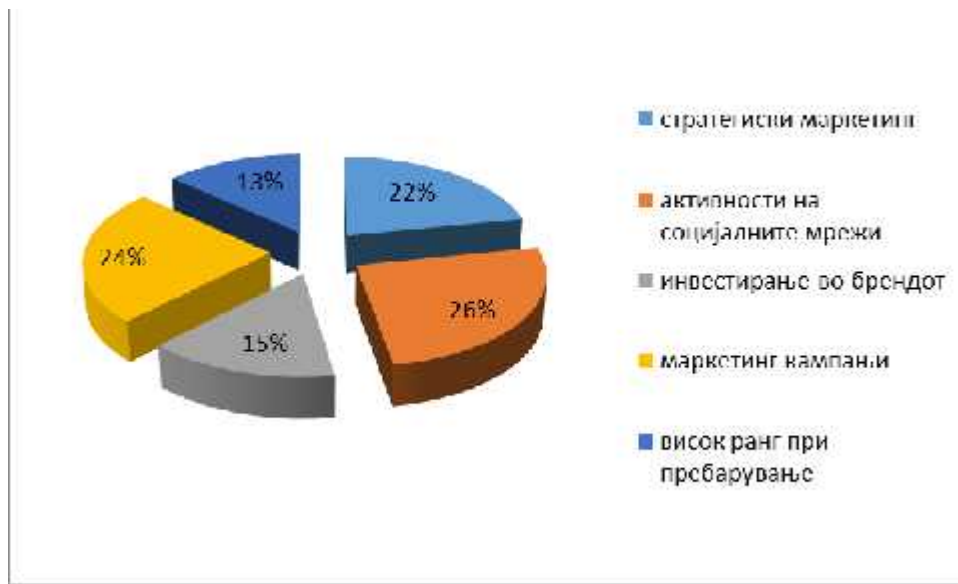
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 ( ) ( 2=  
 12,418; df= 4; n= 196; Sig. = 0,014).

. 5.1.1.2.1-5



. 5.1.1.2.1-5

VAR00005					
	Observed N	Expected N	Residual		VAR00005
1,00	43	39,2	3,8	Chi-Square	12,418 <sup>e</sup>
2,00	50	39,2	10,8		
3,00	29	39,2	-10,2	df	4
4,00	48	39,2	8,8		
5,00	26	39,2	-13,2		
Total	196			Asymp. Sig.	.014

5.1.1.2.2.

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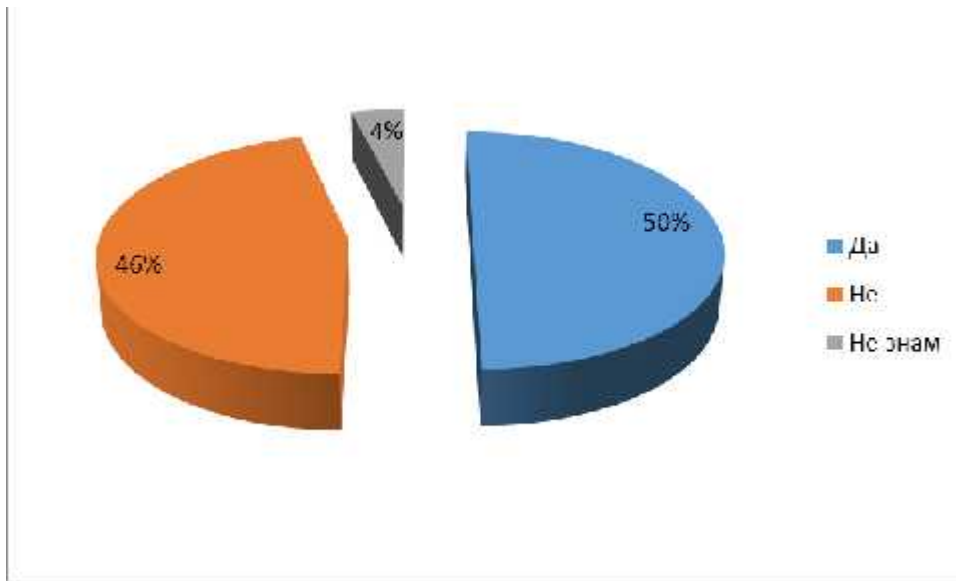
( )

( ) ( 2=

29,711; df= 2; n= 76; Sig. = 0,000).

. 5.1.1.2.2-1





. 5.1.1.2.2.-1

**VAR00001**

	Observed N	Expected N	Residual		VAR00001
1,00	38	25,3	12,7	Chi-Square	29,711 <sup>a</sup>
2,00	35	25,3	9,7		
3,00	3	25,3	-22,3	Df	2
Total	76			Asymp. Sig.	,000

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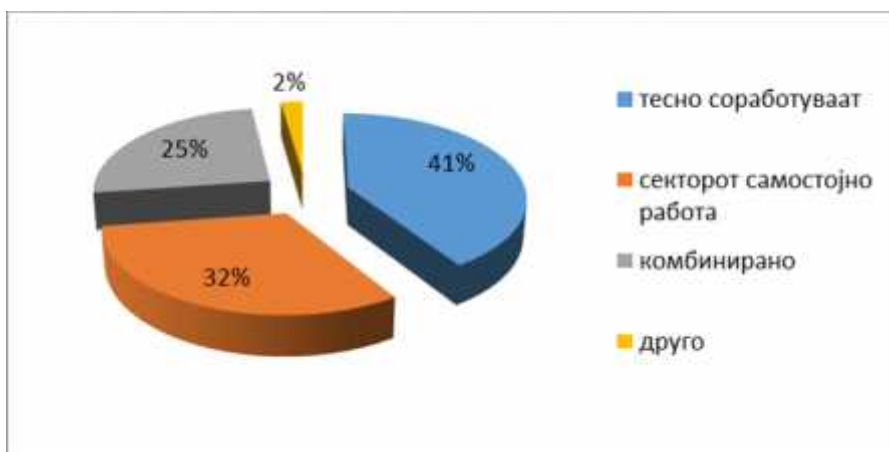
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( 2=

14,364; df= 3; n= 44; Sig. = 0,002).

. 5.1.1.2.2-2



. 5.1.1.2.2-2

VAR00002					
	Observed N	Expected N	Residual		VAR00002
1,00	18	11,0	7,0	Chi-Square	14,364 <sup>b</sup>
2,00	14	11,0	3,0		
3,00	11	11,0	0,0	df	3
4,00	1	11,0	-10,0		
Total	44			Asymp. Sig.	,002

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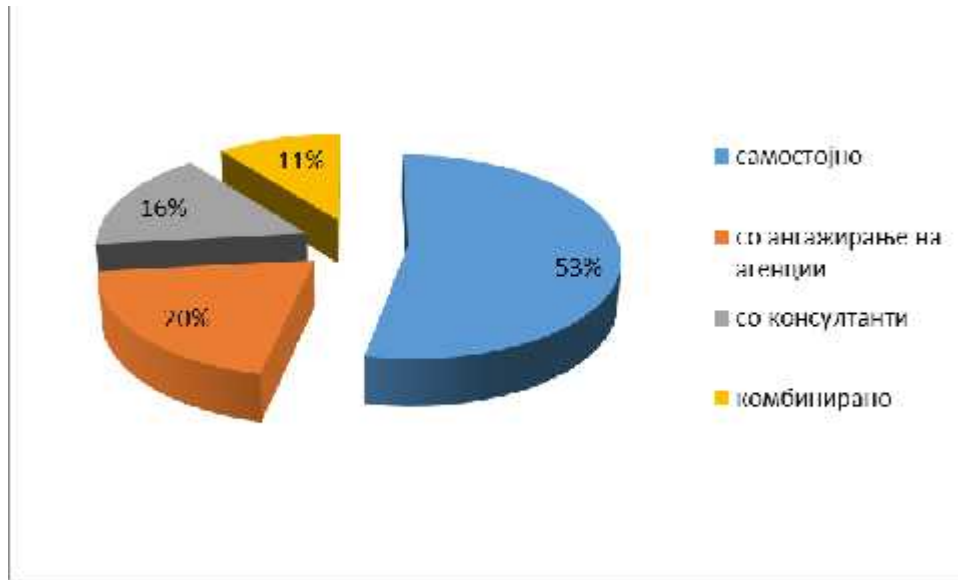
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( 2=

33,427; df= 3; n= 75; Sig. = 0,000).

. 5.1.1.2.2-3



. 5.1.1.2.2.-3

VAR00003

	Observed N	Expected N	Residual		VAR00003
1,00	40	18,8	21,3	Chi-Square	33,427 <sup>c</sup>
2,00	15	18,8	-3,8		
3,00	12	18,8	-6,8		
4,00	8	18,8	-10,8		
Total	75			df	3
				Asymp. Sig.	,000

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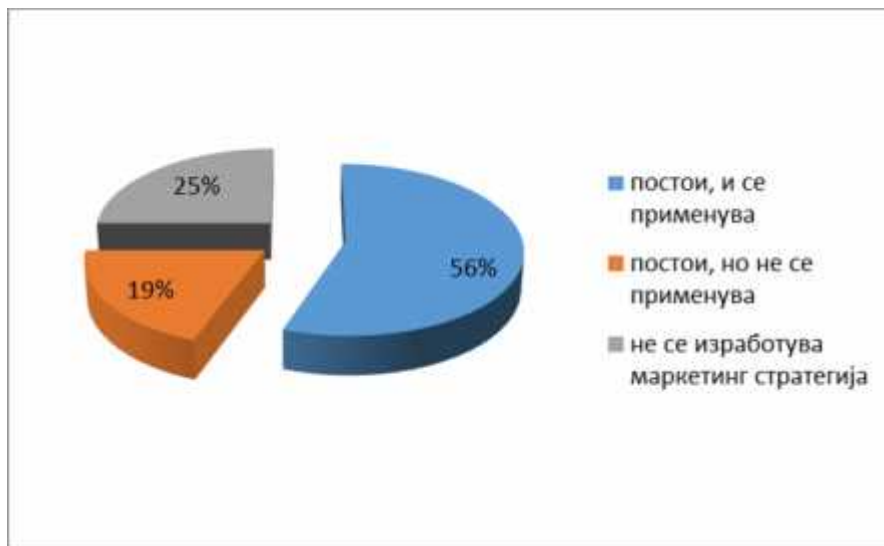
d)

4 ( . 5.1.1.2.2.-4),

( . 5.1.1.2.2.-4)

16,333; df= 2; n= 72; Sig. = 0,000).

. 5.1.1.2.2-4



. 5.1.1.2.2-4

VAR00004

	Observed N	Expected N	Residual		VAR00004
1,00	40	24,0	16,0	Chi-Square	16,333 <sup>d</sup>
2,00	14	24,0	-10,0		
3,00	18	24,0	-6,0	df	2
Total	72			Asymp. Sig.	.000

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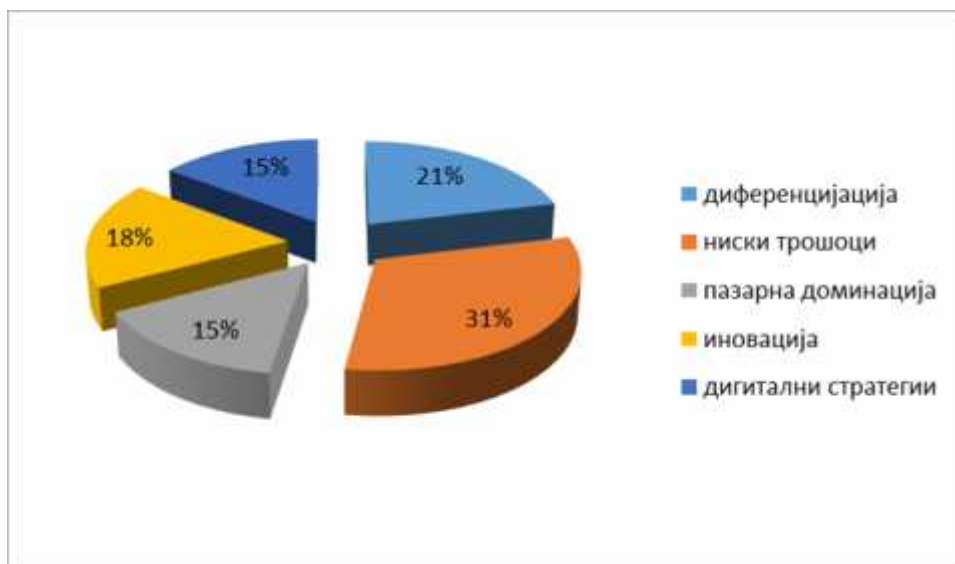
d)

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 5 ( . 5.1.1.2.2.-  
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 ( . 5.1.1.2.2.-5)  
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 ( ) ( 2=  
 5,639; df= 4; n= 61; Sig. = 0,228).

. 5.1.1.2.2-5



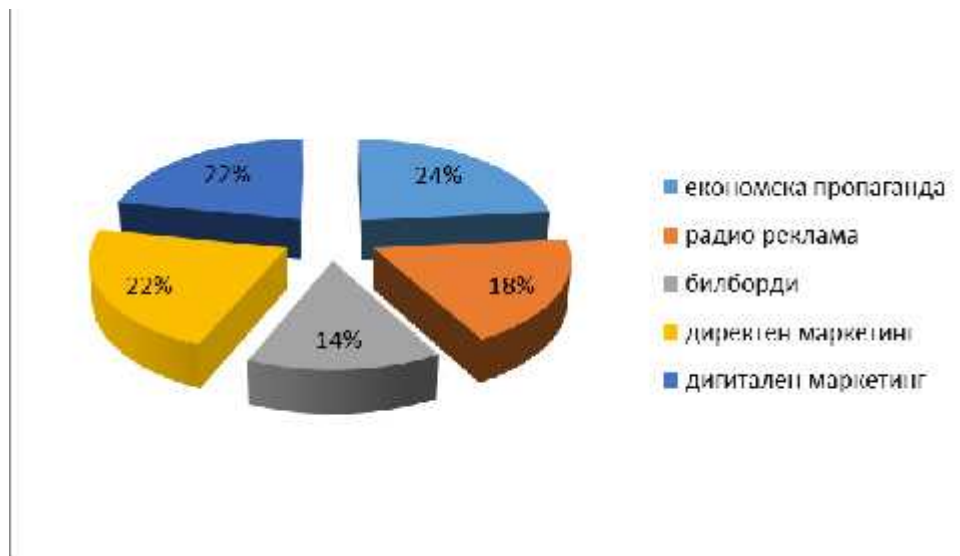
. 5.1.1.2.2-5

VAR00005					
	Observed N	Expected N	Residual		VAR00005
1,00	13	12,2	,8	Chi-Square	5,639 <sup>e</sup>
2,00	19	12,2	6,8		
3,00	9	12,2	-3,2		
4,00	11	12,2	-1,2		
5,00	9	12,2	-3,2		
Total	61			df	4
				Asymp. Sig.	,228

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c) d) b) f) : ) )  
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 ( . 5.1.1.2.2.-6)  
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 ( ) ( 2=  
 3,227; df= 4; n= 119; Sig. = 0,521).

. 5.1.1.2.2-6



. 5.1.1.2-6

VAR00006					
	Observed N	Expected N	Residual		VAR00006
1,00	28	23,8	4,2	Chi-Square	3,227 <sup>f</sup>
2,00	22	23,8	-1,8		
3,00	17	23,8	-6,8		
4,00	26	23,8	2,2	df	4
5,00	26	23,8	2,2		

Total	119		Asymp. Sig.	,521
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a) Web      b) On-line      c)   
 d)      e)      f)

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7),

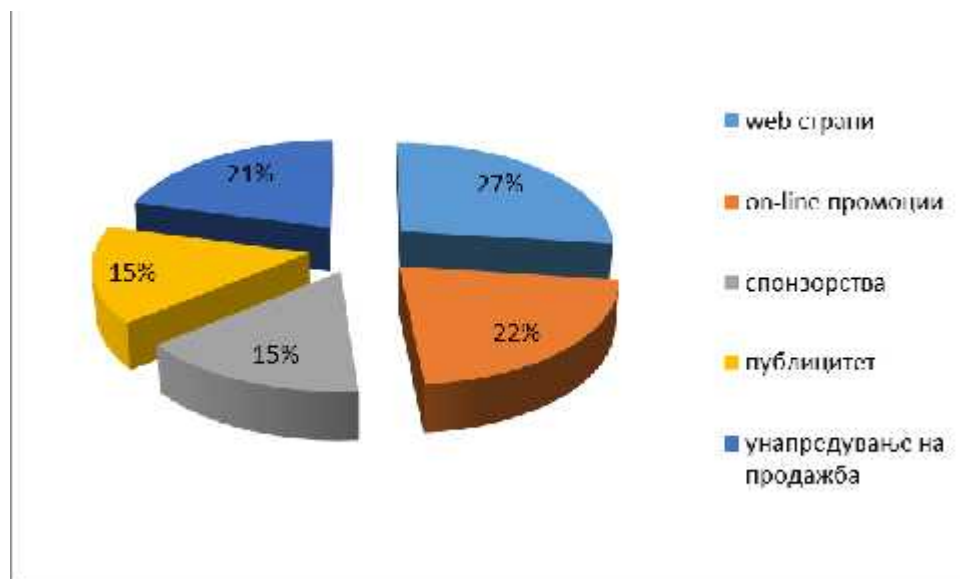
on-line      Web

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5,351; df= 4; n= 111; Sig. = 0,253).

. 5.1.1.2.2-7



. 5.1.1.2.2-7

VAR00007

	Observed N	Expected N	Residual		VAR00007
1,00	30	22,2	7,8	Chi-Square	5,351 <sup>g</sup>
2,00	24	22,2	1,8		
3,00	17	22,2	-5,2		
4,00	17	22,2	-5,2	df	4
5,00	23	22,2	,8		
Total	111			Asymp. Sig.	,253

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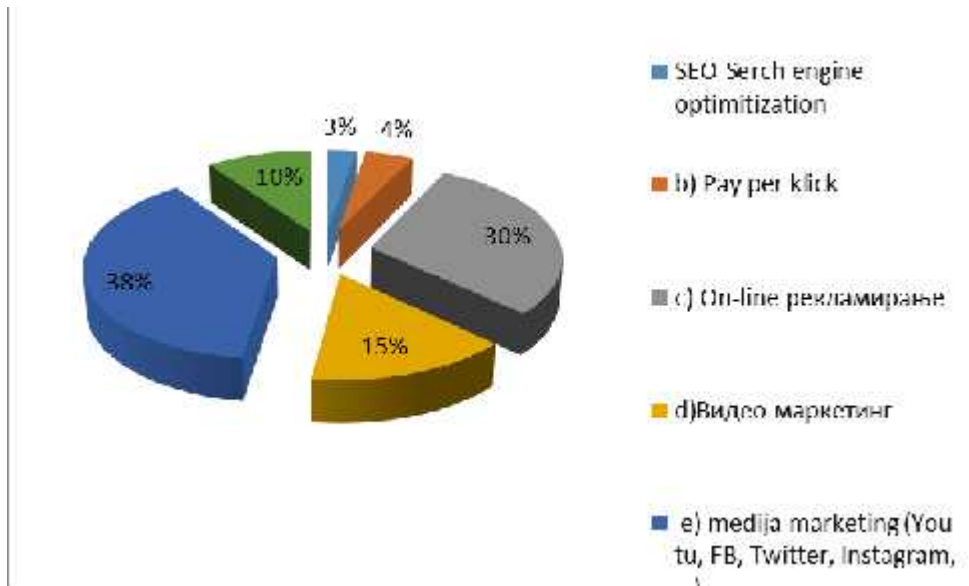
: )SEO-Serch engine optimitization b) Pay per  
 klick c) On-line d) ) medija marketing (You  
 tu, FB, Twitter, Instagram, ...) f) - )

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edija marketing (You tu, FB, Twitter, Instagram,  
 ...) On-line ,  
 SEO-Serch engine optimitization.  
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 ( ) ( 2=  
 67,216; df= 5; n= 111; Sig. = 0,000).

. 5.1.1.2.2-8





. 5.1.1.2.2-8

VAR00008

	Observed N	Expected N	Residual		VAR00008
1,00	3	18,5	-15,5	Chi-Square	67,216 <sup>h</sup>
2,00	5	18,5	-13,5		
3,00	33	18,5	14,5		
4,00	17	18,5	-1,5	df	5
5,00	42	18,5	23,5		
6,00	11	18,5	-7,5		
Total	111			Asymp. Sig.	,000

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 ( ) ( 2=  
 10,421; df= 4; n= 95; Sig. = 0,034).

. 5.1.1.2.2-9



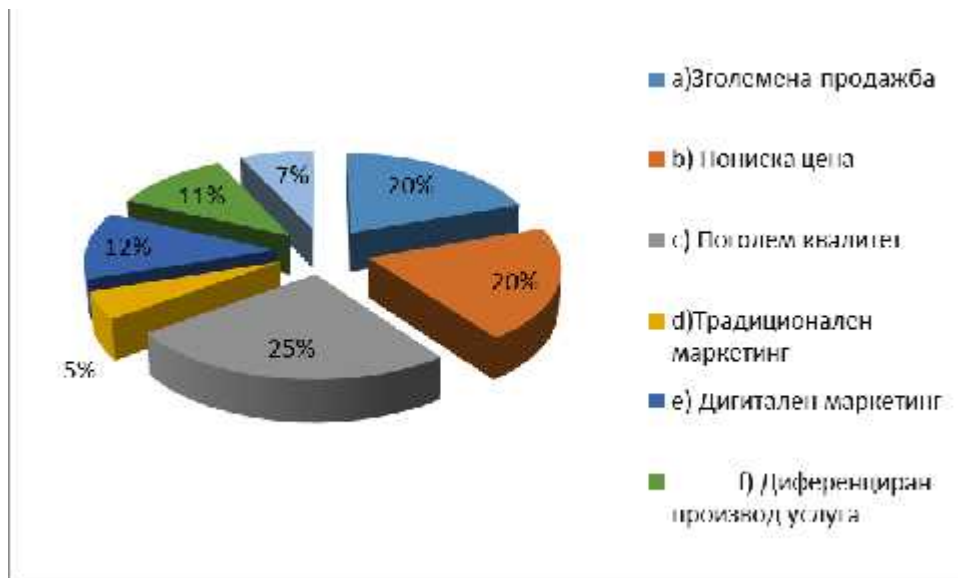
. 5.1.1.2.2-9

VAR00009					
	Observed N	Expected N	Residual		VAR00009
1,00	29	19,0	10,0	Chi-Square	10,421 <sup>i</sup>
2,00	19	19,0	0,0		
3,00	14	19,0	-5,0	df	4
4,00	22	19,0	3,0		
5,00	11	19,0	-8,0		
Total	95			Asymp. Sig.	.034

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c) d) : ) b)  
 f) g) i)  
 10) 10 ( . 5.1.1.2.2.-  
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 ( ) ( 2=  
 33,958; df= 6; n= 143; Sig. = 0,000).

. 5.1.1.2.2-10



. 5.1.1.2.2-10

VAR00001

	Observed N	Expected N	Residual		VAR00001
1,00	28	20,4	7,6	Chi-Square	33,958 <sup>a</sup>
2,00	29	20,4	8,6		
3,00	36	20,4	15,6		
4,00	7	20,4	-13,4	df	6

5,00	17	20,4	-3,4		
6,00	16	20,4	-4,4		
7,00	10	20,4	-10,4		
Total	143			Asymp. Sig.	,000

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d) )

/ f) / g)

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37,375; df= 6; n= 128; Sig. = 0,000).

. 5.1.1.2.2-11



. 5.1.1.2.2-11

VAR00002

	Observed N	Expected N	Residual		VAR00002
1,00	25	18,3	6,7	Chi-Square df	37,375 <sup>b</sup> 6
2,00	24	18,3	5,7		
3,00	26	18,3	7,7		
4,00	29	18,3	10,7		
5,00	16	18,3	-2,3		
6,00	7	18,3	-11,3		
7,00	1	18,3	-17,3		
Total	128			Asymp. Sig.	.000

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VAR00001	
VAR00002	
VAR00003	
VAR00004	
VAR00005	
VAR00006	

VAR00007	/
VAR00008	/
VAR00009	
VAR00010	/
VAR00011	
VAR00012	
VAR00013	(
VAR00014	)

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. 5.1.1.3.1.-1 5.1.1.3.1.-14)

(N; Me n; Std. Deviation; Variance; Range;  
Minimum; Maximum; Skewness; Kurtosis)

(  
2,64 3,49.  
(VAR00010, =2,64),  
(VAR00006 3,49).

(VAR00006, Sd= 1,405).

(Skewness)

(Kurtosis)

(Kurtosis)

(VAR00014, Kurtosis = 1,176)

. 5.1.1.3.1 -1

**Descriptive Statistics**

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
VAR00001	153	4,00	1,00	5,00	3,00	1,225	1,500	-,022	,196	-,870	,390

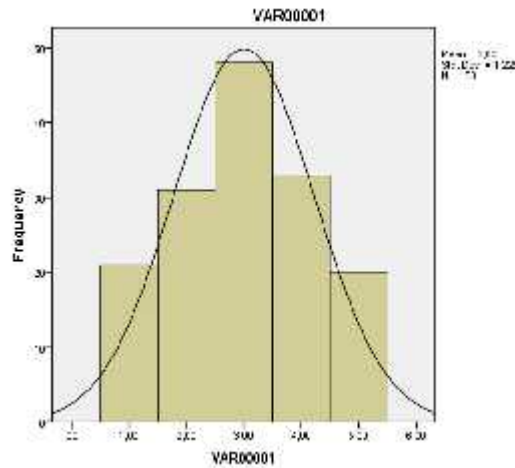
VAR00002	153	4,00	1,00	5,00	2,97	1,267	1,605	-,029	,196	-,949	,390
VAR00003	153	4,00	1,00	5,00	3,24	1,240	1,536	-,059	,196	-1,043	,390
VAR00004	152	4,00	1,00	5,00	3,31	1,208	1,460	-,228	,197	-,806	,391
VAR00005	153	4,00	1,00	5,00	2,95	1,266	1,603	,080	,196	-1,032	,390
VAR00006	152	4,00	1,00	5,00	3,49	1,405	1,973	-,437	,197	-1,095	,391
VAR00007	153	4,00	1,00	5,00	3,14	1,203	1,448	-,314	,196	-,779	,390
VAR00008	152	4,00	1,00	5,00	3,18	1,242	1,542	-,209	,197	-,816	,391
VAR00009	151	4,00	1,00	5,00	3,01	1,192	1,420	,011	,197	-,800	,392
VAR00010	152	4,00	1,00	5,00	2,64	1,269	1,610	,375	,197	-,874	,391
VAR00011	153	4,00	1,00	5,00	2,73	1,170	1,369	,238	,196	-,700	,390
VAR00012	153	4,00	1,00	5,00	2,68	1,151	1,324	,103	,196	-,760	,390
VAR00013	153	4,00	1,00	5,00	3,02	1,195	1,427	-,132	,196	-,792	,390
VAR00014	153	4,00	1,00	5,00	3,00	1,328	1,763	-,188	,196	-1,176	,390
Valid N (listwise)	149										

. 5.1.1.3.1-2

VAR00001

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	13,7	13,7	13,7
	2,00	31	20,3	20,3	34,0
	3,00	48	31,4	31,4	65,4
	4,00	33	21,6	21,6	86,9
	5,00	20	13,1	13,1	100,0
Total		153	100,0	100,0	

. 5.1.1.3.1-1



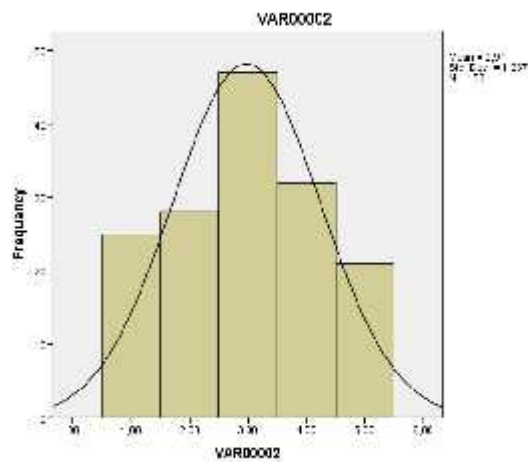
. 5.1.1.3.1-3

VAR00002

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	25	16,3	16,3	16,3

2,00	28	18,3	18,3	34,6
3,00	47	30,7	30,7	65,4
4,00	32	20,9	20,9	86,3
5,00	21	13,7	13,7	100,0
Total	153	100,0	100,0	

. 5.1.1.3.1-2



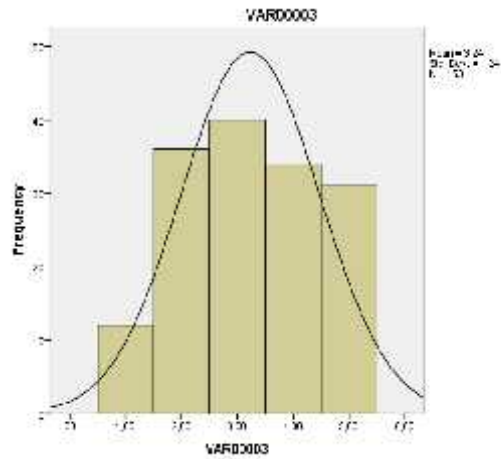
. 5.1.1.3.1-4

**VAR00003**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	12	7,8	7,8	7,8
	2,00	36	23,5	23,5	31,4
	3,00	40	26,1	26,1	57,5
	4,00	34	22,2	22,2	79,7
	5,00	31	20,3	20,3	100,0
Total		153	100,0	100,0	

. 5.1.1.3.1-3



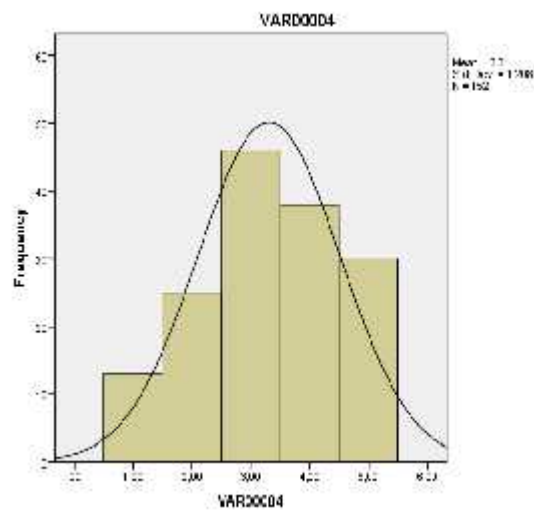


. 5.1.1.3.1-5

VAR00004

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	13	8,5	8,6	8,6
	2,00	25	16,3	16,4	25,0
	3,00	46	30,1	30,3	55,3
	4,00	38	24,8	25,0	80,3
	5,00	30	19,6	19,7	100,0
	Total	152	99,3	100,0	
Missing	System	1	,7		
Total		153	100,0		

. 5.1.1.3.1-4

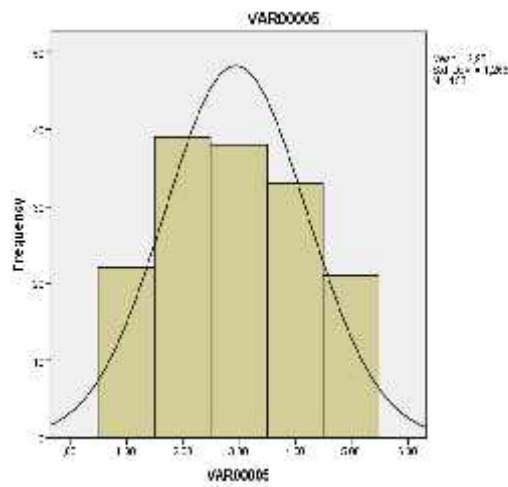


. 5.1.1.3.1-6

**VAR00005**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	22	14,4	14,4	14,4
	2,00	39	25,5	25,5	39,9
	3,00	38	24,8	24,8	64,7
	4,00	33	21,6	21,6	86,3
	5,00	21	13,7	13,7	100,0
	Total	153	100,0	100,0	

. 5.1.1.3.1-5

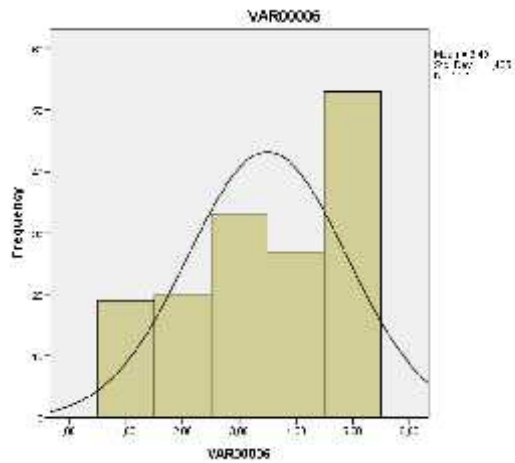


. 5.1.1.3.1-7

**VAR00006**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	19	12,4	12,5	12,5
	2,00	20	13,1	13,2	25,7
	3,00	33	21,6	21,7	47,4
	4,00	27	17,6	17,8	65,1
	5,00	53	34,6	34,9	100,0
	Total	152	99,3	100,0	
Missing	System	1	,7		
Total		153	100,0		

. 5.1.1.3.1-6

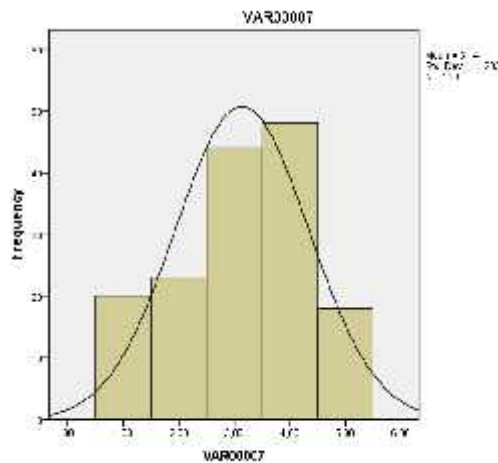


. 5.1.1.3.1-8

**VAR00007**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	20	13,1	13,1	13,1
	2,00	23	15,0	15,0	28,1
	3,00	44	28,8	28,8	56,9
	4,00	48	31,4	31,4	88,2
	5,00	18	11,8	11,8	100,0
Total		153	100,0	100,0	

. 5.1.1.3.1-7

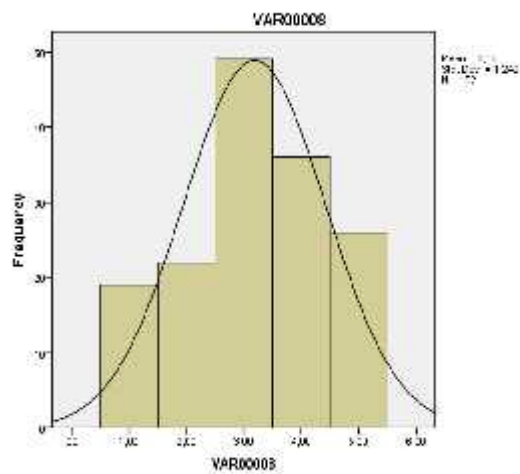


. 5.1.1.3.1-9

**VAR00008**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	19	12,4	12,5	12,5
	2,00	22	14,4	14,5	27,0
	3,00	49	32,0	32,2	59,2
	4,00	36	23,5	23,7	82,9
	5,00	26	17,0	17,1	100,0
	Total		152	99,3	100,0
Missing	System	1	,7		
Total		153	100,0		

. 5.1.1.3.1-8

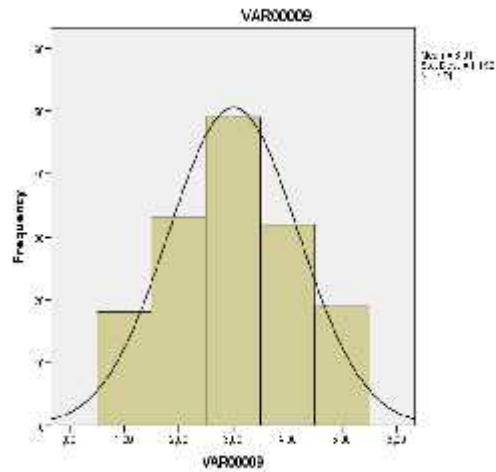


. 5.1.1.3.1-10

VAR00009

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	11,8	11,9	11,9
	2,00	33	21,6	21,9	33,8
	3,00	49	32,0	32,5	66,2
	4,00	32	20,9	21,2	87,4
	5,00	19	12,4	12,6	100,0
	Total		151	98,7	100,0
Missing	System	2	1,3		
Total		153	100,0		

. 6.1.1.3.1-9

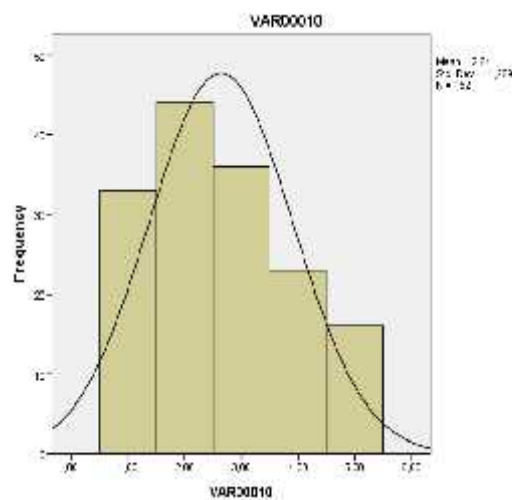


. 5.1.1.3.1-11

**VAR00010**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	33	21,6	21,7	21,7
	2,00	44	28,8	28,9	50,7
	3,00	36	23,5	23,7	74,3
	4,00	23	15,0	15,1	89,5
	5,00	16	10,5	10,5	100,0
	Total	152	99,3	100,0	
Missing	System	1	,7		
Total		153	100,0		

. 5.1.1.3.1-10

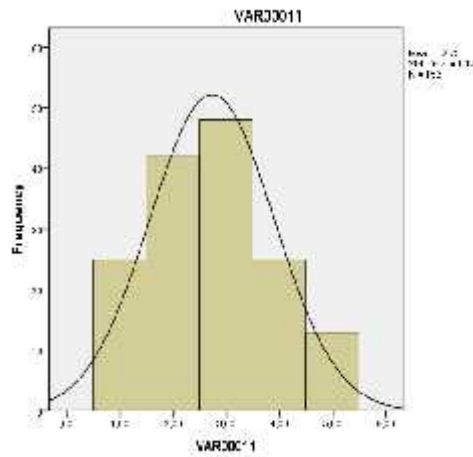


. 5.1.1.3.1-12

**VAR00011**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	25	16,3	16,3	16,3
	2,00	42	27,5	27,5	43,8
	3,00	48	31,4	31,4	75,2
	4,00	25	16,3	16,3	91,5
	5,00	13	8,5	8,5	100,0
Total		153	100,0	100,0	

. 5.1.1.3.1-11

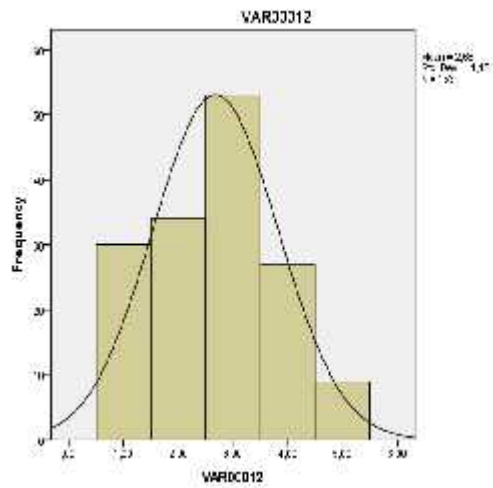


. 6.1.1.3.1-13

**VAR00012**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	30	19,6	19,6	19,6
	2,00	34	22,2	22,2	41,8
	3,00	53	34,6	34,6	76,5
	4,00	27	17,6	17,6	94,1
	5,00	9	5,9	5,9	100,0
Total		153	100,0	100,0	

. 5.1.1.3.1-12

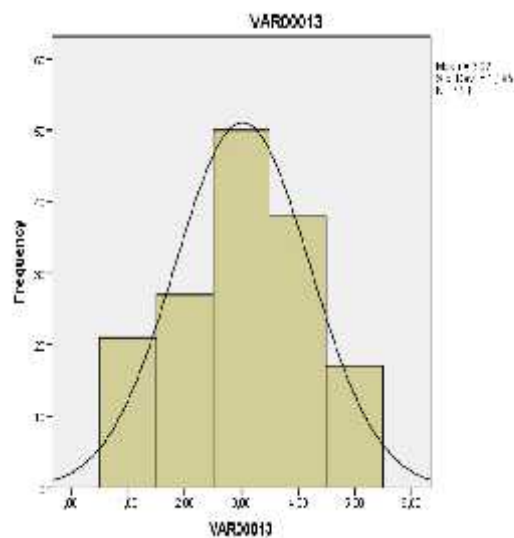


. 5.1.1.3.1-14

**VAR00013**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	13,7	13,7	13,7
	2,00	27	17,6	17,6	31,4
	3,00	50	32,7	32,7	64,1
	4,00	38	24,8	24,8	88,9
	5,00	17	11,1	11,1	100,0
Total		153	100,0	100,0	

. 5.1.1.3.1-13

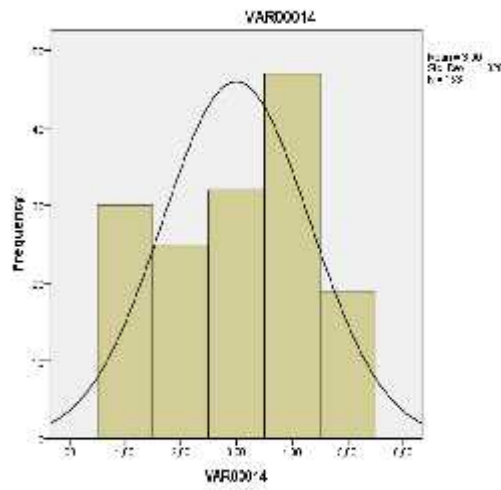


. 5.1.1.3.1-15

**VAR00014**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	30	19,6	19,6	19,6
	2,00	25	16,3	16,3	35,9
	3,00	32	20,9	20,9	56,9
	4,00	47	30,7	30,7	87,6
	5,00	19	12,4	12,4	100,0
Total		153	100,0	100,0	

. 5.1.1.3.1-14



5.1.1.3.2.

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VAR00001	
VAR00002	
VAR00003	
VAR00004	
VAR00005	



VAR00006	( ) ,
VAR00007	MPMS
VAR00008	MPAS
VAR00009	( ) , , ,
VAR00010	
VAR00011	
VAR00012	
VAR00013	(Baend Equity)

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. 5.1.1.3.2.-1 5.1.1.3.2.-13)  
/ ,

(N; Me n; Std. Deviation; Variance; Range;  
Minimum; Maximum; Skewness; Kurtosis) /

( )  
2,01 2,78.  
(VAR00008, =2,01),  
(VAR00011, =2,78).

, (VAR00011, Sd= 1,723).  
(Skewness)

(Kurtosis)

(Kurtosis= - 1,017).

. 5.1.1.3.2-1

- /

Descriptive Statistics

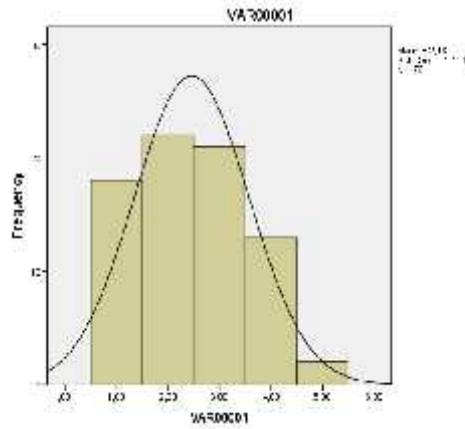
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
VAR00001	76	4,00	1,00	5,00	<b>2,46</b>	1,113	1,238	,251	,276	-,855	,545
VAR00002	76	4,00	1,00	5,00	<b>2,32</b>	1,202	1,446	,590	,276	-,444	,545
VAR00003	76	4,00	1,00	5,00	<b>2,30</b>	1,255	1,574	,733	,276	-,444	,545
VAR00004	76	4,00	1,00	5,00	<b>2,47</b>	1,125	1,266	,298	,276	-,694	,545
VAR00005	76	4,00	1,00	5,00	<b>2,43</b>	1,170	1,369	,419	,276	-,650	,545
VAR00006	76	4,00	1,00	5,00	<b>2,22</b>	1,261	1,589	,712	,276	-,552	,545
VAR00007	76	4,00	1,00	5,00	<b>2,24</b>	1,253	1,570	,747	,276	-,495	,545
VAR00008	76	4,00	1,00	5,00	<b>2,01</b>	1,194	1,426	,987	,276	-,111	,545
VAR00009	76	4,00	1,00	5,00	<b>2,36</b>	1,303	1,699	,568	,276	-,817	,545
VAR00010	76	4,00	1,00	5,00	<b>2,63</b>	1,231	1,516	,392	,276	-,780	,545
VAR00011	76	4,00	1,00	5,00	<b>2,78</b>	1,312	1,723	,318	,276	-,977	,545
VAR00012	76	4,00	1,00	5,00	<b>2,53</b>	1,249	1,559	,382	,276	-,679	,545
VAR00013	76	4,00	1,00	5,00	<b>2,58</b>	1,309	1,714	,281	,276	-1,017	,545
Valid N (listwise)	76										

. 5.1.1.3.2-2

VAR00001

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	23,7	23,7	23,7
	2,00	22	28,9	28,9	52,6
	3,00	21	27,6	27,6	80,3
	4,00	13	17,1	17,1	97,4
	5,00	2	2,6	2,6	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-1

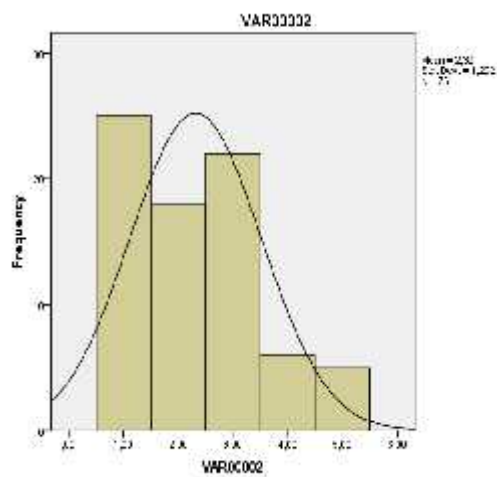


. 5.1.1.3.2-3

**VAR00002**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	25	32,9	32,9	32,9
	2,00	18	23,7	23,7	56,6
	3,00	22	28,9	28,9	85,5
	4,00	6	7,9	7,9	93,4
	5,00	5	6,6	6,6	100,0
	Total	76	100,0	100,0	

. 5.1.1.3.2-2

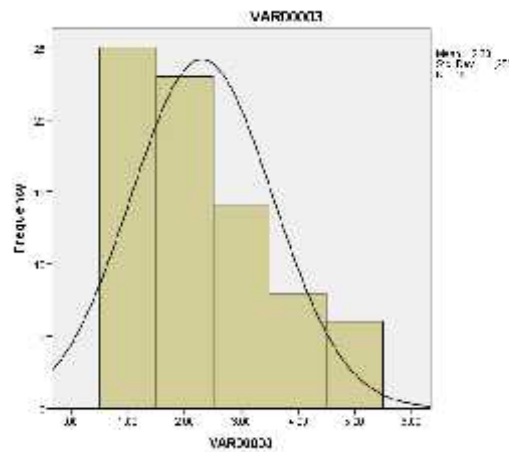


. 5.1.1.3.2-4

**VAR00003**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	25	32,9	32,9	32,9
	2,00	23	30,3	30,3	63,2
	3,00	14	18,4	18,4	81,6
	4,00	8	10,5	10,5	92,1
	5,00	6	7,9	7,9	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-3

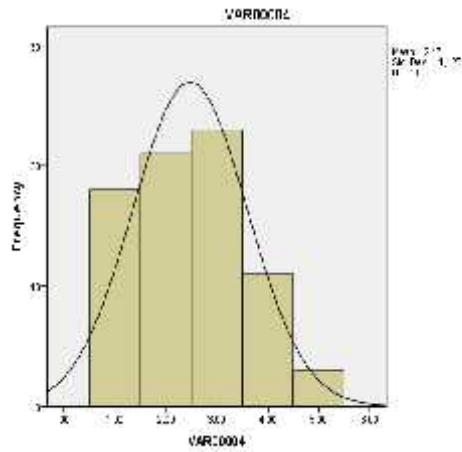


. 5.1.1.3.2-5

**VAR00004**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	23,7	23,7	23,7
	2,00	21	27,6	27,6	51,3
	3,00	23	30,3	30,3	81,6
	4,00	11	14,5	14,5	96,1
	5,00	3	3,9	3,9	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-4

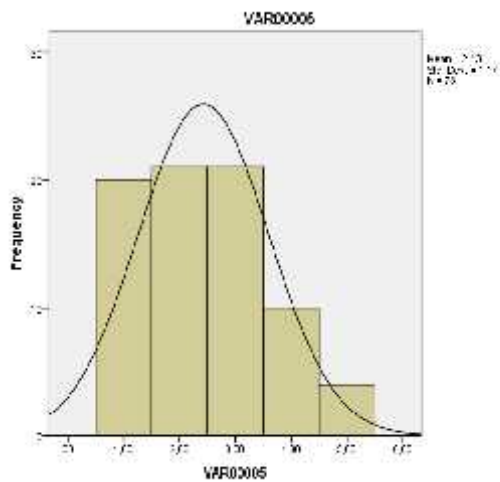


. 5.1.1.3.2-6

**VAR0006**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	30	39,5	39,5	39,5
	2,00	17	22,4	22,4	61,8
	3,00	16	21,1	21,1	82,9
	4,00	8	10,5	10,5	93,4
	5,00	5	6,6	6,6	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-5



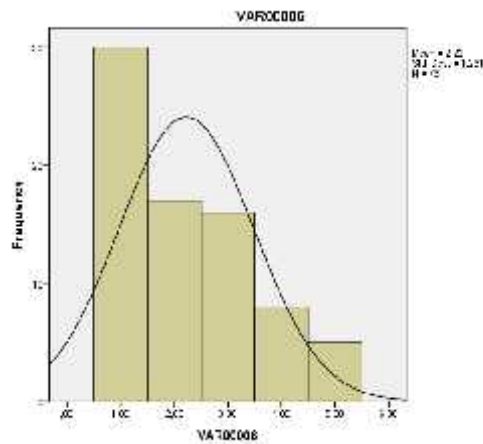
. 5.1.1.3.2-7

**VAR0007**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	28	36,8	36,8	36,8

2,00	21	27,6	27,6	64,5
3,00	13	17,1	17,1	81,6
4,00	9	11,8	11,8	93,4
5,00	5	6,6	6,6	100,0
Total	76	100,0	100,0	

. 5.1.1.3.2-6

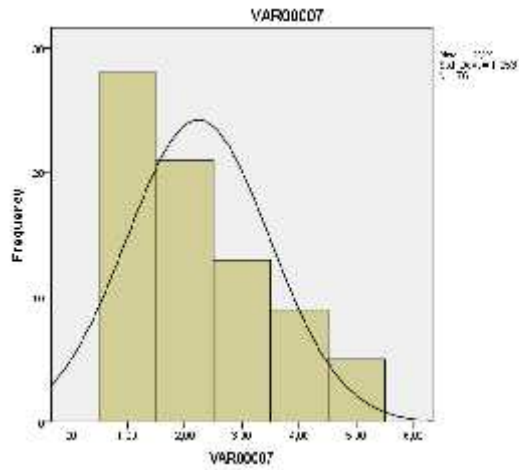


. 5.1.1.3.2-8  
MPMS

VAR00008

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	35	46,1	46,1	46,1
	2,00	20	26,3	26,3	72,4
	3,00	9	11,8	11,8	84,2
	4,00	9	11,8	11,8	96,1
	5,00	3	3,9	3,9	100,0
	Total	76	100,0	100,0	

. 5.1.1.3.2-7  
MPMS

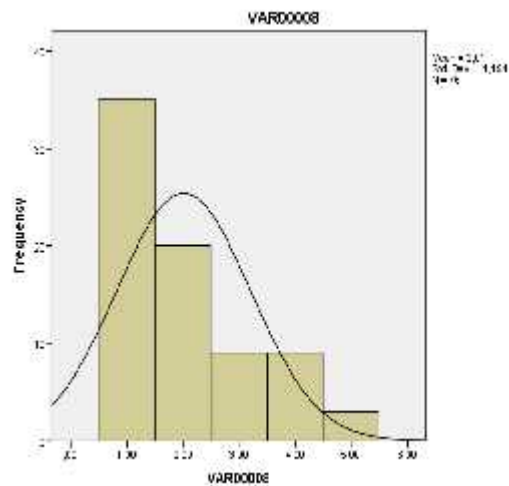


. 5.1.1.3.2.-9  
 MP S

VAR00009

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	27	35,5	35,5	35,5
	2,00	17	22,4	22,4	57,9
	3,00	16	21,1	21,1	78,9
	4,00	10	13,2	13,2	92,1
	5,00	6	7,9	7,9	100,0
	Total	76	100,0	100,0	

. 5.1.1.3.2-8  
 MP S

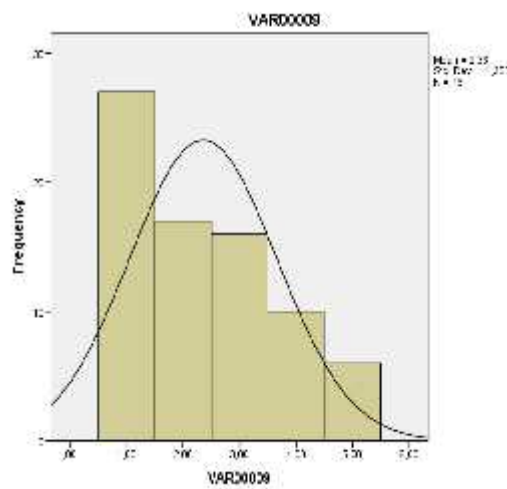


. 5.1.1.3.2-10

**VAR00010**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	15	19,7	19,7	19,7
	2,00	24	31,6	31,6	51,3
	3,00	18	23,7	23,7	75,0
	4,00	12	15,8	15,8	90,8
	5,00	7	9,2	9,2	100,0
	Total	76	100,0	100,0	

. 5.1.1.3.2-9



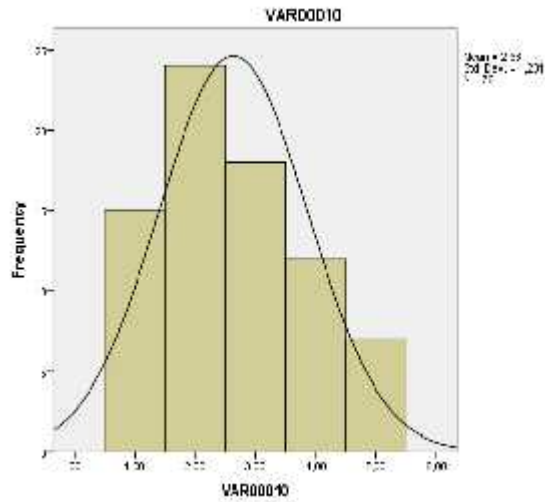
. 5.1.1.3.2-11

**VAR00011**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	14	18,4	18,4	18,4
	2,00	22	28,9	28,9	47,4
	3,00	18	23,7	23,7	71,1
	4,00	11	14,5	14,5	85,5
	5,00	11	14,5	14,5	100,0
	Total	76	100,0	100,0	

. 5.1.1.3.2.-10



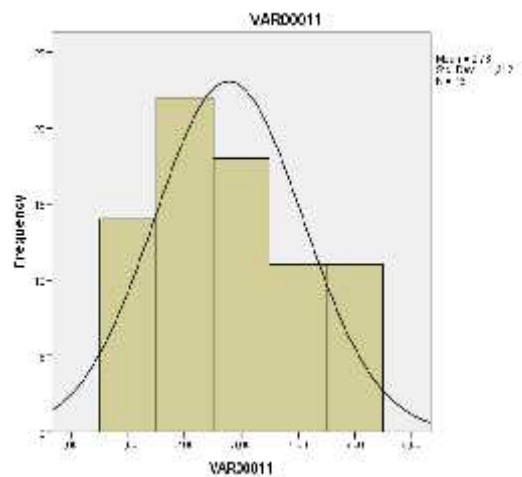


. 5.1.1.3.2-12

VAR00012

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	27,6	27,6	27,6
	2,00	15	19,7	19,7	47,4
	3,00	26	34,2	34,2	81,6
	4,00	7	9,2	9,2	90,8
	5,00	7	9,2	9,2	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-11

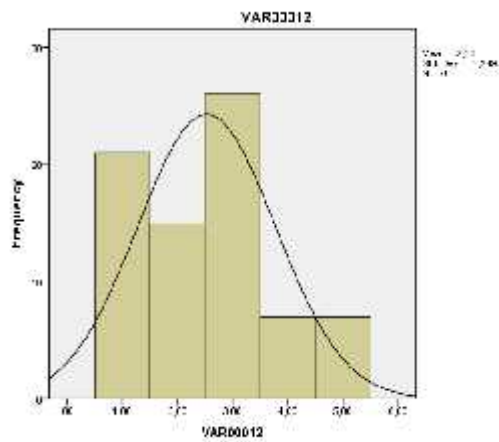


. 5.1.1.3.2 -13

VAR00012

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	21	27,6	27,6	27,6
	2,00	15	19,7	19,7	47,4
	3,00	26	34,2	34,2	81,6
	4,00	7	9,2	9,2	90,8
	5,00	7	9,2	9,2	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-12



. 5.1.1.3.2-14

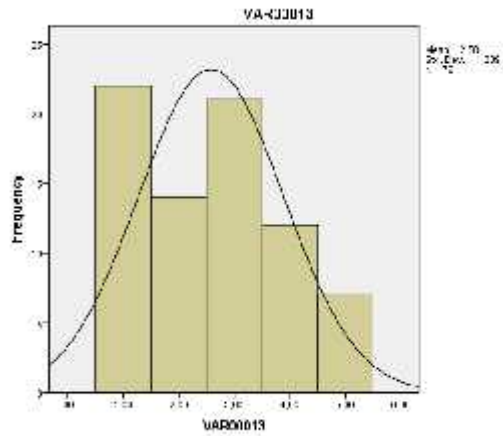
Brand Equity

VAR00013

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	22	28,9	28,9	28,9
	2,00	14	18,4	18,4	47,4
	3,00	21	27,6	27,6	75,0
	4,00	12	15,8	15,8	90,8
	5,00	7	9,2	9,2	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-13

Brand Equity



/ /  
 - ( 1 5).

VAR00001	
VAR00002	
VAR00003	
VAR00004	
VAR00005	
VAR00006	
VAR00007	/
VAR00008	:
VAR00009	:
VAR00010	:
VAR00011	:
VAR00012	/
VAR00013	:
VAR00014	:
VAR00015	:
VAR00016	:
VAR00017	

	:
VAR00018	:
VAR00019	:
VAR00020	:

( 5.1.1.3.2.-15 5.1.1.3.2.- 35  
. 5.1.1.3.2.-15 5.1.1.3.2.-34)  
/ ,

(N; Me n; Std. Deviation; Variance; Range; Minimum;  
Maximum; Skewness; Kurtosis) / .

( )  
2,24 3,36.  
(VAR00009, =2,24),  
(VAR00015, =3,36).

(Skewness)

(Kurtosis)

(Kurtosis= - 1,338).

. 5.1.1.3.2-15

- /

**Descriptive Statistics**

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
VAR00001	76	4,00	1,00	5,00	<b>3,14</b>	1,151	1,325	-,237	,276	-,594	,545
VAR00002	76	4,00	1,00	5,00	<b>2,97</b>	1,154	1,333	-,161	,276	-,768	,545
VAR00003	76	4,00	1,00	5,00	<b>2,67</b>	1,331	1,770	,353	,276	-,959	,545

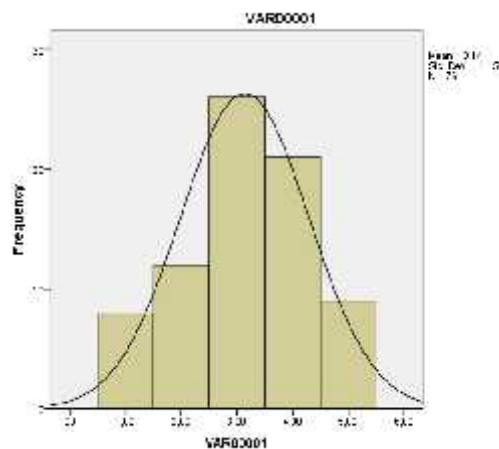
VAR00004	76	4,00	1,00	5,00	<b>2,78</b>	1,115	1,243	-,135	,276	-,798	,545
VAR00005	76	4,00	1,00	5,00	<b>2,99</b>	1,238	1,533	,069	,276	-1,014	,545
VAR00006	76	4,00	1,00	5,00	<b>2,80</b>	1,120	1,254	,110	,276	-,480	,545
VAR00007	75	4,00	1,00	5,00	<b>3,01</b>	1,109	1,230	-,027	,277	-,382	,548
VAR00008	76	4,00	1,00	5,00	<b>3,11</b>	1,342	1,802	-,129	,276	-1,129	,545
VAR00009	76	4,00	1,00	5,00	<b>2,24</b>	1,153	1,330	,644	,276	-,462	,545
VAR00010	76	4,00	1,00	5,00	<b>2,96</b>	1,227	1,505	-,057	,276	-,964	,545
VAR00011	76	4,00	1,00	5,00	<b>2,58</b>	1,169	1,367	,113	,276	-,969	,545
VAR00012	76	4,00	1,00	5,00	<b>3,18</b>	1,314	1,726	-,350	,276	-1,008	,545
VAR00013	76	4,00	1,00	5,00	<b>3,21</b>	1,310	1,715	-,256	,276	-1,057	,545
VAR00014	76	4,00	1,00	5,00	<b>2,66</b>	1,362	1,855	,064	,276	-1,338	,545
VAR00015	76	4,00	1,00	5,00	<b>3,34</b>	1,014	1,028	-,423	,276	-,133	,545
VAR00016	76	4,00	1,00	5,00	<b>3,11</b>	1,138	1,295	-,044	,276	-,769	,545
VAR00017	76	4,00	1,00	5,00	<b>3,01</b>	1,322	1,746	-,096	,276	-1,136	,545
VAR00018	76	4,00	1,00	5,00	<b>2,79</b>	1,360	1,848	-,097	,276	-1,272	,545
VAR00019	76	4,00	1,00	5,00	<b>2,96</b>	1,280	1,638	-,199	,276	-1,138	,545
VAR00020	76	4,00	1,00	5,00	<b>2,92</b>	1,262	1,594	-,256	,276	-1,033	,545
Valid N (listwise)	75										

. 5.1.1.3.2.-16

**VAR00001**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	8	10,5	10,5	10,5
	2,00	12	15,8	15,8	26,3
	3,00	26	34,2	34,2	60,5
	4,00	21	27,6	27,6	88,2
	5,00	9	11,8	11,8	100,0
	Total	76	100,0	100,0	

. 5.1.1.3.2.-15

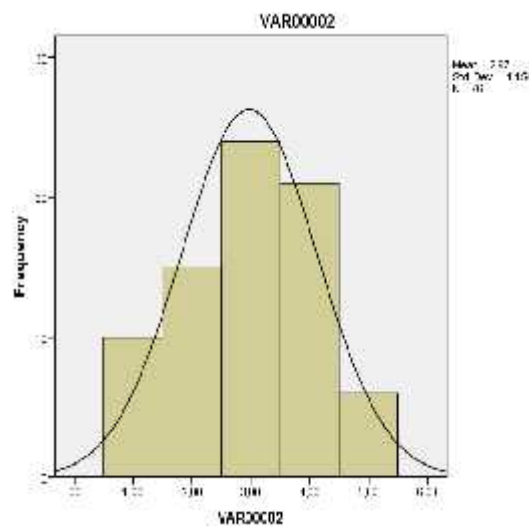


. 5.1.1.3.2.-17

**VAR00002**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	10	13,2	13,2	13,2
	2,00	15	19,7	19,7	32,9
	3,00	24	31,6	31,6	64,5
	4,00	21	27,6	27,6	92,1
	5,00	6	7,9	7,9	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-16

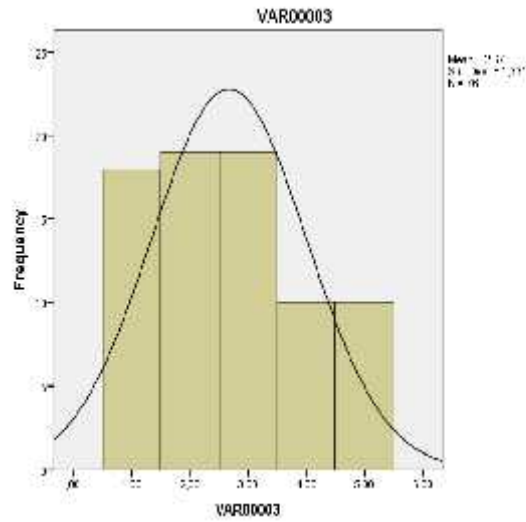


. 5.1.1.3.2-18

**VAR00003**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	23,7	23,7	23,7
	2,00	19	25,0	25,0	48,7
	3,00	19	25,0	25,0	73,7
	4,00	10	13,2	13,2	86,8
	5,00	10	13,2	13,2	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-17

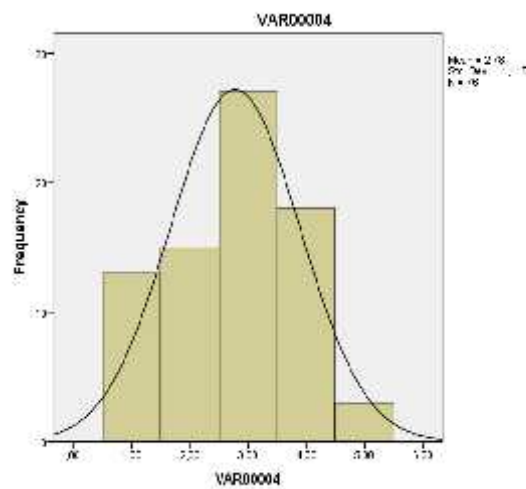


. 5.1.1.3.2-19

**VAR00004**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	13	17,1	17,1	17,1
	2,00	15	19,7	19,7	36,8
	3,00	27	35,5	35,5	72,4
	4,00	18	23,7	23,7	96,1
	5,00	3	3,9	3,9	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-18

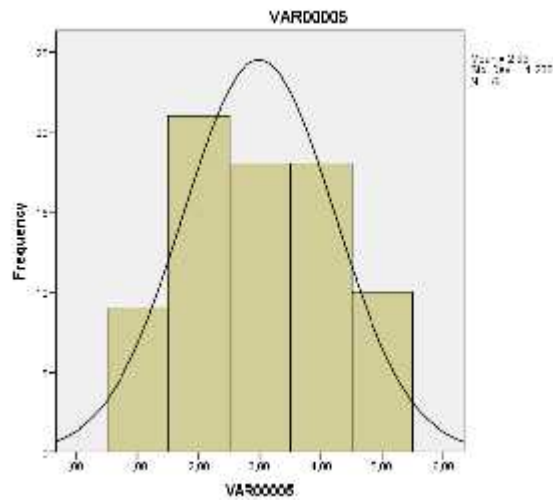


. 5.1.1.3.2-20

**VAR00005**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	9	11,8	11,8	11,8
	2,00	21	27,6	27,6	39,5
	3,00	18	23,7	23,7	63,2
	4,00	18	23,7	23,7	86,8
	5,00	10	13,2	13,2	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2-19



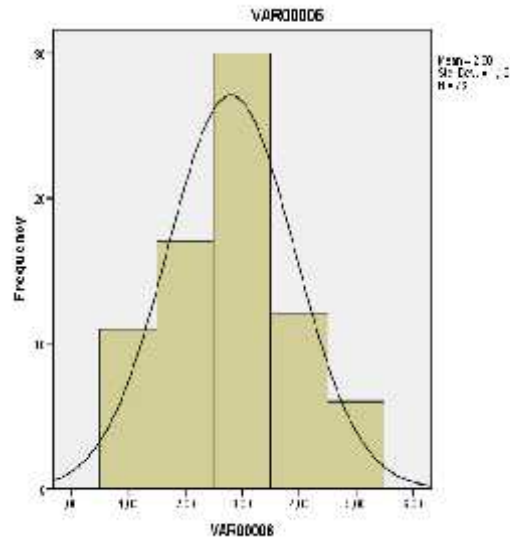
. 5.1.1.3.2-21

**VAR00006**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	11	14,5	14,5	14,5
	2,00	17	22,4	22,4	36,8
	3,00	30	39,5	39,5	76,3
	4,00	12	15,8	15,8	92,1
	5,00	6	7,9	7,9	100,0
Total		76	100,0	100,0	



. 5.1.1.3.2.-20



. 5.1.1.3.2.-22

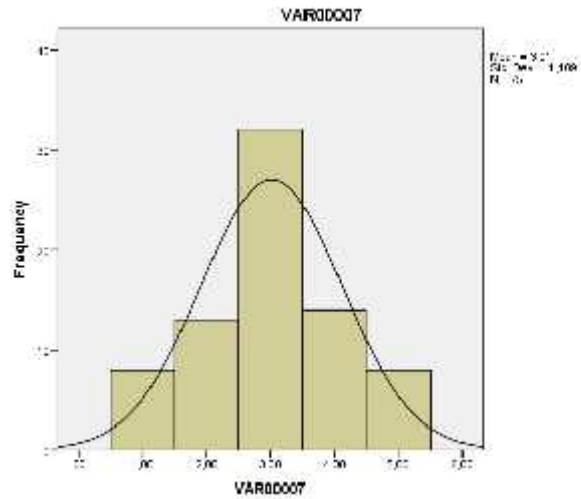
/

VAR00007

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	8	10,5	10,7	10,7
	2,00	13	17,1	17,3	28,0
	3,00	32	42,1	42,7	70,7
	4,00	14	18,4	18,7	89,3
	5,00	8	10,5	10,7	100,0
	Total	75	98,7	100,0	
Missing	System	1	1,3		
Total		76	100,0		

. 5.1.1.3.2.-21

/

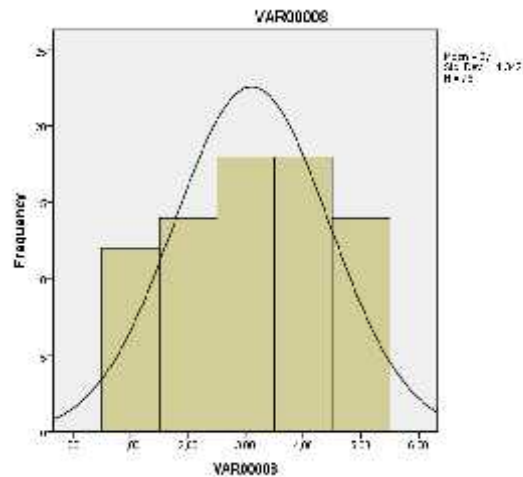


. 5.1.1.3.2.-23

VAR00008

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	12	15,8	15,8	15,8
	2,00	14	18,4	18,4	34,2
	3,00	18	23,7	23,7	57,9
	4,00	18	23,7	23,7	81,6
	5,00	14	18,4	18,4	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-22

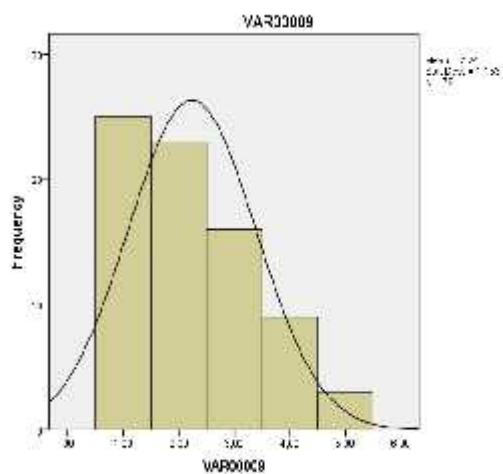


. 5.1.1.3.2.-24

**VAR00009**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	25	32,9	32,9	32,9
	2,00	23	30,3	30,3	63,2
	3,00	16	21,1	21,1	84,2
	4,00	9	11,8	11,8	96,1
	5,00	3	3,9	3,9	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-23

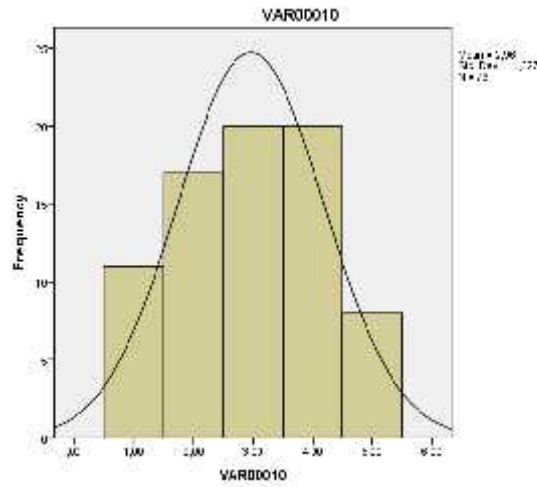


. 5.1.1.3.2.-25

**VAR00010**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	11	14,5	14,5	14,5
	2,00	17	22,4	22,4	36,8
	3,00	20	26,3	26,3	63,2
	4,00	20	26,3	26,3	89,5
	5,00	8	10,5	10,5	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-24

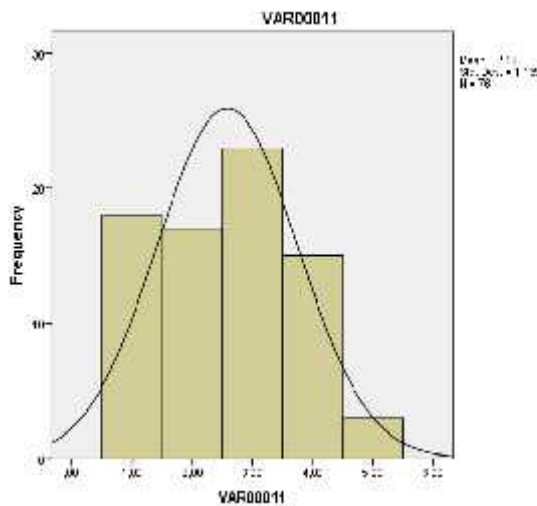


. 5.1.1.3.2.-26

**VAR00011**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	18	23,7	23,7	23,7
	2,00	17	22,4	22,4	46,1
	3,00	23	30,3	30,3	76,3
	4,00	15	19,7	19,7	96,1
	5,00	3	3,9	3,9	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-25



. 5.1.1.3.2.-27

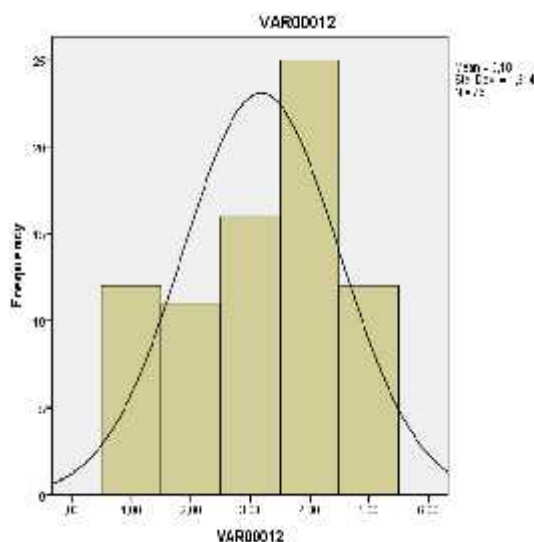
/

**VAR00012**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	12	15,8	15,8	15,8
	2,00	11	14,5	14,5	30,3
	3,00	16	21,1	21,1	51,3
	4,00	25	32,9	32,9	84,2
	5,00	12	15,8	15,8	100,0
	Total	76	100,0	100,0	

. 5.1.1.3.2.-26

/

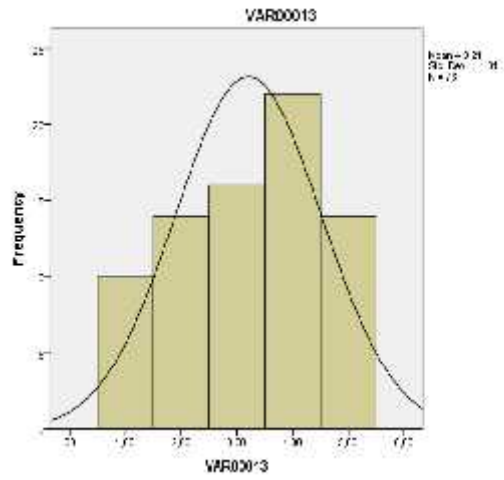


. 5.1.1.3.2.-28

**VAR00013**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	10	13,2	13,2	13,2
	2,00	14	18,4	18,4	31,6
	3,00	16	21,1	21,1	52,6
	4,00	22	28,9	28,9	81,6
	5,00	14	18,4	18,4	100,0
	Total	76	100,0	100,0	

. 5.1.1.3.2.-27

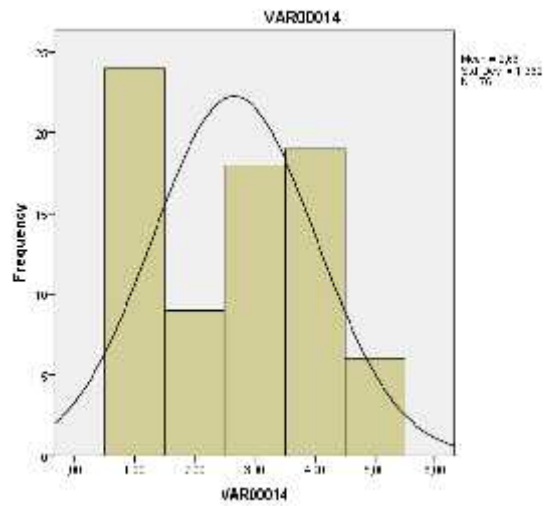


. 5.1.1.3.2.-29

**VAR00014**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	24	31,6	31,6	31,6
	2,00	9	11,8	11,8	43,4
	3,00	18	23,7	23,7	67,1
	4,00	19	25,0	25,0	92,1
	5,00	6	7,9	7,9	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-28

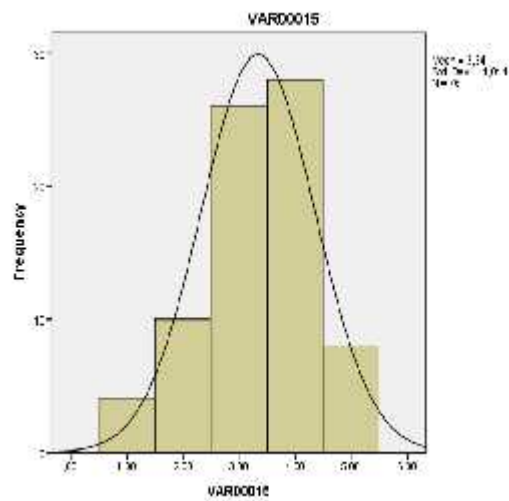


. 5.1.1.3.2.-30

VAR00015

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	4	5,3	5,3	5,3
	2,00	10	13,2	13,2	18,4
	3,00	26	34,2	34,2	52,6
	4,00	28	36,8	36,8	89,5
	5,00	8	10,5	10,5	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-29

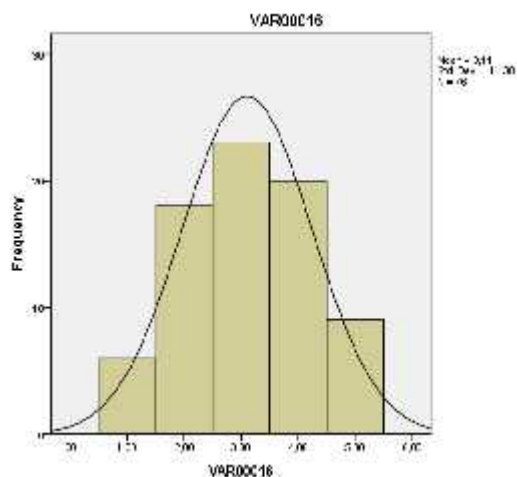


. 5.1.1.3.2.-31

**VAR00016**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	6	7,9	7,9	7,9
	2,00	18	23,7	23,7	31,6
	3,00	23	30,3	30,3	61,8
	4,00	20	26,3	26,3	88,2
	5,00	9	11,8	11,8	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-30



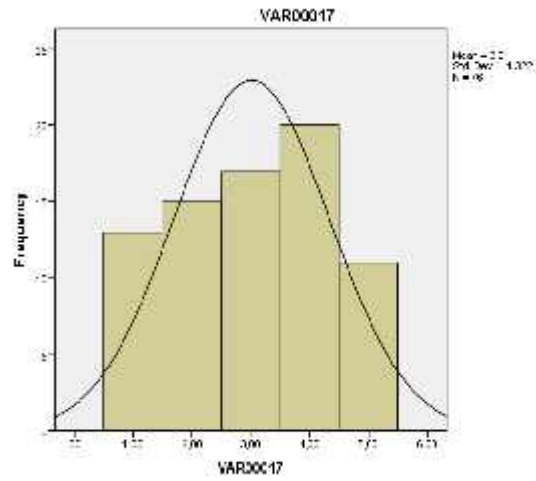
. 5.1.1.3.2.-32

**VAR00017**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	13	17,1	17,1	17,1
	2,00	15	19,7	19,7	36,8
	3,00	17	22,4	22,4	59,2
	4,00	20	26,3	26,3	85,5
	5,00	11	14,5	14,5	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-31



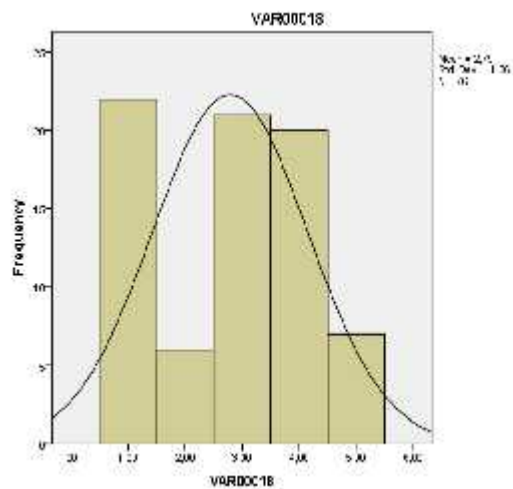


. 5.1.1.3.2.-33

**VAR00018**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1,00	22	28,9	28,9	28,9
2,00	6	7,9	7,9	36,8
3,00	21	27,6	27,6	64,5
4,00	20	26,3	26,3	90,8
5,00	7	9,2	9,2	100,0
Total	76	100,0	100,0	

. 5.1.1.3.2.-32

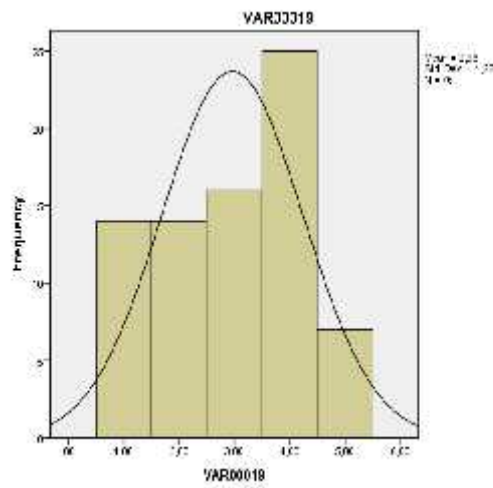


. 5.1.1.3.2.-34

**VAR00019**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	14	18,4	18,4	18,4
	2,00	14	18,4	18,4	36,8
	3,00	16	21,1	21,1	57,9
	4,00	25	32,9	32,9	90,8
	5,00	7	9,2	9,2	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-33

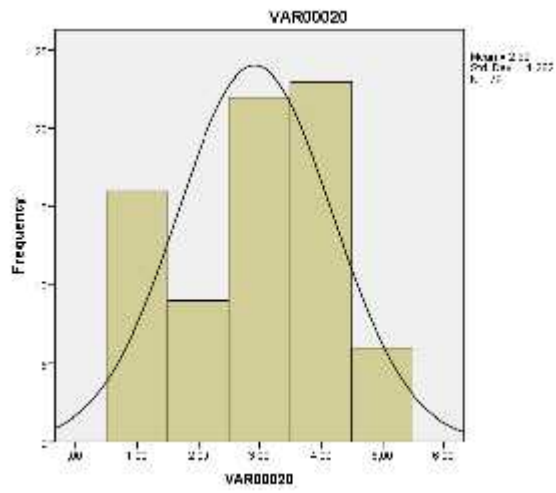


. 5.1.1.3.2.-35

**VAR00020**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,00	16	21,1	21,1	21,1
	2,00	9	11,8	11,8	32,9
	3,00	22	28,9	28,9	61,8
	4,00	23	30,3	30,3	92,1
	5,00	6	7,9	7,9	100,0
Total		76	100,0	100,0	

. 5.1.1.3.2.-34



5.1.1.3.3.

5.1.1.3.3.1.

-

VAR00001	
VAR00002	
VAR00003	
VAR00004	
VAR00005	
VAR00006	
VAR00007	/
VAR00008	/
VAR00009	
VAR00010	/
VAR00011	
VAR00012	
VAR00013	) (
VAR00014	

( )

(Pearson correlation).

. 5.1.1.3.3.1.- 1,

-

,

(VAR00001 -

a)

(VAR00002 -

a)

,

0,827 (Pearson correlation,  $r = .827$ ).

. 5.1.1.3.3.1.-1

-

Correlation Matrix

Correlation	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014
VAR00001	1,000													
VAR00002	,827	1,000												
VAR00003	,685	,670	1,000											
VAR00004	,647	,590	,691	1,000										
VAR00005	,535	,549	,557	,684	1,000									
VAR00006	,560	,564	,626	,639	,560	1,000								
VAR00007	,531	,425	,450	,422	,359	,420	1,000							
VAR00008	,441	,450	,499	,438	,432	,475	,499	1,000						
VAR00009	,406	,339	,352	,409	,361	,460	,336	,601	1,000					
VAR00010	,257	,256	,210	,207	,280	,235	,298	,253	,196	1,000				
VAR00011	,280	,213	,234	,184	,102	,258	,372	,216	,263	,528	1,000			
VAR00012	,373	,292	,348	,356	,291	,376	,469	,343	,389	,469	,596	1,000		
VAR00013	,378	,348	,423	,476	,444	,470	,442	,521	,495	,089	,150	,402	1,000	
VAR00014	,413	,407	,460	,522	,446	,559	,350	,503	,567	,209	,174	,486	,643	1,000

. 5.1.1.3.3.1. - 2, . 5.1.1.3.3.1.-3  
 . 5.1.1.3.3.1. - 4 . 5.1.1.3.3.1.-1,

VARIMAX

67,52%. (Cumulative %).

46,99% (Cumulative %).

(VAR00001 -

a, h = ,783).

. 5.1.1.3.3.1.-2

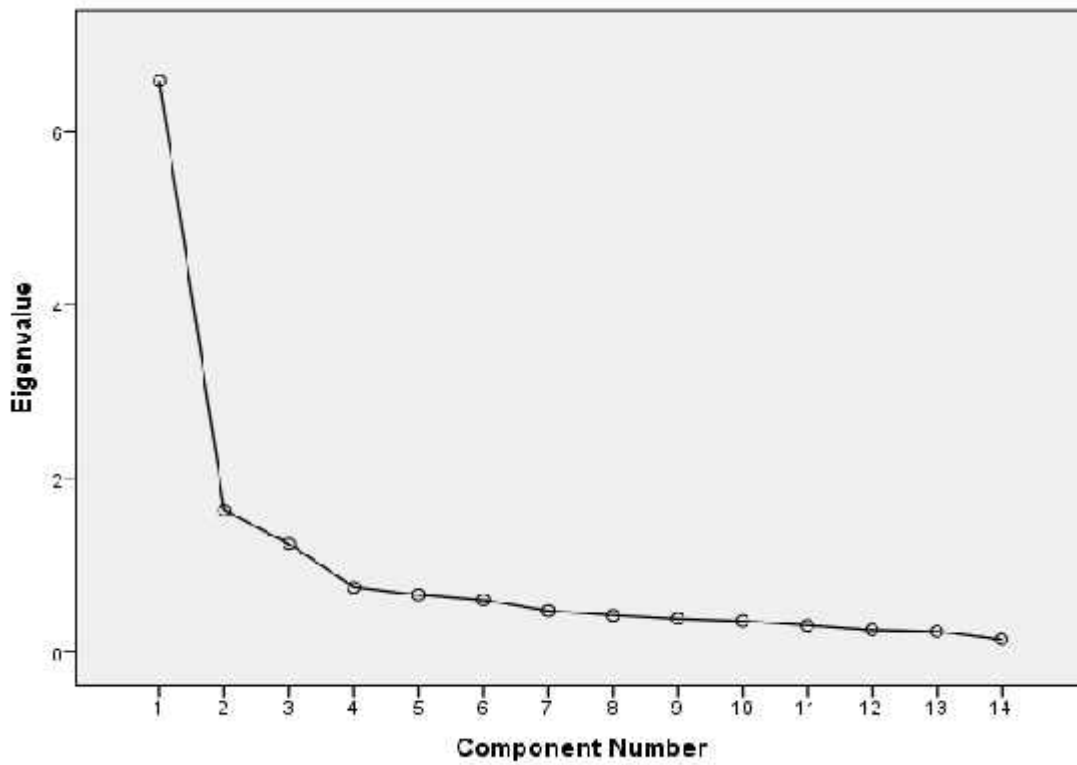
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	6,580	46,999	46,999	6,580	46,999	46,999	5,645
2	1,631	11,651	58,650	1,631	11,651	58,650	3,083
3	1,242	8,868	67,518	1,242	8,868	67,518	4,741

4	,742	5,302	72,819				
5	,656	4,686	77,505				
6	,595	4,250	81,755				
7	,470	3,359	85,114				
8	,419	2,991	88,105				
9	,379	2,707	90,811				
10	,354	2,528	93,339				
11	,304	2,171	95,510				
12	,252	1,799	97,310				
13	,234	1,670	98,979				
14	,143	1,021	100,000				

. 5.1.1.3.3.1.-1

Scree Plot



. 5.1.1.3.3.1.-3

Communalities

	Initial	Extraction
VAR00001	1,000	,783
VAR00002	1,000	,771
VAR00003	1,000	,727
VAR00004	1,000	,717
VAR00005	1,000	,595
VAR00006	1,000	,623
VAR00007	1,000	,481

VAR00008	1,000	,587
VAR00009	1,000	,639
VAR00010	1,000	,640
VAR00011	1,000	,768
VAR00012	1,000	,711
VAR00013	1,000	,703
VAR00014	1,000	,707

. 5.1.1.3.3.1.-4

**Component Matrix<sup>a</sup>**

	Component		
	1	2	3
VAR00001	,791		-,372
VAR00004	,790		
VAR00003	,782		
VAR00006	,775		
VAR00002	,751		-,401
VAR00014	,717		,436
VAR00005	,713		
VAR00008	,705		
VAR00013	,670		,489
VAR00007	,662		
VAR00009	,646		,469
VAR00012	,616	,565	
VAR00011	,423	,754	
VAR00010	,418	,638	

(*oblique*)

( . 5.1.1.3.3.1. - 5 .

5.1.1.3.3.1. - 6)

: F1, FAC 2 FAC 3.

(F1)

( )

(VAR00001; VAR00002; VAR00003; VAR00004;

VAR00005; VAR00006).

(FAC 2)

( )

(VAR00010;

VAR00011 VAR00012).

(FAC 3)

( )

(VAR00014;

VAR00013; VAR00009 VAR00008).

. 5.1.1.3.3.1.-5

-

**Pattern Matrix<sup>a</sup>**

	Component		
	1	2	3
VAR00002	,938		
VAR00001	,894		
VAR00003	,834		
VAR00004	,770		

VAR00005	,710		
VAR00006	,581		
VAR00011		,898	
VAR00010		,799	
VAR00012		,691	,360
VAR00007	,310	,364	
VAR00013			,837
VAR00009			,797
VAR00014			,792
VAR00008			,630

. 5.1.1.3.3.1.-6

**Structure Matrix**

	Component		
	1	2	3
VAR00001	,877	,374	,430
VAR00002	,870		,385
VAR00003	,852		,493
VAR00004	,836		,563
VAR00005	,761		,508
VAR00006	,750	,305	,619
VAR00007	,555	,535	,506
VAR00011		,874	
VAR00010		,792	
VAR00012	,370	,780	,536
VAR00014	,520		,838
VAR00013	,475		,835
VAR00009	,418	,306	,795
VAR00008	,545	,313	,747



5.1.1.3.3.2.

-

VAR00001	
VAR00002	
VAR00003	
VAR00004	
VAR00005	
VAR00006	( ) ,
VAR00007	MPMS
VAR00008	MPAS
VAR00009	( ) , , ,
VAR00010	
VAR00011	
VAR00012	
VAR00013	(Baend Equity)

( )

(Pearson correlation).

. 5.1.1.3.3.2. - 1,

- /

, ,

(VAR00011 -

) (VAR00012 -

) ,

0,797 (Pearson correlation,  $r = .797$ ).

. 5.1.1.3.3.2.-1

- e ( / )

Correlation Matrix

Correlation	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013
VAR00001	1,000												
VAR00002	,587	1,000											
VAR00003	,310	,643	1,000										
VAR00004	,132	,450	,634	1,000									
VAR00005	,193	,470	,709	,733	1,000								

VAR00006	,230	,366	,505	,564	,557	1,000							
VAR00007	,093	,375	,420	,544	,575	,743	1,000						
VAR00008	,296	,443	,513	,571	,616	,760	,862	1,000					
VAR00009	,355	,523	,651	,602	,693	,592	,487	,597	1,000				
VAR00010	,262	,467	,488	,619	,640	,440	,541	,575	,681	1,000			
VAR00011	,272	,476	,657	,614	,611	,546	,389	,495	,764	,542	1,000		
VAR00012	,284	,509	,663	,665	,626	,644	,550	,612	,744	,579	,797	1,000	
VAR00013	,254	,560	,655	,563	,608	,543	,460	,566	,698	,506	,651	,716	1,000

. 5.1.1.3.3.2. - 2, . 5.1.1.3.3.2.-3  
. 5.1.1.3.3.2. - 4 . 5.1.1.3.3.2.-1,

VARIMAX

68,62%. (Cumulative %).

58,52% (Cumulative %).

(VAR00007 –  
= ,772).

MPMS

, h

. 5.1.1.3.3.2.-2

Total Variance Explained

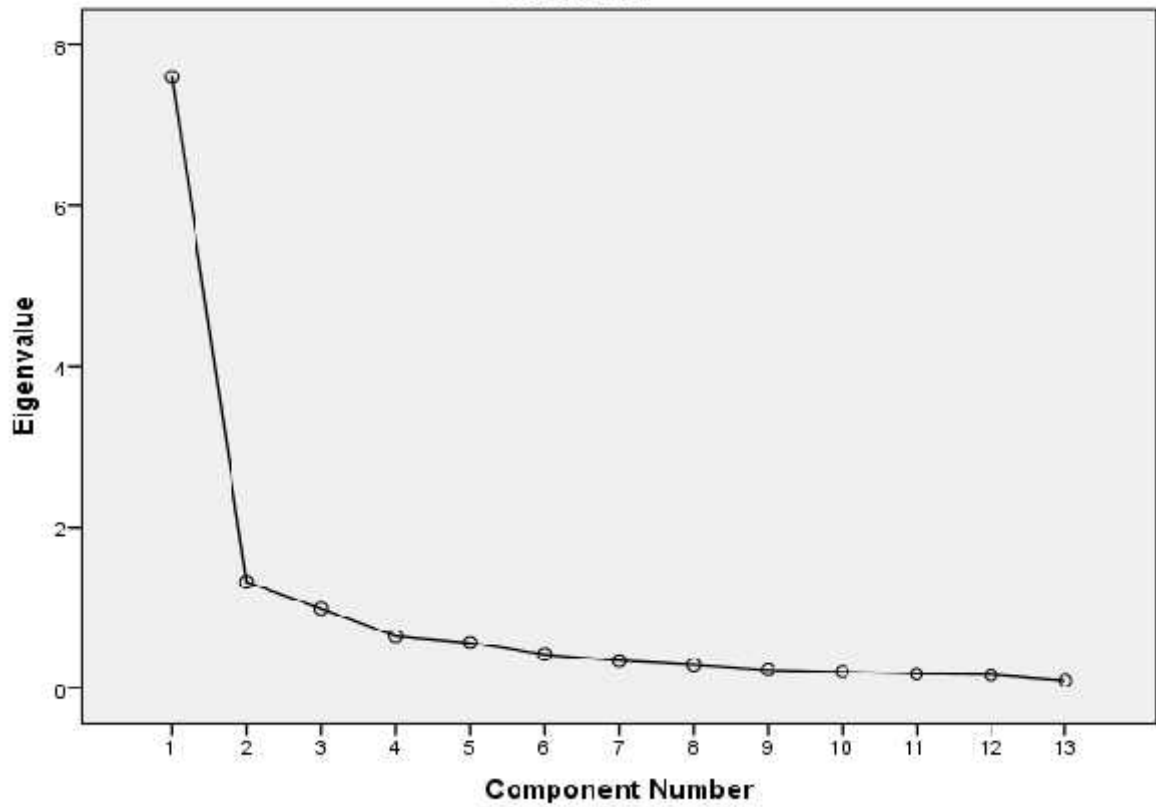
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings <sup>a</sup>
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	7,608	58,521	58,521	7,608	58,521	58,521	7,353
2	1,313	10,097	68,617	1,313	10,097	68,617	3,006
3	,986	7,581	76,199				
4	,644	4,957	81,155				
5	,561	4,319	85,474				
6	,415	3,189	88,664				
7	,338	2,602	91,265				
8	,287	2,211	93,477				
9	,224	1,721	95,198				

10	,200	1,539	96,737			
11	,174	1,336	98,073			
12	,161	1,239	99,313			
13	,089	,687	100,000			

. 5.1.1.3.3.2.-1

- /

Scree Plot



( / )

. 5.1.1.3.3.2.-3

Communalities

	Initial	Extraction
VAR00001	1,000	,618
VAR00002	1,000	,714
VAR00003	1,000	,686
VAR00004	1,000	,651
VAR00005	1,000	,692
VAR00006	1,000	,690
VAR00007	1,000	,772
VAR00008	1,000	,743
VAR00009	1,000	,746
VAR00010	1,000	,558
VAR00011	1,000	,663
VAR00012	1,000	,741
VAR00013	1,000	,646

. 5.1.1.3.3.2.-4

( / )

**Component Matrix<sup>a</sup>**

	Component	
	1	2
VAR00012	,860	
VAR00009	,856	
VAR00005	,826	
VAR00011	,802	
VAR00008	,802	-,316
VAR00003	,799	
VAR00013	,796	
VAR00004	,793	
VAR00006	,764	-,325
VAR00010	,746	
VAR00007	,721	-,503
VAR00002	,674	,510
VAR00001	,386	,685

(oblique)

( . 5.1.1.3.3.2. – 5 5.1.1.3.3.2. -

6) : F1 F2. (F1)

( )

(VAR00007; VAR00008; VAR00004, VAR00012; VAR00006, VAR00009; VAR00005; VAR00011,). (F2)

( ),

(VAR00001, VAR00002, VAR00003, VAR00011),

(VAR00001).

. 5.1.1.3.3.2.-5

( / )

**Pattern Matrix<sup>a</sup>**

	Component	
	1	2
VAR00007	,931	-,369
VAR00008	,902	
VAR00006	,873	
VAR00005	,805	
VAR00004	,803	
VAR00012	,769	
VAR00009	,714	,302
VAR00010	,698	
VAR00013	,663	
VAR00011	,653	,314
VAR00003	,606	,396
VAR00001		,795

VAR00002	,331	,674
----------	------	------

. 5.1.1.3.3.2.-6

– ( / )

**Component Matrix<sup>a</sup>**

	Component	
	1	2
VAR00012	,860	
VAR00009	,856	
VAR00005	,826	
VAR00011	,802	
VAR00008	,802	-,316
VAR00003	,799	
VAR00013	,796	
VAR00004	,793	
VAR00006	,764	-,325
VAR00010	,746	
VAR00007	,721	-,503
VAR00002	,674	,510
VAR00001	,386	,685

**5.1.1.3.3.3.**

–

VAR00001	
VAR00002	
VAR00003	
VAR00004	
VAR00005	
VAR00006	
VAR00007	/
VAR00008	:
VAR00009	:
VAR00010	:
VAR00011	:

VAR00012	/	:
VAR00013		:
VAR00014	:	
VAR00015	:	
VAR00016		:
VAR00017	:	
VAR00018	:	
VAR00019	:	
VAR00020	:	

( )

(Pearson correlation).

. 5.1.1.3.3.3. - 1,

- / ,

(VAR00005 -  
) (VAR00013 -  
:)

0,749 (Pearson correlation,  $r = .749$ ).

.5.1.1.3.3.3.-1

- ( / )

Correlation Matrix

	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006	VAR00007	VAR00008	VAR00009	VAR00010	VAR00011	VAR00012	VAR00013	VAR00014	VAR00015	VAR00016	VAR00017	VAR00018	VAR00019	VAR00020
Correlation VAR00001	1,000																			
VAR00002	,591	1,000																		
VAR00003	,425	,686	1,000																	
VAR00004	,330	,339	,579	1,000																
VAR00005	,568	,602	,534	,514	1,000															
VAR00006	,472	,429	,421	,519	,611	1,000														
VAR00007	,495	,485	,477	,517	,531	,547	1,000													
VAR00008	,487	,601	,463	,475	,721	,581	,533	1,000												
VAR00009	,238	,330	,404	,464	,277	,404	,396	,340	1,000											
VAR00010	,478	,614	,542	,514	,740	,621	,563	,684	,318	1,000										
VAR00011	,490	,435	,372	,365	,418	,458	,502	,460	,373	,425	1,000									
VAR00012	,428	,519	,521	,563	,663	,569	,571	,614	,237	,593	,432	1,000								
VAR00013	,400	,548	,536	,458	,749	,537	,526	,668	,367	,729	,362	,673	1,000							
VAR00014	,529	,592	,501	,513	,634	,568	,603	,563	,380	,626	,510	,660	,614	1,000						
VAR00015	,456	,391	,142	,155	,424	,456	,259	,342	,160	,322	,357	,389	,424	,331	1,000					
VAR00016	,534	,628	,510	,465	,670	,524	,480	,557	,279	,626	,413	,573	,609	,500	,555	1,000				
VAR00017	,530	,520	,498	,449	,550	,502	,542	,560	,369	,578	,416	,564	,612	,599	,351	,617	1,000			
VAR00018	,475	,647	,491	,463	,644	,689	,629	,689	,317	,726	,411	,609	,629	,706	,367	,588	,584	1,000		
VAR00019	,415	,509	,414	,379	,585	,615	,551	,535	,199	,664	,468	,652	,671	,569	,438	,539	,564	,736	1,000	
VAR00020	,619	,663	,509	,473	,644	,578	,627	,640	,310	,698	,464	,674	,678	,671	,476	,662	,750	,686	,655	1,000

Корелациона матрица – конкурентски маркетинг (менаџери/ вработени)

. 5.1.1.3.3.3. - 2, . 5.1.1.3.3.3.-3  
 . 5.1.1.3.3.3. - 4 . 5.1.1.3.3.3.-1,

VARIMAX

66,17%. (Cumulative %).

54,86% (Cumulative %).

(VAR00020 -

;  $h = ,751$ ).

. 5.1.1.3.3.3.-2

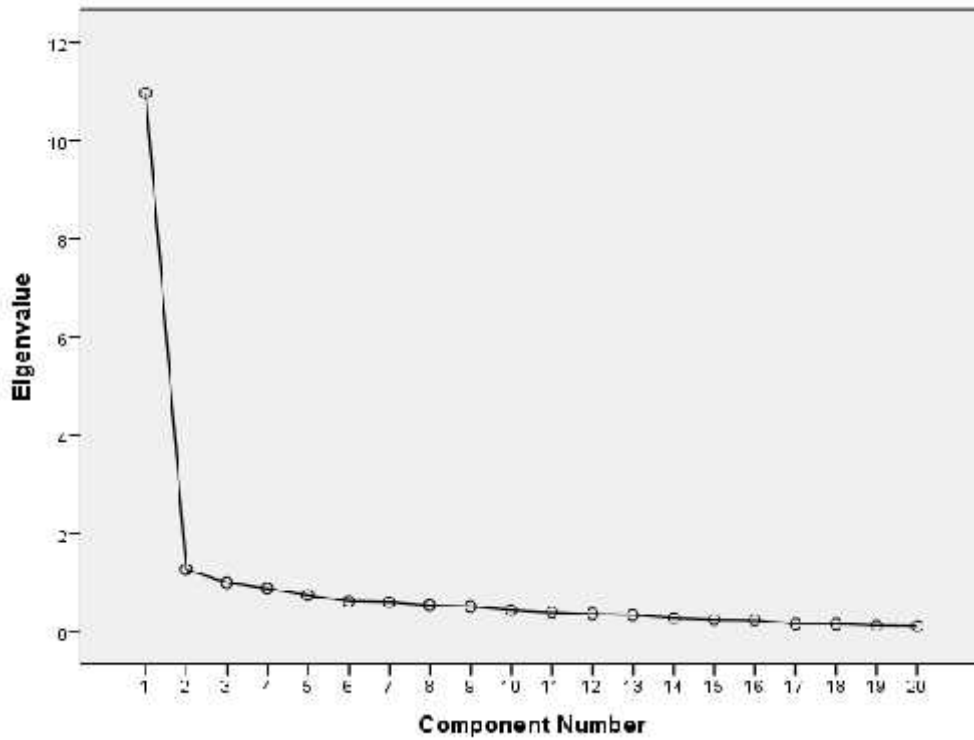
**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10,972	54,860	54,860	10,972	54,860	54,860	7,244	36,218	36,218
2	1,263	6,313	61,173	1,263	6,313	61,173	3,025	15,127	51,345
3	1,000	5,001	66,174	1,000	5,001	66,174	2,966	14,829	66,174
4	,879	4,394	70,568						
5	,744	3,721	74,289						
6	,622	3,111	77,400						
7	,604	3,021	80,421						
8	,540	2,700	83,121						
9	,516	2,579	85,700						
10	,441	2,204	87,904						
11	,394	1,970	89,874						
12	,365	1,823	91,697						
13	,342	1,708	93,405						
14	,277	1,386	94,791						
15	,245	1,227	96,018						
16	,234	1,172	97,190						
17	,162	,812	98,001						
18	,160	,798	98,800						
19	,125	,626	99,425						
20	,115	,575	100,000						



. 5.1.1.3.3.3.-1

Scree Plot



. 5.1.1.3.3.3.-3

( / )

Communalities

	Initial	Extraction
VAR00001	1,000	,664
VAR00002	1,000	,590
VAR00003	1,000	,605
VAR00004	1,000	,662
VAR00005	1,000	,725
VAR00006	1,000	,569
VAR00007	1,000	,585
VAR00008	1,000	,642
VAR00009	1,000	,686
VAR00010	1,000	,750
VAR00011	1,000	,605
VAR00012	1,000	,670
VAR00013	1,000	,730
VAR00014	1,000	,645
VAR00015	1,000	,725
VAR00016	1,000	,644
VAR00017	1,000	,582
VAR00018	1,000	,729
VAR00019	1,000	,676

VAR00020	1,000	.751
----------	-------	------

. 5.1.1.3.3.3.-4

( / )

**Component Matrix<sup>a</sup>**

	Component		
	1	2	3
VAR00020	,855		
VAR00018	,832		
VAR00010	,831		
VAR00005	,830		
VAR00013	,810		
VAR00014	,798		
VAR00008	,790		
VAR00012	,790		
VAR00016	,772		
VAR00019	,768		
VAR00017	,762		
VAR00002	,759		
VAR00006	,753		
VAR00007	,737		
VAR00003	,679	,379	
VAR00001	,673		,416
VAR00004	,641	,497	
VAR00011	,607		,481
VAR00009	,463	,577	,373
VAR00015	,519	-,570	,363

(oblique)

( . 5.1.1.3.3.3. - 5 5.1.1.3.3.3. -

6) : FAC 1 FAC 2.

(FAC 1) ( )

(VAR00020; VAR00005; VAR00018; VAR00019; VAR00005; VAR00010, VAR00013). (FAC 2)

( ) (VAR00003, VAR00009, VAR00004, VAR00015), (VAR00009).

. 5.1.1.3.3.3.-5

-

- ( / )

**Pattern Matrix<sup>a</sup>**

	Component	
	1	2
VAR00020	,878	
VAR00005	,837	
VAR00019	,823	
VAR00016	,823	
VAR00018	,822	
VAR00010	,804	
VAR00013	,801	
VAR00012	,771	
VAR00008	,765	
VAR00002	,750	
VAR00017	,737	
VAR00014	,735	
VAR00006	,725	
VAR00001	,723	
VAR00015	,717	-,530
VAR00007	,636	
VAR00011	,562	
VAR00003	,511	,466
VAR00009		,646
VAR00004	,430	,584

. 5.1.1.3.3.3.-6

– ( / )

**Structure Matrix**

	Component	
	1	2
VAR00020	,866	
VAR00005	,836	
VAR00018	,833	
VAR00010	,827	,300
VAR00013	,811	
VAR00016	,789	
VAR00012	,788	
VAR00019	,786	
VAR00008	,786	
VAR00014	,783	,378
VAR00002	,760	
VAR00017	,758	
VAR00006	,749	
VAR00007	,711	,452
VAR00001	,690	
VAR00003	,634	,601
VAR00011	,597	
VAR00015	,577	-,340
VAR00009	,398	,707

VAR00004	,584	,698
----------	------	------

#### 5.1.1.3.4.

##### 5.1.1.3.4.1.

( )

(FAC 2 FAC 3)

(Pearson correlation).

. 5.1.1.3.4.1.- 1,

(FAC 2 FAC 3)

– ,

,

(FAC 2)

(VAR00006 –

)

,

0,441

(Pearson correlation,  $r = .441$ ).

(FAC 3)

,

(VAR00001 -

a)

,

0,234

(Pearson correlation,  $r = .234$ ).

. 5.1.1.3.4.1.-1

FAC 2, FAC 3

Correlations

		REGR factor score 2 for analysis (konkurentnost)	REGR factor score 3 for analysis (konkurentnost)	VAR00001	VAR00002	VAR00003	VAR00004	VAR00005	VAR00006
REGR factor score 2 for analysis (konkurentnost)	Pearson Correlation Sig. (2-tailed) N	1 153							
REGR factor score 3 for analysis (konkurentnost)	Pearson Correlation Sig. (2-tailed) N	,000 1,000 153	1 153						
VAR00001	Pearson Correlation Sig. (2-tailed) N	,174* ,032 153	,234** ,004 153	1 153					
VAR00002	Pearson Correlation Sig. (2-tailed) N	,131 ,106 153	,162* ,046 153	,827** ,000 153	1 153				
VAR00003	Pearson Correlation Sig. (2-tailed) N	,262** ,001 153	,140 ,084 153	,685** ,000 153	,670** ,000 153	1 153			
VAR00004	Pearson Correlation Sig. (2-tailed) N	,358** ,000 153	,081 ,319 153	,647** ,000 153	,587** ,000 153	,692** ,000 153	1 153		
VAR00005	Pearson Correlation Sig. (2-tailed) N	,321** ,000 153	,055 ,499 153	,535** ,000 153	,549** ,000 153	,557** ,000 153	,684** ,000 153	1 153	
VAR00006	Pearson Correlation Sig. (2-tailed) N	,441** ,000 153	,158 ,051 153	,560** ,000 153	,564** ,000 153	,626** ,000 153	,638** ,000 153	,560** ,000 153	1 153

5.1.1.3.4.2.

- /

( )

(F1 F2)

(FAC 1 FAC 2)

(Pearson correlation).

. 5.1.1.3.4.2.- 1,

(F1 F2)

(FAC 1 FAC 2)

- / ,

,

(F1)

(FAC 1)

0,368 (Pearson

correlation,  $r = .368$ ).

(F1 F2)

.

(FAC 1 FAC 2).

. 5.1.1.3.4.-1

F 1 F 2

FAC 1

FAC 2 - /

**Correlations**

		REGR factor score 1 for analysis (strategiski marketing)	REGR factor score 2 for analysis (strategiski marketing)	REGR factor score 1 for analysis (konkurentnost)	REGR factor score 2 for analysis (konkurentnost)
REGR factor score 1 for analysis (strategiski marketing)	Pearson Correlation	<b>1</b>			
	Sig. (2-tailed)				
	N	76			
REGR factor score 2 for analysis (strategiski marketing)	Pearson Correlation	,258*	<b>1</b>		
	Sig. (2-tailed)	,024			
	N	76	76		
REGR factor score 1 for analysis (konkurentnost)	Pearson Correlation	,368**	,282*	<b>1</b>	
	Sig. (2-tailed)	,001	,014		
	N	76	76	76	
REGR factor score 2 for analysis (konkurentnost)	Pearson Correlation	,345**	,175	,000	<b>1</b>
	Sig. (2-tailed)	,002	,131	1,000	
	N	76	76	76	76

**5.1.1.3.5.**  
(Regresiska analiza)

F1 , FAC 2 FAC 3

**5.1.1.3.5.1.**

. 5.1.1.3.5.1. - 1

. 5.1.1.3.5.1. - 1,

( a , - FAC 2)  
R= .498,

R<sup>2</sup>= .248,

25%.

= .000 (Sig. = 0,000). 75%

(VAR00006 -

BETA = 0.420, Sig. = 0,000).

. 5.1.1.3.5.1.-1

- FAC2 ( )

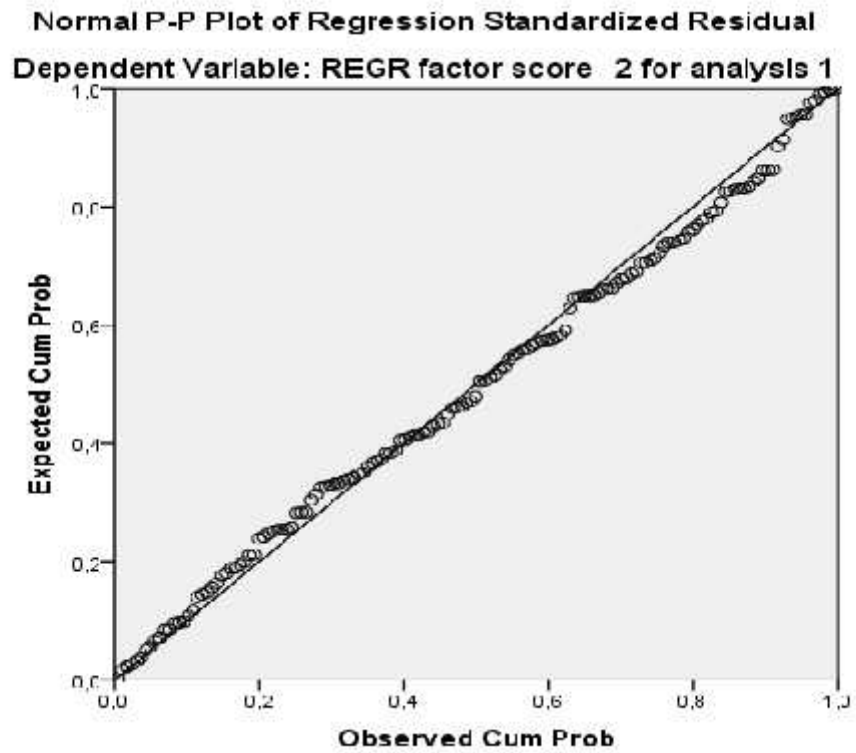
**Coefficients<sup>a</sup>**

Model	FAC2	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,145	,230		-4,983	,000
	VAR00001	-,031	,113	-,038	-,277	,782
	VAR00002	-,192	,106	-,243	-1,801	,074
	VAR00003	,001	,094	,001	,009	,993
	VAR00004	,145	,101	,174	1,435	,153
	VAR00005	,094	,081	,120	1,162	,247
	VAR00006	,300	,073	,420	4,137	,000

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.498 <sup>a</sup>	.248	.217	.88487344	8,021	.000 <sup>b</sup>

. 5.1.1.3.5.1.-1

– FAC2 ( )



. 5.1.1.3.5.1. – 2

. 5.1.1.3.5.1. - 2,

( a

– FAC 3)

R= .275,

R<sup>2</sup>= .076,



8%.  
 (Sig. = 0,000). 92%

(VAR00001 – a, BETA = 0.361, Sig. = 0,020).

. 5.1.1.3.5.1.-2

– FAC3 ( )

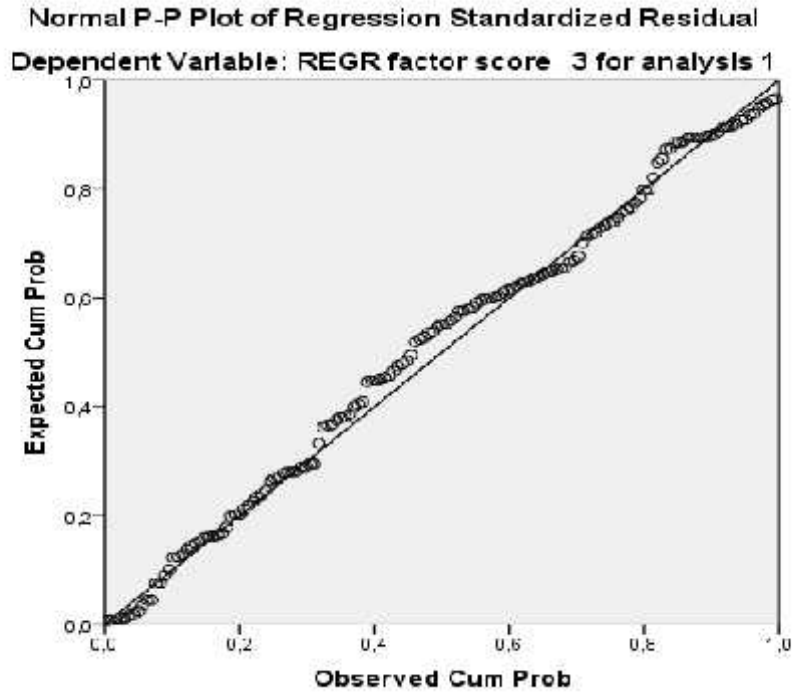
Coefficients<sup>a</sup>

Model FAC3		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,469	,255		-1,839	,068
	VAR00001	,295	,125	,361	2,351	,020
	VAR00002	-,078	,118	-,099	-,665	,507
	VAR00003	,009	,104	,011	,086	,931
	VAR00004	-,116	,112	-,139	-1,036	,302
	VAR00005	-,054	,090	-,069	-,601	,549
	VAR00006	,095	,080	,133	1,178	,241
Model 1	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
	,275 <sup>a</sup>	,076	,038	,981	1,997	,070 <sup>b</sup>

. 5.1.1.3.5.1.-2

– FAC 3

( )



5.1.1.3.5.2.  
/

. 5.1.1.3.5.2. - 1

. 5.1.1.3.5.2. - 1,

(F1 F2),

( a /

- FAC 1)

R= .505,

R<sup>2</sup>= .255,

26%.

= .000 (Sig. = 0,000).

75%

(F 1, BETA = 0.368, Sig. = 0,001 F 2, BETA

= 0.345, Sig. = 0,001).

. 5.1.1.3.5.2.-1

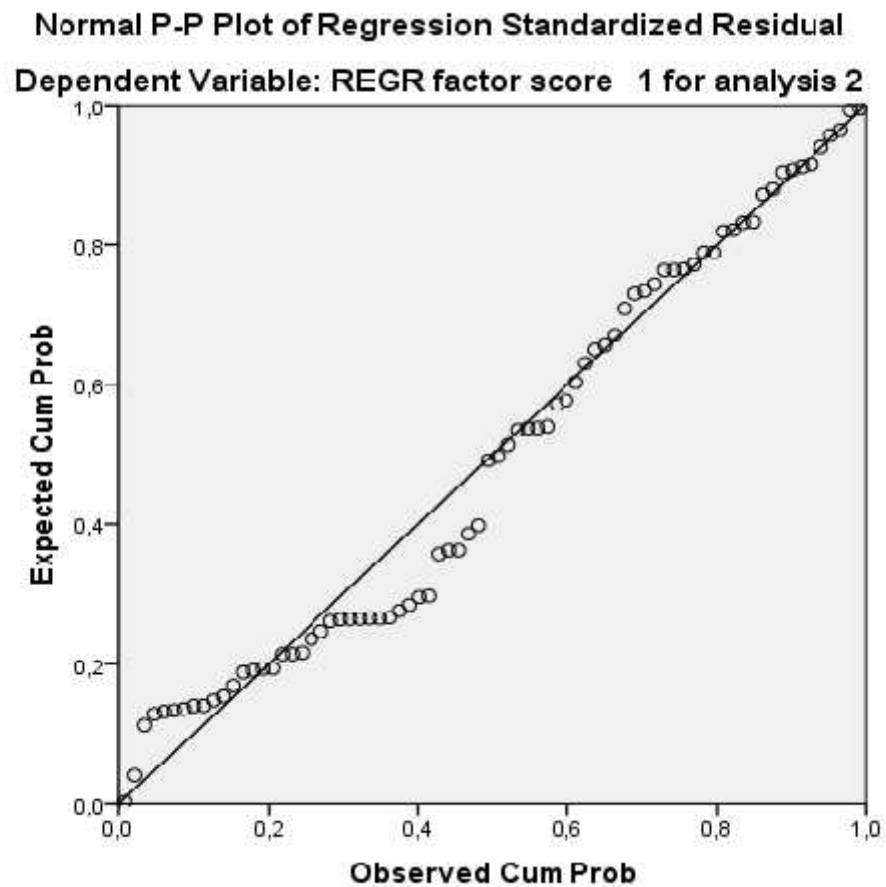
Coefficients<sup>a</sup>

Model FAC 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					

	REGR factor score 1 for analysis (strategiski marketing)	,368	,101	,368	3,643	,001
	REGR factor score 2 for analysis (strategiski marketing)	,345	,101	,345	3,419	,001
Model 1	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
	,505 <sup>a</sup>	,255	,234	,87497348	12,483	,000 <sup>b</sup>

. 5.1.1.3.5.1.-2

(FAC 1) – /



. 5.1.1.3.5.2. – 2

. 5.1.1.3.5.2. - 2,

(F 1 F 2),

( a – FAC 2)

/ , R= .332,

$R^2 = .110$ ,  
 11%.  
 $= .014$  (Sig. = 0,014).                      89%

(FAC 1, BETA = 0.282, Sig. = 0,013).

. 5.1.1.3.5.2.-2

(FAC 2) – /

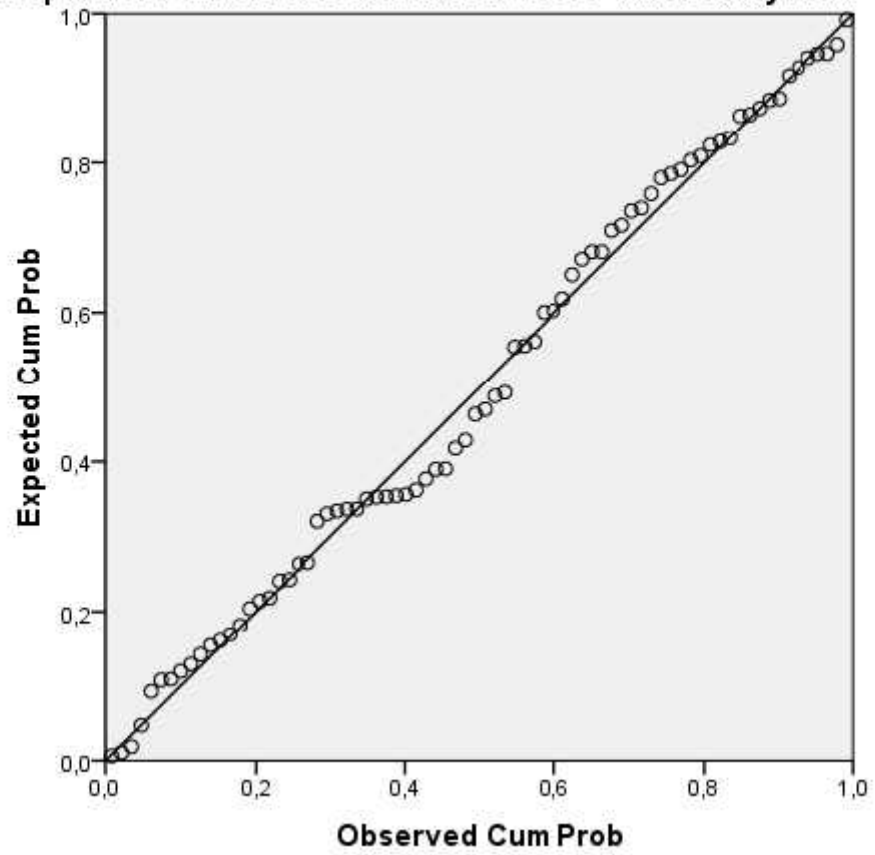
**Coefficients<sup>a</sup>**

FAC - 2		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	REGR factor score 1 for analysis (strategiski marketing)	.282	.110	.282	2,554	.013
	REGR factor score 2 for analysis (strategiski marketing)	.175	.110	.175	1,582	.118
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.332 <sup>a</sup>	.110	.086	.95620646	4,514	.014 <sup>b</sup>

. 5.1.1.3.5.1.-2

(FAC 2) – /

Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: REGR factor score 2 for analysis 2



5.2.

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Alfred Chandler

1960

(Chandler,1960).

PR

20%

16%.

( 20%)

CIM, The Chartered Institute of Marketing

Global Social Media Statisti

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Weber Shandwick

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68,62%. (Cumulative %),

*F1* –

*F2* –

a

(F1).

*F1*–

FAC

2 FAC 3.

(VAR00003 –

a)

(VAR00005 –

a ),

0,709 (Pearson correlation,  $r = .709$ ).



(VAR00001 –

a)

(VAR00002 –

a)

0,877 (Pearson correlation,  $r = .877$ ).

68%

. (HubSpot,

2017). 61%

. (HubSpot, 2017).

24%

. (HubSpot, 2017).

### 5.3.

(25%)

(31%),

(29%),

( )

(Ray, 2004; Newbert, 2008),

( , 2001).

(2008),

(2008)

Boone Kurtz (2013)

. Boone Kurtz (2013)

(2013)

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2,24

“ 3,34 ”

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( ),

(VAR00003, VAR00009, VAR00011 VAR00014),

(VAR00001, VAR0008, VAR00012, VAR00013, VAR00015 VAR00016),

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(VAR00007),

/ (VAR00008).  
:  
(VAR00009),  
(VAR00013),  
(VAR00014).

j  
/  
.  
66,17%. (Cumulative %),

: FAC 1 –  
, , FAC 2  
-  
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a  
(FAC 1).

67,52%. (Cumulative  
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FAC 3 –  
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F1.

Forbes.com,

\$ 338.5

83

289

80-

(CATI), B2B

CRM

(VAR00005 –

(VAR00013 –

.)

0,749 (Pearson correlation,  $r = .749$ ).

(VAR00013 –

(VAR00014 –

0,643

(Pearson correlation,  $r = 0,643$  .

#### 5.4.

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 MPMS MPAS  
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 (VAR00008 -  
 MPAS )  
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 MI (VAR00006, MI -  
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 (VAR00009 - , - ,  
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 2,36) (VAR00010 - , = 2,63)  
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 (VAR00004, = 2,47)  
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5.5.

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F1 (F1 -

) F2 (F2 - )

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1 FAC 2 (FAC 1 -

FAC 2 -

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.505 (R= .505)

(FAC 1 -

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(F1 -

F2 -

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26%.

(F1 -

F2 -

).

.332 (R= .332)

(FAC 2 - )

, (F1 - )

) F2 - )

, 11%.

(F1 - ).

(FAC 2).

(VAR00001, VAR00002, VAR00003

VAR00004, VAR00005 VAR00006 )

, a . . . , ( ) , FAC 2 (FAC 2-

/ )

.498

(R= .498), 11%.

( ) ,

(VAR00006 - ) .

FAC 3, (FAC 3 -

, )

(VAR00001, VAR00002, VAR00003 VAR00004, VAR00005 VAR00006)

Blue Corona

web

(MD)

(NC)

2016-2017



VI:

6.1.

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- e ;  
- MI -

6.2.

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✓  
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(F1- ),  
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(F1- )  
(F2- ),  
(Cumulative %)

✓

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(FAC 2-  
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(FAC 3-  
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/  
,  
:  
,  
(FAC 1-  
,  
(FAC 2-  
,  
(Cumulative %)

✓

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( / ).

,  
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,  
,  
8% 25%  
11% 26% /



### 6.3.

“pull”

“push”

on-line







.6.1.



6.5.

MPMS MPAS,

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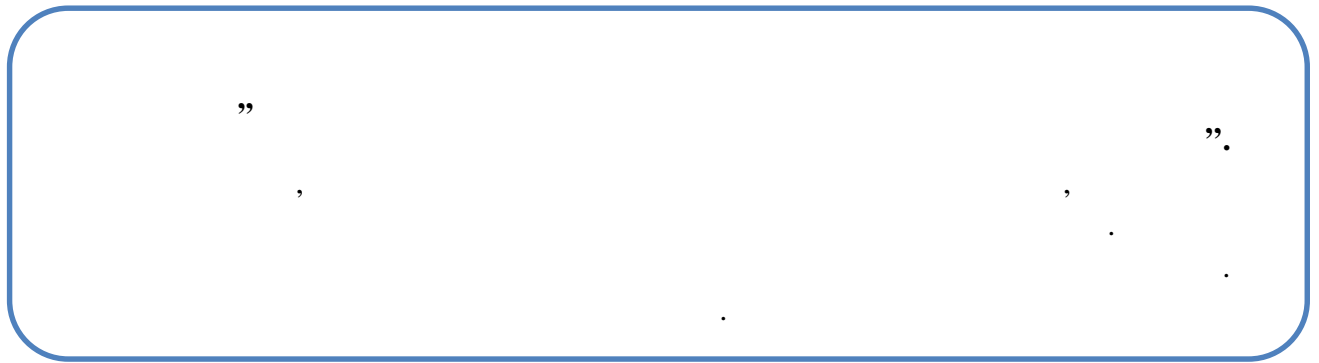
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