

**Journal of Central European Agriculture, Volume 5 (2004) Number 3****CONSUMER INVOLVEMENT IN BUYING DECISIONS – THE EXAMPLE OF THREE FOOD PRODUCTS IN CROATIA****UKLJUČENOST PRI DONOŠENJU KUPOVNIH ODLUKA - PRIMJER TRI PREHRAMBENA PROIZVODA**

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ABSTRACT

The goal of this research was to create an instrument suitable for the measurement of consumer involvement construct and to verify its metric characteristics. The involvement scale was tested on a sample of 283 consumers of wine, cheese and honey. The statistical analysis of results showed satisfactory validity and reliability of the instrument.

High level of consumer involvement was found for wine and cheese, whereas consumer involvement for honey was somewhat lower. These results show that consumers, when buying wine, cheese and honey, do not make their buying decisions impulsively, but they search for the additional information about the products.

The scale used in this article can also be used to measure involvement levels for different food and other products in the Croatian market.

KEY WORDS: involvement, buying decisions, food

SAŽETAK

Cilj istraživanja bio je sastaviti instrument za mjerenje konstrukta potrošačke uključenosti pri donošenju kupovnih odluka te provjeriti njegove mjerne karakteristike. Skala uključenosti testirana je na uzorku od 283 potrošača vina, sira i meda. Statističkom analizom rezultata utvrđeno je da skala uključenosti ima zadovoljavajuću valjanost i pouzdanost. Potrošači su iskazali visoku uključenost za vino i sir, dok su za med dobijene nešto niže razine potrošačke uključenosti. Ovakvi rezultati ukazuju na činjenicu da potrošači pri kupnji navedenih prehrambenih proizvoda svoje odluke ne donose impulzivno, nego prije odluke o kupnji traže dodatne informacije o proizvodu. Skala korištena u ovom radu može se koristiti za mjerenje stupnja uključenosti za različite prehrambene i ostale proizvode na hrvatskom tržištu.

KLJUČNE RIJEČI: hrana, kupovne odluke

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