

Brand Recall of Slovak Consumers and Their Brand Buying Behavior

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Abstract. The paper describes brand buying behavior of Slovak consumers and their spontaneous brand recall. Brands in marketing are used to differentiate products and services and they have an important role in consumer purchase decision process. Prior to a purchase the brand can increase consumer's efficiency of perception, processing and storage of information and the makes easier he actual purchase decision. A prerequisite to consumers' buying decision is brand recall – the ability to spontaneously retrieve a brand name, which automatically means that these brands are in the consideration frame of the consumer. The introduction to brands and brand buying behavior is provided at the beginning, followed by brief description of brand recall, then description of research methodology is mentioned and finally, research results are presented. The representative research was conducted in year 2013 on a sample of 1067 Slovak consumers older than 16 years of age. To determine the spontaneous brand recall, the respondents were asked to name at least one brand they can recall. Then they were presented with a list of 27 statements concerning their attitudes towards domestic and foreign brands and their brand buying behavior. Based on the research results, Slovak consumers can be seen as very brand oriented and they care about brands and brands names and they make their buying decision based on brands. They prefer to buy Slovak products, but it is sometimes difficult to find domestic brands in stores, especially in consumer goods and textiles. There is a need to promote production from other industries, because increasing Slovak consumers' awareness of domestic products is an important step in increasing sales of Slovak sourced goods and in supporting Slovak economy in times of global economic crisis.