

The humanities-minded students of Russian universities as consumers: a way of life and values

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Abstract

This article describes the main characteristics of the way of life, interests, hobbies and values, as well as the sums of monthly spending and the main items of expenditure of Russian students of humanities bent. In December 2016, there were interviewed 170 students of the 2nd, 3rd and 4th Bachelor's program and the 2nd year Master's program of the direction "Advertising and Public Relations" of the Institute of World Economy and Business of RUDN University (Russia) to study this correlation. The major goals of this research were to study the lifestyle of humanities majors students, and also the factors that influence their behavior as consumers.

The results indicate that the main personal qualities are education, creativity and communication skills that respondents should have as future specialists in the field of advertising and PR. The most popular kinds of activities for respondents are communication with friends, watching films, Internet surfing, walks, reading, visiting theaters and museums, playing sports. The most common hobby among the surveyed are photography, drawing, dancing, reading and traveling. The majority of respondents visited 3 or more countries.

The results of this study is highly significant and this will be interested to all specialists who study modern society, including professionals working in the field of marketing.

Introduction

The modern world of marketing communications is undergoing a stage of significant changes, identified by Philip Kotler and his co-authors Hermawan Kartajaya and Iwan Setiawan in the book "Marketing 3.0: From Products to Customers to the Human Spirit". This concept suggests that the organization takes care of customers, their employees, business partners and shareholders when she is practicing Marketing 3.0. And for this, of course, you need to study these audiences in order to know their interests and preferences.

The students of higher institutions today influence and will influence at the decision-making at the local and global level in the next 50 years. They will determine the future of Russia and the other world as citizens, as consumers, as representatives of different nationalities, etc. The understanding the way of life of today's youth, the evaluating their ideas and values, that lie at the heart of worldview of the individual and the group, the identifying of the existing communication models and forming effective communication channels are tasks that will allow to regulate a number of economic issues in the short term.

This article describes the main characteristics and the values inherent in the humanities students of Russian universities as a consumer of goods and services. One of the goals of this research was to study the lifestyle of students who are humanitarians, which influences at their behavior as consumers.

The students of advertising and public relations are creative individuals, which mean that they are among the type of consumers who are "most inclined to cooperate and express their thoughts using the full potential of social media. Their lifestyle and beliefs influence on the whole society. Their opinions about the paradoxes of globalization and social issues form other people's opinions. As the most advanced representatives of their generation, creative individuals prefer

cultural brands that are inclined to cooperate with surrounding communities" [1]. That is why important to know what interests them and what they are attracted to, what is their lifestyle.

Data and Methodology

A. Selection of respondents

In December 2016, 170 students of the direction "Advertising and Public Relations" of the 2nd, 3rd and 4th year of the bachelor's degree and the 2nd year of the master's degree of the IWEB RUDN University (Russia) were interviewed.

B. The structure of the questionnaire

The students were asked to answer anonymously the questions of the survey, which involved several content modules, including their lifestyle, interests, hobbies, values, as well as the amount of their monthly spending and a description of the main items of expenditure. In addition, the questionnaire contained traditional blocks: an introductory part explaining the goals and objectives of the study and also including instructions for completing the questionnaire; a part that includes information on the respondents' formal demographic characteristics, as well as an expression of gratitude for the attention and time spent. The questions of the survey were of different types: open, closed and semi-closed.

Results

In modern marketing theory it is accepted to divide the audience by demographic and / or psychographic and / or behavioral characteristics [2], so this article will also contain three sub-themes describe the relevant characteristics of the respondents.

Demographic characteristics of the respondents

In our survey we interviewed 137 girls and 33 boys aged 18 to 29 years. 37.6% of respondents are 20 years old, 30.5% are 21 years, 11% are 23 years, 10.5% - 19 years, and other age is 10%.

83% of respondents are Russians, 95% are citizens of the Russian Federation. 94.7% of respondents speak Russian, 90% speak fluently English, 16.5% know Spanish, 8.2% communicate in German, 7.6% speak French, 18.8% can communicate in other languages, including Italian, Chinese, Ukrainian, Azerbaijani, Arabic, Armenian, Belarusian, Vietnamese, Georgian, Kazakh, Mongolian, Ossetic, Tajik, Turkish, Uzbek and Farsi. 1.7% didn't answer the question "In which languages can you communicate?"

54.7% of the respondents (93 peoples) live with their parents or with one of their parents, 41.7% (71 peoples) don't live with their parents, 3.5% (6 people) didn't answer the question.

The education of the student are paid by the parents in 80.6% of cases (137 people), 9.4% by the state (16 people), 4.7% by the student (8 people), 1.8% by the parents and the student (3 people), 1.2% of the respondents confessed that the bachelor's degree was paid by the parents, and in the magistracy is paid by the state (2 persons).

47.6% of the respondents have a job, 49.4% don't work, 2.9% didn't answer this question.

In a situation where the majority of respondents don't work and live with their parents, asking the question about the level of income doesn't seem correct, so we formulated the following question "How much money do you spend per month?" assuming that this will include the money self-earned and given by parents¹.

46.5% of respondents spend up to 20 000 rubles per month (up to 271.65 £) (79 peoples), 41.2% spend from 20 000 to 40 000 rubles (from 271.65 to 543.31 £) (70 peoples), 11.1% - over 40 000 rubles (over 543.31 £) (19 peoples), 1.2% didn't answer this question (2 peoples).

¹ The respondents' expenses structure can be found in the part devoted to the behavioral characteristics of the respondents.

Psychographic characteristics of the respondents

One of the most important factors in the psychographic characteristics of consumers is the description of character traits, in our case that are related to the professional sphere. As our respondents are the future specialists in advertising and PR, they must have a number of personal qualities that are necessary for successful activities in this field.

139 peoples (81.8% of the total number of respondents) answered to the question "What is the ideal specialist in advertising and public relations in your opinion?", 31 persons didn't answer or couldn't answer (18.2%). We make some kind of ranking of the important personal qualities and characteristics to the advertising and public relations specialist by the opinion of the respondents. The first place takes "the level of human development, education, intelligence" (17%), on the second place is "the creativity" (15%), on the third is "the communicability" (11%).

Top-10 characters of the specialist in advertising and public relations by respondents' answers are given in Table 1.

No	Character	Number of answers
1	Comprehensively developed, educated, intelligent	62 (17%)
2	Creative	53 (15%)
3	Communicable	40 (11%)
4	Responsible	26 (7 %)
5	Stress-resistant	19 (5%)
6	Active, strong-minded	17 (5%)
7	Professional, constantly improving in their business	16 (4%)
8	Purposeful person	15 (4%)
9	Disciplined, punctual	12 (3%)
	Hardworking, loving his job	12 (3%)
10	Able to analyze, logical	11 (3%)

Table 1. Top-10 qualities of a specialist in advertising and PR.

It is obvious that the consumer with the above qualities need a special approach based on maximum awareness about the goods and services including creative component. It is important for them that it wasn't boring. People with these qualities are more likely to belong to a group of innovators. They feel themselves as leaders that can change the world or the state of things, and also feel themselves as "I'm better than others."

We asked a several questions to determine the hobbies of the respondents. The following answers were received on the question "What do you do in your free time?": chatting with friends - 78.8% (134 people); watching movies -74.1% (126 people); surfing the Internet - 72.4% (123 people); walking - 67.6% (115 people); reading - 65.8 (112 people); visiting theaters and museums - 53.5% (91 people); doing sports - 48.8% (83 people); creative activity - 40.6% (69 people); clubbing - 22,9% (39 people); dancing - 22.4% (38 people); playing computer games - 17.6 (30 people); needlework - 13,5 (23 people); others 12.9% (22 responses include such as lying in bed, sleeping, self-educating, listening to music, writing, going to concerts, studying IT, studying radio electronics devises, studying foreign languages, traveling, TV-watching, participate at off-line quest games, people management, drinking, not have free time, etc.); working - 2,4% (4 people); housekeeping - 1,8% (3 persons); playing on musical instruments - 1,8% (3 people); doing photography 1.2% (2 people).

It can be clarified in order to form a more complete picture of the interests of the respondents, that the three most favorite foreign films are the following: 1) "The Green Mile" (USA, 1999, directed by F. Darabont, according to the mystical novel by S. King) was named 20 respondents; 2) "Titanic" (USA, 1997, directed by D. Cameron melodrama and disaster movie) was named 17 respondents; 3) "Untouchables" (France, 2011, directed by O. Nakache, tragicomedy) was named 14 people. In

general the students most like fantastic and mystical films, as well as anti-utopias, parables and fairy tales.

Among the most popular films of Russian cinema are "The Irony of Fate" (USSR, 1975, comedy melodrama, directed by E. Ryazanov), "Moscow Does Not Believe in Tears" (USSR, 1979, melodrama, directed by V. Menchov), "Love and Pigeons" (USSR, 1984, lyrical comedy, directed by V. Menshov).

Generally we can say that the cinema is more entertainment than art for respondents.

If we concretize what students are doing in the Internet, we can identify the following.

The respondents see news for less than 1 hour every day - 64 people (41% of those who answered the question²), 39 people see from 1 to 3 hours (25% of those who answered the question) and more than 3 hours are watching 38 people (24.3% of those who answered the question) by the Internet channel. 15 people (9.6% of those who answered the question) don't watch the news on the Internet at all.

Every day the respondents visit the following sites or mobile applications: the absolute leader is the social network "VKontakte" - 68 people use this social network (53.5% of respondents to this question), "Yandex" searching system including postal and news service is used by 25 people every day (19.7% of those who answered this question), "Instagram" uses 20 people (15.7%), 19 people (15%) visit the web-site "adme.ru", searching system and postal service "Mail.ru" uses 14 people (11%).

We asked the question "In which groups in social networks do you belong or subscribed (name 3 options)?"³ with the aim to find out the interests of respondents in social networks.

There are few leaders in this category, which indicates a diversity of respondents' interests. We select 3 most popular groups: "Masterpieces of advertising" includes 23 respondents (that is 23% of respondents answered on this question), "Overheard in RUDN" includes 13 respondents (13%), "Adme.ru site group" includes 12 respondents (12%). These results altogether are understandable. This group is dedicated firstly the future profession of students, secondly the life in their university, thirdly the creativity in all its forms, that important because many of the students plan to link their lives with creativity.

We summarized their answers to this question in order to better describe the interests of students in social networks and received the following topics that are most interest to our respondents. Professional topics are on the first place as evidenced by the fact that 38 different groups in social networks of advertising and PR were mentioned in the answers of the respondents, for example, "Masterpieces of advertising", "Advertising", "Adindex", "Cossa", etc. Cognitive themes are on the second place, they were mentioned in the answer of 35 respondents, for example, "Interesting Moscow", "Do you know?", etc. On the third place there are groups of news media, they were noted by 28 people, for example: RBK, RIA Novosti, TASS, LifeNews, Lenta.ru and others. The fourth place is occupied by groups related with an university, 25 of the respondents called such groups as: "Overheard in the RUDN", "IWEB RUDN", "RUDN Master's", "IWEB Diaries", etc. The fifth place is occupied by groups related to entertainment, humor and various hobbies. 21 people remembered the following groups "BadComediants", "DCcomics", "Astrology", "Black Humor", "Numismatics", "Photoworld", etc.

Thus, half of the respondents receive news information on the Internet, and they used automatic processing and systematization of the news service also as media pages in social networks as channel of communication. The minority of respondents (12-13 people) receives the news directly from the news media sites.

² 156 people answered this question, 14 people didn't answer.

³ 63 people didn't answer this question. The following number of respondents gave the general answers: 7 people answer "very much", "thematically in all interesting", "my groups", 1 of the respondents chose the answer "not signed". 99 persons of the respondents gave meaningful answers.

The highest activity on the Internet is activity in social networks. The respondents get news from there, get professional information, widen one's outlook and entertain themselves.

There were also the questions about bloggers. 10.6% of respondents are blogging, 81.7% don't have a blog, 7.6% didn't answer this question.

The majority of the respondents (54% - 92 people) didn't respond on our proposal to name 3 to 5 bloggers, which respondents read or watch regularly. 78 people answered this question and presented to us the following picture: 3.8% (3) of respondents don't know or don't like bloggers, the same number of people answered that they know a lot of bloggers with interested activities, and the same number of people responded that they orient themselves on specific media, for example, "instabloggers" or "YouTube bloggers". 10 people (12.8%) named the theme of the blog without the name of the blogger, for example, "blog about fashion and style", "blog about PR (I don't know the names of bloggers)", "blog about nutrition and sport", "blog about travel", "bloggers associated with profession", etc. Three of the most popular bloggers are following: Sonya Esman named 8.9% of the respondents who answered the question, Ruslan Usachev named 7.6% of the respondents and Khach's Diary named 6.4% of the respondents who answered the question. Sonia Esman leads the blog about her life and fashion, Ruslan Usachev and Khach's Diary are comedian showmen.

So the interviewed students are not active in the blogosphere. They don't keep their blogs and most of them can't name of regularly interested blogs and bloggers. The mentioned blogs have entertaining, non educational or informative content.

From other side their circle of reading is wide enough. Among the favorite books of foreign authors of our respondents were the books about Harry Potter by J. Rowling (Great Britain, 1997-2007, fantasy) which was noted by 10 of the respondents; every follows books have a 9 votes as favorite book: "The Picture of Dorian Gray" O. Wilde (Great Britain, 1890, upbringing novel and moral parable), "Three Comrades" E.-M. Remarque (Germany, 1936, novel), "Shantaram" G.-D. Roberts (Australia, 2003, novel).

Among the most favorite books of Russian authors were novels "Master and Margarita" of M. Bulgakov (1928-1940, satire, mysticism) mentioned by 22 respondents, "Crime and Punishment" of F. Dostoevsky's (1866, social and philosophical novel) mentioned by 12 persons, "Anna Karenina" of L. Tolstoy (1873-1877) mentioned by 8 people.

Computer games as a leisure activity in our audience are not popular probably because most of the audience is a girl. There are 2 leaders among the named games: 1) "The Sims" in different versions, simulator of life (31 respondents, all the girls); 2) GTA in different versions, action game (12 respondents, 9 girls and 3 boys). Certainly the simulators life is an interesting exercise for girls, where you can build a whole world starting with the design of apartments of the game heroes. The popularity of the game GTA among the respondents most likely is not due to the fact that the girls are playing it, but with the popularity of the game itself, which is regularly at the top of the game ratings of different charters. For example, it could be at the top of the ratings of games on the PC site <http://www.metagames.ru>⁴ or the site <http://iwantgames.ru>⁵.

The next question allowed us to study the hobby of the audience. The five most popular hobbies are the sports mentioned 22.4% of respondents, photography - 11.2%, drawing mentioned 10.6%, dances for 9.4% of respondents, reading and traveling noted 8.2%. 11.7% (20 people) didn't answer this question.

Sports are one of the most popular among our student's ways to spend free time and hobbies, so we consider it in detail. Among the named sports there are the following: the most popular ones are tennis and horseback riding - they were named for 4 people, skateboard and snowboard are

⁴ The rankings are based on an average assessment of professional gaming publications <http://www.metagames.ru/pc/top>.

⁵ The games are ranked according to popularity, based on the world's evaluation of the game by users, starting with the best game, ending with the least popular: <http://iwantgames.ru/bestgames/>

interested for 2 respondents, athletics, motorsport, practical shooting, swimming, fitness, skating, basketball and skiing were mentioned one time by different people. 17 people from the respondents marked sports without specificity.

It means that the students are diverse ways of spending free time, but they don't always turn into a regular hobby. This is evidenced by the fact that only one respondent (0.6% of the respondents) didn't answer the question about his pastime, and 20 people (11.7%) didn't answer the question about the hobby.

Another favorite pastime is traveling. 96% of the respondents (163 people) answered affirmatively by the question "Do you like to travel?", negatively was answered 2.3% (4 people) and 1.7% (3 people) didn't answer.

The 10 most popular countries visited by the respondents are Turkey; every second respondent has visited it. After we have Egypt, Italy, Spain, Germany or Ukraine which every third respondents visited. Every fourth respondents visited France and Greece, every fifth visited Czech Republic and Poland.

The most popular destinations for travel are South and Eastern Europe (193 persons), Western Europe (177 persons), West Asia - (129 persons), North Africa (70 persons). The majority of respondents (80.6% - 137 people) named 3 countries and more or wrote that they visited many countries.

No	The name of the country	Number of people who visited the country
1	Turkey	83 persons
2	Egypt	58 persons
3	Italy	57 persons
4	Spain	53 persons
5	Ukraine	49 persons
6	Germany	46 persons
7	France	44 persons
8	Greece	40 persons
9	Czech Republic	35 persons
10	Poland	33 persons

Table 2. Top 10 countries among respondents

The respondents preferable the way of life is revealed by the question "Where would you like to live?" The following reactions were received to this question: 40% (75 answers) want to live in a large megapolis with high rhythm of life; 27% (51 responses) prefer a city with a developed infrastructure and a high standard of living; 19.7% (37 answers) dream to live on the beach or in the country; 13.3% (25 answers) prefer a quiet, cozy suburb with good ecology. We can concluded that the majority of respondents are a townspeople in the way of life, which, of course, is associated with those personal qualities that they consider the most important for their future profession.

Among other questions the respondents asked an open question "What do you dream about?"⁶. The students often write about dreams related with work and career (66 responses are 25% of the number of responses received to this question), the second highest dream is about family and children (50 responses are 19% of the responses), the third is a travel (36 responses are 14% of the number of responses received on this question), the fourth is a self-realization (24 answers are 9% of the number of responses received on this question), the fifth is a financial success (20 answers are 8% of the number of received responses).

The "professional" dreams of the students show us the desire for self-realization in the professional sphere. It is important for them to succeed, to build their career so that the work can

⁶ This question was answered by 143 respondents (84.1%), 27 respondents (15.9%) didn't answer.

bring pleasure, even if for this is necessary to change the sphere of activity, for example, to open their own business. Also important is that the majority of respondents don't associate professional activity and financial well-being in their dreams, for them the profession is a way of self-expression and not earnings the money.

The dreams related to the family have two poles. The first most significant aspect for the respondents is to create their own family, 34 of 50 answers (68%) relate to this subject and it is natural for people aged 18 to 29 years. This includes dreams about children, 6 of 50 responses (1.2%). The second pole is connected with the parents' family. 8 of 50 answers (16%) notice the importance for students to "help the family", "ensure a decent life for parents" etc.

We have 36 answers about the dreams of travel. They are related to their duration, 41.6% of respondents want for example, "to travel more", "to go on a yearly trip"; or with the number of countries, 27.7% of respondents dream for example "travel around the world"; or with specific countries or regions, 22.2% of respondents desire for example traveling in Spain, Italy, Russia, Sweden, the UK or visiting Iceland, Korea, the USA, Australia, and different cities of Russia as Petropavlovsk-Kamchatsky. It is noteworthy that 3 respondents (8.3%) want to fly into space.

The dreams of self-realization (in total of 24 answers) are the following: 1) 11 of 24 answers (45.8 %) are such as "to find my place in life", "to achieve a high life status, respect and success"; 2) 10 of 24 answers (41.6%) are "develop emotionally", "be independent and strong, confident and wise", "to reunite completely with my higher self", "the opportunity to create", "to perform again on stage", "to engage in music"; 3) 3 of 24 answers (12.5%) are "to justify the hopes of the parents", "parents should be proud of me".

The dreams about the financial situation (only 20 answers) concern such aspects as: 1) money and material well-being mentioned 11 responses of 20 (65%); 2) real estate (for example, to buy an apartment or house to yourself or parents) named 4 persons of 20 (20%); 3) cars, for example, a dream of "buying a yellow MiniCooper", "about a new car", "about a car" mentioned in 3 answers of 20 (15%).

In this way the three most popular dreams of the respondents were traditional and largely expected. It is work, family and travel. The fourth and fifth most popular dreams demonstrate that self-realization is more important than making money for humanities students.

The respondents' family as a value is also confirmed by answers to questions about plans to create a family and have children. Most respondents (151 people is 88.8%) plan to marry in the future, 13 people (7.6%) don't plan yet, 3 people (1.7%) admit the possibility of starting a family, 3 people (1.7%) didn't answer this question. 147 people (86.5%) plan to have children, 16 respondents (9.4%) don't plan yet, 7 respondents (4.1%) aren't ready to answer this question.

142 people answered positively (83.5%) at the open question "How do you see your own family, which you plan to create?". 2 respondents (1.1%) answered that they don't plan to create a family, because first they need to build a career.

The family for the overwhelming majority of respondents (66.2%, 94 answers) is seen as complete with children (including adopted child). Only 4.2% of respondents see a family without children, 1.4% of respondents allow themselves to create a same-sex family, 1.4% of students accept a civil marriage, 0.7% of the interviewee believes that the family is a domestic animal.

The well-being and prosperity of the family is noted by 17 respondents (12% of the respondents who answered this question). The most important for them is the stable income, the prosperous future of children, a country house, own apartment.

The respondents often use adjectives "happy", "friendly", "strong", "loving", "big", "understanding" when they describe the family. These adjectives mention together 139 times.

Behavioral characteristics of the respondents

Since we studied the lifestyle of humanities students, the goal of our survey wasn't the study of the behavioral characteristics of the audience, as they are based on "division of customers into

groups according to their knowledge and skills as a user's of product" [2, 237]. However one question allows us to judge the consumer behavior of the target audience - this is the question "What are the main articles of your expenses?"

So, the main expenses of our students are follows. The main expenses for 93.5% of respondents (158 people) is food, for 59.7% (101 people) is entertainment, the expenses of 48% (81 people) include clothes and shoes, 45 % (76 people) name transport expenses, 30.7% (52 people) mention housing expenses, 25.4% (43 people) have a big education expenses, including foreign language courses, driving, etc., 17.7% (30 people) name as main expenses treatment and medicines.

10 people from the respondents (6%) noted other items of expenses, such as: payment for sports sections, petrol for a car, cosmetics, dance classes, various services (such as mobile Internet, beauty salons, massage parlors). One person (0.6%) didn't answer this question.

Consequently we see that half expenses include entertainment at the same time with expenses for satisfying basic needs (housing, food, medical treatment, clothing and footwear). The main expense is education for every fourth students, and 1.77% of respondents to the main items of expenditure include the costs of sports sections, and also 1.77% of spending is related to the sphere of beauty.

Discussions and conclusions

So let's sum up the results of the survey of our audience.

Our audience is united by the fact that all of them are students who chose advertising and public relations as a future profession; they all received second level education and receive higher education. They were born from 1987 to 1998 that is the so-called Generation "Y". They live in Moscow and the Moscow region (Russia) during their studies.

The majority of the interviewed is girls, 20-21 years old, Russians or who have Russian citizenship; they can speak Russian and English. Half of them live with their parents, and half live alone already, half of them are working. The education of most of them is paid by parents. Half of respondents spend up to 20,000 rubles per month and the other half spend up to 40,000 rubles.

The main personal qualities are the education, creativity and communication skills that respondents should have as future experts in the field of advertising and PR.

The most popular types of free time activities for respondents are chatting with friends; watching movies (mostly fantastic and mystical, as well as anti-utopias, parables and fairy tales); surfing the Internet (the most actively they use social networks: the respondents get news, professional information, expand their horizons and have fun, blogs our students do not lead themselves and bloggers are not ready to name, but in general blogs for respondents are entertainment); walks; reading (the circle of reading is wide enough from Russian and foreign classical literature of the 19th century till modern foreign literature); visiting theaters and museums; sports (every fourth of the respondents is engaged in sport, the most popular is tennis and horseback riding).

The most common among the surveyed hobbies are sports, photography, painting, dancing, reading and traveling.

The majority of respondents like to travel and visited 3 or more countries, the most visited regions are Southern, Eastern and Western Europe, West Asia and North Africa.

Our respondents prefer the urban way of life; they want to live in a large megapole or in medium-sized city.

The respondents are dreaming about the professional future, family, travel, self-realization and financial well-being. And for them it is more important career and self-realization in the profession than the family, and self-realization is more important than income.

The image of the family among our respondents is quite traditional. The majority of the respondents plan to create a family with children, it is important that it be "happy", "friendly", "strong", "loving", "big", "understanding."

The main items of expenditure of our respondents are food, entertainment, clothing and footwear.

Research limitations and direction for further research

This is necessary to pay attention to the fact that the data obtained in the course of this survey characterizes only the humanities majors students. We can assume with a high degree of probability, that we will receive other characteristics of the way of life, values, interests and hobbies by asking students of non-humanitarian specialties. What is the perspective of this study.

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