

Tab. 1 Advertising focus/measures and their attributed influence (n=24)

| Advertising focus/measures | 0 = did not notice / couldn't notice | | 1 = very low attributed influence | | 2 = low attributed influence | | 3 = neither low nor high attributed influence | | 4 = high attributed influence | | 5 = very high attributed influence | | Total | |
|--|--------------------------------------|------|-----------------------------------|------|------------------------------|------|---|------|-------------------------------|------|------------------------------------|------|----------|-------|
| | Absolute | In % | Absolute | In % | Absolute | In % | Absolute | In % | Absolute | In % | Absolute | In % | Absolute | In % |
| Game (Md=4) | 2 | 8,3 | 5 | 20,8 | 0 | 0 | 1 | 4,2 | 7 | 29,2 | 9 | 37,5 | 24 | 100,0 |
| Remuneration (Md=3) | 5 | 20,8 | 5 | 20,8 | 4 | 16,7 | 4 | 16,7 | 5 | 20,8 | 1 | 4,2 | 24 | 100,0 |
| Recommendation by peers (Md=4) | 3 | 12,5 | 4 | 16,7 | 1 | 4,2 | 3 | 12,5 | 6 | 25,0 | 7 | 29,2 | 24 | 100,0 |
| Advertising in lecture/seminars (Md=5) | 4 | 16,7 | 2 | 8,3 | 1 | 4,2 | 1 | 4,2 | 3 | 12,5 | 13 | 54,2 | 24 | 100,0 |
| Billposting (Md=3,5) | 6 | 25 | 6 | 25,0 | 2 | 8,3 | 1 | 4,2 | 3 | 12,5 | 6 | 25,0 | 24 | 100,0 |
| Stud.IP (Md=2) | 7 | 29,2 | 8 | 33,3 | 1 | 4,2 | 1 | 4,2 | 3 | 12,5 | 4 | 16,7 | 24 | 100,0 |
| Direct message (Md=2) | 9 | 37,5 | 6 | 25,0 | 3 | 12,5 | 4 | 16,7 | 1 | 4,2 | 1 | 4,2 | 24 | 100,0 |