

MEDIA CONSUMPTION PATTERNS AMONG POLISH CONSUMERS

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Abstract:

ICT affects a number of areas of activity for both consumers and businesses. One of the elements of a modern economy strongly influenced by ICT are the media. Due to the possibility of converting almost every transmission into digital transmission, modern media are subject to convergence. This is the similarity of the various forms of communication which influences, on the one hand, the changes in media consumption by their customers, on the other hand, the formation, selection and effectiveness of marketing communication directed at specific groups of recipients. The author will also explain similar phenomena such as multiscreening, transmission of television broadcasts on mobile devices, creation of video content broadcasters on the Internet. From the point of view of the sender of advertising messages, the choice of the media and the patterns of their consumption are crucial. The aim of the publication is to present the habits of using the media by Polish consumers. For this purpose, part of the CAPI results will be used (n = 1103).

Keywords: media, convergence, marketing communications, Polish consumers behaviour