



Table of Contents

IN PRESS

**AGRICECON
2014**

**AGRICECON
2013**

**AGRICECON
2012**

**AGRICECON
2011**

**AGRICECON
2010**

**AGRICECON
2009**

**AGRICECON
2008**

**AGRICECON
2007**

AGRICECON

2006
AGRICECON
2005
AGRICECON
2004
AGRICECON
2003
AGRICECON
2002
AGRICECON
Home

Editorial
Board

For Authors

- **Authors Declaration**
- **Instruction to Authors**
- **Guide for Authors**
- **Copyright Statement**
- **Submission**

For
Reviewers

Guides for
Reviewers

▪ **Reviewers**
Login

Subscription

Agric. Econ. – Czech

Nagyová L., Kročánová M., Maďarová L.: The food advertising market in the Slovak Republic

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In order to achieve success on the domestic and foreign markets, the producers and distributors should know the customers' behavior and possibilities how to positively affect it for their advantage. The consumers carry out many shopping decisions every day. Most of the big sellers study these

decisions in order to know what, where, when, how, how much or how many and why the customers buy. The marketers have to know how the consumers will react to different marketing programmes used by the company. The communication media such as information carriers are objective decision of the individual advertising sponsors. This paper shows the volume of financial means invested by the advertising sponsors, production groups as well as the analysis of the food advertising market and the following survey of the biggest food advertisers in the Slovak Republic.

Keywords:

communication, market, consumer, media, advertising, food

[[fulltext](#)]

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